VENDING TIMES
incorporating vend and V/T MUSIC & GAMES

the national newspaper of vending, feeding and recreational services

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CONVENIENCE PLUS:

Market Shifts Create New Cigarette Vending Role

Operators Sell Ability To Solve Problems

U.S.A. — The changing market for cigarettes at retail has produced a new environment for vending operators. The emerging situation holds opportunities as well as challenges for vendors, according to a cross-section of experts surveyed by VENDING TIMES.

"We're finding that some convenience stores are analyzing the dollars they have invested in cigarette inventory," said Charles Hutchinson, Cliff Weil Vending (Richmond, Va.) "And they're looking at vending operators again."

The difficulty of adjusting nonstandard vending machines to keep up with continually increasing prices has also persuaded many "mom-and-pop" restaurants, and similar street locations, that owning their own cigarette machines is no longer a valid proposition, Hutchinson added. This, along with the same inventory-cost consideration as that discovered by convenience stores, is encouraging these locations to seek the services of a professional vending operation.

Joe Abraham of Priority Cigarette Service (Cleveland, Ohio) reports that similar forces are at work in his market. "About a year ago, smaller retailers discovered that selling cigarettes over the counter can be costly," he told V/T. "Shrinkage is the key problem; when a pack cost 40 cents, you weren't concerned if employees took a few packs. Today, control is a major concern. The solution is to bring in someone who'll keep the inventory locked up — in a vending machine."

Operators who are prepared to offer such accounts a professional, service-oriented vending program find themselves in a good negotiating position, Abraham pointed out. Key elements in such a program are attractive

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VENDING Views...

■ MINI-WAREHOUSE: VSA is test marketing a new concept that will enable it to serve smaller urban areas that it has not yet been able to economically penetrate. This calls for the creation of smaller warehouses throughout the U.S. which will store a more limited range of vending products than VSA's full-size warehouses.

■ TAX CHILL: Alaska has joined the states boosting cigarette taxes, jumping from a levy of 16 cents to 29 cents per pack. The increase becomes effective September 10.

■ BOLSTER: ARA Services, Inc. has purchased another block of stock in VS Services Ltd. of Toronto, upping its take in the Canadian foodservice and vending firm to 64.8%. ARA plans to acquire additional shares in the concern, which had revenue of $338.8 million (Canadian) for its last fiscal year.

■ DE-NIC NEXT: Philip Morris is proceeding with its market test of *Next*, its nearly-nicotine-free cigarette (0.1 milligram of nicotine) in Hartford, Toledo, and Omaha (V/T, June). Packs carry the word "De-Nic", while ads state: "Introducing de-nicotined tobacco with rich flavor", and some copy claims the brand "offers smokers a choice they never had."

■ NEW PACK: Quaker Food Service is introducing the *Gatorbox*, an 8.4 oz. aseptic pack for *Gatorade*. The low-sugar, low-sodium, caffeine-free thirst-quencher will be available in 5 flavors: Orange, Lemon-Lime, Fruit Punch, Lemonade and Citrus Cooler. Each colorful box has its own straw attached.

■ TAPS TREND: With a segment of coffee drinkers turning to premium type blends, two of the major roasters are making a pitch toward luxury tastes. Kraft General Foods has come up with *Maxwell House Colombia Supremo*, while Nestle is introducing *Taster's Choice Ground Roast*, a blend of beans from Colombia, Kenya, and the Santos region of Brazil.

DEBUT: At cocktail party announcing the debut of Eagle Services, new vending/foodservice firm operating in Ohio, Michigan, and Indiana, president Ron Baum and his wife Kathy unveil company's logo. (Story, Page 3).

Negative Pitch

NEW YORK — Vending is given somewhat negative image in an ad for NodicTrack, an exercise machine, that appeared in a recent issue of *Self* magazine.

Showing illustrations that include candy and soft drink venders as well as pasta and milkshake machines, ad copy reads: "For every machine you use to put it on, we have a machine to take it off."

Aimed at weight-conscious readers, the ad says: "Occasionally you find yourself being seduced by an attractive candy machine...What you need is a machine that burns off those calories."

TOP OPERATORS: Winners of National Coffee Service Association's "Silver Cup" honor gather at festive luncheon during recent annual convention in San Antonio. From left are Joseph Manning, AAA Coffee Service of Washington (Seattle); Jerry Blum, Take-a-Break (Wilmington, DE), who was named "Silver Service" award-winner and operator of the year; Robert Hale, Mister Coffee & Services (Scarborough, ON, Canada); and Armand Dauplaise, Snack Hostess (Fairfax, VA). Coverage of the 1989 NCSA Convention starts on Page 17 of this issue.

Cigarette Venders Have Little To Do With Minors' Smoking, Study Shows

CHICAGO — Vending machines are not a significant source of cigarettes for minors, a nationwide study of teenage smoking behavior and cigarette purchase practices shows. Conducted by Response Research of Chicago for NAMA, 1,015 interviews were conducted with youths aged 13 thorugh 17 in 40 shopping malls in 20 major cities.

Friends who smoke, peer pressure, and parents' and other family members' smoking are the major reasons why teenagers take up the smoking habit, the study reported. Friends are the most likely source of cigarettes when teenagers begin to smoke (57%), while family members and purchasing (21% for each) rank as the other major sources for new smokers.

Of the 21% who purchased their cigarettes when they started to smoke, 84% obtained them from a sales clerk in a store, while 16% used vending machines. Asked by Response Research where they buy cigarettes, 64% of the teenagers who buy often or occasionally said they often buy over-the-counter in stores, but only 9% use vending machines frequently.

Among the teenagers who

(Continued on Page 10)

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A Hot Drink Machine That Makes Its Own Sales Pitch.

To be profitable these days, it's not enough to put a vending machine in a high traffic area and hope for the best.

You have to get customers to stop and look. You have to get them involved. Which is precisely why you should operate our RMi 8050 G and 8050 DG hot drink machines.

The 8050 G and 8050 DG attracts attention by brewing coffee with actual coffee beans—an ability most hot drink machines lack.

Customers can see the beans in a high-profile bin. They can listen as they're ground. Smell the aroma as they're brewed. And taste a richness of flavor that they often can't get, even at home. A flavor that's sure to generate repeat business.

The 8050 G grinds regular coffee beans and the 8050 DG grinds regular and de-caffeinated beans. Both provide soup, tea, and hot chocolate, as well as extra strong flavor controls.

So, if you're looking for a hot drink machine, call us at the numbers below. And get one that sells itself.

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300 Jacksonville Road Warminster, PA 18974
Tele: 215/675-4200 Fax: 215/441-8767
75 West Plato Boulevard St. Paul, MN 55107
Tele: 612/224-4391 Fax: 612/224-5559

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AWARD: At President's Roundtable Conference held by Canteen Co. in Carmel, Cal., President Robert A. Kozlowski (l.) presents Rod Hackleroad (Canteen of Knoxville, Tenn.) with award as "Canteen Distributor Account Executive of the Year", while his wife Brenda looks on.

Venders Not A Source Of Cigarettes For Minors, NAMA's Funk Testifies At Congressional Hearing

WASHINGTON — "Accusations against cigarette vending machines related to teenage smoking have no basis in fact," NAMA Chief Counsel Richard W. Funk told a Subcommittee hearing of the House Committee on Energy and Commerce.

His statement was made as the vending industry's opposition to a bill (HR 1250) that would prohibit the sale of cigarettes or other tobacco products through vending machines.

Funk pointed out that the vending industry had a self-regulation program to prevent minors from puchasing cigarettes through venders. He also cited studies which show that not only are vending machines not a source of cigarettes to persons under 18, but that 8 out of 10 venders are located where teenagers are not allowed or rarely frequent.

Noting that not a single state prohibits the sale of cigarettes through vending machines, Funk observed: "They have long ago concluded that cigarette vending machines are at most a trivial source of cigarettes for teenagers. We suggest that the Congress should not be usurping the states' exercise of this normal police power. We do not see this police power in the Constitution so we question the legitimate power of Congress to enact Section 6 of HR 1250."

He also cited the severe economic impact that such a ban would cause, such as the loss of more than 10,000 route and other vending jobs, totaling $250 million; loss of retail sales of $1.6 billion; diminished vehicle purchases and purchases of other supporting equipment.

"The vending industry took the lead voluntarily over 27 years ago to prevent youngsters from buying cigarettes," Funk told the Subcommittee. "It stands ready to cooperate with all groups to make sure that its record of responsible conduct and compliance with established laws is maintained in fact and in spirit."

Quaker Oats Ups Baron To Food Service V. Pres.

CHICAGO — Paul V. Baron has been promoted by the Quaker Oats Co. to Food Service Vice President-Marketing and Sales, according to an announcement by Russell L. Jones, Division president.

Baron will direct the entire sales and marketing efforts within the Division, and will also continue as head of Business Development. He has also been Group Product Manager and Marketing Manager since joining Quaker Food Service in 1976.

PAUL BARON

Goodman Vending Building New 20,000 Sq. Ft. Plant

READING, Pa. — In an expansion move, Goodman Vending Service is constructing a new 20,000 sq. ft. building on a 4-acre site. Completion is scheduled for October 1.

"Since our business has doubled in the past six years, we've outgrown our present facility," President William E. Buckholz explained. The company is now operating over 30 vehicles to service its territory.

"Almost everything in our new building will be twice the size," he reports. "Freezer and refrigeration space will triple, enabling us to buy and store product more efficiently. The additional warehouse space will allow us to purchase more items by the pallet."

Georgia Firm Produces Tennis Ball Can Vender

NORCROSS, Ga. — Innovative Vending Systems, Inc. has developed *Cankwik*, a tennis ball vending machine. Shaped like a tennis ball can and standing 6 feet high, the vender is cylindrical-shaped and displays a large photo of a can of 3 balls.

The *Cankwik* holds 72 cans (36 on each side), and it can be used to feature one or two brands. In a field test, organized with Penn Athletic Products of Phoenix, a major tennis ball manufacturer, a vender was operated successfully at a tennis court in the San Diego area. The machine, which utilizes a bill acceptor, was geared to operate at the $4 level, although a $3 vend is expected to be the average price.

Additional details can be obtained from Ann M. Worrall, Innovative Vending Systems, Inc., 5706 Broxton Circle, Norcross, Ga. 30392.

Eagle Services Operating In Ohio, Ind., And Mich.; Providing Vending/Foodservice To Varied Locations

SANDUSKY, O. — Eagle Services, Inc., a new vending and foodservice concern, has begun operations. Active in northern Ohio, southern Michigan, and southern Indiana, it has service centers in Sandusky, Toledo and Mansfield Ohio; and Columbus, Ind.

Principals in the firm (which purchased the northern division of Cardinal Services) are Ronald A. Baum, president, and Melvin A. Saferstein, secretary/treasurer. Both had been Cardinal employees. The transaction was financed through Bank One, Columbus.

(Editor's Note: Following Chapter 11 proceedings, other parts of Cardinal were acquired by AAV Vending/Foodservice, Cincinnati; and Quality Vending, Rocky Mount, N.C. The cup manufacturing operation is now conducted as Americup in Sandusky, O.)

With Eagle Services' annual sales now running over $4 million, the firm has a fleet of 42 vehicles and 100 employees. It operates about 3,000 vending machines; in-plant cafeterias; and foodservice restaurants. Locations include industrial, educational, institutional, and commercial accounts.

Eagle Services also provides office coffee service, catering, and music and games in some of its markets. In addition, it has coin-operated commercial washers and dryers available for some accounts.

Television Program Airs Case Study Of Blue-Sky; Vending Proves To Be Not A 'Guaranteed Money-Maker'

SECAUCUS, N.J. — A prime example of "blue-sky" selling was shown in the *On Your Side* television program aired over WWOR-TV, a super-station viewed nationally.

Reporter Al White showed 4 cigarette machines that had been sold to a New Jersey couple as "guaranteed money-makers". Answering a newspaper ad, they were promised that if the venders did not make $425 per machine per month, they would be paid the difference by PLG Communications, which offered vending machines placed in "lucrative locations".

Thinking it would be a good investment for the husband, who hadn't worked due to a heart condition, the couple paid $8,000 of their life savings as a down payment on a $10,000 contract. And, while they had been shown pictures of digital control cigarette venders, they received manual machines with broken glass, grafitti, and rusty plugs. The equipment was geared to $1.25 operation, indicating it hadn't been used for some time.

PLG had also promised to secure 4 lucrative locations for the machines. But when reporter White checked with such sites as a Hilton Hotel, he found it already had a cigarette machine, while the manager said he had never heard of PLG. Similar responses were received at a restaurant, a motel and an inn, where the other venders were to be installed.

After months of investigation, reporter White caught up with the owner of PLG. Confronted with the fact that designated equipment had not been delivered and that locations had never heard of PLG, he merely made a denial.

The "victimized" couple stated that according to their contract, they were entitled to a refund if they were not happy with their investment. Unable to obtain satisfaction, they had appealed to the television station, which aired the matter.

PS: The Morris County District Attorney's office is currently investigating to determine, as the program said, whether the deal was "nothing but outright fraud".

Walter Reed Sets Up Vending Consulting Business

CHICAGO — Walter W. Reed, longtime Director of Public Relations of the Naitonal Automatic Merchandising Association (NAMA) has left to start an international consulting firm for marketing and public relations.

Reed, who had been with NAMA since 1958, has formed Creative Relations International Ltd., which will specialize in assisting domestic and international firms to market products and equipment to the vending industry. It will also engage in general public relations counseling activities.

"Creative Relations International Ltd. will put my more than three decades of experience to work for the benefit of U.S. companies seeking connections in other countries as well as help foreign marketers to size up and enter the U.S. vending and food service market successfully," Reed said.

"While I will be retiring from my almost lifelong connection with NAMA, my future activities will be closely related to the people of our industry," he said. "The vending business is going more and more international, and I plan to assist those companies which are looking for marketing opportunities in the 1990's."

Reed's firm will be headquartered at 422 Forest Ave., Wilmette, IL 60091. Phone (312) 251-8211.

KKR Selling Fisher Nuts To Procter & Gamble Co.

WASHINGTON — Kohlberg Kravis Robert & Co. (KKR) has filed a petition with the Federal Trade Commission (FTC), seeking agency approval for the sale of the Fisher Nuts unit of KKR's Beatrice/Hunt-Wesson operation to Procter & Gamble Co.

FTC approval is required under the terms of KKR's buyout of RJR Nabisco, whose operations include Planters Nuts. The petition states that Procter & Gamble's resources and marketing expertise will "ensure that Fisher remains a thriving business" and eliminate "any possible anti-competitive affects".

Vendo Co. Appoints Astin Sr. VP, Marketing & Sales

FRESNO — The Vendo Co. has appointed Bill A. Astin as Senior Vice President of Marketing and Sales.

He has been involved in the soft drink industry for 17 years. Astin's background includes 5 years as Vice President of Marketing for the Pepsi-Cola Bottling Co. of Denver, as well as holding management positions for both Sunkist and Dr Pepper.

Friedman Dies

FORT SMITH, Ark. — Julius (Jerry) Friedman, owner of Automatic Cigarette Service Co., Fort Smith, Ark., died here. He had acquired the Fort Smith Tobacco and Candy Co. in 1941 with his brother-in-law Maurice Bershof.

Active in the Colorado Association of Tobacco and Candy Distributors, Friedman also owned Capitol Tobacco, Fayetteville, Ark. and Flaks, Inc. of Denver.

NATD Reports Results From D.C. Meetings

ALEXANDRIA, Va. — More than 180 executives from distributing companies in 37 states attended the National Association of Tobacco Distributors' annual "Day in Washington" last month. Purpose of the event, the seventh in an ongoing NATD program, was to afford industry leaders the opportunity to meet their elected officials face to face, and to make their views known.

At a round of conferences over a two-day period, NATD members contacted 220 Congressional representatives to lobby against increased tobacco exise taxes, advertising restrictions, and mandated employee benefits (including parental leave, health insurance, and the minimum wage).

A major objective of this year's "Day in Washington" was the elimination of a proposed $2.67 per pound excise tax on pipe and chewing tobacco and snuff, suggested by House Ways and Means Committee Chairman Dan Rostenkowski (D.-Ill.) as part of a $5.3 billion tax package. "Our members got a chance to experience a legislative victory, as the 'Other Tobacco Products' tax was removed from the tax bill shortly after the conference," NATD reports. Washington observers expect the idea to be re-floated next year, and industry members were urged to remain alert.

CONGRESSIONAL CONCERNS

Leading legislators who addressed the NATD conference included Senate Minority Leader Robert Dole (R-Kans.) and Representatives Lynn Martin (R-Ill.) and Charles Rangle (D-N.Y.) They offered in-depth insights into the agenda

(Continued on Page 32)

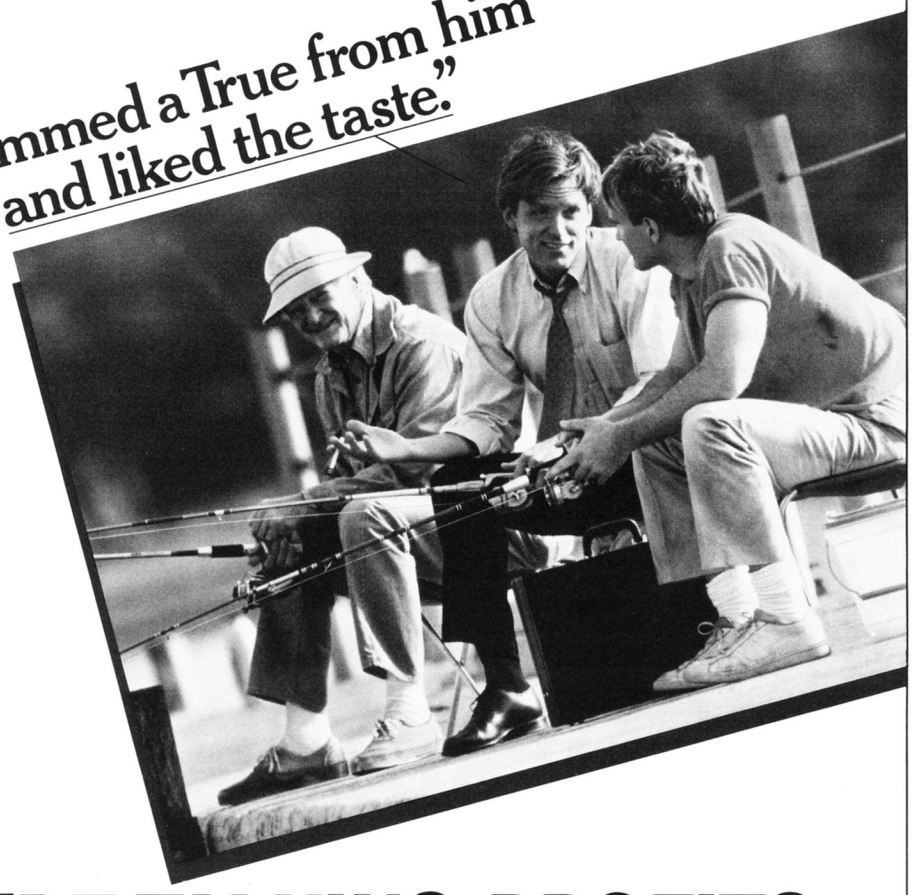
MAMC Sets 1989 Meeting For Bloomington, Sept. 8

BLOOMINGTON, Minn. — The Minnesota Automatic Merchandising Council has announced that its annual conference will be held on September 8, 1989, at the Holiday Inn International here.

Don Reinking, Vendors Supply & Service, is coordinating the event. He can be contacted at (612) 881-9770.

THEY'RE TALKING TASTE.

"Bummed a True from him and liked the taste."



WE'RE TALKING PROFITS.

True, the taste worth switching to, could be worth big profits to you in the months ahead.

With our multimillion-dollar ad campaign and our multimillion-dollar promotional campaign priming the way.

Our numbers already indicate that smokers are getting the True message loud and clear.

No doubt about it, True's time has come now.

TRUE

Lorillard

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The only business we do is the business you do. We never forget that.

ATTENTION RETAILERS: Benefits are periodically available on proportionally equal terms to all over-the-counter or machine vendors of Lorillard cigarettes under Lorillard's merchandising plans. For further information, consult your Lorillard representative, or write Lorillard, 1 Park Avenue, New York, NY 10016.

V/T Operator's DATE BOOK

September 7-9
California Automatic Vendors Council annual conference, Hyatt Regency Hotel, Monterey, CA.
CONTACT: National Automatic Merchandising Association*

September 7-10
New York State Automatic Vending Association annual conference, The Neville, Catskill Mountains, NY.
CONTACT: National Automatic Mechandising Association*

September 8-10
Virginia Automatic Merchandising Association Fall Conference, Ramada Oceanside Towers, Virginia Beach, VA.
CONTACT: InfoMarketing, Inc. at (919) 383-0044

September 11-13
Amusement & Music Operators Association annual convention and trade show "Expo 89," Las Vegas Hilton Hotel, Las Vegas, NV.
CONTACT: AMOA at (312) 644-6610.

September 14-15
Texas Merchandise Vending Association annual conference, Four Seasons Hotel, Austin, TX.
CONTACT: National Automatic Merchandising Association*

September 22-24
North Carolina Vending Association Fall Conference, Shell Island Resort, Wrightsville Beach, NC.
CONTACT: InfoMarketing, Inc. at (919) 383-0044

September 28-30
Southern Coffee Break Association Fall Convention and Trade Show, Grove Park Inn, Asheville, NC.
CONTACT: SCBA at (800) 272-2206

October 5-8
National Association of Food Equipment Manufacturers 1989 Exhibition & Seminar, Dallas Convention Center, Dallas, TX.
CONTACT: NAFEM at (312) 644-6610

October 6-8
Louisiana Wholesale Tobacco & Candy Distributors Association Annual Convention, Doubletree Hotel, New Orleans, LA.
CONTACT: LWTCDA at (504) 272-0542

October 9-11
National Automatic Merchandising Association 1989 Financial Management Seminar, facility to be announced, Chicago, IL *(precedes 1989 NAMA Convention and Trade Show).*
CONTACT: National Automatic Merchandising Association*

October 12-15
National Automatic Merchandising Association Annual Convention and Trade Show, McCormick Place, Chicago, IL.
CONTACT: National Automatic Merchandising Association*

October 16-18
National Automatic Merchandising Association 1989 People Management Seminar, facility to be announced, Chicago, IL *(follows 1989 NAMA Convention and Trade Show).*
CONTACT: National Automatic Merchandising Association*

October 18-19
Hawaii Restaurant Association 7th Annual Pacific Area Food & Beverage Exposition, Neal S. Blaisdell Center, Honolulu, HI.
CONTACT: HRA at (808) 536-9105

October 21-24
National Frozen Food Association and American Frozen Food Institute 1989 National Frozen Food Convention & Exposition, Atlanta Hilton Hotel, Atlanta, GA.
CONTACT: NFFA at (717) 534-1601 or AFFI at (703) 821-0770

October 22-25
National-American Wholesale Grocers Association and Institutional Foodservice Distributors Association 1989 Productivity Conference, Denver Convention Center, Denver, CO.
CONTACT: NAWGA at (703) 532-9400

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

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

*National Automatic Merchandising Association:
Headquarters (312) 346-0370
Eastern Office (703) 435-1210
Western Office (818) 783-8385

IF YOU'RE INTERESTED IN PROFIT... LOOK NO FURTHER.

The growing purified water vending market offers you an enormous opportunity for profit.

Because of concerns about municipal water contamination, purified water consumption has become an everyday routine for growing number of consumers.

In fact, purified water sales are growing faster than any other segment of the beverage industry; in the years ahead, per capita consumption is expected to grow from 6.4 gallons today to 11.7 gallons by 1996.

Getting your share of this enormous and profitable growth market requires a new marketing approach that's as fresh as purified water itself. And that's where Allcraft purified water vending machines come in.

For bottom-line profit, nothing sells purified water like Allcraft.

We manufacture self-contained purified water vending equipment for indoor and outdoor use. Our technical know-how is based on more than 35 years of experience.

Vending purified water can, in most cases, offer you a greater margin of profit for product sold than candy, soda, or other vended items. The reason why is a small .002 cent-per-gallon cost and a retail price of anywhere from sixty-nine cents to well over one dollar. There's no product stocking, spoilage, and theft is virtually non-existent.

An Allcraft unit requires about the same amount of space as any other vending machine, and is just as easy to service. Routine maintenance and money collections can be easily handled, in most cases, without adding additional staff.

Write or call today for complete information about the opportunities available to you in this new, exciting, and growing market. We'll show you why when it comes to pure profit, nothing compares to Allcraft purified water vending machines.

SOURCES:
Beverage Industry, Annual Manual 1988
American Automatic Merchandiser, April, 1987

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SELL MORE SNACKS, TOO!

Coming soon... new SnackCenters from National Vendors... and a special offer.

DON'T MISS IT.

The trays that practically reinvented the wheel.

Now your routemen can save time, avoid mistakes and work more confidently. Because this new circular tray design works that way. It's more versatile, more nearly foolproof than anything else ever invented.

Price each tray three different ways.

You can divide each tray into separate price zones—three in all. And program each zone all the way from 5¢ to $12.75. With nine trays altogether, you can offer up to 27 different prices. And with National Vendors electronics, it's fast, easy and practically goofproof.

From six to 24 different items on every tray.

Take a close look at our wheel. You'll see that each tray level can be configured with four different size food compartments—small to extra large. All compartment sizes are easily changed without removing the tray. Just slip in the appropriate dividers and load anywhere from 54 to 216 items total. Menu planning for each location has never been easier.

Same tall vertical clearance.

No running out of space to put big items. Shoppertron gives you a full 4⅛″ vertical clearance on every level, regardless of how you configure it. All important tray components are completely interchangeable.

You don't have to stock the whole machine.

You can program each Shoppertron tray for limited rotation by thirds, if you like. You also get two-way rotation buttons to speed up customer shopping time.

Much, much more.

National Vendors electronics gives you complete self-diagnostics and vend accounting data. There's a vacuum-fluorescent display at each tray level to set and display prices, and another display at the coin insert area for customer credit, diagnostic, and vend information.

Ask your National Vendors representative now.

Shoppertron can make your routes run easier, faster, more profitably every day you operate. Get all the details today.

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Because quality counts...
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HE COULD BE WORTH $3500 TO YOU.

Dont miss the next issue of this magazine or the National Vendors Booth #500 at NAMA.

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Fort Lock Launches 'Apex' High-Security Design

RIVER GROVE, Ill. — New from Fort Lock Corp. is the "Apex" line of tubular-key locks, designed to provide maximum security and high quality in a cylinder lock.

The "Apex" system is the culmination of four years of research and development. The project was undertaken with the objective of manufacturing a lock with a patented tubular key capable of integration into existing cylinder-lock systems in the field, while not accepting their keys.

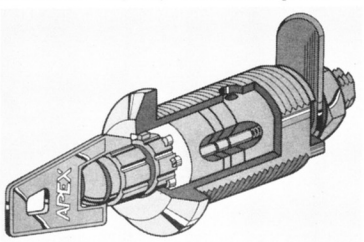
Design objectives also included the perfection of a physically-secure lock structure that would withstand forcible attack, and implementation of a system suitable for a four-level registered key-control program available to locksmiths through locksmith distributors.

Fort Lock Corp. drew on the expertise of David Lee, Lee Industries Inc., to optimize the pick-resistance of the lock. Lee's specialty is the manufacture of lock-manipulating tools.

IMMOBILE PINS

Reasoning that an individual who picks a lock works on each pin until it moves easily to indicate that it has been freed, the "Apex" engineers developed a design in which the pins would not yield this information to the burglar. Through use of a five-part bottom cylinder with two movable brake plates, the pins always feel "stiff". The would-be thief cannot sense which pins have been "picked" and which have not. Thus, Fort Lock notes, it is virtually impossible to "decode" the lock.

Engineering a key to meet the design objective called for developing a series of "profile-restricted" key barrels whose outside diameters matched those of existing lock designs. The "Apex" restricted key is then broached to yield key section areas with a smaller outside diameter. A matching broached keyway restrictor-pate, installed just behind the face of the lock shell, prevents exisiting non-"Apex" keys from entering "Apex" lock cylinders.



APEX LEVEL 2: Broached key mating with restrictor plate prevents use of conventional tubular keys in "Level 2" lock.

To enhance the structural integrity of key and lock, Fort Lock employed a new hardening process called "Nitrotec". Originally developed for use in the automotive industry, this process hardens parts for longer life, better drill resistance, and improved durability, the company reports. The process also reduces the coefficient of friction of the finished surfaces, for smoother operation, and reduces susceptibility to corrosion (parts have a 180-hour salt spray rating). The process produces a black finish.

The four-level key control program offers end-users the combination of security and flexibility suited to their specific needs, Fort Lock reports. "Level 1" features standard tubular keys for ease of duplication in the field, along with "Apex" pick-resistant cylinders. Level 1 key blanks are available to locksmiths through locksmith wholesalers. This level is appropriate when high pick resistance is the main requirement.

"Level 2" features the "Apex" pick-resistant cylinder plus the profile keys and restrictor plates. All parts must be hardened at the factory, and only "pre-bitted" keys will be available to the locksmith. These keys will be registered, and available through locksmith wholesalers.

Locksmiths will "combinate" the locks to the pre-bitted keys as customers require. When large quantities of locks and keys are needed, factory-combinated locks will be available for ordering through wholesalers.

All Level 2 keys will have a factory-issued key control card, which will be registered and given to the end-user operator by the locksmith. The end user must sign the card, and a factory-issued key registration form (listing number of keys sold, number of locks sold, and the end user's name and address) must be completed by the locksmith. This form is then imprinted with the key-control card and signed by the end user. A copy of this form is sent to the wholesaler and to Fort lock's factory, to register the number of keys and cylinders to the specific customer. This permits locksmiths to upgrade existing tubular locking systems and maintain complete key control, without the need for operators to replace every lock in the system.

HIGHER-SECURITY OPTIONS

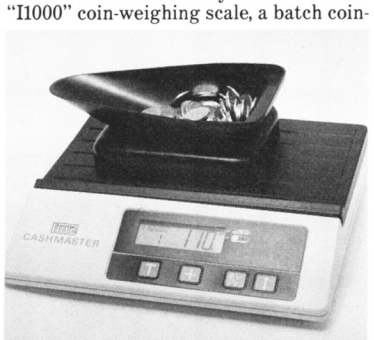
Level 3 offers factory-level key control, with no pre-bitted keys in inventory at the distributor echelon. Customers must specify the quantity of keys required on the original order, and additional keys can be ordered only through the factory upon presentation of the registration card.

Level 4 combines factory-originated profile keys and "Apex" lock cylinders. End users specify the quantity of keys required with the original order, and all records of codes are destroyed at the factory level. No replacement keys will be available; if a key is lost or stolen, the customer must replace the entire lock cylinder. This level of control lends itself to maximum-security applications.

Information on new "Apex" locks and keys, and on other Fort Lock systems for vending, may be had from the manufacturer at 3000 North River Road, River Grove, Ill. 60171, tel. (312) 456-1100.

Excalibur Markets IMS Electronics Bulk Coin Scale

CHESHIRE, Conn. — Now available from Excalibur Security Inc. here is the "I1000" coin-weighing scale, a batch coin-counting device that has proven highly successful in the United Kingdom.



"I1000" COIN-WEIGHING SCALE

Developed by Instrumentation & Microelectronic Systems Ltd. (Fife, Scotland), the portable scale can be powered by household current, or operated for up to four hours on a rechargeable battery. It is designed for easy operation, with four keys and a large display, and is presently manufactured for the coinages of eight countries.

The "I1000" displays the value of bulk coins placed in the weighing-pan, and can also accommodate rolled coins. A totalizing feature is included. This is a very fast method of counting coins, and advanced electronic design maximizes accuracy, the manufacturer reports.

Information on the "I100" may be had from Excalibur Security at P.O. Box 356, Cheshire, Conn. 06410, tel. (204) 250-9922.

SISCO PROTECTOR: Now available from Value-tique is this small fire-resistant safe with electronic pushbutton combination lock. Tested for one hour of fire resistance, the "Sisco Protector" features a battery-powered combination locking system which can be user-adjusted from the inside of the door. The correct combination must be entered in order to turn the key. The safe is designed for bolting to the floor when additional security is required, and permits the implementation of a degree of security for cash or documents in small worksites at very modest cost. Value-tique offers prepaid shipment within the contiguous 48 states. Information on the "Sisco Protector" and a wide range of other office safes may be had from Value-tique at P.O. Box 67, Leona, NJ 07605, tel. (201) 461-6500.

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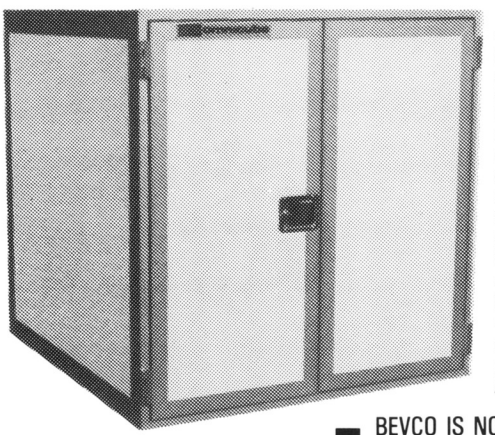

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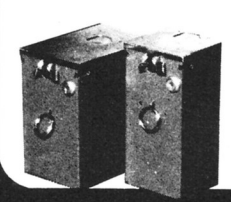

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TECHNOLOGY HELPS VENDORS MEET CIGARETTE MARKET

(Continued from Page 1)
machines, customized for the specific location, and computerized sales reporting.

Cliff Weil's Hutchinson reports that the price differential between vending and other retailing approaches is diminishing, as sellers discover the true costs of handling valuable merchandise in small packages. "People are starting to complain about the high prices of cigarettes in convenience stores," he observed. "The stores reply that the convenience is worth the cost — which has been our argument all along."

Installing high-capacity glass-front machines configured for cigarettes and equipped with $1 bill validators has allowed Cliff Weil Vending to merchandise up to 72 brands from a relatively compact unit, and this selectivity has increased sales by an average of 21 per cent in the equipment that the company has installed, the Virginia veteran noted. However, even this selectivity is often not enough to meet the full needs of a convenience store.

Installing two venders is a possible solution, but tends to occupy excessive space, Hutchinson noted. He believes that a new type of machine is needed to enable operators to realize the full potential of this market, and that the professional cigarette vending industry provides a sufficiently large customer base to make it worth a manufacturer's while to produce such a machine.

NEED TO COMMUNICATE

Jack Kerner, Melo-Tone Vending (Somerville, Mass.) observes that the arguments in favor of contracting with a professional cigarette vendor to solve inventory cost and control problems, and to assume the responsibility for keeping machines clean, filled, and working, are persuasive. However, he adds, many proprietors of street locations in his market are not doing the math correctly. "My biggest competition is location ownership of equipment," he told V/T.

Kerner pointed out that such owners usually forget what they paid for the machine, and what it will cost them to have it repaired when it malfunctions; the cost of the stock in the machine; the cost of backup inventory and the value of their time, not to mention the expenses associated with pilferage, break-ins, and vandalism. "If they ask me, as some do, I can show them why it doesn't pay them to run their own equipment," the veteran operator explained.

In the greater Boston market, Kerner said, $1 bill validators are a virtual necessity on cigarette machines. Determining whether a particular stop warrants a validator is not simply a matter of gauging the potential sales increase, he noted. "I can do it in a 60-pack-per-week location, if management will renegotiate the commission," the industry veteran noted. "I might not be able to do it in a 100-pack stop, if they won't."

Validator-equipped machines are a good tool for getting new business, Kerner added. Offering a validator is preferable to offering an advance against commission, or a bonus, since it builds sales. However, he emphasized, it's important to make sure that the prospective location represents sufficient volume to be a worthwhile addition to a route.

Priority Cigarette Service's Abraham emphasizes the importance of installing attractive machines, that will encourage patrons to use them, and of collecting accurate sales data on a machine-by-machine basis, to make sure that the brand and style mix is meeting the preferences of the patrons in each location.

With the growing need for cigarette operators to maximize productivity, drivers cannot readily collect the kind of detailed sales information needed, if they must do so by manual recording, Abraham told V/T. For that reason, he developed the "Priority Wander," a hand-held device that reads bar-coded strips attached to the rear of each column. By simply running an optical probe across the uppermost pack in the column, the number of packs is automatically captured. The brand assigned to that column is also given a code, as is the machine. Thus, information can be obtained very quickly, and loaded up into an office computer for processing.

CONTROLS REQUIRED

"It's important to tighten up routes, to reduce inventory in the field, and to push the fast-moving brands in each location," Abraham said. "We've found that, by using the 'Wander,' we've been able to improve our inventory throughput from 7 or 8 turns to about twice that — 14 to 19. Operators must concentrate on turnover," he stressed. "With the high cost of inventory, you have to keep your inventory down by increasing the turns."

Many street operators have been reluctant to computerize their businesses, Abraham noted, but those who plan to prosper in today's demanding market are finding it necessary to do so. "You can't run the business out of your pocket any more," he said.

Sharon Harris, Stan Harris & Co. (Philadelphia, Penna.) has found that, while total cigarette sales are down, "profit margins are at least as good as they've ever been — perhaps better." She agrees that good computerized inventory management is a necessary next step for street operators, and reports that her company is approaching it methodically. Some management functions are already on computer, and inventory control/sales analysis tasks are being defined and developed.

Ms. Harris concurs with Cliff Weil's Hutchinson that convenience stores no longer enjoy a great price advantage over vendors. In Philadelphia, however, street peddlers have taken to selling cigarettes by the pack, often at low prices, she reports. On the other hand, there are fewer small cigarette operators working on low margins.

"In this market, bill validators are necessary on just about every machine," the second-generation operator told V/T. "In fact, we've had signs made for our machines that say, 'For your convenience, this machine takes $1 bills.'"

Stan Harris & Co. refurbishes its equipment thoroughly before making a new installation, and is prepared to meet requests from chain accounts for venders styled to match a corporate color-scheme.

There is almost universal agreement among street operators that a circulating dollar coin would be a tremendous help in meeting current market needs. "A dollar coin would solve everyone's problems," Priority's Abraham noted.

TEENAGERS AND VENDING

(Continued from Page 1)
buy "often or occasionally" over three out of four (78%) say they use vending machines "seldom or never."

Teenagers who "seldom or never" buy from vending machines said they avoid machines because they are located inconveniently (48%) and because cigarettes are more expensive in vending machines. When asked, 76% of the 13- to 17-year-olds admitted knowing about state laws which regulate cigarette sales, and nearly all of them knew about age limits under the law.

In commenting on the study, NAMA chief counsel Richard W Funk stated: "We in the vending industry have long been aware that our machines are not a significant source of cigarettes for minors because the majority is located in bars, cocktail lounges and places of employment where teenagers are not present. I feel that the teenagers' comments to the researchers demonstrate clearly that cigarette machines do not need to be regulated since they have little to do with teenagers' smoking behavior."

The 1,015 interviews for the study were conducted by teen-age interviewers in 40 shopping malls in 20 major cities, regionally balanced and included groupings by age and sex corresponding to the general population. Funk pointed out that teenagers did the interviews, and shopping malls were chosen over mail or phone interviews in order to exclude distortions since teenagers might not give frank answers about their smoking behavior in the presence of parents or family members.

CVIC-AMOA Breakfast Tackles Vending Topics

LAS VEGAS, Nev. — A Cigarette Vendors' Breakfast will be co-hosted by the Amusement & Music Operators Association and the Cigarette Vendors Information Council at AMOA's "Expo '89" here. It's slated for the Las Vegas Hilton at 7:30 A.M. on Monday, September 11.

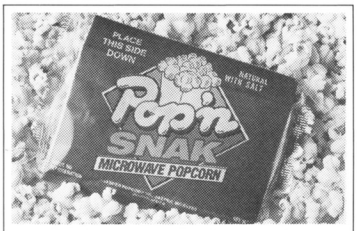
The breakfast will be moderated by AMOA Cigarette Vending Committee chairman Anthony E. Parina, Parina Enterprises (San Jose, Calif.), and AMOA president Clyde F. Knupp, Amuse-O-Matic Co. (Ft. Dodge, Iowa) will introduce the program.

Featured speakers will include James A. Rost, president of the National Automatic Mechandising Association; Walter G. Bohrer, Jr., Hastings Distributing (Milwaukee, Wisc.), chairman of AMOA's Government Relations Committee; Kurt Malmgren, senior vice-president of The Tobacco Institute; and Morris (Tiny) Weintraub, executive director of CVIC.

Presentations will focus on the importance of political involvement by all segments of the industry, and effective joint efforts to make a difference in the legislative arena.

The breakfast is being sponsored by The American Tobacco Co., Brown & Williamson Tobacco Corp., Lorillard Inc., Philip Morris USA, and R.J. Reynolds Tobacco Co.

VOLUME BOOSTER: Checking out a cigarette machine equipped with WBG $1 validator module at the Pennsylvania Amusement and Music Machine Association annual convention are Florida distributor Thomas Hammel (left), WBG engineer James Cassanova, and David Brubach (right), Belmont Amusement. The "Ecko 635" price upgrade system includes electronic coin mech and optional bill unit.



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Perma-Vault Rolls Out Rotary Hopper-Safe Array

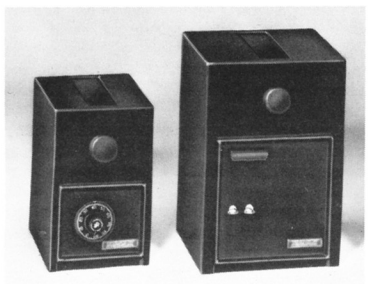
HUNTINGDON VALLEY, Pa. — Now available from Perma-Vault Security Products is a line of rotary-depository hopper safes, designed for easy installation in vehicles, offices, or anywhere cash is carried or handled.

Offered in four models, the Perma-Vault safes are equipped with a choice of locking systems by Sargent & Greenleaf, including a UL-approved combination lock or a dual safe-deposit lock.

The hopper opening measures 2½ ins. x 5¾ ins. by 10⅛ ins., to accommodate most money bags or envelopes without the need to unlock the safe.

The line includes a compact model, the "PV814C", measureing 8 ins. x 11¾ ins. x 13 ins., and three larger versions with 12 x 12-in. footprint: the "PV1217K" (17 ins. high), the "PV1225K" (25 ins. high), and the "PV1234KK" (34 ins. high, with separate locked bottom vault).

LIterature, pricing, and other information may be requested from Bonafide Factory Products, Inc., P.O. Box 473, Huntingdon Valley, Pa. 19006, tel. (215) 364-0330, fax (215) 364-8306.



PERMA-VAULT PV814C AND PV1217K

PLANTATION VARIETY: New from Plantation Baking Co. are two rolled-cake snacks: "Swiss Rolls" (with creme filling) and "Peanut Butter Rolls". They're packaged in 2½ oz. gas-barrier bags for freshness, and shipped 96 per case.

Amphenol Launches Line Of 'Smartcard' Modules

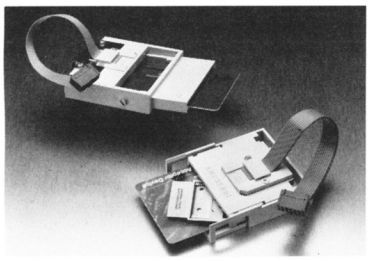
WALLINGFORD, CONN. — Now available from Amphenol's Industrial Technology Division is a line of "Smartcard" reader modules, including configurations suitable for a wide variety of applications.

The card-reading devices feature a low profile that requires a minimum of space. They're designed to require zero insertion force, which prolongs the life of readers and cards alike.

Contact arrangements may be ordered to meet ISO or CP8 standards. Dual-head models are offered, and special customer requirements can be accommodated. These might include "hybrid" readers able to work with both flat-microchip and magnetic-stripe cards.

Card handling methods available include "push-push", "push-pull", "Push-Matic" (with automatic card ejection), "push-left", and "push-press" (with spring-release card return).

Readers can be supplied with flat cable or flexible circuit, and with a variety of connectors. The new card readers have been subjected to a 500,000-cycle test to assure durability and reliability.



AMPHENOL "SMARTCARD" READERS

"Smart" cards are regarded by some observers as the next step in electronic funds transfer. They use flat film microelectronic devices to store a wide range of data.

Information on the line may be had from Amphenol Industrial Technology Division, P.O. Box 384, Wallingford, Conn. 06492, tel. (203) 294-7300.

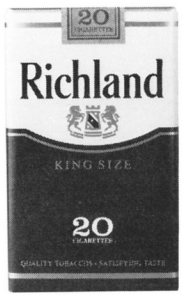
Anderson Clayton/Humko Names Sloman As Manager

MEMPHIS, Tenn. — Dorothy (Dee Dee) Sloman has been appointed West Coast regional manager for Kraft Food Ingredients, according to an announcement by Anderson Clayton/Humko Products here.

In her new post, Ms. Sloman will be responsible for sales of all Kraft Food Ingredient creamer products, including "Sealtest" and "Cream White" non-dairy creamers, to the vending and office coffee service market in the seven Western states.

The new regional manager can be contacted at (818) 919-2116 or (800) 527-3026.

Value For Money Is Now Volume For Money



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

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

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

Our **GPC**-approved brand outsells all black and white and generic label products, and posted a big 16.9% sales gain last year.

RICHLAND 20's quality and high consumer awareness almost guarantee a big impact in the Value-For-Money category.

Want to find out more? Let B&W do a free load pattern analysis for you. It'll show you how to get the most volume out of your machines.

Call your local B&W manager or Irv Otte, Director-Vending, at (502) 568-7419 and find out why vending our Value-For-Money brands will turn into higher volume for you.

B&W

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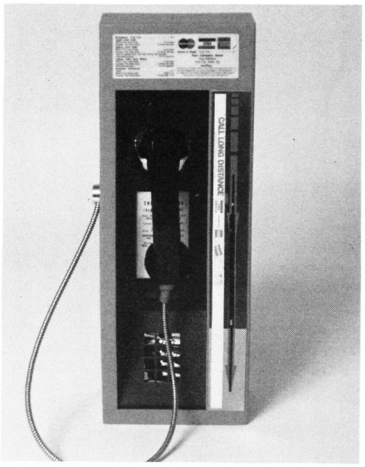
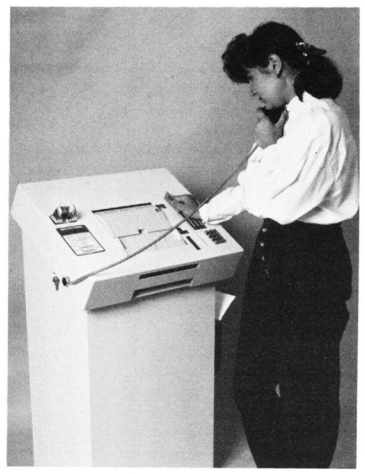




GENIUS LINE: CC's BluFone is now marketing two intelligent credit-card-actuated telecommunications systems to the vending industry. The "BluFone" (left) is designed to allow operators to meet their locations' needs for pay telephone equipment, while the "FaxFone" (right) opens new market opportunities for the profitable installation of public facsimile document send/receive terminals. Both systems were developed in coooperation with a leading credit-card transaction processing organization, Credit Link, and incorporate state-of-the-art microelectronics to eliminate the need for third-party services or remote call processors. Information may be had from CC's BluFone at 845 Broad Ave., Suite 5, Ridgefield, NJ 07657, tel. (201) 941-6748 or (800) 999-0149.

Attention Cigarette Vendors: Never Turn Away Another Dollar!

The Dollars & Sense Solution

WBG gives you the one-two punch to knock-out the competition for less! The WBG Dollar Validator Kit costs less than others. Update your machines with a dollar bill validator and electronic ACMR conversion kit & never lose business again!

The New WBG Dollar Bill Validator Kit

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

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

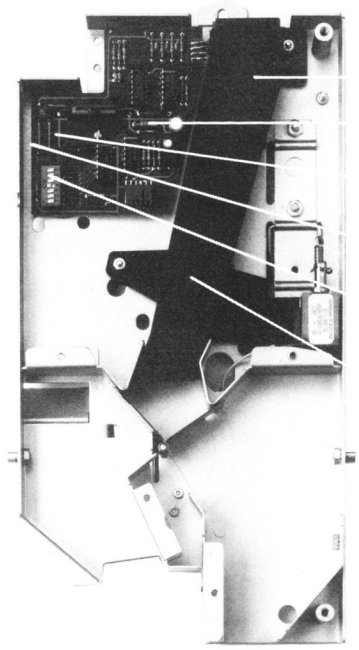
- Utilizes New Mars model VFM-3-L & others
- Simple installation on National 222 & 800 machines
- Solid one piece construction
- Accepts $1, $2 and $5 dollar bills
- 2 Year Ltd. Warranty on Mars Validator from Mars thru WBG
- Designed especially to interface with The Ecko 635

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

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

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

- Eliminates coin jams within ACMR
- Cuts service calls to a minimum
- Solid state totalizer allows price changes up to $6.35 in 5, 10 & 25 cent increments
- Converts National Vendors 222 and 800 series into electronic units
- Will accept Canadian coins
- Large escrow chamber holds up to $20 in coins
- Allows price changes without cover removal
- Will interface with all $1 and $5 bill acceptors
- Operates on 110v or batteries
- Virtually eliminates free vending
- Machine clears in 45 to 60 seconds
- Installation in 30 minutes or less (shop or field installation)
- Absolutely simple to follow complete instructions
- Never replace or modify ACMR again



Electronic coin shoots will accept American or Canadian coins if desired

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D.C. Power Supply

Allows price changes without cover removal

Large escrow chamber holds up to $20 in coins

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Shasta Rolls Out 'Plus' Fruit Drinks, 'A Sante' Mineral Water In Cans

HAYWARD, Calif. — Shasta Beverages has unveiled two new canned beverage lines for vending and foodservice.

"Shasta Plus" fruit-flavored drinks include four vitamin-added non-carbonated beverages: Fruit Punch, Grape, Lemonade, and Orange. They contain ten per cent juice, and are fortified with 100 per cent of the recommended daily allowance of vitamin C and 15 per cent of the RDA of calcium. They're offered in 12-oz. cans, and are especially targeted toward operators serving schools.

Shasta has also acquired the "A Sante" mineral water program from Anheuser-Busch, and is now marketing this popular sparkling water in 12-oz. cans. The company points out that growing consumer demand for water, and willingness to pay for quality, indicates that there is a vending niche for a premium sparkling mineral water in operations running canned-drink venders with multiple-pricing capabilities, especially in workplaces with predominatly young "upscale" patrons.

Information on Shasta products may be had from the firm's distributors nationwide, or from Shasta at 26901 Industrial Blvd., Hayward, Calif. 94545, tel. (415) 783-3200.

NSDA Taps William Ball As Exec. Vice-President

WASHINGTON, D.C. — The National Soft Drink Association has appointed William L. Ball III as executive vice-president and chief operating officer, it was announced by NSDA president Dwight C. Reed.

Ball comes to NSDA after a distinguished career in government service. He was most recently Secretary of the Navy, serving in that capacity from March 24, 1988 through May 15, 1989, when he resigned to pursue opportunities in the private sector. As Navy Secretary, he was responsible for overseeing the Department of the Navy with its 1.2 million people, $100 billion annual budget, and worldwide installations.

Prior to his appointment as Navy Secretary by President Reagan, Ball had held a number of high-level positions in the White House and the State Department, and on the U.S. Senate staff. He is a graduate of Georgia Institute of Technology (Atlanta), and served as a naval officer for six years.

Ball will assume immediate responsibilities for all NSDA operating decisions and practices.

Master Rekeyable Padlock Lowers Maintenance Costs

MILWAUKEE, Wisc. — Master Lock Co. points out that the ability to re-key locks when key control is compromised is much more cost-effective than replacing the entire lock assembly. For this reason, Master markets an extensive line of rekeyable padlocks for a wide variety of security applications.

Loss of keys and employee turnover frequently give operators reason to believe that security may have been breached. When Master rekeyable padlocks are installed, all that's required is to replace the lock cylinder with one incorporating a different key code. "All it takes is a Master replacement cylinder and an ordinary hex wrench," the company adds.

The Master rekeyable padlock line includes many choices of body and shackle sizes, with laminated steel, brass, and solid body construction. Shackles are case-hardened for high resistance to cutting and sawing.

GETTING STARTED:

Personal Contact Is Essential To Successful OCS Sales

Editor's Note: This is the second in a continuing series of articles designed to assist vendors and others who are considering expansion into office coffee service. The first appeared in our June issue.

by Ken Gray, President
A True Service

ANAHEIM, Calif. — Customers expect their coffee service to perform two basic functions. One, of course, is to provide tangible products — equipment plus coffee, tea, cocoa, and so on. The other is the provision of an intangible: *service.* Your ability to insure efficient and trouble-free management of the employee break area is crucial to your success in OCS.

Your personal contact with potential clients is the primary criterion they use to assess your ability to provide this service. Therefore, it is essential to develop presentation skills that will build such confidence. Your actions and attitude in face-to-face meetings — the presentation you make — is essential in order to create a positive image and produce a high percentage of "closes."

For this reason, personal solicitation — whether by "cold calling" (canvassing) or on the basis of preliminary telephone contact — is particularly suited to coffee service. The fact that you make the effort to approach prospects personally, as the basis for that inestimably important first impression, clearly demonstrates not only that you want their business enough to seek it out aggressively, but also that you are willing to invest your valuable time in making the personal contact in full confidence that they will want to do business with you.

The only way to develop this confidence, and to give yourself the best possible chance of seeing your time and effort rewarded, is to develop the image that best conveys your reliability, professionalism, and ability to perform as promised. Never forget, in dealing with prospects and customers, that *you are the company* in the eyes of the people you're dealing with. Their decision to choose you as the provider of their coffee service reflects on their own ability to get the job done.

Of course, buyers make decisions on two levels: personal and professional. The personal level is simply normal social interaction — two people establishing rapport through conversation. The professional level is the one we'll deal with here.

When you project a professional image, you instill in your prospects the same confidence in your promised performance that they would feel with any nationally reputable company. The advantage to you is the coupling of this perception of strength and dependability with your local flexibility and responsiveness.

Establishing this image begins at the moment you enter the prospect's premises, and carries through as you deal with the people you must work with in making the sale. Common sense is the foundation for effectiveness; training and experience will do the rest.

One important thing to understand in planning your presentation is that not all companies are structured in the same way. On many occasions, contacting the purchasing authority is a simple matter of entering the office, giving your card to the receptionist, explaining your purpose — and discovering that he or she is the decision-maker where coffee is concerned. On others, you will learn that the senior secretary or office manager has this responsibility.

About The Author

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

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

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

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

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

The industry veteran now heads A True Service, a company that specializes in consulting and brokerage services for the OCS industry. It's based at 1295 East Lincoln, #10, Anaheim, CA 92805, tel. (714) 491-3653.

Borden Acquires Moore's Quality Snack Foods, Pitch 'R Pak, Dessert Topping Packet Producer

NEW YORK — Borden, Inc. has made acquisitions in its snacks area and the foodservice portion of its grocery products area.

It has purchased Moore's Quality Snack Foods, Inc., a regional producer headquartered in Bristol, Va. With annual estimated sales of about $80 million, it manufacturers potato chips, corn and tortilla chips, extruded corn products, porkskins and popcorn under the *Moore's* brand, and also distributes pretzels, nuts and meat snacks.

Borden's also acquired Pitch 'R Pak, a producer of individual packets of dessert toppings for the foodservice industry, from the Clorox Co. With sales concentrated in the Midwest and Western U.S., annual sales are estimated at $2 million.

"The Moore's acquisition brings another strong regional snack operation into our expanding network and further solidifies Borden's position as the second largest North American snacks producer," said Chairman R.J. Ventres. "The acquisition of Pitch 'R Pak expands Borden's number one position in the manufacture of individual portion products for the U.S. foodservice industry," he added. "It complements the Serv-A-Portion, Gregg/Re-Mi Foods and McCormick foodservice businesses that we acquired last year."

Rowe Appoints Murck VP-Currency Products

WHIPPANY, N.J. — Rowe International, Inc. has appointed Sanford C. Murck as Vice President-Currency Products, according to an announcement by Jerry Hejtmanek, Senior Vice President of Sales and Marketing.

In his new position, Murck will continue to direct Rowe's development and marketing of currency changers and bill acceptors "with emphasis on meeting the operator's changing needs," Hejtmanek states.

Murck has over 18 years experience in the industry, both domestic and international.

Cordley/Temprite Bows New Beverage Dispenser

OAK BROOK, Ill. — Cordley/Temprite, a division of Elkay Manufacturing Co., has debuted the *BeverageBar*, a dispenser designed for the office location. Housed in a compact cabinet designed "to fit in with any office decor", it offers hot and cold water, carbonated water, and an assortment of soft drink and seltzer flavors.

Individual packets hold a single 8-ounce serving. With room temperature at 75 deg.F., the *BeverageBar* dispenses 15 8-ounce servings per hour, and each drink is served at 45 deg.F. or less. An optional vendor allows for individual selling and price setting.

Additional details can be obtained from Cordley/Temprite, 2222 Camden Court, Oak Brook IL 60521.

Conlux Names Sabol As Director Of Sales

HILLSBORO, Mass. — Conlux USA Corp., which produces the Maka line of coin changers, has appointed W.R. Sabol as Director of Sales, according to an announcement by Executive Vice President Paul J. McGahan.

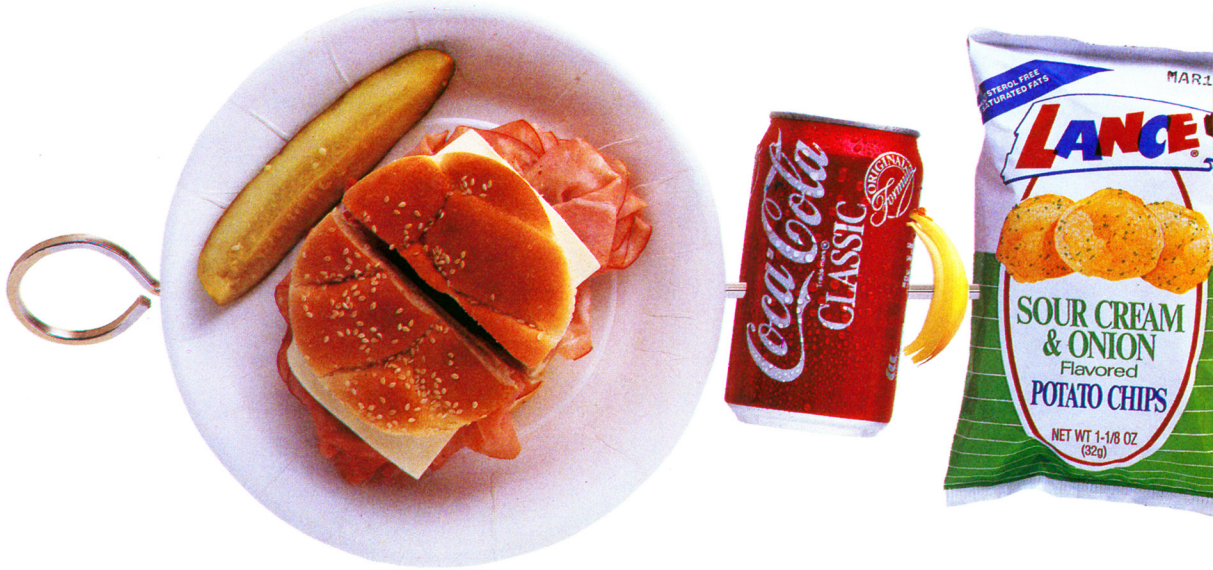
Sabol has over 30 years of experience in the soft drink and vending markets. "His primary duties will include the overall management of our current sales and distribution network, while developing marketing plans for expansion which are necessary to achieve our longer range objectives," McGahan said.

Snyder's Of Hanover, Inc. Adds Regional Sales Rep.

HANOVER, Pa. — Snyder's of Hanover, Inc. has appointed Michael Corriveau as Regional Sales Representative for its Vend/Foodservice Division. He will be based in Illinois, and also cover Wisconsin, Indiana, Michigan and parts of Mississippi, Kentucky and Iowa.

He previously served as a Regional Sales Representative for Procter and Gambel, dealing with restaurants, hotels and hospitals through foodservice distributors in Central Illinois.

BEARING UP: This 3-select candy/snack vending machine, in the form of Smokey the Bear standing next to a log, is being developed by Smokey Manufacturing Corp. for use in national parks and other locations popular with tourists. Each column is equipped with its own slide-type coin mech; when the slide moves in, it pushes a package onto a delivery chute in the log. The coins fall into a locked receptacle in the body of the bear, and a separate locked storage chamber holds extra product. Doors in the bear's back give access to both. SMC president Jim Malcolm reports that the mold for the body is being completed as V/T goes to press, with production slated for early fall. SMC is an official licensee of the Cooperative Forest Fire Prevention Program. The firm is based at 305 E. Main St., Lexington, OH 44904, tel. (800) 448-BEAR.



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Today, operators need versatility in order to meet the ever expanding variety of consumer demands. USI's model CD 7/5 is the perfect way to provide variety to any given location.

The CD 7/5 is designed to meet the growing market demand for juices, fruits and aseptic packages. A perfect way to tap into the growing health market.

In addition to vending both canned soft drinks and 6 oz. natural fruit juices, USI's CD 7/5 will vend ½ pint cartons, various aseptic packages as well as yogurt and fresh fruits.

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USI's CD 7/5 takes on more odd shapes and sizes, provides more features and gives you more versatility. Now you can have two separate merchandisers in the space of one, which means more profits in less space.

Conveniences like a dollar bill acceptor, digital display readout, accumulative credit readout, rugged steel cabinet construction and one of today's most efficient refrigeration systems make USI's CD 7/5 your most profitable investment.

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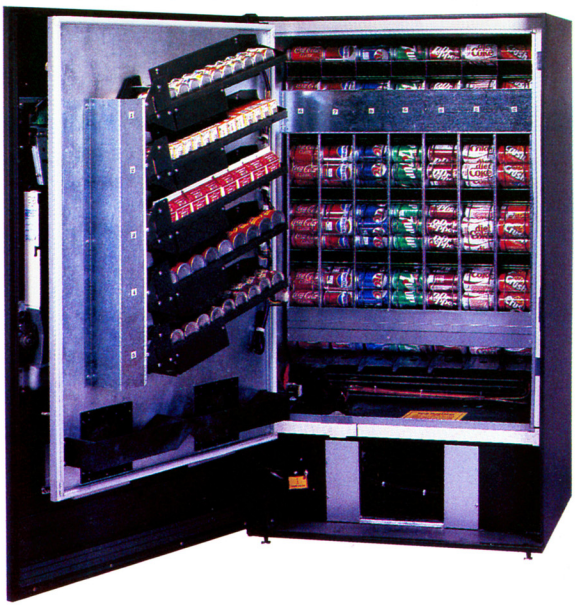

Ability to Vend Multiplicity of Items From Slant Shelf Design

Twelve Selections and Electronic Controller Afford You Twelve Different Vend Prices

New Redesigned Ejector Mechanism to Ensure Positive Delivery of Product

VERYFINE EXOTICS: New from Veryfine Products, Inc. are these "Tropical Refreshers", representing a new flavor segment for the company. Now available are "Passionfruit Orange" and "Guava Strawberry", supplied in 10-oz. "Plasti-Shield" bottles. Line extends Veryfine's ability to meet juice drink demand.

Coinco Boosts Los Angeles Office To Hi-Tech Service 'Super Branch'

WHITTIER, Calif. — Coin Acceptors has upgraded its Los Angeles office here to a "Super Branch", reports Coinco Western regional manager Bob Smith.

As a "Super Branch", the facility has been equipped with computerized test fixtures to trouble-shoot state-of-the-art pricing systems, including electronic acceptors and changers and dollar bill validators. A staff of highly-trained technicians can diagnose and repair these devices on site.

The Los Angeles branch is one of four regional offices that Coinco is converting to "Super Branches", and the first to be brought on line. An open house was held to mark the occasion.

The office is located at 11618 Washington Boulevard, Whittier, Cal 90606, tel. (213) 692-3059.

CONGRATULATIONS: Celebrating ne "Super Branch" status for Coinco L.A office are (from left) Jim Douglass, Coi Acceptors; Glen Shepard, Coinserco; Bo Smith, Coin Acceptors; and Bob Conno ly, Coca-Cola USA.

UPGRADE: Bob and Lee Smith pla expanded services for new high-tec "Super Branch" in Whittier, CA.

OPEN HOUSE: Above, Coinco's Bo Smith (left) welcomes Don Beier, 7-Up Royal Crown Bottling Co., to "Supe Branch" open house celebration; below Bob and Lee Smith greet Cincy Ciull (left), H.E. Witt Co., and the Rober Kurschers (right) of Imperial Cup Corp

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Necco Acquires 'Button' Line From Candy House

CAMBRIDGE, Mass. — New England Confectionery Co. president Domenic Antonellis has announced the purchase of the Candy House, Inc. "Button" operations. The acquisition of Candy House, Inc. assets was concluded with the firm's owner, Mel Goldberg.

NECCO plans to move the Candy House "Button" operations from New York to its Cambridge facilities. With this consolidation, New England Confectionery reports, it will be the sole manufacturer of Candy Buttons.

Founded in 1847, NECCO manufactures a variety of popular candy items including "Necco Wafers", "Candy Cupboard" chocolate, and "Canada Mint" lozenges. "Candy Buttons" will join this distinguished line.

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V/T Coffee Service

NCSA Convention Draws 1200; Stephenson Becomes Chairman

SAN ANTONIO — Tex. — The membership of the National Coffee Service Association elected Robert Louis Stephenson, Coffee Break Service (Fresno, Calif.) as chairman for the 1989-90 year at the association's 18th annual convention here.

The event drew 1,200 industry members, including 643 representatives of operating companies, to this historic city for four days of thought-provoking educational sessions, informative displays by 91 exhibiting companies, and lively social functions. Operator attendance was up slightly compared to last year, the association reports, and nine operating companies enrolled as NCSA members at the show.

Stephenson succeeds Ronald S. Johnson, Intercontinental Coffee Service (Schiller Park, Ill.) as chairman. Elected vice-chairman is Murray Schelter, Ambassador Coffee (Mississauga, Ont., Canada), and Mike Savoie, Coffee Connection (Madison Heights, Mich.) becomes secretary. David Beach, Coffee Specialists (Santa Ana, Calif.) is chosen treasurer, and Darrell Johnson, Executive Coffee Service (Pittsburgh, Pa.) is named Executive Board member-at-large for the coming year.

(Continued on Page 18)

NESTLE ROLLOUT: Nestle Food Service introduced a premium ground roast coffee in fraction-pack for coffee service at the NCSA Convention in San Antonio. Here, Tujuannah and Mary Patrick (right), Director's Coffee Service (Dallas, TX) get first look at new "Taster's Choice" for OCS as Karl Kramer of Nestle explains growing demand of consumers for quality coffee.

Gerry Blum Wins 'Silver Service' OCS Operator Of The Year Honors

SAN ANTONIO, Tex. — Top honors in the National Coffee Service Association's annual "Silver Service Award" program went to Gerald Blum, Take A Break (Wilmington, Del.) The award was presented during a Silver Service Luncheon during the recent NCSA Convention here.

Blum was one of four finalists, winners of the prestigious "Silver Cup" award, in the competition. "Silver Cup" winners are selected from a distinguished slate of operators nominated by their peers and endorsed by their suppliers as exemplifying the highest standards of profesionalism and ethical business practice, as well as service to their industry and their communities.

A veteran of 23 years in the coffee service business, Blum is one of the pioneer OCS operators who founded the National Coffee Service Association. He has served on its Board of Directors, and was instrumental in developing the

(Continued on Page 24)

NCSA Launches Campaign To Raise Initial Funds For Braschi Foundation

SAN ANTONIO, Tex.—The National Coffee Service Association initiated a fund-raising drive for the new Gino Braschi Memorial Foundation during the annual membership meeting at the recent NCSA annual convention here.

Doing the honors was NCSA vice-chairman-elect Murray Schelter, one of five industry leaders named to the Foundation's Advisory Council by the association's board. The others are past-chairman Julius Hecht, Hecht Foods (New Hyde Park, N.Y.); outgoing Mid-Atlantic director Irv Greif, Take Ten Coffee Service (Philadelphia, Penna.); treasurer-elect David Beach, Coffee Specialists (Santa Ana, Calif.); and NCSA president Dean Wood.

Schelter explained that the Foundation has been organized as a not-for-profit charitable activity. Its objective is to raise the level of coffee knowledge in North America, through establishment of a coffee library, support for educational programs and research projects, provision of financial support to educational institutions, and organization of a coffee museum with exhibits tracing the unique beverage "from bean to cup."

NCSA unveiled a handsome portrait of Braschi, and distributed a pamphlet

(Continued on Page 24)

James M. Murphy Becomes Chief Coffee Negotiator

WASHINGTON, D.C. — The Office of the United States Trade Representative has announced the appointment of James M. Murphy, Jr. as Assistant Trade Representative for Latin America, the Caribbean, Africa, and Commodity Policy, and as chief coffee negotiator, acording to a report by the National Coffee Association (New York City). Murphy succeeds Jon Rosenbaum in the post, and will assume his new duties on September 1.

A USTR spokesperson emphasized that the change does not signal a shift in United States coffee policy, NCA adds.

SCBA Plans Diverse Program For Sept. Meet In Asheville

ASHEVILLE, N.C. — A lively round of timely educational sessions, entertaining social events, and exhibits of the latest in equipment, products and services for the coffee service market will highlight the Southern Coffee Break Association's annual convention at the Grove Park Inn here.

The get-together, at which SCBA members will elect officers for the coming year, is slated for September 28 through 30. Executive director Mickey Dodge reports that almost 60 exhibitors have signed up for the show.

Registration for the conference will open at noon on Thursday, September 28, and run until 8:00 P.M. A reception is slated for 8:00, in conjunction with the official opening of the exhibits. Displays will be available for viewing until 10:00 P.M., and a hospitality suite will be open from 10:00 to midnight.

Registration reopens at 7:00 A.M. on Friday, September 29, and a breakfast is scheduled at the same time for early risers. SCBA will hold its annual membership meeting and election of officers from 8:00 to 9:30 A.M.

The first educational session, themed to New Business Development, is slated for 9:45 A.M. to noon. Exhibits will reopen at 1:00 and close at 3:30 P.M.

SCBA will host its Awards Banquet, a traditional Southern "pig-pickin'," from 6:30 to 9:00 P.M. Complementing the festivities will be the association's presentation of Operator of the Year and Supplier of the Year Awards, and

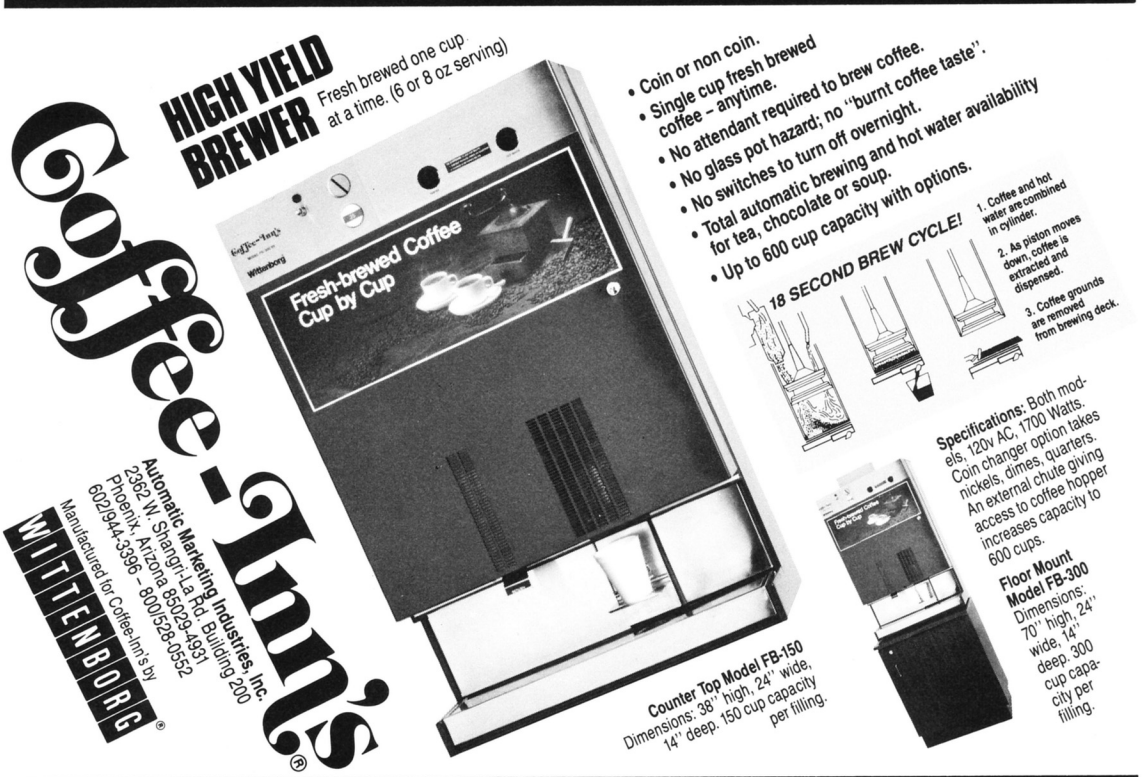
(Continued on Page 18)

ECSA Sets Sept. Confab For Holiday Inn At JFK

NEW YORK CITY — The Eastern Coffee Service Association will hold its monthly dinner meeting on September 19 at the Holiday Inn JFK, Kennedy International Airport, according to ECSA president Len Rashkin, Coffee Sip (Farmingdale, N.Y.)

Featured speaker will be Clive Morrison of Wechsler Coffee Corp. (Moonachie, N.J.) who will discuss buying contracts in coffee.

Information may be had from Rashkin at (516) 293-1878.



COMMUNICATION REVOLUTION: Sue Ikeler (left) and Pat Ferreira (right), Coffee Pride (Stafford, TX) watch demonstration of Xerox facsimile equipment conducted by Sheila Bennett of Xerox Corp. at NCSA trade show. State-of-the-art Xerox fax machines are available to NCSA members at substantial discounts under a program coordinated by The Fax Store (Fairfax, VA).

NCSA CONVENTION

Xerox Expert Reviews 'Fax' Growth, Discusses Systems' OCS Potential

SAN ANTONIO, Tex. — The tremendous expansion in the use of facsimile equipment in offices, and the possible role of these machines improving communications between coffee service operators and their customers and suppliers, was the subject of a seminar held at the recent National Coffee Service Association convention here. The session was led by Bhogin Modi, manager of facsimile planning for Xerox Corp.

Modi was introduced by NCSA president Dean Wood. "As an association, we've tried to keep on the leading edge of progress," Wood explained. Several years ago, NCSA looked into the possible adantages of getting a facsimile machine for its headquarters, Wood reported; then-chairman Julius Hecht, Hecht Foods (New Hyde Park, N.Y.) insisted that this was necessary. "He said, 'Fax is here!' And he was right," the association president emphasized.

For this reason, NCSA has launched a program in cooperation with Xerox to encourage members to install facsimile equipment (see V/T, July). "This is an opportunity for you to increase sales," Wood summed up.

Xerox's Modi, who has had more than a quarter-century's experience in facsimile technology and customer applications for it, led off by noting that Xerox celebrated its 25th year in the facsimile busines during July. "'Fax'

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Xerox-NCSA Program

FAIRFAX, Va. — The program developed by the National Coffee Service Association and Xerox Corp. offers Xerox facsimile equipment at substantial cost savings to NCSA members. Primary supplier to the program is The Fax Store (division of Mitech Data Systems, Inc.), 3919 Old Lee Highway, Suite 81-A, Fairfax, Va. 22003; supplies and service are available from local Xerox dealers nationwide.

Information on the program may be had from The Fax Store's Kristin Wheeler at (703) 691-1698, fax (703) 691-1699.

JOHNSON GRAPHS NCSA GROWTH

(Continued from Page 17)

Chosen as directors are, for Canada, Trevor Hayden, Ambassador Coffee (Winnipeg, Manit.); for the Mid-Atlantic Region, James Zirakian, Jr., Coffee Man (Clinton, Md.). Northeastern director is Richard Boutin, K&R Coffee Service (Fall River, Mass.); Midwestern director is Julius Shaw, Ye Old Coffee Service (Flushing, Mich.)

The elections were held during the association's annual membership breakfast. Keynoting the meet was outgoing chairman Ron Johnson, who delivered his state of the association report.

"The office coffee service industry is a *growth* industry," Johnson emphasized. "With over $2.5 billion in gross annual sales, our industry can be proud of making a sizable contribution to the economy."

The OCS industry in the United States and Canada is exhibiting steady growth at a time when coffee consumption overall has continued to decline, the industry veteran noted. "According to the International Coffee organization's 1988 Winter Coffee Drinking Study, half the population drinks coffee, and 19 per cent drink it in the workplace," Johnson reported. Research in Canada has shown that 20 per cent of all coffee consumed in that nation is drunk in the workplace.

As smaller workplaces continue to proliferate and OCS operators diversify into a growing range of allied products, "our industry is being offered new opportunities to increase its market share," the 1988-89 chairman noted. "To harness and maintain all this potential, we need to keep in mind two major areas: the total service concept, and a commitment to excellence — not just in the quality of the coffee we supply, but in our approach to customer service." All good operators know that it is more costly to get a new client than to keep an existing one happy, Johnson stressed.

PROFIT EMPHASIS

For this reason, coffee service firms must be profitable enough to maintain high levels of quality and service. "Making the effort to expand our horizons to increase profitability cuts across all levels of our industry, including the activities of our own association," the outgoing chairman explained.

This has caused NCSA to become involved with the International Coffee Organization, and to take a more active interest in legislative and economic affairs which affect small businesses, as well as the coffee industry. "These are ultimately a matter of concern to our members, even though they may sometimes appear to have little relevance to the day-to-day operations of an office coffee service company," the Illinois operator said. Moreover, the industry benefits from the increased visibility and more professional profile that an active trade association provides.

NCSA therefore has taken a forward posture on issues of general concern, Johnson pointed out. This has included a "highly visible presence" with the International Coffee Organization, the U.S. Departments of Trade and Commerce, the State Department, and the Canadian Department of Trade. Association president Dean Wood represented NCSA at the International Coffee Agreement negotiations in London, England last September, participating as an official observer/member of the United States Trade Delegation.

NCSA has made its position on international coffee issues clear, the 1988-89 chairman emphasized, and has communicated this position to Congress and the executive branch. The association has kept its members up to date through its newsletter, *What's Brew-*

(Continued on Page 24)

SCBA ANNUAL CONVENTION

(Continued from Page 17)

awards for the operator and the supplier who was most successful in recruiting new members. Plaques will be presented to supplier members who sponsor special events, and outgoing officers and directors will be recognized.

Registration will again open at 7:00 A.M. on Saturday, September 30, and a buffet breakfast will get under way at the same time. A general session, devoted to matters of general coffee-industry concern, is scheduled for 8:00 to 9:00 A.M.

At 9:00, Stuart Daw of Heritage Coffee will address the subject of decaffeinated coffee, from both the technical and the sales and marketing sides. Daw is an expert in both coffee roasting and OCS marketing, and has been heavily involved in coffee service education since the industry's earliest days.

This session will be followed by "Lionel's Graduate School, Part II", a focused idea exchange that will offer a variety of hot topics. The session will be moderated by OCS pioneer Lionel Fox, Foxie's Coffee Service (Chamblee, Ga.), one of the founding fathers of SCBA and of the modern coffee service industry. The workshop is designed to combine the best features of an open forum and a seminar; this format proved extremely popular at SCBA's spring conference in Hollywood, Fla.

Exhibits reopen at noon on Saturday, and close at 3:00 P.M.

Information on the annual SCBA convention may be had from executive director Mickey Dodge at (800) 272-2206 or (404) 255-9362.

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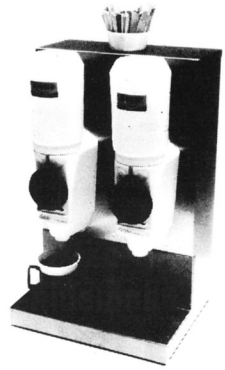

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Not only does this save you money. It stops pilferage and makes a clean set up possible.

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POP ART: Ann Cieslowski (left), Golden Valley Microwave Foods, reviews growth of microwave popcorn use in OCS with Karen Donegan-Hardy, Beverage Breaks Ltd. (Vancouver, BC, Canada) in Golden Valley booth at NCSA show. They're looking over an array of regular and flavored "Act II" varieties.

The MICRO Scope

by Franco Giannotti
President, Venmar Systems

Last month, we expressed concern over the tendency of computer-users to delay instituting, or to become lackadaisical about maintaining, a good backup scheme for the information on their hard disks. Under such a scheme, important data is copied (backed up) regularly to a different medium — floppy disks, a second hard disk, or tape — in order to minimize data loss during a hard-disk failure. This data is often irreplaceable, or extremely difficult and time-consuming to replace. Protecting it is the ounce of prevention that more than outweighs a pound of cure.

We also stated that your hard disk *will* eventually fail; and, when it does, all the data on it will be gone forever — no ifs, ands, or buts about it. If you have been a good system administrator, the pain will be minimal: the cost of a new hard drive and your time to "restore" the backups (i.e., copy them onto the replacement hard disk). The alternative is to reconstruct weeks, months, and perhaps years of data. Which would you rather choose?

We know the obvious answer; therefore, let's look at some of the backup options.

The most common method is to use "floppies" (flexible diskettes). If you have a machine of recent vintage ("80286" processor or later), you may either have a 5¼-in. floppy drive which accepts 1.2-megabyte disks, or a 3½-in. drive allowing you to use 1.44Mb. disks. In either case, your job of backing up will be easier than it is with a conventionally-equipped "8088" or "8086"-based machine, which were supplied with 360-kilobyte floppy drives. It takes somewhere between three and four of these disks to store as much data as one of the new high-density type.

Any kind of diskette can be used for backups, but the higher the capacity, the fewer diskettes you will need. As an example, if you were to back up an entire 20-Mb. hard drive, you would need 14 1.44Mb., or 17 1.2Mb., or 56 360-Kb. floppies.

The good news is that you seldom need to back up your *entire* hard disk. Much of the drive is taken up by the programs that you originally installed from floppies (which you have — hopefully — stored away in a safe place, such as a bank safe-deposit box). If your hard disk fails, you can use those source diskettes to reinstall your software. Some users, though, do back up the entire hard disk *once*, since restoring a backup is definitely easier than reinstalling individual programs, one by one.

What you do need to back up is the data you enter into your system day by day: the information that's keyed in from route slips, transferred from the money-room, generated by word-processing, spreadsheets and databases, and so on. Normally, this information will occupy only a fraction of your hard disk, and it can be backed up selectively.

The simplest case would be that of a vending program whose data ends up organized into files designated **.DAT,** such as **ROUTE.DAT, MACHINES.DAT,** and so on. The extent of your backup routine would, then, simply be to copy all files ending in **.DAT.**

The most elementary way to do this under "MS-DOS" is to use the **COPY** command. If your hard disk is identified as Drive C, and your floppy drive is identified as Drive A (the usual arrangement), then the command would look like this:

C:\ >COPY*.DAT A:

which translates as: "from Drive C. copy all files with **.DAT** extensions to Drive A, at once." The asterisk is the "wild card", replacing all filenames.

Unfortunately, this will only work if all your data files (the ones ending in **.DAT)** will fit onto just one floppy disk — which is seldom the case.

You can still use the **COPY** command if none of the data files, individually, exceeds the capacity of the floppy disk. In this case, you would copy the files, one by one, onto a series of floppies. You would not use the "wild card" asterisk, but woul identify each file as you copied it. Thus

C:\ >COPY MACHINE.DAT A:

would be the likely command sequence you would use, changing diskettes and typing in the specific fileneame for each of the data files.

If any of the data files exceeds the capacity of one floppy disk, then the **COPY** command cannot be used. "MS-DOS" does not have the ability to continue a single file, in usable form, across disk boundaries.

To alleviate this problem, "MS-DOS" provides the **BACKUP** command. This command allows you to copy all of your files on floppies — however many are required — prompting you to insert a new floppy whenever necessary. The files will copy sequentially, and if any does not fit on a single diskette, **BACKUP** will safely break it up over two or more diskettes — which you will have *numbered* on their labels, to show the order in which they are inserted during the backup. The files are copied in a special format, and cannot be read directly.

Numbering the diskettes is a must, as you will need to reinsert them in the same sequence during the restoring process.

Predictably, the **RESTORE** command is used to rewrite the backed-up data to the hard disk. The command syntax is similar to the one above:

C:\ >BACKUP *.DAT A:

The actual command may also have to include a **PATH**; and the **BACKUP** command itself must either reside in the "directory" you are backing up or — more appropriately — your **AUTOEXEC.BAT** file will contain the path leading to the "directory" in which all the DOS commands are stored.

"MS-DOS" offers some useful options, such as backing up only those files which have changed since the last backup; backing up all the subdirectories as well; and so on. If you plan to use the **BACKUP/RESTORE** scheme, I suggest you carefully study these commands in your "MS-DOS" manual.

Setting up a good backup scheme in this fashion may appear somewhat complicated. Once it's in place, however, it is fairly simple to use. Despite its simplicity, there are some marked disadvantages which you should be aware of before choosing a method as the one you will ultimately adopt.

The first disadvantage is, perhaps, the fragility of floppy disks, especially the smaller 3½-in. ones. Data backed up on a series of floppies can only be restored in the sequence in which it was copied; thus, if the set contains one bad floppy, all floppies after the bad one will be unusable.

In some other backup systems next month. In the meantime, whatever system you adopt, *do not forget to back up your hard disk!*

CHARGED UP: At left, LaserPerfect's Jerry Tolson teams up with experts Marjorie Curtis (left) and Ann Michael, Laser Charge, to show off a laser-printer toner cartridge in the LaserPerfect booth at NCSA show. At right, Ms. Curtis (right) discusses the profitability of cartridge servicing as an adjunct to OCS with Dorothy Smith, Fountain Coffee Service (Dallas, TX).

Laser Perfect's Tolson Hails Response To Launch Of Printer-Cartridge Service Plan At NCSA Show

VIENNA, Va. — Operators attending the recent National Coffee Service Association trade show in San Antonio were extremely receptive to Laser Perfect's OCS program, reports Laser Perfect founder Jerry Tolson.

The program trains and equips coffee service operators to clean and refill laser-printer cartridges for their customers' office machines (see V/T, July 1989). Operators who enroll in the plan attend a course conducted by Laser Charge, Inc., which pioneered the concept.

"There was overwhelming interest at the show," Tolson told V/T. "Several operators attended class in Austin on the weekend of August 12-13, and we're continuing to get calls from all over the country."

Laser cartridge service is a perfect "fit" for an OCS company, the industry veteran noted, but the relationship may not be obvious, and the concept is unfamiliar to most industry members. Principal questions that operators have asked him are:

The programs costs $6900; what do I receive for that, enabling me to get into the laser-cartridge recharging business?

The cost includes travel to and from Austin, hotel accommodations, four meals, product worth $3000 at retail, and all tools required. "Last, but not least, you learn proven techniques for refilling toner cartridges correctly," Tolson emphasizes.

I've looked around, and there seems to be a lot of competition. Will I be able to compete?

OCS operators should not focus on the competition, but on their existing client base, the Laser Perfect founder emphasizes. "You know your customer; your truck goes there now; and the client has confidence in your company and your service," he says. The independent cartridge-refilling firm has to build a client base; the OCS operator already has one.

Will the recharging business fit in with my present route delivery system?

"Absolutely," Tolson replies. "A typical route truck goes out full every morning, and comes back empty at night. It can now come back carrying additional business for you." The recharged cartridge costs the customer $50 to $60, and represents about a 75 per cent gross profit to the operator. While building business within an existing route system can take a while, the added revenues per stop and the very attractive profit make it worth waiting for.

Tolson has found that a good way to proceed is to have the driver hand out literature, then use a good telemarketer to pursue closes. "A close doesn't involve putting in any new equipment — you just want your customer to give you a shot at recharging a couple of cartridges," he points out. "If you satisfy the client on a trial basis, you've gotten him to spend more dollars with you every month, thus reducing your delivery cost." It's a good idea to pay commission on closes to both driver and telephone salesperson, he adds.

What customers should I contact?

More and more offices are putting in laser printers, so no client can be ruled out, Tolson reports. Highest usage is generally found among attorneys, accountants, and marketing companies. Government agencies and colleges are also "loaded with laser printers," the industry veteran added.

Should I only contact my large customers?

"I would contact them first," the Laser Perfect founder replies. "But no customer is 'too small'! A low-volume account that buys one or two boxes of coffee a month could — and often does — have several laser printers. These can turn a $50 stop into a $150 to $200 a month account, and with a higher gross profit."

Tolson, who pioneered the present OCS concept, recalls that the industry has been looking for profitable allied products for more than 20 years. "Now we have one that costs more than the coffee, and has a higher gross profit," he sums up.

Information on the LaserPerfect program can be had from the company at 2601 Cain Bridge Rd., Vienna, Va. 22181, tel. (703) 242-2400.

Coffee Butler Expands, Promotes 3 Executives

ALEXANDRIA, Va. — Coffee Butler Service, Inc. reports that its recent merger with Bob's Wholesale Coffee Co. has significantly contributed to its coverage of the expanding marketplace.

Strengthening its geographic coverage, CBSI has appointed Wesley Enderson to spearhead the development of Western North Carolina from headquarters in Hickory, N.C.

Recognizing the success of CBSI's diversification into pastry supply and laser-cartridge service, the firm has established a division for each.

George S. Spears has been tapped as manager of the Laser Cartridge Recharging Division, and Esther M. Morris has been named to head up the Pastry/Catering Service Division.

Coffee Butler is headed by Tom Williams, a pioneer coffee service operator and one of the founders of the National Coffee Service Association.

SPEARS

MORRIS

BEAN BONANZA: Bill Weaver and Leigh Johnson, Weaver Coffee Co. (Erie, PA) pan for gold in the Folger's exhibit as Lynn Scala (right), Folger's, assists. Contest at NCSA show featured gold coffee beans intermixed with regular ones; finders of the gold beans won attractive prizes. Folger's designed promotion to demonstrate that "There's gold in them thar beans!"

XEROX EXPERT TRACES FAX GROWTH

(Continued from Page 18)

hasn't just been around for a few years, although it has enjoyed phenomenal growth in the second half of this decade," Modi explained. Xerox introduced the first facsimile machine for business use in 1964, and today offers an extensive line of equipment designed to meet the needs of a wide range of users.

"The NCSA-Xerox program is an agreement whereby Xerox dealers will offer significantly reduced prices to members of your associaiton," he reported.

"What is facsimile, and why has it received so much attention lately? A 'facsimile' is defined as 'an exact reproduction or copy', and modern facsimile machines allow you to send exact copies of documents over regular telephone lines in seconds," Modi summarized.

In today's information-dependent society, the Xerox executive pointed out, the term "can you fax it to me?" has become as common as "let's do lunch!" Facsimile machines for business represent the biggest technological revolution since the "personal" computer.

PHENOMENAL GROWTH

"According to the American Facsimile Association, there were 63,000 machines in use in the United States during 1983," Modi reported. "In 1989, more than a million machines will be sold, mostly to small businesses. By 1992, it's expected that more than seven million machines will be in operation."

In 1987, some 12 billion pages were "faxed"; this year, it is estimated that the number will approach 30 billion. By 1992, this should rise to 58 billion, the speaker added.

"We're looking at a love affair with facsimile machines, the 'fax phenomenon'," Modi summed up. It's worth understanding why this explosion is taking place at this time.

"The most important growth factors in facsimile are the increasing information dependence of today's society, and the adoption o f standards for compatibility between machines," the Xerox veteran suggseted. "We live in the 'Information Age', and facsimile systems are often the most practical, effective, and efficient way to get information on paper from one place to another."

Equally important is the adoption of international standards that insure the ability of any facsimile machine to communicate with any other, Modi emphasized. In the 1970s, he recalled, the microelectronics and telecommunications revolutions encouraged many manufacturers to develop new facsimile technologies, each incompatible with all the others. The United Nations' Consultative Committee for International Telephone and Telegraphy (CCITT) responded by recommending standards for facsimile terminals, and these are now in general use.

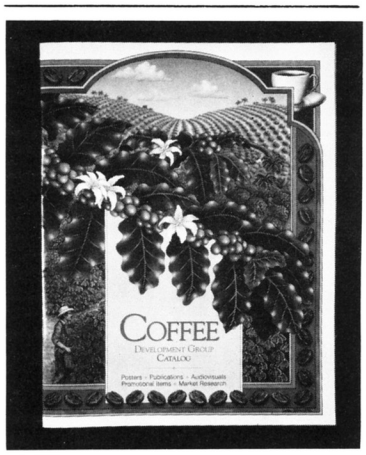
Technology has also played an important role, as breakthroughs in digital electronics have made it not only possible to design machines with greatly enhanced features, but to manufcture them in quantity. "As the Japanese entered the market, facsimile machine costs went down and copy quality went up," the speaker recalled.

UNDER THE HOOD

A facsimile system is not difficult to understand, Modi observed. The machine includes two major subassemblies. The "scanner" looks at the image (text or picture) on a sheet of paper as a series of fine lines consisting of light and dark areas, and translates these areas into electrical impulses. The resulting signal is sent over a telephone line. The "printer" receives the impulses, line by line, and responds by writing the dark areas to a sheet of paper, reproducing the original. A valuable addition has been automatic error correction, in which the transmitter sends a line-end code uniquely related to the number of impulses on the line; if the receiver cannot match the code with the line, it tells the transmitter to send the line over again.

"When a document is transmitted, each character on the page is translated into 'bits' which are then sent over the phone line and reproduced by the receiver as a dot pattern, not unlike a 'halftone' in printing," the speaker summarized. "Any information that can be

(Continued on Page 22)



CDG UPDATE: Now available from the Coffee Development Group is this mid-1989 catalog, which features over 70 promotional, educational, and informative items for coffee purveyors. Fifteen of the items are new this year. The catalog may be requested by calling CDG at (800) 234-5282.

NCSA CONVENTION

U.S. Trade Negotiator Ralph Ives Probes Future Of Coffee Agreement

SAN ANTONIO, Tex. — "The International Coffee Organization suspended export quotas for green coffee on July 4," said Ralph Ives, director of commodity policy, Office of the United States Trade Representative. "This has resulted in restrained freedom for the coffee market."

Ives, who keynoted the opening session of the National Coffee Service Association's 18th annual convention here, brought show-goers up to date on the present status of the International Coffee Agreement and fielded questions on the probable future of multinational coffee pacts.

"Few observers expected the recent negotiations to end as they did," Ives pointed out. "Most expected the United States to back down, or to compormise. One analyst said, 'I've never seen the United States take a position and hold it for so long'."

The veteran negotiator recalled that the U.S. had been a principal architect of the first International Coffee Agreement in 1962; this accord functioned well from 1963 to 1972. Quotas were suspended in 1972 because of disagreement, but a new pact took effect in 1976, and expired in 1982. In that year, the agreement was renegotiated; the principal objective of the U.S. was to attain changes to the allocation of quotas that would make more mild arabicas available, and this was achieved.

"However, the economy was changing, and the agreement was not," Ives emphasized. "The two problems we encountered after 1983 were an arbitrary, inflexible quota system, and the emergence of a "two-tier' market" — the ability of nonmember consuming nations to buy coffee at prices below those specified by the pact.

U.S. OBJECTIVES

Starting in 1983, the United States began to seek remedies for these inequities, the speaker explained. The International Coffee Council ultimately passed a resolution prohibiting discount sales to nonmembers — but there was no enforcement mechanism. And, although a few changes to the quota system were made, the allocations arrived at in 1982 were seen by exporters "as a historic right." The net result was that, as the market changed, nonmember importing countries were demanding higher-quality coffee at lower prices, and getting it.

By 1988, Ives recalled, some elements in the U.S. administration felt there was no point in continuing to negotiate. "But we agreed to give it one more chance," he said. "There were some benefits to the Agreement. But we made our position clear at the start of the negotiations: either these two problems would be solved, or we wouldn't sign."

Most importing member nations agreed with the U.S. on the unfairness of the "two-tier" market; fewer shared this country's concern about quota allocations. "The exporters were united in favor of extending the Agreement with no changes, for two years." This position was most vigorously espoused by Brazil and the African importing nations, with Colombia's support. Some Latin American producers, and Indonesia, suggested that they would prefer a free market.

In June, the European Economic Community and a group comprising

RALPH IVES

Brazil, Colombia, and some African producers offered a joint proposal calling for continuation of the 1983 agreement for one year, imposition of "a single quota with noninterchangeable parts" for the second year ("no one knew what that meant," Ives noted), and then, in the third year, "either continue that, or do something else." This seemed a formula for instability and confusion, the veteran negotiator pointed out; "our questions received the reply, 'Now is not the time; wait; any problems can be solved as they arise, so we rejected the proposal," he reported.

The United States and a group of "other milds" producing nations offered a counterproposal. It called for continuing the 1983 agreement for one year with an increase in the quotas for mild arabicas; starting in the second year, member and nonmember markets would be unified, subject to the same treatment. Brazil and Colombia, in their turn, rejected this approach.

"On July 3, it was suggested that a

(Continued on Page 21)

FULL HOUSE: Marc Israel, Coffee-Inns of America, reviews role of batc brewer in widening OCS markets with Melva Henderson, Homet Service (Bridgeport, TX); countertop single-cup fresh-brew coffee volume offices is at left. Coffee-Inns now offers a complete p location coffee and tea equipment.

IVES RECAPS SUSPENSION OF COFFEE QUOTAS

(Continued from Page 20)

'cooling-off' period was needed," Ives explained. "There was no doubt that we would not agree to the position adopted by Brazil, Colombia, and the EEC; if this was to be the basis for a new agreement, we'd withdraw. Mexico, Costa Rica, Guatemala, Honduras and Peru united against that proposal, offering courageous opposition to their fellow exporters."

This set the stage for the agreement to disagree that concluded the talks: the agreement was extended to September 1991, but without economic provisions. Quotas were suspended.

What happens now? "The council can resume negotiations, and could reach a new agreement," Ives observed. This is rendered less-likely by the animosity generated by the dispute; on the other hand, a collapse in coffee prices might well get the attention of the major exporting nations. "Meanwhile, no new discussions have been set, and our position has not changed. We have a free market, with its opportunities and challenges."

FREE MARKET

Fundamental to the U.S. negotiating posture has been the argument that "our consumers want better quality coffee at a reasonable price," the trade expert summed up. This is now available, and it is up to the coffee industry to make the best use of it.

Ives invited questions from the audience. "Barring frosts or droughts, what factors will affect coffee prices on the new free market?" an operator wondered.

"Increased consumption," Ives suggested. "At some point, an equilibrium price will emerge." The very low prices immediately following the surprise quota suspension seems to have been caused in great part by shock; the eventual price level will be set as demand and supply come into balance.

"Some of us are from Canada," another audience member noted. "What position did Canada take during the negotiations?"

"Canada was with us most of the time," Ives reported.

"If the free market means that 'Third World' nations will get fewer dollars, won't the U.S. banking interests demand a new agreement?" a conventiongoer wanted to know.

"The 'banking interests' have never gotten involved, and I'd be amazed if they did now," Ives reported. "Yes, 'Third World' debt is a problem; but Brazil's coffee exports represent only about seven per cent of its economy, and Mexico's are also a small percentage." What's more, the "low" price is now uniform for all consumers, the veteran negotiator pointed out; "The exporters are, let's say, selling coffee to ICO member consumers at 90 cents, and non-member consumers at 90 cents — not $1.20 and 60 cents," he instanced. "It's too early to gauge the final impact on total earnings."

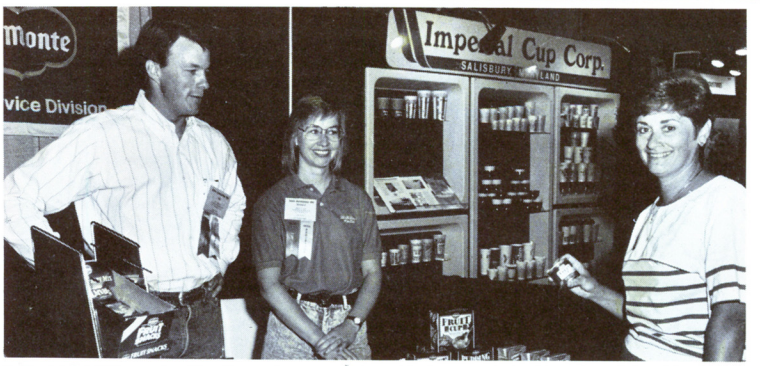
WILLING TO LISTEN

"So the U.S. position is now passive?" an audience member wondered. "Are the producers approaching us and saying, 'let's do something'?"

"They are not," Ives replied. "Brazil feels that it can take care of itself; the Central American countries favored a free market. Only Colombia might want to do something, but it is developing free-market plans, and has not approached us. If Colombia said, 'We have a plan', we'd certainly listen."

A long-time roaster, operator, and industry observer asked what value a new agreement would have, if one could be reached. "Why should the American public support 'foreign aid' through higher coffee prices, while consumers in the Soviet Union get a bargain?" he asked.

"There are advantages to price stabilization," Ives explained. "Under the agreement, the price was sometimes higher — but it was sometimes lower, since it gave large exporters an incentive to retain stocks." Thus the tremendous price increases resulting from the Brazilian frost in 1974 (when the agreement was not in effect) did not take place under similar supply conditions in the '80s. "The question is, though, whether this price stability is worth the cost," the speaker added. "Our position is that the cost was too high, and nonmember consumers were benefitting at our expense."



DEL MONTE VARIETY: Carol Franz (right), McCormick Coffee Co. (Erie, PA) looks over range of single-service allied products available from Del Monte Foodservice as Del Monte's Bonnie Lahti and Bill Stewart do the honors. Line includes aseptic-pack "Fruit Blends" and "Hawaiian Punch", canned fruit cup, pudding, and yogurt, and bite-sized "Fruit Snacks" and "Tropical Fruit Mix".

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"C SERIES" UPDATE: Celebrating the availability of countertop hot-beverage vender that completes Automatic Products' "C Series" for office sites are (from left) John Fisher, Automatic Products; Milt Lucas and Steve Cohn, Quik Kup Coffee Service (Skokie, IL); and Steve Palmer and John Aoly, Automatic Products. Displayed at NCSA show, line also includes snack and canned-drink venders.

LOOK AHEAD WHEN CHOOSING A FAX MACHINE

(Continued from Page 20)

recorded on paper can be transmitted: letters, memos, charts, drawings, even photographs." Documents may be handwritten, typed, or generated on a computer printer; as long as they are visible on paper, they can be sent and received by a facsimile machine.

Documents can be sent in other ways, too, of course; but there are often real advantages in using a facsimile machine rather than mail or courier service, or even computerized "electronic mail". One is speed; Modi noted that Xerox manufactures equipment capable of sending documents at average rates of 30 seconds per page up to average rates of 12 seconds (two to five sheets per minute).

Another is accuracy. A voice conversation over the telephone can be as fast, but it does not provide a document for verification.

And "fax" is economical. "You'll pay at least eight dollars for overnight mail service; sending a facsimile costs you just pennies per page," Modi noted. Today's operator can choose from a wide range of machines offering a variety of features. Lower-priced facsimile machines use thermal-paper printers fed from a roll; higher-priced ones deliver documents on plain paper, which is superior for many applications, especially when large numbers of documents are received. Thermal-paper (roll-feed) machines may be equipped with an automatic paper cutter, which delivers a multi-page document as cut sheets (a great convenience).

Equipment is available with automatic redial as well as "delayed-dial" allowing the user to ready a job for transmission late at night, when phone rates are lowest). Other features that may be worth looking for include "halftone" capability, which offers superior results when the original consists of tones intermediate between black and white, as photographs do; and "broadcasting" capability, which allows the transmitting machine to store a scanned document in an internal memory and then send it to many recipients in turn.

ADDED ATTRACTIONS

These features, as well as others such as document feeders (more likely to be important when many multi-page transmissions are envisioned) should be kept in mind when shopping for a facsimile machine, Modi recommended. "The first step in buying a machine is to assess your needs: what features will you require? Make sure to take future needs into account," he advised. "Find the model that best suits your application." A thermal-paper machine may fill the bill if received documents do not need to be filed for extensive future use (thermal paper fades and discolors), but many long-time "fax" users have moved up from thermal to plain-paper models when they bought their second machine.

"Last, investigate the reputation of the dealer before you buy the machine: how long have they been in business?" Service after the sale is a key to success in the facsimile-machine business, as it is in OCS; "Xerox dealers are reputable," the speaker emphasized.

Modi reported that his conversations with coffee service operators have indicated a number of areas in which facsimile machines are being used effectively. More and more OCS clients have the equipment, he pointed out; "If you take orders by phone, why not let customers 'fax' them to you?" he suggested. "You'd save time, increase productivity, and improve accuracy. You have product 'menus'; why not arrange to send those to customers by facsimile?"

(Continued on Page 25)

BHOGIN MODI

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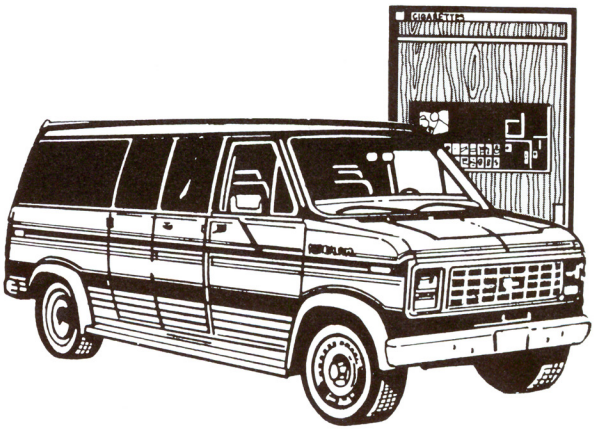

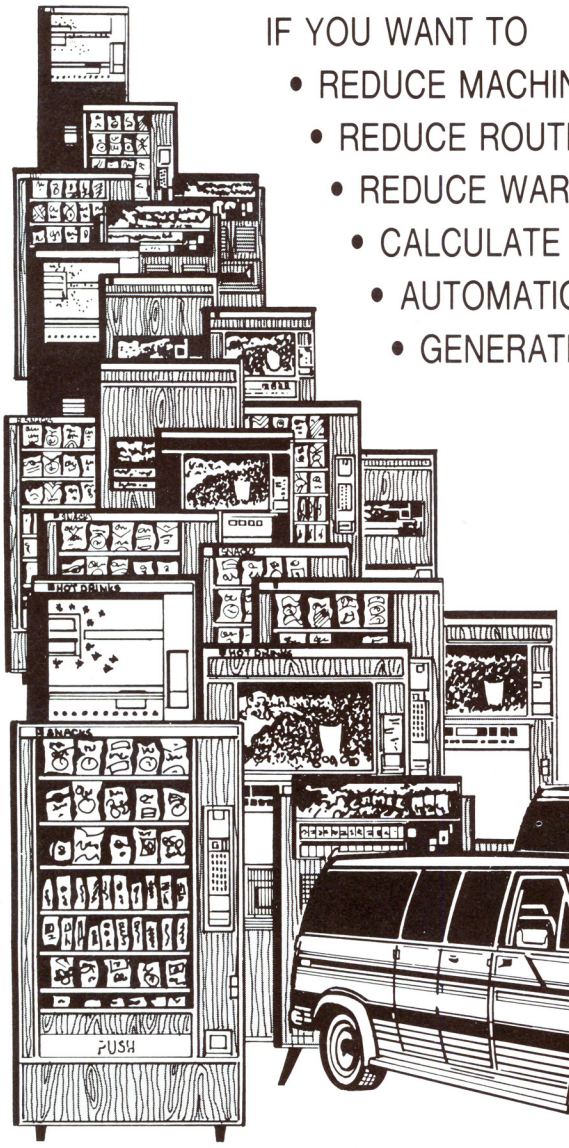

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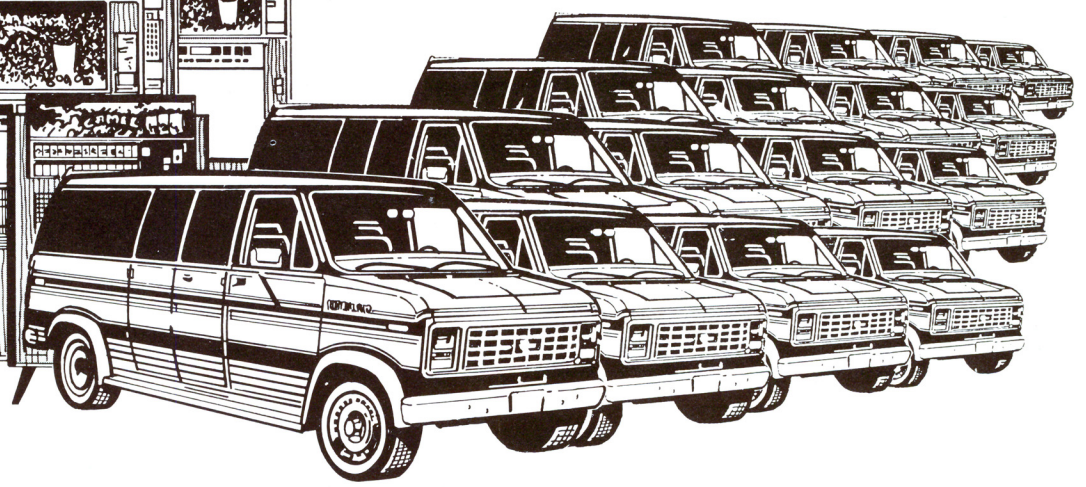

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UNVEILINGS: At left, NCSA convention chairman Jack Millender, Ag-Horn Coffee & Food Service, cuts ribbon to open the exhibits at 18th Annual NCSA Convention; looking on are (from left) Mike Savoie, Coffee Connection; chairman Ron Johnson, Intercontinental Coffee Service; David Pulsifer, Quality Coffee Service; Charles Kimbrough, AA Coffee Break; and (from right) Manufacturers Advisory Council chairman Marvin Perrye, Bloomfield Industries; chairman-elect Robert Louis Stephenson, Coffee Break Service; and secretary-elect Dave Beach, Coffee Specialists. At right, above, directors of the Gino Braschi Memorial Foundation unveil the formal portrait of Braschi that will hang in the Foundation's library; from right, they are Julius Hecht, Hecht Foods; Murray Schelter, Ambassador Coffee; Dave Beach, Coffee Specialists; Irv Greif, Take Ten; and Dean Wood, president of NCSA. The annual trade show in San Antonio drew 1,200 industry members, 643 from operating firms.

OUTGOING NCSA CHIEF SUMS UP YEAR OF PROGRESS

(Continued from Page 18)

ing. The essence of this position is that United States and Canadian coffee service consumers' interests are best met by gaining access to more high-quality arabica coffees than the 1983 quota system allowed, and that the inequities of a system mandating higher prices to ICO consumer members than to non-members must be corrected. In fact, these proved to be the points on which the United States would not yield at the most recent round of talks.

The association has also become more active in the legislative arena, and concerned with federal issues that can affect coffee service operators. "As a member of the Small Business Legislative Council, we have direct access to the latest information on such legislative issues," Johnson explained. "We also have the chance to voice our opinions directly to Congress, and these opinions are not taken lightly." The small business community is a respected lobbying force in the national legislature, and its position on issues such as minimum-wage revision and Section 89 of the 1986 Tax Reform Act has prompted concessions for small businesses, the speaker instanced.

NCSA also assisted industry leaders in Canada to communicate their concern over potential inequities in a proposed national sales tax revision to Canadian members, and to request these operators to make their opinions known to their representatives in Parliament, Johnson reported.

"Since the welfare of the OCS industry is directly affected by many of these issues, we want to hear from you," the outgoing chairman told association members. NCSA plans to survey its membership on key issues, and began this program last month with a questionnaire dealing with the topic of mandated health insurance.

The regional associations are doing a fine job of keeping their members informed and making the industry's position known to lawmakers at the state and local level, Johnson added. He cited the Eastern Coffee Service Association as a good example of this; its president, Len Rashkin of Coffee Sip (West Babylon, N.Y.) was prominent in the effort to introduce rationality into proposals to ban plastics in Suffolk County.

NCSA continues to improve programs and benefits for its members, the veteran operator observed. The new NCSA insurance program was instituted last year; "large and small operators located from New York to California have found that the new program meets their needs, while allowing them to deal with their own local agents," he reported. "Our property and casualty insurance program has proved to be particularly successful, with 30 per cent of those members who requested quotes eventually signing on for coverage."

GETTING THE WORD

The association's current available programs are enumerated in a new NCSA booklet, which is one of the many valuable publications prepared by the association for its members. Others include the expanded *What's Brewing* newsletter and the comprehensive *Management Manual.* Proving especially popular is the new *Coffee Chronicle,* a periodical compilation of green-coffee prices, predicted prices, and trends, the speaker observed. "Having these facts places members in a stronger position to build better relationships with their customers," he pointed out.

Also of great value are the NCSA's industry surveys, of Operating Performance and of Compensation and Benefits. Members who fill out and return the questionnaires sent to them receive detailed information on industry averages in these areas, for use in assessing their own companies. This type of information is extraordinarily useful, Johnson emphasized, and it will become more so as more members participate.

A new association project that holds great promise is the establishment of the Gino Brashchi Memorial Foundation and Library. The library was dedicated at NCSA headquarters last fall as a tribute to the memory of the industry pioneer who founded Time Saver Coffee (Brooklyn, N.Y.), and who served the industry and his community long and well.

"This is a very exciting project," Johnson emphasized. "It will be the first such institution in this country. We hope members will not only make full use of it, but will also appreciate the value of contributing funds for its development and upkeep."

The National Coffee Service Association also demonstrates its commitment to excellence through its annual "Silver Service Award" honor, the outgoing chairman noted. This year's finalists, recipients of the "Silver Cup" trophy, exemplify the industry's high standards of professionalism.

Johnson concluded by praising the oustanding services of NCSA's staff: president Dean Wood, vice-president Shirley Sarni, accounting director Ginger Clevinger, and publications director Maggie Lyons. He thanked the members of the Executive Committee and the Board of Directors for their effective support throughout the year, and paid special tribute to the contributions made by industry leaders from Canada.

"NCSA's membership increased by twelve per cent over the past year," the outgoing chairman reported. "We hope our new members will take advantage of the many benefits our association has to offer them, and will become active participants in the growth of this organization."

GINO BRASCHI FOUNDATION

(Continued from Page 17)

outlining the Foundation's structure and goals. Pledges of support received at the convention were "extremely generous" and got the project off to a flying start, according to association publication director Maggie Lyons.

Schelter quoted President Theodore Roosevelt: "Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."

"We ask you to contribute; to put something into the industry you're devoting your lives to," Schelter summed up.

Information on the Gino Braschi Memorial Foundation and its library may be had from NCSA headquarters at 4000 Williamsburg Square, Fairfax, Va. 22032, tel. (703) 273-9008, fax (703) 273-9011.

CARRY ON: Robert Louis Stephenson (right), chairman-elect of NCSA, receives the gavel from Ronald S. Johnson at inauguration during annual convention.

BLUM WINS SILVER SERVICE

(Continued from Page 17)

"Certified Design Consultant" program in conjunction with the Coffee Development Group. He has also been heavily involved in the preparation of video training programs for OCS personnel, including *The Winning Cup* and *The House of Horrors.*

A member of the Keystone Coffee Association, Blum has also served on the Ethics and Standards Committee established under the auspices of the International Coffee Organization, and on the Coffee Development Group's OCS Task Force. He is a long-time participant in industry education programs, having spoken at many business functions.

Blum, who was chosen as Delaware Small Business Man of the Year in 1984, is also prominent in civic and religious activities. He has served on the Boards of the Delaware State Chamber of Commerce, the Better Business Bureau, and A.K.S.E. Synagogue.

Other "Silver Cup" winners were:

• Armand Dauplaise, Snack Hostess (Fairfax, Va.), a long-time innovator in coffee service and small-location refreshment programs and a pioneer in "total refreshment service" for offices. Dauplaise is a co-founder of the Coffee Development Group, and has served as director of the Mid-Atlantic Coffee Service Association.

• Robert Hale, Mister Coffee and Services (Scarborough, Ont., Canada), a trail-blazer in enhancing the "service" dimension of OCS and an innovator in marketing. Hale is a co-founder of the Ontario Coffee Service Association and the Canadian Coffee Service Association.

• Joseph Manning, AAA Coffee Service of Washington (Seattle), a 24-year veteran of the coffee service industry who has been a consistent leader in efforts to upgrade standards of quality and service in OCS. He is a member of the Western Coffee Association and has served on NCSA's Board of Directors, and on the CDG's College Campus Task Force.

GOOD TIME HAD BY ALL: General Foods sponsored a variety of events at 1989 NCSA convention, including a Mexican fiesta to celebrate historic San Antonio. At left, above, Laura and Ted Borak (standing), Coffee Man (Marlboro, NJ) relax with Jimmy Zirakian, Coffee Man (Silver Spring, MD) and Jesse Adams, Carolina Coffee Service (Charlotte, NC) at the party; at right, General Foods' Brian Murphy and Katia Facchetti emcees the festivities. G-F also provided a service whereby operators attending the show could get a photo and press release for hometown newspapers, part of NCSA's public relations program.

OCS FAX USERS REPORT BENEFITS

(Continued from Page 22)

Well-thought-out facsimile programs can enable OCS operators to service more clients without adding personnel, the speaker summed up. "The correspondence you conduct with your customers and suppliers can be simpler, faster, and more cost-effective," he concluded.

In the question-and-answer session that followed Modi's presentation, an operator pointed out that roll-feed thermal-paper machines with built-in cutters will deliver a facsimile document that is the same length as the original. He asked how a sheet-fed plain-paper machine copes with documents of different sizes.

Modi replied that documents shorter than 8½ x 11 inches are simply printed on an 8½-inch sheet. Many plain-paper machines are able to store an incoming document longer than 11 inches (a legal-sized sheet, for example), and reduce it to a format that can be printed on standard letter-sized paper. There are often handling and filing advantages to having all documents the same size, he pointed out.

NCSA president Wood asked the operators how those of them who have already purchased facsimile machines are using them.

"We use ours when an open invoice is lost," one audience member replied. "When the customer tells us he can't find an invoice, it's an advantage to be able to say, 'I can fax it to you'. It's very simple, and it speeds payment." His firm, which serves about a thousand accounts, sends between eight and 15 invoices a day in this manner.

EXPEDITES ORDERING

"I save 60 per cent of my weekly ordering time by faxing orders to Servatron and VSA," another operator reported. "My machine also imprints the date and time on everything it receives, which is very helpful."

"Facsimile machines are great for communicating with with accounts and attorneys, and with advertising people — you're always sending documents back and forth," a third user reported. "When you're talking to a supplier about something new, it's helpful to ask. 'Have you got any literature?' and, if he does, ask him to fax it to you."

"The machine is useful in dealing with distributors and sending purchase orders, and in making proposals and submitting bids to prospects," another facsimile-machine owner said. "They get a 'hard copy' with no errors."

"We're trying out a 'fax order sheet' on our menu," the first speaker added. "Will clients be willing to fax their orders in? We plan to find out. We use a 'pre-call' sales system; if our customers want to send us orders by facsimile, I'm very willing to let them do it."

"I have a lot of customers who tell me, 'I sure wish you had a fax machine', and I'm leaning toward getting one," an audience member remarked. "The concern I have is, will that capability foul up our regular ordering system? If someone forgets to order a box of chocolate, will they just fax an order in?"

The consensus was that clients are no more likely to do this than they are to place a telephone call right now. "You'll always have emergency call-ins," another participant commented.

"I can think of a lot of ways I could use a facsimile machine," an operator observed. "But I'm concerned about the cost. Why not buy a cheap unit for $800, rather than something that costs $2500? I can only imagine using it for two or three copies a day."

"Is that all you'll ever do with it?" another operator wondered.

Modi pointed out that facsimile machines tend to have a "narcotic effect" on their owners, rather as computers do; wihin six months, many new uses for the equiment are found, and become essential. "You may want to start with an $800 machine, but be sure to assess your future needs," he urged. "They will certainly grow." A major disadvantage to low-end machines is that they do not include an automatic paper cutter. This may not sound significant, but Modi emphasized that machines capable only of delivering a sort of scroll are extremely inconvenient to use in a business setting.

"We got our machine with the idea of using it in a new program allowing end-users to order product from us," an audience member observed. "As it happened, the plan did not work — but we found lots of things to do with the machine. I can't understand, now, how we ever got along without it."

LIGHT KERNELS: Tom Shea (left), Beatrice/Hunt Wesson, hosts an "Orville Redenbacher" microwave popcorn break for Don Mason and Louise Alexander, Watermark Corp. (Sausalito, CA) at the NCSA convention; "Swiss Miss" hot chocolate was also available to top off the snacks.

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GOOD FIRST IMPRESSION IS KEY TO SUCCESSFUL SALES

(Continued from Page 13)

On the other hand, some larger firms have a structure which includes an actual department for purchasing, in which a staff member (the purchasing agent) is solely responsible for buying all the products and services required for the company's total operations. In very large firms, a number of purchasing agents divide this responsibility, and you need to locate the one whose duties include arranging for coffee service.

FINDING THE DECISION-MAKER

This may seem confusing, but the process is really very simple, once you understand the rules of the game. The basic thing to keep in mind is that you start by simply asking the receptionist to refer you to the proper purchasing authority, whoever this may be.

Once you've located the decision-maker, the next logical step is to determine when that person can discuss the company's policies and methods regarding employing coffee break equipment and supplies. This may result in an immediate interview, or it may involve making an appointment at the buyer's convenience. In either case, it is your opportunity to discuss the merits of coffee service, and of your own service in particular.

Remember that your presentation is a *conversation*, in which you must listen at least as much as you talk. Be prepared to make comparisons and demonstrations, and to answer questions. A buyer who is willing to listen to you bases this willingness on the premise that your experience and training have made you an authority on coffee service. He or she is, in effect, asking for your opinions and advice, with the object of improving job performance. It's evident that, if you start by telling people that you want to make their jobs easier and more trouble-free, they will be very willing to listen to you.

It is very rare to find an individual whose sole responsibility is the purchase of coffee service. By doing your job professionally, you enable an individual to devote more time to other duties, thus making him or her more efficient.

Buyers who trust you, and who are rewarded with excellent performance, are customers you will *never* lose. Pursuing that type of account requires that you understand the rules of the game, which are in fact common business procedures.

Courtesy and common sense are the basic ingredients for approaching anyone whom you wish to impress. Common courtesy is the first mark of the professional; and the first observable action you perform at a potential customer's location is driving up and parking your car.

Whether or not your schedule for the day is running on time, never give the *appearance* of lateness. A person representing himself as a professional is on time for appointments. A professional making a call does not want to appear hurried or disorganized. Someone who cannot keep appointments, or who dashes from call to call, gives the impression of being overworked, overextended, and thus unconcerned about individual customers.

BEST FOOT FORWARD

Conveying the proper image requires that you make each potential customer the object of your undivided attention. Prospects understand that your time is valuable; by operating gracefully, you lay the groundwork for creating a favorable impression. So drive properly and park appropriately. Many locations have a parking-lot with spaces for company personnel and visitors. You are a visitor, offering an important service, and you are entitled to park in the visitor area. If the entire visitor area is occupied, find an unmarked vacant space, or use legal street parking. Parking in spaces designated by name or number for company personnel — such as "Vice-President" — would be an obvious thing to avoid.

Before exiting your vehicle, run through an appearance and information checklist. The clean-cut, well-groomed Professional Coffee Service image that you left the house with may need minor repairs during the course of the day. Double-check your briefcase or folder: do you have enough business cards, composites, lists, samples, and everything else you may need? A professional is prepared, and does not interrupt a meeting with a busy buyer because something has been forgotten, or left in the car. If you're going to a meeting you scheduled in advance, did you promise to bring along some information or samples that you don't normally carry? If so, be sure you have these things with you.

When approaching the building, use the sidewalk or walkway. A place of business is (or should be) maintained in such a way as to present an image, very much like an individual. Show respect for the prospect's efforts; keep off the grass.

Many buildings have multiple entrances. The lobby or reception area is your goal. An entrance marked "Employees only" or "Shipping/Receiving" is not for your use as a visitor. The appropriate entrance is almost always obvious; find it.

A forthright and sincere approach, coupled with the right image, gets attention. Above all else, be courteous. When you enter the lobby, the first step is to approach the reception area — a part of the lobby occupied by a person, often female, who receives, screens, and directs visitors.

The receptionist, except in very large companies, usually has other duties too: she (or he) may act as the switchboard operator, for example. If the receptionist is busy with the telephone, or other visitors are ahead of you, be courteous. Wait a few steps away, but close enough to be noticed: do not interrupt. When she is unoccupied, step closer and introduce yourself.

MAKING FRIENDS

You will find many cases where the receptionist either (a) possesses good information about the way the company provides employee coffee; or (b) orders (or is sent in person) to purchase the coffee; or even (c) has enough authority to strongly recommend a service (yours) to the boss, even if not to make the ultimate decision.

Keep these facts in mind. Remember, too, that the receptionist's willingness to help you depends on her (or his) initial judgement of you. Never snub anyone; always be pleasant. The most important rule to remember — in any business — is: *you never know how much any person can help or hurt your cause.* Avoid making enemies. The best way to accomplish this is to treat everyone as a person of value, first and foremost; never simply as a step in the chain of command.

SAVING TIME

If everyone between you and the ultimate purchasing authority feels that they have to be "sold" before they pass you through, you can waste much time and effort. The best, most diplomatic approach is to ask the simple question, "Is someone else involved in the final decision? If so, would they have time to join us now, or should we make our analysis first?" Simple questions like these will (at least) give you the name of the final decision-maker, and prompt the receptionist to begin making a serious comparison between coffee service and the present method of supply.

With most larger accounts, the usual organizational structure will mean that a higher authority makes the final decision. If the receptionist has summoned the decision-maker without mentioning a name, ask "Whom will I be seeing?" Note the name; jot it down and use it to greet the buyer, and refer to it during your conversation.

Use your waiting-time to advantage. A receptionist can probably tell you how the company is presently supplying its break area. If she is not too busy, you may want to give a capsule presentation of all that coffee service can do. This serves two purposes: the review "warms you up" for the purchaser, and it can establish an alliance with the receptionist, whose influence may help you.

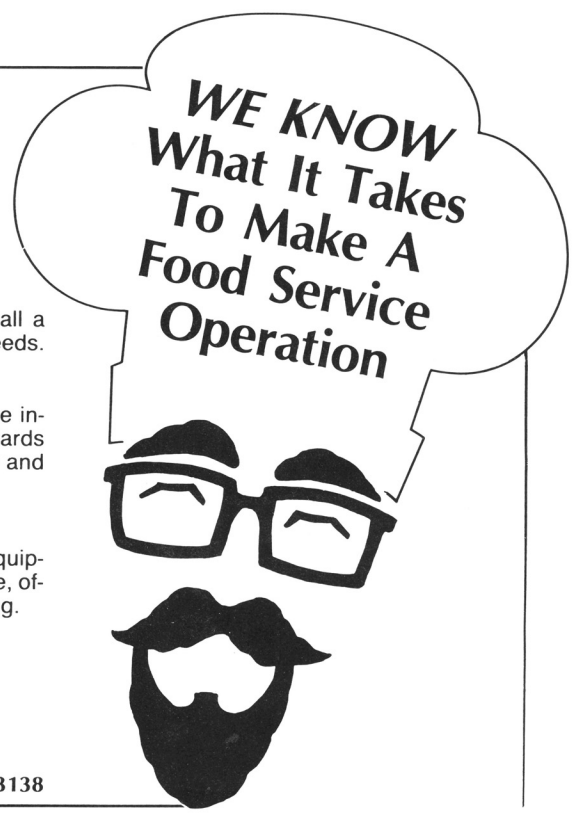
If the receptionist appears to have the purchasing responsibility, you may wish to make your full presentation. However, unless she can arrange conveniently to have someone else handle her duties temporarily, you face the prospect of continued interruption. It may be best, then, to arouse general interest and make an appointment for a later return visit. The break area, not the lobby, is the preferred place for your presentation.

In most cases, at this point, you will be waiting in the lobby for a purchaser to arrive. Whether or not you are conversing with the receptionist, you must continue to maintain your professional image. Sit or stand with an erect posture; don't get in the way. Don't wander about being nosy. Visualize the behavior that would offend you in a guest, and avoid that behavior. Office etiquette and lobby manners simply require courtesy and common sense.

GO FOR IT

When the buyer arrives, stand and repeat your introduction: "Good morning/afternoon; I'm _____ of _____ coffee service." Always offer a handshake; all psychological studies agree that physical contact establishes a greater receptivity and rapport, almost immediately.

Remember: the person you are now meeting is the target for your professional skills. You are there to impress her, or him, with your pleasant and sincere confidence in your ability to make her day easier. The essence of your message, and your opening summary, is that regardless of the company's present method of break-room provision, you are confident that you can fill that same niche with service and products guaranteeing unsurpassed convenience, quality, and dependability, at a remarkably attractive cost.



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V/T Feeding

NAFEM Sets Largest Exhibit Of Food Equipment, Supplies

DALLAS, Tex. — The National Association of Food Equipment Manufacturers is putting the finishing touches on its upcoming trade show at the Dallas Convention Center. It's slated for October 5 through 8, 1989.

Held every two years, the NAFEM show offers displays of the latest in equipment and supplies for mass feeding from more than 500 manufacturers, as well as a full round of thought-provoking seminars. Keynoting NAFEM/89 will be such luminaries as Lester Thurow of the Massachusetts Institute of Technology and T. Boone Pickens, Jr., Mesa Petroleum Co.

A variety of professional groups will hold meetings in conjunction with the NAFEM show. These include the Foodservice Consultants Society International, whose Board of Directors and European Chapter will convene on Wednesday, October 4, and which will conduct a number of seminars.

Also planning events are the Food Equipment Distributors Association, the Commercial Food Equipment Service Association, and Marketing Agents for the Food Service Industry.

Many international visitors are expected, and several programs will address their interests, as well as those of equipment exporters. An International Business Center will be in operation during the convention.

NAFEM will offer its Certified Food Service Professionals examination on Friday, October 6, and Saturday, October 7.

Information on NAFEM/89 may be had from the association at P.O. Box 80937, Chicago, Ill. 60680-9347, tel. (312) 644-6610. Information on the Foodservice Consultants Society International seminar program may be had from FCSI at 12345 30th N.E., Suite H, Seattle, Wash. 98125, tel. (206) 367-3274.

NUTRASWEET SALUTE: Doug Wheeler (left), vice-president of sales for The NutraSweet Co., presents a specially-commissioned lithograph to Dr. Theodore P. Labuza, president of the Institute of Food Technologists, during IFT's "Food Expo" in Chicago. The handsome lithograph, by Mari Preimesberger, represents Chicago's skyline; it will be hung in IFT headquarters in the Windy City. The presentation honored IFT on its 50th anniversary.

NRA Comments On Civil Rights Plan For Disabled

WASHINGTON, D.C. — The National Restaurant Association presented its views on the proposed Americans with Disabilities Act in testimony before the House Education and Labor Committee's Subcommittee on Select Education here last month.

Brother Philip Nelan, F.S.C., NRA's director of handicapped employment services, emphasized that "the enactment of civil rights legislation such as the Americans with Disabilities Act would be more beneficial to millions of handicapped people if accompanied by an increase in the resources necessary to train and place them in suitable jobs."

The proposed ADA would extend civil rights protection to people with disabilities, a concept which NRA and other business groups active in recruiting handicapped workers endorse. However, the association believes a number of provisions in the bill are vague and contradictory, would provoke litigation, and would be prohibitively expensive.

Educational Foundation Taps Officers, Trustees

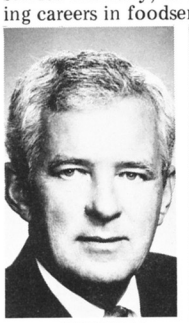
CHICAGO, Ill. — The Educational Foundation of the National Restaurant Association elected officers, and named two new trustees, at its annual meeting here.

Jack A. Laughery is elected chairman of the Foundation. He heads Imasco USA, parent company of Hardee's Food Systems (Rocky Mount, N.C.). Chosen first vice-chairman is Ted J. Balestreri, Sardine Factory, Inc. (Monterey, Calif.); Jim L. Peterson, Whataburger (Corpus Christi, Tex.) becomes second vice-chairman.

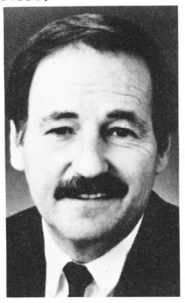
Elected secretary is Jon C. Peterson, vice-president of sales for Heinz USA (Pittsburgh, Pa.); Michael J. Grisanti, Grisanti Inc. (Louisville, Ky.) is chosen as treasurer.

Named as trustees are George E. Fischer, president of SerVend International (Jeffersonville, Ind.) and John C. Metz, president of Metz Enterprises, Inc. (Dallas, Tex.).

The Educational Foundation, formerly the National Institute for the Foodservice Industry, is devoted to furthering careers in foodservice.



FISCHER



METZ

IFDA Plans Competition For Promotion Efforts

FALLS CHURCH, Va. — The International Foodservice Distributors Association is planning to conduct a contest to recognize outstanding advertising and sales promotion activities by its more than 230 members.

Winners will receive "Valu-Ad" awards, bestowed for superior impact and effective communication in ten categories, ranging from image and public relations enhancements to trade shows, trade advertising, and value-added service such as seminars and newsletters.

The contest is open to all IFDA members. Material submitted must have been produced between October 1988 and September 1989, and the deadline for entries is October 25, 1989.

Information may be had from IFDA member services director John Brennan at (703) 532-9400.

Rykoff-Sexton Promotes New England Executives

LOS ANGELES, Calif. — Rykoff-Sexton, Inc. has elected Morris Gordon as corporate vice-president in charge of contract and design operations. He was formerly president of Rykoff-Sexton's New England division, and will continue to headquarter in Norwood, Mass.

The company has promoted Robert Collins to succeed Gordon as president of the New England division. He was formerly vice-president of the division.

Drake Names Conway, Comerford Vice-Presidents

WAYNE, N.J. — Lawrence C. Conway has joined Drake Bakeries, Inc. as executive vice-president, and Michael J. Comerford has come aboard as vice-president of marketing, according to an announcement by James F. Pomroy. Pomroy was recently elected president and chief executive officer of the company.

"Today's announcements reflect our excitement at joining an outstanding company with a first-class reputation in the marketplace, and a management team dedicated to maintaining that leadership position," Pomroy observed.

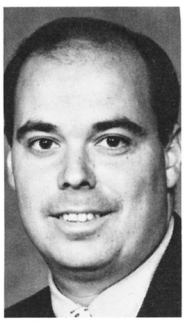
Conway comes to Drake from Sundor Brands, a leading specialty beverages company, where he served as president. He was previously vice-president for marketing and sales with the Champale Division of Iroquois Brands.

Comerford was also associated with Sundor, as vice-president of marketing for perishables, and had earlier served as marketing manager for Champale, Inc.

Pomroy expressed the strong belief that the snack cake business "is a growth opportunity for all concerned, especially at Drake's, with its long tradition of successful products built on quality, technology, carefully-managed distribution, and overall cost effectiveness." He predicted that product line extensions, new products, and expansion into new markets will contribute to realizing the extensive growth potential of the company.

Headquartered in Wayne, N.J., Drake Bakeries is one of the leading producers and distributors of baked snack cakes in the Northeastern U.S.

CONWAY



COMERFORD

Quaker Offers Oatmeal Ideas For Foodservice

AUSTIN, Minn. — Now available from The Quaker Oats Co. Food Service Division is a collection of eleven versatile recipes featuring oatmeal.

The recipes are described as innovative variations using a traditional ingredient. For example, Parmesan Oat Muffins are an interesting alternative to garlic bread as an adjunct to Italian food. Crunchy Chicken Dijon is an attractive topping for chicken. And Pumpkin Oat Pudding, featuring traditional cinnamon, ginger, and clove flavoring, can add zest to a dessert menu.

The recipes are printed on handy cards, and are supplied free of charge. They can be requested from Quaker by calling (800) 255-4129.

Little Lady Taps Dante As Purchasing Director

CHICAGO, Ill. — Nicholas Dante has joined Little Lady Foods, Inc. as director of purchasing, according to an announcement by chief executive officer John Geocaris.

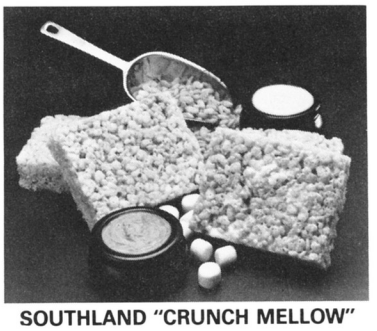
Dante brings more than 15 years of purchasing experience to his new post. He was most recently traffic manager for Sysco-Continental Foods, where he was responsible for inbound/outbound freight. He had previously served as merchandising manager for Staley Continental, which was purchased by Sysco Corp. a year ago.

Little Lady Foods is a fast-growing convenience food manufacturer, which offers its "Bravissimo" super premium pizza, and custom-recipe pizza items, to a variety of markets.

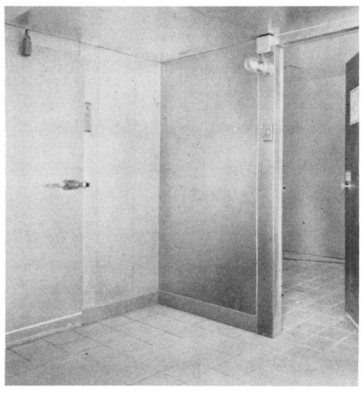
"We are pleased to have Dante on board," Geocaris said. "His years of purchasing experience will help us organize our purchasing efforts and cut costs while maintaining the high standard of quality Little Lady is known for."

Southland Foods Unveils 'Crunch Mellow' Snacks

DALLAS, Tex. — New from Southland Foods are "Crunch Mellow Bars", rice and marshmallow confections designed to bring back memories of homemade snacks. The product contains no preservatives and is shipped frozen, thawed for display and sale. The bars are individually wrapped and offered in bulk pack or retail boxes. Information may be had from Southland's Nancy Johnson at (800) 527-5509; in Texas, (214) 559-3630.



SOUTHLAND "CRUNCH MELLOW"



FLOORLESS COOLER: Now available from International Cold Storage Co. is this "floorless" refrigerated storage module, designed for use when a tile-finish floor is required, or extremely heavy floor loading is anticipated. Delivered by trailer as a one-piece seamless structure, the unit is installed by ICS technicians, completely assembled and ready to operate. Like all ICS walk-ins, this one is backed up by a five-year warranty on building structure and insulation, including parts and labor. The refrigeration equipment is covered by a one-year warranty, including parts, labor, and refrigerant. Information on the "floorless" cooler and other ICS designs may be had by calling the manufacturer at (316) 682-4581.

Systemania Offers Commissary Software, Labels

MELROSE, Mass. — Systemania, Inc. offers a comprehensive line of computerized labeling and commissary management programs, as well as a wide range of stock and custom-imprinted labels for commissary operators.

Systemania software includes "LBL", a program designed to speed and simplify label printing in commissaries. It is said to provide uniform label appearance, support for half-height letters in ingredient listings, automatic calculation of pull dates, support for color printers and video display monitors, and the ability to interface with Systemania's "ORDERS" program for automatic label scheduling.

"ORDERS" is a program designed for use by commissary managers in generating cycle menus and production schedules, preparing order forms and pack-off tickets, and providing summaries of shipments and returns by location, route, or supervisor.

A free-standing, full-featured labeling program, "LABELS", is also offered. A modified version of "LBL", "LABELS" runs on economical computers with floppy-disk storage and supports many dot-matrix printers. It's designed for maximum ease of use by present kitchen personnel.

Systemania also offers a selection of suitable computer hardware and peripherals.

Backing up the company's commissary programs is a wide range of pin-feed label stock for use in tractor-fed computer printers. Labels are available with attractive standardized designs, as well as custom-imprinted with the operating company's name and logo. They're offered in a choice of 12 sizes, all supported by "LBL" and "LABELS" software.

Systemania will sell by mail and provide installation assistance by telephone, or will offer installation and training on-site. Ongoing telephone support is always available, the company reports, and free label software upgrades are furnished to customers on a periodic basis.

Information, a demonstration disk, and tutorials are available from Systemania, Inc., 72 Stone Place, Melrose, Mass. 02176, tel. (617) 662-2881.

PCA Names Hawkins VP

NORTHBROOK, Ill. — Packaging Corp. of America has named Michael J. Hawkins as vice-president, according to an announcement by P.J. Fortune, senior vice-president and general manager of PCA's aluminum and plastics packaging group.

In his new post, Hawkins will be responsible for sale of aluminum and plastic products to major foodservice businesses which negotiate supplier agreements on a national basis. He will assist in consolidating Ekco/Kaiser and A&E Plastics to better serve large foodservice operators.

Hawkins joins PCA from Edward Don & Co., where he was vice-president of sales. He had previously served in a sales and marketing capacity with Diversey Corp.

Vend Chocolate All Year with CHILL FACTOR!

No need to remove the top-selling chocolate and pastry during hot periods when "CHILL FACTOR" can lower the temperature of the air surrounding your products. The unit is mounted easily on the top of the vender cabinet. "CHILL FACTOR" has been proven on extensive location tests. One vendor in Hawaii reports doubling sales since installing the unit.

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Jim Brady's FOOD IMAGINEERING

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

As we noted last month, the key to predicting the impact a commissary will have on operating-company performance is to regard the facility as a "profit contribution center" — something that not only generates revenues on its own, but also builds sales overall. In calculating the costs of building and running a commissary, we suggested preparing a pro-forma budget breaking out all expense items, and setting a profit goal.

Of course, the operation will have to run for a few months in order to establish real-world percentages. Every operation is a little different.

The cost calculations and cost percentages I presented last month, as well as typical operating expenses, are planned to blend into the full-line profit-and-loss statement in such a way that costs there are not affected (total *sales*, yes; but not *costs*. For instance, if you now run a 50 per cent "product cost" in full-line, our budgeted 50 per cent food cost will not increase your present costs as a percentage of sales, and so on.) If your vending operation is making a profit, increased sales without any increase in cost percentages should certainly earn the company more dollar profits.

PLANNING FOR FOOD PRODUCTION

If you've decided to set up a food preparation facility, one of the things you will need to think about is labeling. Probably no subject has been discussed more, over the past several years, than the question of what goes on the label of a vended food item.

Without getting into an extensive discussion of the laws of the land on lableing, it's possible to state the requirements for a label "in a nutshell" thus:

Your label needs to include the following information:

(1) Company name
(2) Company location
(3) Name of product in package
(4) Ingredients of product
(5) Product net weight
(6) Expiration (or "pull") date.

The requirements also specify a range of sizes for the printing, both letters and numbers. This size is usually a maximum of 1/8 in. high, and a minimum of 1/16 in.

You must place the company name, city, state, and ZIP Code at the top or bottom of the label.

The product name, such as EGG SALAD SANDWICH, must always be printed in capital letters.

The product name must be followed by a list of ingredients, in descending order of importance.

The ingredient list is followed by the net weight of the package, in this form: NET WT. 6 OZ.

I am frequently asked about pull-dates. I always recommend that the date used on the label be the last day the product can be sold, spelled out by month, day and year (such as 12/9/89 or, at least, 12/9). Color- and number-codes can appear deceptive, and can only suggest to the customer that the food is old. Some health departments have other recommendations; some do not enforce any.

The ingredient list is the area which causes the most trouble. In the majority of cases, in most (not all) areas of the country, a listing of the main ingredients is all that's required. Some cities and counties require sub-ingredients as well — that means, for example, not only "bologna", but everything the bologna is made of; which is a considerable list in itself. Under those conditions, a submarine sandwich containing bologna, ham, salami, American and Swiss cheese, thousand island dressing, onion, lettuce and tomato might, indeed, require a label almost as large as the sandwich if sub-ingredients are required.

Most vending labels are 2x2 inches. If your labeler, whatever kind it may be, cannot make a larger label (and most can't), then a pre-printed label may have to be ordered for some of these difficult items.

If you're just getting into the business (or if you're contemplating the purchase of a new labeler), you should contact your local health department and get a copy of the labeling requirements for your area. The requirements will say nothing about the type of labeling equipment to use; they deal solely with the label itself.

Then submit a list of the menu items you propose to use, described as you think they should be labeled, and request approval. The health department will reply with the required changes, and these must be followed.

Many years ago, the fresh food that most vendors sold was limited to a small variety of sandwiches. I started calling on vending companies in the '60s as a consultant for The Vendo Co.; at that time, about all the operator used a label for was presenting the name of the sandwich and the price — perhaps with a pull-date of some kind.

A few went to the opposite extreme, read the guidelines published by the U.S. Department of Agriculture, and made the operator adhere rigidly to them. This was quite a struggle.

At present, the simplest statement that can be made about labeling of vendor commissary-prepared foods is: **there is no fixed method for preparing labels that is enforced in every state, county, city, and borough.** The closest thing we have to a fixed requirement is the set of USDA guidelines — and the key word here is *guidelines.*

In foodservice operations that are inspected by U.S.D.A. — which are few and far between in the vending business — the U.S.D.A. guidelines are the law and are enforced. They must be followed to the letter.

Many states have adopted those federal guidelines, too, and most counties, cities, and boroughs have followed suit. You may be inspected by health officials from any of these jurisdictions; the question is the *degree* of inspection you can expect to get. At least with federal inspectors, you know where you stand. With all others, you're in a veritable game of draw poker, and you never know what hand you're going to be dealt.

I say this because, in nearly every case I have ever observed, the operator is left entirely in the hands of — or at the mercy of — the local inspector, regardless of what guidelines may have been published. The best defense is to adhere to the U.S.D.A. guidelines.

We'll take a closer look at labeling, including the available technology, next month.

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FOUR DAYS OF FACTS AND FUN, OCTOBER 12-15, 1989

NAMA® CONVENTION & EXHIBIT SCHEDULE

THURSDAY, OCTOBER 12

REGISTRATION	9:00 am - 5:30 pm MPN*
KEYNOTE ADDRESS and Annual Meeting	9:30 am - Noon MCH**
LADIES HOSPITALITY CENTER	9:00 am - 5:30 pm MPN*
EXHIBIT HOURS	Noon - 5:30 pm MPN*

FRIDAY, OCTOBER 13

REGISTRATION	9:00 am - 5:30 pm MPN*
BUSINESS SESSIONS	9:00 am - Noon MPN*
LADIES HOSPITALITY CENTER	9:00 am - 5:30 pm MPN*
EXHIBIT HOURS	Noon - 5:30 pm MPN*

SATURDAY, OCTOBER 14

REGISTRATION	9:00 am - 5:00 pm MPN*
BUSINESS SESSIONS	9:00 am - Noon MPN*
LADIES HOSPITALITY CENTER	9:00 am - 5:00 pm MPN*
EXHIBIT HOURS	Noon - 5:00 pm MPN*
NAMA BANQUET and SHOW	6:30 pm CHICAGO MARRIOTT

SUNDAY, October 15

REGISTRATION	9:00 am - 2:00 pm MPN*
BUSINESS SESSIONS	9:00 am - 10:00 am MPN*
LADIES HOSPITALITY CENTER	9:00 am - 2:00 pm MPN*
EXHIBIT HOURS	10:00 am - 2:00 am MPN*

*McCormick Place North

**McCormick Center Hotel Ballroom

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Cups & Containers
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Insulated Containers
Locks
Microwave Ovens
Office Coffee Brewers
Packaging/Labeling Equipment
Pastries/Donuts
Tobacco Products
Tote Boxes & Trays
Trucks/Truck Bodies/Accessories
Vending Machines
Water Filters

NEW LOOK: Novus, Inc. is now marketing this Plastic Polish Cleaner, offered in two formulations. One cleans, shines, and repels dust by leaving an anti-static layer, while the other removes scratches and haze. According to the manufacturer, the products are widely used by major bottling companies to keep plastic exterior parts of vending machines looking like new, thus saving the cost of replacing them when they become scratched or filmed. Selector buttons and signage are particularly suitable for renewal with the Novus polish cleaners, the company reports, but they can be used with good effect on any "Plexiglas", "Lucite", "Lexan", "Uvex" or "Acrylite" parts. Information may be requested from Novus by calling (800) 548-6872 or writing the company at 10425 Hampshire Ave. South, Minneapolis, MN 55438.

Kendall Again Leading Intermountain Council

SUN VALLEY, Ida. — Intermountain States Council reelected Craig Kendall (University of Utah Vending, Salt Lake City) president at its annual meeting. The Council is composed of operators from Utah, Idaho, Montana and Wyoming.

Other officers who were reelected are Gary Milburn (Utah State University Vending, Logan), vice president; Vern Mace (Canteen Food & Vending, Idaho Falls), secretary; and Kent Larsen (Struve Distributing Co., Salt Lake City), treasurer.

Elected to the Board of Governors for 2-year terms were Jill Allen (T&B Vending, West Jordan, Utah) and Terry Carr (Canteen Corp., Boise). Reelected to the Board for 2-year terms were Mace; Larsen; Bob Allen (Marriott Corp., Salt Lake City); Mike Graves (Inland Vending, Boise); and Kyle Stubbs (Coca-Cola Bottling Co., Salt Lake City).

Pa. Council Chooses Wechsler For 2nd Term

MT. POCONO, Pa. — The Pennsylvania Automatic Merchandising Council reelected Peter Wechsler (Vend-Rite Service Corp., Bristol Township) president at its annual meeting.

Other officers reelected are Alan Davies (Service America, Harrisburg), first vice president and treasurer; John O'Neill (ARA Services of Delaware Valley, Conshohocken), second vice president; and Charles Takitch (Laurel Vending, Greensburg).

Derwood Bollinger (CRH Cateriing, Connellsville) was elected to the Board of Governors for a 3-year term. Reelected to the Board for 3-year terms were Takitch and Hank Harris (West Dairies, Spring City). Mark Craney (Crescent Vending, Oreland) was elected to a 2-year term.

The following supplier representatives were elected to 1-year terms on the Board: Lou Pace (Quality Brokerage, Turnersville, Md.); Harry Saslofsky (Ellis Coffee Co., Philadelphia); and Alan Gossman (Coinco, Pittsburgh).

Iowa Association Elects William White President

OMAHA — The Iowa Automatic Merchandising Association elected William White (Imperial-Holiday Cups, Weatherby Lake, Mo.) president at its annual meeting here.

Russell Knoll (Standard Vending, Cedar Falls, Ia.) was elected vice president, and Jim Roberts (North American Paper Co., Berkeley, Ill), secretary. Michael Dubuisson (Service America, West Des Moines, Ia.) was reelected treasurer.

Elected to the Board of Governors for 3-year terms were Roberts; Bryan Anne (Viking Vending, Bloomington, Minn.); and Greg Michel, Jr. (Rapids Vending, Cedar Rapids). Dubuisson was reelected to the Board for a 3-year term.

Margaret Motley Wins 2nd Term As AVC Prexy

LITTLE ROCK, Ark. — The Arkansas Vending Council has re-elected Margaret Motley, CM Vending (Russellville) as president during its annual meeting at the Holiday Inn West here. AVC is a state council of the National Automatic Merchandising Association.

Winston Chandler, Quick Serve Vending (Little Rock) was elected vice-president; Lindy Bowie, Coca-Cola Bottling Co. (Searcy) became secretary-treasurer.

Joining the AVC Board are Joseph Hewgley, Joe Hewgley Inc. (Rogers), for a three-year term, and Ed Champie, BH&B Sales Co. (Memphis, Tenn.), for a two-year term. Re-elected for a three-year term was Jim Hoover, Coca-Cola Bottling of Jonesboro.

NATD IN WASHINGTON

(Continued from Page 4)

for the 101st Congress, the budget deficit, and ethics reform.

The Smokeless Tobacco Council and The Tobacco Institute conducted presentations that focused on methods for distributors to become effective grassroots lobbyists, and participate in the legislative process.

Sponsors of the annual Washington conference include the major tobacco manufacturers, the Smokeless Tobacco Council, and The Tobacco Institute. The next NATD "Day in Washington" is scheduled for July 10 to 12, 1990.

QUARTER AFTER QUARTER
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Salem
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THROUGH
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Annual Cigarette Placement Payment Programs

Courtesy of Tru-Check Computer Systems

6 Nursery Lane Rye, New York 10580 (914) 967-9300

AMERICAN TOBACCO

Effective April 1, 1985, American Tobacco is paying vending machine operators at an annual rate for the placement and continuous maintenance of at least one column of the brands listed below, in each of the vending machines covered under this arrangement for the period that such machine is covered:

$3.00 annually PALL MALL RED (001) (Non-Filter) $5.00 annually, for placements of one column of the following brands:

AMERICAN Lights Kings 014
AMERICAN Lights 100's 007
CARLTON 100's Filter 112
LUCKY STRIKE 100's Filter 012
LUCKY STRIKE Light (King Size) 201
LUCKY STRIKE Lights 100's 202
MALIBU Menthol 100's 247
MALIBU Lights 100's 248
MALIBU 100's 249
MALIBU Kings 013
MALIBU Lights Kings 113
MALIBU Menthol Kings 250
PALL MALL 100's 004
PALL MALL Red Filter Kings 101
PALL MALL Red Filter 100's 102
TAREYTON King (Red Stripe) 002
TAREYTON 100's (Red Stripe) 006

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BROWN & WILLIAMSON

Effective with the 3rd quarter, 1985, B&W introduced a new vending placement payment program. Payment will begin with either the 2nd or 3rd B&W brand placed, depending on what area of the country your vending business is located in. Basically the payment plan is as follows:

AREA "A"	AREA "B"
2 Brands $5.00	3 Brands $8.00
3 Brands 8.00	4 Brands 15.00
4 Brands 15.00	5 Brands 18.00
5 Brands 18.00	6 Brands 21.00

BONUS PAYMENTS

Under both Area A and Area B, B&W will offer the following bonus:

— If the cigarette machine contains one column of KOOL Kings (016) and one columnn of either KOOL 100's (020), KOOL MILDS Kings (025) or KOOL Box (024), then a bonus payment of $3.00 per year will be paid.

— If the cigarette machine contains all three styles (KOOL Kings (016), KOOL 100's (020), KOOL Milds Kings (025) or KOOL Box (024), then a bonus payment of $8.00 per year will be paid.

To obtain information concerning how this payment plan affects you, contact either your local B&W field representative, or inquiries may be directed to Brown & Williamson Tobacco Corp., P.O. Box 35090, Louisville, KY 40232, Attention: Vending Department: (502) 568-7246.

You may choose from the following:
BARCLAY Kings 155
BARCLAY 100's 156
BELAIR Kings 018
BELAIR 100's 022
CAPRI Regular 070
CAPRI Menthol 073
KOOL Kings 016
KOOL 100's 020
KOOL Box 024
KOOL Milds Box 223
KOOL Milds Kings 025
KOOL Lights Kings 124
KOOL Lights 100's 125
KOOL Ultra Kings 151
KOOL Ultra 100's 152
KOOL MILDS 100's 040
RALEIGH Kings 017
RALEIGH 100's 021
RALEIGH Lights Kings 023
RALEIGH Lights 100's 008
RICHLAND Full Flavor 100s 20's 169
RICHLAND Lights Kings 20's 170
RICHLAND Lights 100's 20's 206
RICHLAND Full Flavor Kings 20's 207
RICHLAND 20s Menthol Kings 074
RICHLAND 20s Menthol 100's 141
VICEROY Kings 015
VICEROY 100's 019
VICEROY Lights Kings 217
VICEROY Lights 100's 218

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LORILLARD

For the placement and continuous maintenance of at least two Lorillard brands in separate columns of a vending machine, you will receive payment as follows:

Two Brands . . . . . $5.00 yr/machine
Each Additional Brand . . . . . $3.00 yr/machine

You may choose from the following brands:
KENT GOLDEN LIGHTS Filter King Size 048
KENT GOLDEN LIGHTS Filter 100's 120
KENT GOLDEN LIGHTS Filt. Menth. King 053
KENT GOLDEN LIGHTS Filt. Menth. 100's 121
KENT Filter Box 149
KENT King Size 041
KENT 100's 045
KENT III Filter King Size 136
KENT III 100's 148
KENT III Box 100's 210
NEWPORT Filter Box 150
NEWPORT Filter King Size 042
NEWPORT Filter 100's 046
NEWPORT Lights Box 011
NEWPORT Lights King Size 122
NEWPORT Lights 100's 168
NEWPORT Box 100's 167
NEWPORT Lights Box 100's 166
NEWPORT Stripes 133
NEWPORT Stripes Non-Menthol 134
OLD GOLD Filter King Size 047
OLD GOLD Filter 100's 052
OLD GOLD Lights Filter King Size 123
SATIN Filter 100's 180
SATIN Menthol 100's 181
TRIUMPH Filter King Size 144
TRIUMPH Filter 100's 160
TRIUMPH Filter Menthol King Size 145
TRIUMPH Menthol 100's 161
TRUE Filter King Size 043
TRUE Filter 100's 050
TRUE Filter Menthol King Size 044
TRUE Filter menthol 100's 051

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PHILIP MORRIS

In cigarette vending locations containing three qualifying Philip Morris brands, you are eligible to receive payment for merchandising each additional brand as follows:

4 Different style Phillip Morris Brands . . .$11.00
5 Different style Philip Morris Brands . . .$16.00
6 Different style Philip Morris Brands . . .$21.00
7 Different style Philip Morris Brands . . .$28.00
8 Different style Philip Morris Brands . . .$35.00

For each brand merchandised over 8 brands P-M will pay $5.00

To qualify for payment you must have at least one columnn each of MARLBORO 80mm. or 85mm., and MARLBORO Lights 85 S.P./Bx., and MERIT Filter 85 S.P./Bx. or MERIT Menthol 85; plus one column of the following for payment:
BENSON & HEDGES 100 Filter 057
BENSON & HEDGES100 Menthol 059
BENSON & HEDGES 100 Lights Filter 118
BENSON & HEDGES 100 Lights Menthol 119
BENSON & HEDGES Deluxe Ultra Lights 178
BENSON & HEDGES
Deluxe Ultra Lights Menthol 179
MARLBORO 100 058
MARLBORO Lights 100 109
MARLBORO Menthol 064
MARLBORO Light Menthol Box 186
MARLBORO Light Box 158
MARLBORO Light 100 Box 187
MARLBORO Light Menthol 211
MARLBORO 100 Light Menthol 209
MERIT Filter 85 084
MERIT 100 Filter 115
MERIT 100 Menthol 116
MERIT Ultra 162
MERIT Ultra Menthol 163
MERIT Ultra Lights 100 Regular 199
MERIT Ultra Lights 100 Menthol 200
PARLIAMENT Lights 80/85 055
PARLIAMENT Lights 100 062
PLAYERS Kings Regular 182
PLAYERS Kings Menthol 183
PLAYERS 100's Regular 184
PLAYERS 100's Menthol 185
VIRGINIA SLIMS 100 Filter 060
VIRGINIA SLIMS 100 Menthol 061
VIRGINIA SLIMS Lights Filter 097
VIRGINIA SLIMS Lights Menthol 098
VIRGINIA SLIMS Ultra Light 226
VIRGINIA SLIMS Ultra Light Menthol 227

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R. J. REYNOLDS

R.J. Reynolds' program essentially provides for payment based on the number of RJR brands at a location. You may select from the brands listed below to qualify for payment. Contact your local R.J. Reynolds representative for details.

You may choose from the following:
CAMEL Filter 072
CAMEL Filter Hard Pack 177
CAMEL Lights 103
CAMEL Lights 100's 137
CAMEL Lights Hard Pack 129
CAMEL Regular 068
DORAL Full Flavor 85's 195
DORAL Menthol Light 85's 196
DORAL Full Flavor 100's 197
DORAL Menthol Light 100's 198
DORAL Lights 85's 230
DORAL Lights 100's 231
DORAL Ultra Lights 100 232
MORE Filter 094
MORE Lights 100's 164
MORE Lights Menthol 165
MORE Menthol 095
NOW Filter 138
NOW Filter 100's 079
NOW Menthol 139
NOW Menthol 100's 081
RITZ 100's Regular 221
RITZ 100's Menthol 222
SALEM King 067
SALEM 100's 071
SALEM Lights 096
SALEM Lights 100's 091
SALEM Slim Lights 159
SALEM Ultra 85's 038
SALEM Ultra 100's 039
VANTAGE Filter 075
VANTAGE Menthol 076
VANTAGE Menthol 100's 143
VANTAGE 100's 099
VANTAGE Ultra Lights 146
VANTAGE Ultra Lights 100's 147
WINSTON Box 085
WINSTON King 066
WINSTON 100's 069
WINSTON Lights 086
WINSTON Lights 100's 100
*WINSTON Light Box 100's 228
*WINSTON Light Box 85's 229
WINSTON Ultra 153
WINSTON Ultra 100's 154

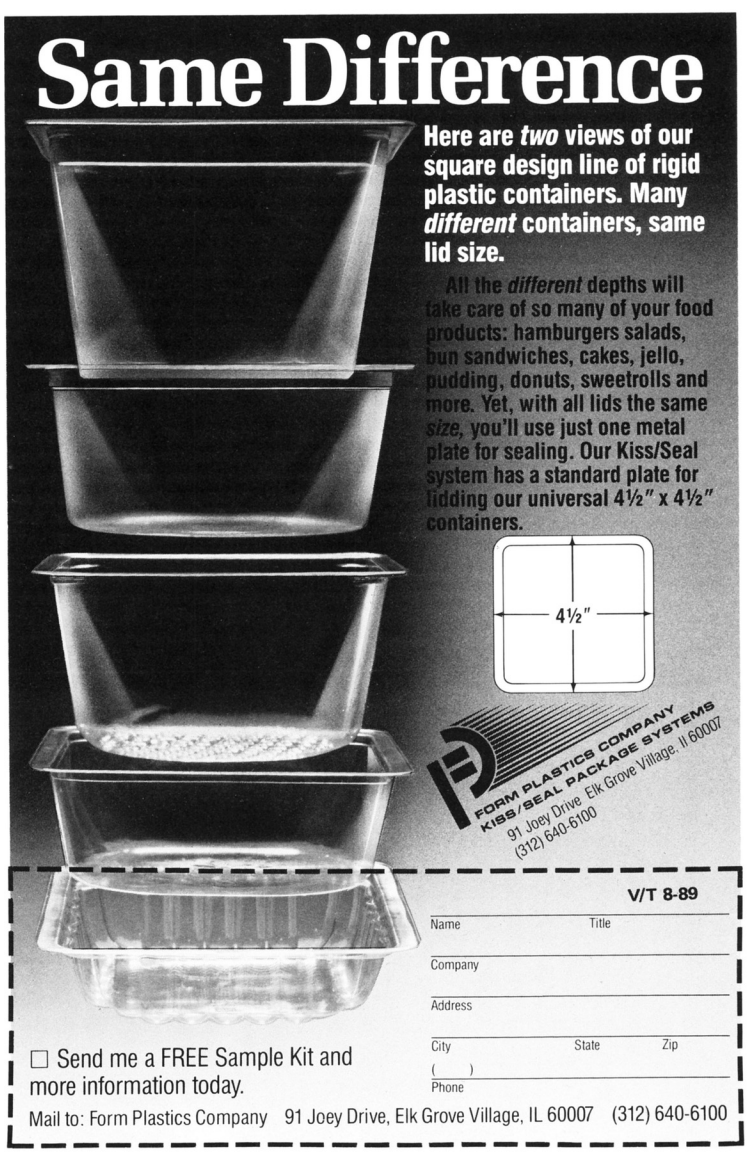
Available in selected markets only

R.J. Reynolds also offers a service to vendors who wish to have local vending share-of-market computed on an ongoing basis. Contact Jack Regan, (919) 741-5360, for details.

Excise Tax Protest

LOUISVILLE, Ky. — Thousands of people attended a rally here late last month to express opposition to increases in Federal excise taxes on alcohol, tobacco, gasoline, and telephone communications, the National Association of Tobacco Distributors reports.

Many labor union groups and organizations sponsored booths at the rally, from which they distributed literature and encouraged participants to sign petitions and write letters to elected officials.



THE WALL STREET DIARY

by VICTOR LAVAY
Executive Publisher

One of the major divisions of TW Services, Inc., which is being acquired by Coniston Partners in a $1.65 billion transaction (V/T, June), is Canteen Co.

Operating revenues of TW Services, which also includes Spartan Foods and Denny's, was $3.6 billion in 1988. Income was $66.9 million, equal to $1.36 per share. Trade sources rate TW Services as the fourth largest food service company in the U.S. on a revenue basis.

Canteen had operating revenues of $1.49 billion in 1988, and operating income of $77.7 million. It conducts a vending and manual food service business, directly and through company subsidiaries and independent franchised distributors in 47 states and the District of Columbia and, to a much lesser extent, foreign countries.

Food and Vending is Canteen's largest division and major profit contributor. It provides contract food service to customers consisting of manual food service and vending operations. These services are offered both independently and in conjunction with one another. Many of Canteen's operations are located in industrial plants, a large number of which are in industries having high concentrations of employees. The balance are located primarily in business offices, schools, hospitals, correctional facilities and other institutions.

Canteen normally contracts with customers on a local basis, although, in the case of a national account, it may serve a number of geographicaly dispersed plants. Treating such multi-plant companies as single customers, the three largest corporate users of Canteen's food services each accounted for less than 3% of Canteen's 1988 revenues.

Operations are influenced by the economy, and layoffs and plant closings during recessionary periods have a direct impact on revenues and income. Since operations located in business offices and non-industrial institutions are less subject to cylical change, the company has been diversifying its client base.

About 55% of Canteen's manual food services are conducted under management fee arrangements whereby Canteen typically receives a fixed dollar amount or a fixed percentage of revenues or mark-up from costs, in return for providing food services at price and service levels determined by the location.

The ability of Canteen to increase its prices, in order to cover cost increases, is an important factor in maintaining satisfactory profit levels from operations not conducted pursuant to management fee arrangements. Its ability to increase prices is materially affected by competitive factors, resistance from consumers, and from firms and institutions on whose premises Canteen's operations are conducted and whose prior approval is usually required for increases in prices charged on their premises.

Canteen's Distributor Division has granted franchises to distributors to operate vending machines and manual food service facilities. Canteen provides these distributors with equipment lease arrangements and other business services, such as marketing assistance and purchasing.

It its Recreation Services Division, Canteen provides concession services in sport centers, auditoriums and other places of public entertainment, performance or exhibition. Canteen also provides food concessions and tour services at the Kennedy Space Center, and at a number of national and state parks (such as Yellowstone, Bryce Canyon, Zion Canyon and the north slope of the Grand Canyon), as well as lodging services at these sites. In most instances, Canteen has the exclusive right to provide such services in the location for a period of years. These services, as well as the food and vending operations, are affected by seasonal patterns.

The Preferred Meal Systems Division provides pre-plated frozen meals primarily to elementary schools, with each contract generally for the school term. This division serves 110 school districts, and served more than 43 million meals during 1988.

The Rowe Division operates cigarette vending machines and coin-operated music and amusement machines in restaurants and other public places. Canteen's Milnot Division produces a variety of canned milk products; a chili product known as *Chili Man;* and other meat-type products. The milk products, generally used in cooking, are sold generally in the Midwest, competing directly with Pet, Inc.'s and Carnation Corp.'s evaporated milk products.

Coniston Partners has indicated that it intends to retain Canteen, as well as Spartan Foods and Denny's, but may sell American Medical Services, Inc. (AMS), a chain of health care facilities.

V/T Vending Securities market prices

	1988-1989 HIGH	1988-1989 LOW	RECENT PRICE
NEW YORK EXCHANGE			
Bally Manufacturing	29 3/4	19 5/8	25 1/8
Crane (National Vendors)	31 3/4	21 7/8	31 1/2
International Multifoods (VSA)	33 3/8	26 5/8	32 3/8
Marriott	41 1/4	26 1/4	39 1/8
Maytag (Dixie-Narco)	27 5/8	18 7/8	21 7/8
Ogden	34 3/4	25 1/2	32 1/2
TW Services (Canteen)	36 1/4	17	35 5/8
WMS (Williams Electronics)	15	5 1/4	11 5/8
OVER-THE-COUNTER			
Daka	1 3/8	7/16	9/16
Grayhound Electronics	3 1/4	2	2 1/4
Seeburg	2 11/16	7/32	5/16

PepsiCo Second Quarter Earnings Register 21% Gain; Soft Drink Profit Grew 32%; Frito-Lay Net Rose 24%

PURCHASE, N.Y. — Sales of PepsiCo, Inc. for its second quarter ended June 17 increased 24% to $3.59 billion from $2.89 billion in the year-ago period. Net income rose 21% to $264.9 million, equal to $1 per share, from $219.6, equal to 84 cents per share, registered in the 1988 quarter.

Soft drink operating profits surged 60% to $239.6 million, while sales rose 30% to almost $1.5 billion. Excluding a one-time credit and the net impact of bottling acquisitions and divestitures, operating profits still grew an impressive 32% and sales rose 9%, led by double-digit growth of *Diet Pepsi* and *Mountian Dew.*

Snack foods operating profits jumped 24% to $191.7 million from $154.3 million a year ago while sales rose 17% to $948 million from $812 million in the 1988 quarter. Domestic volume for Frito-Lay posted a significant increase of more than 8% for the quarter, bringing the year-to-date pound growth to 6%. The strong increase was led by *Ruffles, Fritos* and *Doritos* brands.

Worldwide restaurant earnings rose 15% to $102.1 million, while sales increased by 20% to almost $1.2 billion. Pizza Hut earnings for the quarter were up 41% to $51.8 million on a sales increase of 21% to $540 million. Taco Bell earnings jumped 60% to $32.4 million on a sales increase of 31% to $330 million. Kentucky Fried Chicken earnings (excluding a $8 million consolidation charge) declined 19% to $25.9 million, while sales rose 8% to $304 million.

International Multifoods 3-Month Sales Up 8%; Vending Distribution Sparks Domestic Earnings

MINNEAPOLIS — Net sales of International Multifoods Corp. for its first quarter ended May 31, 1989 rose 8% to $502.9 million from $465 million tallied in the year-ago period. Net earnings were $4.5 million, equal to 35 cents per common share, compared with $8.5 million, equal to 58 cents per common share, registered the previous year.

Included in last year's results were significant gains from the sale of the company's U.S. flour milling business and exchange gains on short-term investments in Venezuela. Also impacting the quarter's net earnings this year were sharply higher interest costs.

In the U.S., net sales for the quarter were up 11%. "The sharp improvement in domestic operating earnings was led by excellent results in vending distribution, which benefitted from higher volume due to industry growth and an agggressive sales program," a spokesman noted. (VSA is a subsidiary of International Multifoods.) Improved results were also reported by the company's other domestic businesses, excluding pizza restaurant distribution and agricultural operations.

International Multifoods, with fiscal 1989 worldwide net sales of $1.9 billion, is a diversified food company with major operations in the U.S. (principally foodservice), Canada and Venezuela.

Philip Morris Second Quarter Earnings Climb 21.9%; Cigarette Six Month Unit Volume Scores 7.2% Gain

NEW YORK — Operating revenues of Philip Morris Cos., Inc. for the second quarter ended June 30 were $11.6 billion, an increase of 46% over the $7.9 billion reported in the similar period last year. Net earnings rose 21.9% to $745 million, equal to $3.22 per share, from $611 million, equal to $2.61 per share, registered in 1988.

Referring to cigarette operations, Chairman Hamish Maxwell said: "Operating revenues for Philip Morris U.S.A. increased in this year's second quarter and first six months. We achieved higher unit volume and market share in the second quarter and first six months of 1989 than in similar periods last year.

"Philip Morris International Inc.'s operating revenues in 1989 increased over the second quarter and first half of last year. Cigarette unit volume, including exports increased 7.6% and 7.2% for the second quarter and first half of 1989, respectively."

"Kraft General Foods reported increased operating revenues for the second quarter and the first six months of 1989 over the comparable Kraft and General Foods results for 1988," Maxwell noted.

General Foods USA reported increased operating revenues in the second quarter and first half of 1989, led by baked goods, *Maxwell House* coffee, and *Kool-Aid* powdered beverages. Volume was up for the first half, but declined slightly in the second quarter. Kraft USA reported higher operating revenues and volume in the second quarter and first six months compared to the same periods a year ago, after excluding the 1988 results of a business which was sold.

GoodMark Net Climbs 32% During Fiscal Year

RALEIGH, N.C. — GoodMark Foods, Inc. had record revenues of $129.1 million for its fiscal year ended May 28, 1989, up 11% over $116.8 million tallied in fiscal 1988. Net income increased 32% to $4.9 million, equal to $1.10 per share, compared with fiscal 1988 net of $3.7 million, or 83 cents per share.

"The strong sales and earnings reflect favorable demand and expanding distribution in our major product lines," Chairman Ron E. Doggett commented. "Our fourth quarter results were consistent and firmly on target with our annual objective. However, differences in the timing of volume-related programs and marketing expeditures reduced comparisons with the exceptional results reported for the final quarter last year."

"We look forward to another year of consistent growth," he concluded.

GoodMark's principal brands of snacks include *Slim Jim, Penrose, Pemmican* and *Andy Capp.* The company is also a regional producer of cookies, crackers, brownies and other snacks.

American Brands Enjoys Record 6 Mos. Sales, Net

OLD GREENWICH, Conn. — American Brands, Inc. revenues for the first six months of 1989 reached a record $5.97 billion, up 2% from $5.85 billion tallied the previous year. Net income from continuing operations reached $292 million, equal to $3.05 per share, up 11% from $264 million, equal to $2.56 per share, last year.

Chairman William J. Alley reported that in the U.S., The American Tobacco Co. "had record results, maintained its overall market share, and increased its filter cigarette market share. . . *Malibu* and *American Lights* and *Filters* continue to be very well received and have accounted for more than 14% of unit sales this year. *Carlton* is also doing well," he noted.

V/T Music & Games

AUGUST 1989
Volume 23, No. 10

V/T: The Sure Bet For The Best In Coin-Op Coverage!

VIVA LAS VEGAS!

Industry Gears Up For Largest-Ever AMOA Expo

U.S.A. — This desert resort town will never be the same.

Representatives from more than 225 companies occupying 697 booths will greet an estimated 7,000 operators and other interested business people from every corner of the globe at the swank Las Vegas Hilton during AMOA Expo '89, the coin-op industry's annual extravaganza when the season's new products and trends are displayed with as much pomp and glitz as a neon-studded stage show.

Manufacturers, distributors and operators are scheduled to converge on the glimmering desert jewel beginning Sept. 11, logging thousands of air miles from Australia, West Germany, Great Britain, Japan, and, of course, the good ole U.S.A.

The event itself has done some traveling — this is the first time the Expo is being conducted west of the Mississippi. It also is the earliest date of the annual fete — most other Expos have happened in November.

From Monday, Sept. 11 through Wednesday, Sept. 13, operators looking to fatten their bottom lines will sift through the merchandise of the Las Vegas Hilton — pinballs, video games, jukeboxes, electronic darts, pool tables, merchandise redemption cranes, novelty prizes, kiddie rides, shuffle alleys, electronic darts, coin-op basketball and football games, golf games, currency handling equipment, computer software programs, security devices, plush, accessories — it'll all be in the glimmering, glitzy town this year.

But there's much, much more than merchandise.

Fourteen educational seminars are on tap to keep operators in tune with the latest developments in the industry. The agenda includes topics ranging from game conversions, CD jukeboxes, route security, legal questions, business management, poker legislation, technical tips, vehicle purchase, distributor and operator relationships, how to buy and sell an arcade, game adjustments and jukebox speaker applications.

1989 was the year of the jukebox, and this year's show promises to entertain participants with a star-studded array of jukebox heroes from the past and present. Legendary crooners from country-and-western idol Conway Twitty to lounge lizard Buster Poindexter will be in attendance and perform. Bill Medley, formerly of the Righteous Brothers, who won the "Jukebox Record of the Year" award from AMOA last year for "I've Had The Time Of My Life," will be on hand to croon for the coin-opers. Peter Noone, who achieved notoriety in the 60s with Herman's Hermits, will emcee the jukebox awards ceremony. Who knows, maybe even Elvis might show.

Other special activities at the show incude a keynote address by noted motivational speaker Mike Vance — the nation's fifth most-requested speaker, a state association executives lunch/meeting, special distributor's hours and the AMOA brunch and annual business meeting, in which Jack Kerner will be installed as new AMOA president.

In this issue, *Vending Times* gives you the most comprehensive preview of the show the industry could hope to have. Thumb through these pages and you'll find a complete exhibitor roster, what products or services each company is showing, profiles of the people behnd the products, detailed stories of new products and trends, and the familiar news features you've come to expect from *VT* every month.

Raise the curtain of AMOA Expo '89 — and bring along a copy of *Vending Times* as your guide.

SEGA SET: Sega Enterprises, Ltd. rolled out the red carpet at its distributor meet in Rosemont, Ill., this month. Company execs from Japan and the U.S. were on hand to unveil its new driving simulator, "Super Monaco GP" and two other video games for the Fall. The contingent included (standing, left to right) Takeshi Tomita, U.S. and European Division sales manager, Takenori Ogata, managing director of the company's amusement machine division, and Shigeru "Scott" Yasuda, executive vice president of Sega U.S.A. Seated and taking a spin in "Monaco" is distributor Jerry Janda of New Way Sales, Toronto, Ont. Story and more pictures beginning on page 52.

MARIO GETS THE GHOUL: Elvira joins Captain Lou Albano as Mario and Danny Wells as Luigi on the set of the new "Super Mario Bros. Super Show." The two familiar Nintendo characters will be the stars of a new afterschool television series this Fall. Pepperoni cheesecake, anyone? See story on Page 88.

EXTRAVAGANT PROMOTION

Brewer, Manufacturers Join Forces; Create 'World Series Of Bar Games'

U.S.A. — As promotions go, this one's a whopper.

Coors Brewing Co., Arachnid Inc., Grayhound Electronics, Valley Recreation Products, Inc. and Capcom U.S.A., Inc. recently inked a deal that will bring the "Coors Light World Series of Bar Games" to thousands of taverns across the nation beginning Oct. 1.

Coors, the four manufacturers, and Sports Tournaments of America, the promotional company that pitched the idea to the participants, estimate that the promotion will bring $2 million in cash and prizes to the players at the local, regional and national levels of competition and a gargantuan windfall of stuffed cashboxes inside electronic dart, basketball, pool and bowling games of all makes and models.

"I think this is probably the biggest promotion for coin-op games that's ever been done," said Sam Zammuto, Arachnid's vice president of marketing, in an interview after the agreement was announced. "We're talking $2 million. This gives the player a reason to put a quarter in a game — he can get some decent prize money out of playing and practicing the game. I think it will be the Super Bowl of darts, and I look for this promotion to inspire a huge coin drop in all four games."

Executives from the other host companies were equally enthusiastic.

"You bet we're excited about it," said Jon Verderosa, a member of Grayhound's sales force. "We've already seen the early groundswell here at Grayhound because Coors had already been promoting with us. Our national 'Coors Light Supershooter Basketball' was the forerunner to what Coors is doing now — and now it's definitely going to benefit everyone. It's a real shot in the arm for the industry at a time when things could be a little slow."

Valley, Capcom, Arachnid and Grayhound aren't the only four companies that should see their games feasting on quarters. That's because the "World Series" format allows players to compete on any manufacturer's game during local tournaments. In other words, a championship match in, say, Peoria can be played on a Merit or Valley dartboard, an American Shuffleboard pool table or a Smart Industries basketball hoop. At the regional and national tournaments, however, only the host companies' games will be used.

Coors will contribute $150,000 in cash, $25,000 in McDermott pool cues and tens of thousands of dollars in additional prizes to the tournament prize kitty. In addition, the company provides a ready-made market for attracting new players — who need only contribute a nominal $2 entrance fee to compete — and plans to pitch the idea to bar owners via its distribution route on its sale sheets. All the bar owner needs to do is contact his local operator.

Eligible players must be of the legal drinking age in the state where they participate. Players can enter as many tournaments in as many sports as they wish. All the sports will have separate men's and women's divisions at the regional and national championships. The local tournaments, however, may be

(Continued on Page 42)

DO THE LIGHT THING: Baseball won't be the only sport to have a World Series beginning in October. The "Coors Light World Series of Bar Games" (story above) promises to be the richest coin-op promotion yet devised. This is how Coors envisions the bar of the future.

Court Reverses Parallel Board Ruling In Decision Based On Copyright Law

Richmond, Va. — A Court of Appeals has ruled in favor of Taito America in the continuing legal drama of parallel boards. While the Fourth Circuit Court of Appeals did not overturn the ruling of the lower court, its decision effectively halted the legal operation of parallel boards in the U.S. The case, which was argued before a three-judge panel on May 10, found a ruling on July 18.

The 12-page decision maintains that it is legal for operators to import, buy and sell a used, foreign manufactured video game, but cannot legally place the game on location.

The decision, the court maintained, did not contradict the 1988 ruling made by Judge C. Cacheris of the United States First District Court, which relied heavily on the "first sale doctrine" that states that Taito relinquishes all rights of resale and distribution of the boards once the board is first sold through legitimate channels of distribution. However, in its decision, the judicial panel made the distinction between rights allowed under the first-sale doctrine and performance rights. By applying the definitions of copyright law to video games, the court ruled that Bill Beckham of Red Baron (Toledo, Ohio) did indeed infringe on Taito's (The copyright owner's) "exclusive right. . .to perform the copyrighted work publicly." Under the first sale doctrine, the court ruled, Taito did not relinquish its rights to performance, "Only its distribution right as to the transferred copy had been circumscribed."

As to Red Baron's contention that the first sale doctrine applied to the performance right, the court found, Red Barons's contention that the first sale doctrine has "a certain superficial, logical appeal in this case. Printed circuit boards embodying "Double Dragon" are not serviceable in and of themselves. . .Rather, from the price and complexity of the combination of items of equipment necessary to play the game, Taito may be fairly said to know that the circuit boards have utility only in the hands of someone who plans to exploit them commercially. . .In any event, from our examination and understanding of the Copyright Act and decisions of the Third Circuit, we are persuaded that the first sale doctrine does not apply to the performance rights, that Taito America possesses and retains a valid copyright in the public performance of "Double Dragon" in the United States, that it has not granted a performance license and that the latter (Red Baron) is thus guilty of copyright infringement."

Supporting the unanimous decision by the judicial panel were related cases that involved video cassettes in which copyright holders of movies did not relinquesh all their "performance rights with the sale of movies in video cassette format, only the distribution rights."

Under the Copyright act, operators who operate parallel boards are leaving themselves open for civil suits brought against them by the manufacturers.

Since the July 18 decision, Red Baron has filed a petition for a re-hearing.

Following are the responses to the court's decision from both Red Baron and Taito America.

Red Baron's Response

TOLEDO, Ohio — The next punch has been thrown in the parallel issue fight involving Taito Corp. and Red Baron Amusements. On July 29th Red Baron filed a petition for rehearing with the Fourth Circuit Court of Appeals in the United States.

"Basically we believe there are material fact discrepancies between the actual court record and what was perceived by the judges," said Bill Beckham of Red Baron. "We believe it was a direct result of these inaccuracies that the decision was handed down as it was. Once we hear the court's decision on the petition, I believe we will then be better able to understand the court's logic in its former ruling. Then we will be in a better position to evaluate what our next step will be."

"It doesn't make any sense to speculate as to the possibilities of appealing the decision to the Supreme Court until such time as we get a final decision on the petition," said Mr. Beckham. "This is not a complicated legal maneuver and hopefully we will hear from the court in the next four to six weeks and we will be able to proceed accordingly."

Taito America's Response

WHEELING, Ill. — A federal appelate court in Richmond, Virginia has upheld Taito America Corporation by ruling on Tuesday, July 18, 1989 that "parallel" or "grey market" printed circuit boards used in coin-operated video arcade games without permission of the copyright owner or licensee constitute a public performance in violation of the Copyright Act.

Although the decision technically applies only to the "Double Dragon" video arcade game imported and sold exclusively in the United States by Taito America Corporation, it has broad ramifications for all "parallel" or "grey market" copies of printed circuit boards used in coin-operated games.

The plaintiff Red Baron companies, operated in several states by William Beckham of Toledo, Ohio, had allegedly purchased used parallel or grey market "Double Dragon" printed circuit boards in Japan and imported them without Taito's consent for use by the public in Red Baron's video game arcades. The Court of Appeals held that, by operating the parallel "Double Dragon" boards in its arcades without a performance license from Taito, Red Baron was guilty of copyright infringement.

In ruling, the United States Court of Appeals for the Fourth Circuit reversed a 1988 district court decision in the case of *Red Baron-Franklin Park, Inc., et al, v. Taito Corporation*, originally begun in February, 1988 in Alexandria, Virginia.

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August 2072
Evening Edition

Atari CYBERBALL 2072 season kicks off in August

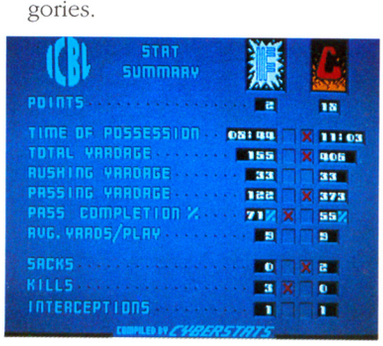
Milpitas, Cal.—Atari Games, the world's leading video game manufacturer and official CYBERBALL sponsor, is introducing two new versions of the popular video game. This season marks the 50th anniversary of the world's most popular sport, CYBERBALL, and media coverage is expected to reach a record high as some 15 billion viewers are expected to tune in. The season opener will be held in Las Vegas, Nevada, site of this year's AMOA Show.

Atari will display a one-screen game for street operators, and an updated two-screen for arcades. All interested operators are highly encouraged to attend or contact their Atari distributor. Industry sources expect it to be another "Powerhouse" hit.

CYBERBALL 2072, the new game

Detroit, Mich.—CYBERBALL will take on a new look this year. New features include:

- **Simplified Play For Beginners**—Fewer decisions for beginners and more time for fun.
- **New Special Challenge Game**—Tests the player's ability to make the play under pressure situations.
- **Improved Robot Buy Feature**—Enables players to build a better, stronger team through the purchase of super offensive players and stronger defenses, i.e., against the pass and run.
- **New Robots**—A "Power Back" (passing halfback) and an "Outside Linebacker" (strong pass defender) are added to the roster.
- **End-of-Game Stats**—Posts statistical performance in various categories.

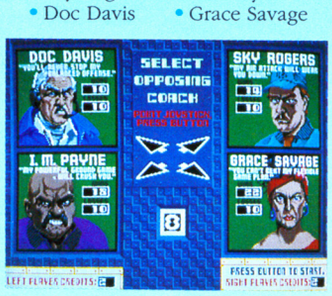


- **Beat the Coach Feature**—Simulates the feel of playing against a live opponent and creates a test of skill to defeat all the coaches. Each coach has a unique playing strategy, just like real football.
- **New Teams**—A new operator-selectable feature will allow for hometown favorites and rivalries

2072 computer coaches selected

Berlin, W. Germany—After a week of deliberating, officials finally agreed on who the new computer coaches would be for the 2072 season. Commissioner Ralston flew to Berlin to personally make the announcements:

- Sky Rogers
- I.M. Payne
- Doc Davis
- Grace Savage



These four will be responsible for the development of all player intelligence for the six new computer-controlled teams. Each player has enough storage to hold over 500 megabytes of memory, and can attain a top speed in excess of 200 mph (under boost).

Atari Games Corporation 675 Sycamore Drive P. O. Box 361110 Milpitas, California 95035-1110 (408) 434 3700

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Players Hail Game As 'Creme De La Creme'

Premier's New Pin 'Bone Busters' Features Faster, Stronger Flipper

BENSENVILLE and CAROL STREAM, Ill. — Jim Bonczyk just couldn't walk away from the machine.

He had already racked up a free play on Premier/Gottlieb's "Bone Busters" and just copped a free ball. Now, the jackpot was lit and Bonczyk powered the ball through the top loop with one flipper and deftly made the jackpot shot with the other.

There are new flippers on Gottlieb's new offering, "Bone Busters," and Bonczyk, who describes himself as a "pinball junkie," likes them a whole lot.

"I like the flow of the game," Bonczyk told Premier/Gottlieb salesman Dan Clarton, who had stopped by the Galaxy World Amusement Center in Carol Stream, Ill. to see how the game was testing. "It moves a lot better than other games. In fact, it's the best Gottlieb game I've ever played and the creme de la creme of all the new ones in this arcade."

Clarton cracked a wide smile. He liked what he heard. And if the results from the Galaxy World test run are any indication, "Bone Busters" could shatter a lot of cashbox records for pinball.

The new flipper has a longer, stronger stroke (it carries a 48-volt charge compared to 24 volts on the old flips). The new flipper bats are a bit thinner compared to the "fat boys" most knowledgeable players are accustomed to when playing prior Gottlieb games.

Game designer Ray Tanzer said when he laid out "Bone Busters", he had the new flipper in mind.

"I laid it out with the shots in mind," said Tanzer. "I wanted a quick playfield, fast action, bringing the ball back down to the flippers constantly. Then we sat down with the team committee to work on the details."

What the committee came up with were terroristic skeletons on the loose in Chicago, the cradle of pinball itself. Three angular ramps are themed around "the Loop," Chicago's El train. One of the ramps has a "switching mechanism" — a flipper — much like a railroad that controls which hole the ball is deposited in to await for multi-ball play.

The balls then become figurative "Bone Busters," scattering the ghouls' remains as points are racked by the millions via a host of neat features, such as a doorway/gateway casket pop-out hole, five drop targets, and bonus collection ramps.

"The skeletons are in downtown Chicago at Lower Wacker and Lincoln Park," said Clarton, a suburban Chitown native. Gateway spinners which direct the ball straight back down to the opposite flipper from which it is shot is evocative of "The Loop," and other ramps are representative of other segments of Chicago's El train, Buckingham Fountain, and other Chicago landmarks — even down to Liz's diner, a down-home rib and chicken joint that, as far as the game goes, has been transported into an "atomic" chicken and ribs joint.

"With the power of the flippers, you can easily shoot the whole playfield," said Tanzer. "From the top left flipper, you can get the Lower Wacker turn and bring it down to the right flipper. The flipper design's been in test for a year, and this game does it the justice it deserves."

Tanzer also pointed out that the new ramp design on "Bone Busters" is very service-oriented.

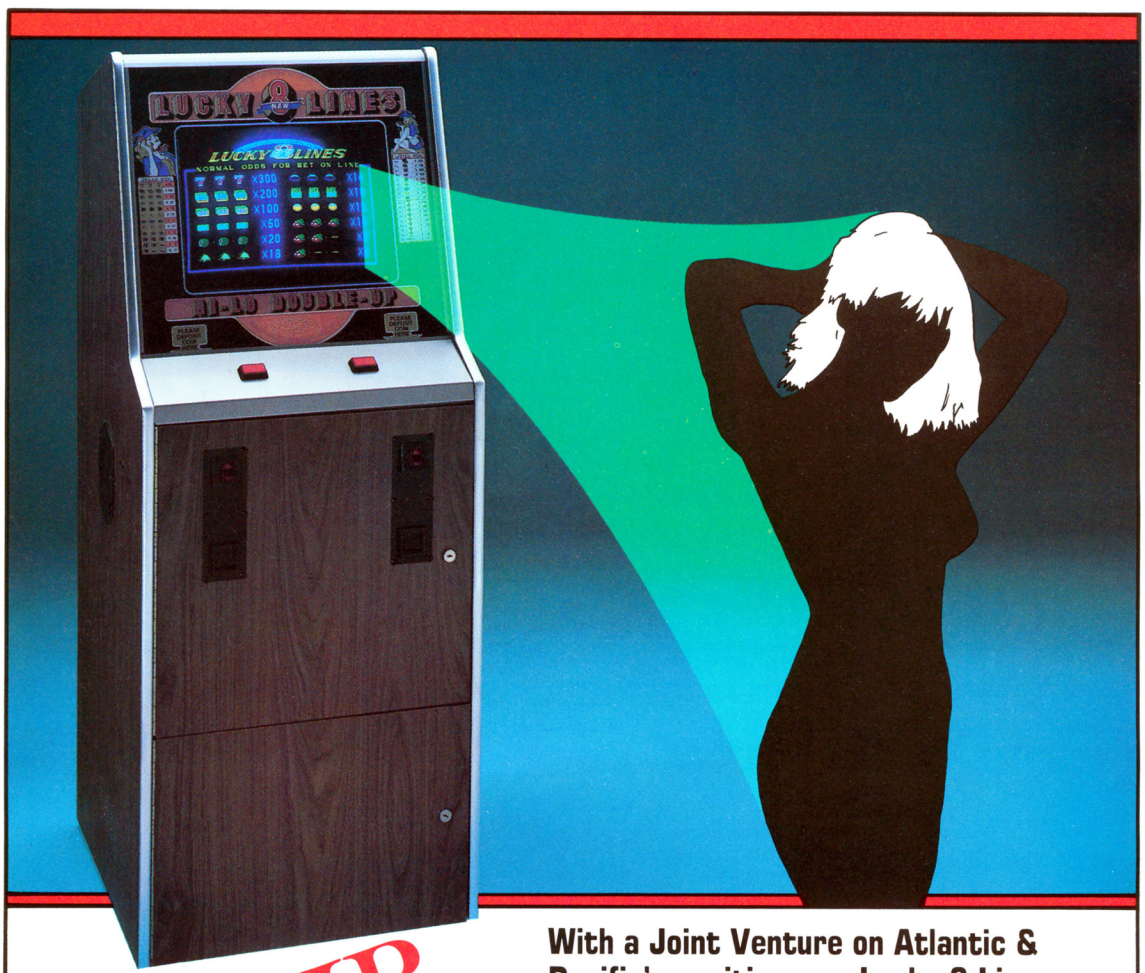
"On a few of the past games, there's a bit of a problem taking off the ramp to clean it," said Tanzer. "These new ramps are held down only with short screws on stationary stand offs and are much easier to service."

Tanzer also pointed out that the new flippers are more operator-friendly besides being extra-strong.

"Microswitchers replace leaf switches on this new flip," said Tanzer. "What that means is it makes it easier on the operator. He doesn't have to adjust the critical switches, and he won't have to work on switch adjusting.

For more information on "Bone Busters," contact Premier Technology at 759 Industrial Drive, Bensenville, Ill. 60106 or call (312) 350-0400. Premier will be exhibiting the pin and more at booths 1701-09, 1800-08, 1801-09 and 1900-08 at AMOA Expo '89.

"BONE BUSTERS"



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'Coors Light World Series' Set For October

(Continued from Page 37)

men only, women only or both men and women as long as all the players are in agreement.

All the local tournaments will be double elimination and consist of seven or eight players. The recommended format calls for mostly a best three-out-of-five elimination formula; refinements can be made if there are fewer pool tables, hoops, darts or video bowling games at the location. First place winners on the local level receive a 28-ounce ceramic Coors trophy mug.

Regional tournaments require a $25 entry fee per person per sport. First and second place winners in local tournaments are eligible to enter regional tournaments in the sports in which they qualify. Regional tournaments will be held in large hotels or convention centers in Denver, Chicago, Boston, Atlantic City, Atlanta, Louisville, Kansas City, New Orleans, Portland, Reno, and Los Angeles. The stakes are somewhat higher: Based on a projection of 1,500 participants in each region, $1 million in prizes will be awarded at this level. Cash ranging from $1,000 to $100 and prizes such as McDermott pool cues and airfare to the national championship will be awarded.

At the national level, Coors has guaranteed $150,000 in cash and $25,000 in prizes. The exact breakdown of cash will be based on the number of players that enter each sport in the Men's and Women's Divisions.

Whatever the score, everyone involved in the industry is a winner with this promotion.

"I think it's a mutually beneficial association or agreement," said Phil Senes, manager of Coors' merchandising and promotion department. "Obviously, it's to our benefit to get our names on their units to get the advertising and promotional value opportunity. From their standpoint, it lends credibility to their unit. They're tied to a national sponsor that promotes pretty heavily at the tavern level."

Coors has had some experience in coin-op already. In April, 1988, the company signed a pact with Grayhound to place their logo and lend their name to the company's "Sharpshooter Basketball." By the end of last year, the company had about 6,500 of the games on locations and had run local, regional and national tournaments. Senes said that experience led the company to look "for other venues to do similar programs."

Enter Larry Meuth and his promotional vehicle, Sports Tournaments of America. Meuth was interested in bringing a unified, sanctioned title match for the coin-op pool industry, and possibly other sports if the manufacturers were interested.

"They were a logical choice to take it to," said Meuth in a telephone interview. "They're very promotional-minded as far as advertising goes." The idea was inspired a few years ago when Meuth was in the market for a pool table from a tavern near his home in Tomball, Texas. The owner, Meuth said, didn't want to sell him the smaller of the two tables because that was the one tournament players liked to shoot on.

"I don't know why that struck me as unusual, but the idea started rolling around in my mind that if they were getting up small tournaments on their own, there must be a good promotion to it," said Meuth. "Then I went on a trip and wondered how we can structure a promotion tailored to the bar and players, and the logical answer was to get a brewer involved."

Meuth got his family involved, too. His son,Logan, is assisting Larry with the coordination of events and his daughter, Kelly, penned an ecstatic news feature for interested parties.

"We are adament in seeing that the tournament comes off flawlessly," she quotes her father as saying.

Brewers, bars and big-hit games have proven to be a logical combination for some time now. The proof is in bar owner's bottom lines and the phenomenal growth of pool and dart leagues — all three principals in this deal thrive when mixed together, especially in these days of temperance.

Coors, Meuth and manufacturers expect the participation level to be strong from the very beginning because the league operation is already in place in every state of the union. Zammuto said he anticipates about 15,000 bars to join the World Series bandwagon with possibly half a million players competing at some level. "And it's going to get bigger and bigger," Zammuto said. "In five years, we should have 100,000 bars involved in this."

To say all this tournament fervor is good for the industry is an understatement of grand proportions.

"For the industry, it's a gigantic start for a joint promotion program," said Zammuto. "The key to a tavern piece nowadays is to make a lot of money and have the game pay for itself quickly and keep on earning for ten years."

For more information about the "Coors Light World Series of Bar Games," drop by any of the four participating companies' booths at AMOA Expo '89. Sports Tournaments of America and Coors representatives will attend the fete to distribute sell-in sheets and host agreement forms. Literature can be obtained by calling Sports Tournaments of America at (800) 327-5566 or by fax request at (713) 251-1646.

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Williams Bally/Midway Makes Appointments

CHICAGO, Ill. — Williams Bally/Midway has made new appointments in two key management positions.

Russell Landsberger has been appointed as vice president, material management and purchasing. Formerly director of materials for Reliable Electric Company, an Illinois based manufacturer of telecommunication phone network equipment, Landsberger will be responsible for all activities regarding material planning.

These responsibilities will include planning, directing and controlling all activities related to material planning, flow and control, scheduling of materials and purchasing, as well as the many related aspects of distribution, inventory control, scrap reporting and control of associated material management systems, with purchasing, material planning and stockroom departments reporting directly to him, according to a Williams' press release.

"Russ has impressive credentials and vast experience in management resource planning (MRP), just in time (JIT) procedures and total quality control (TQC), which will help us greatly as we start implementing these programs here," said Ken Fedesna, Williams' vice president and general manager.

In another announcement, Larry Kesselman has been appointed vice president of business development.

"Larry will continue to have ongoing responsibility for our part sales and field service departments, but, just as importantly, will champion our company's diversification into the area of contract manufacturing, OEM business sales and new product development above and beyond our pinball machine, video game and shuffle alley activities," said Fedesna.

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AMOA EXPO '89 CONVENTION EXHIBIT PREVIEW

A-1 PRODUCTS are manufacturers of steel, aluminum and plastic products including the following: security bars, ashtrays, cup holders, fluorescent light fixtures, cabinet corner reinforcement brackets, pool chalk-up boards, dart holders, etc. They also distribute hard to find items for the game business including cabinet latches and strikes, padlocks and coin locks. President Stan Pearson and vice president Marta Pearson will be on hand, and will be giving away free A-1 Products T-shirts with each order.

ABBEY ROAD DISTRIBUTORS carry a line of 45's and compact dics.

ACE NOVELTY CO. will present crane merchandise and crane pre-packs for amusement use on cranes and other merchandise redemption games. Vice presidents Edwin E. Plotkin and John Minkove will be joined by sales managers Michael Lauber and Rory Keller.

ACE PREMIUM SUPPLY wil have on hand crane merchandise including plush items, hard goods and prepacks. Also on display will be redemption merchandise used as prizes in arcades and family fun centers. Attending the show will be arcade sales manager Jack Kelly, arcade sales administrator Glenn Sagendorph, vice president Bill Suthoff, and sales representatives Susie Fennell and Georgia Dyer.

ADASTRA are demonstrating "Hoops," a coin-op basketball game designed for both street and arcade locations. The game folds up for easy transport and installation, with other features including adjustable length and height, all solid-state photo-cell score detector and welded steel construction. Manning the booth will be president Foster Brashear, sales rep Eric Brashear and production manager Mark Pscheid.

ADVANCE DESIGN AND MANUFACTURING are manufacturers of a game called "Horseshoe" and KD video cabinets. Expect to meet directors Jack Whittaker, Dan Whittaker, Al Warner, Larry Warner, tech Richard Handel and marketing director Julio A. Pando Sr.

ADVANCED GRAPHIC DESIGNS specialize in graphic design including a backlit glass mirror, plexiglass, video game graphics and decals for the coin-op industry. They will be represented by production manager Rick Levy and sales people Steven Houge and Jerry Davidson.

A.L.D. SERVICES, INC. will be offering plush animals, toys, jewelry, mugs and novelties. Showing the products will be owner Alan L. Deutschmann, president Linda Van Sickle, Allen Justice of sales/marketing, Debbie Gifford of customer service, George Van Sickle in shipping and receiving and Sharon Justice of sales/marketing.

ALTER ENTERPRISES manufacture splash guns and remote controlled boats and cars. President William A. Alter, vice president Earl A. Heller and sales manager Scott D. Gussin will be on hand.

The "Powerkick Soccer Table" and KIS video game systems are the featured products from the **AMAZING GAMES CORPORATION**, led by president and CEO Joseph Peck and sales VP Steve Larimer.

AMERICAN SAMMY CORP. have kits prepared for the "Task Force Carrier" and "Omega Fighter" video games. Meet president Mike Yamamoto, vice president Ko Adachi, sales director Dave Peckels and advertising/PR man Matt Sullivan.

AMERICAN EIGHT BALL are making their AMOA debut with a new soft, flexible dice box, eight ball, nine ball, dart board and gutter ball kitties, "Kitty Winner" T-shirts, key fobs, magnets, beer holders and American Eight Ball "Winners Circle" beverage place mats. Look for owner Larry Turner and his son Eric.

The **AMERICAN OPERATORS FOR EQUAL TREATMENT**, a division of Red Baron, will display printed circuit boards for games that have not been formally introduced in the U.S. and other printed circuit boards and complete factory kits. The booth will be manned at times by Bill Beckham, Joe Jawicki, John Rodgers, Greg Pesina, Don Russell, Tony Hansen, Eric Solberg, Kathy Woodward, Alan Hutcher, Jerry Pawlowski, Pat Hart and Kevin Edwards. They will be offering show discounts as well as drawings for prizes.

AMERICAN SHUFFLEBOARD COMPANY, INC. plans to show coin-op table top shuffleboard, 6' pocket pool tables, 12' cushion shuffleboard, 9' bankshot shuffleboard and home market pool tables and shuffleboards. Holding down the fort will be general manager Nicholas Melone, assistant general manager Richard Delfina, sales manager Sol Lipkin and service engineer Leo Stelter.

Look for new electronics components from **AMERICAN SURPLUS TRADING** who will be represented by sales personnel Rich Goldman, Avory Goldman and Dave Kranzel.

AMERICAN TECHNOS, INC. will be muscling in with their "WWF Superstars" wrestling game in both a dedicated model and kit form, as well as a "Blockout" kit. President Keichi Iwamoto, vice president Aldo Donnaloia, national sales manager Greg Rice and sales assistant Edna Madronio will be going hold for hold with exhibitors.

A.M.O.A. NATIONAL DART ASSOCIATION's executive director Joseph W. Conway will demonstrate electronic dart league programming, including national player sanctioning, a classifying system (S.P.R.E.) and an international team dart tournament.

AMUSEMENT EMPORIUM INC. feature amusement game parts and supplies, "The Australian Joystick," billiard supplies, Crystalate billiard balls, foosball parts, security equipment and vending parts. Reps will include Steve Walko, Paul Siegel, Jon Alvarez, Kevin Carter and Steve Kay.

THE AMUSEMENT EQUIPMENT EXCHANGE INC. deal in used and rebuilt coin-op kiddie rides, arcade novelty games, arcade specialty games, antique and nostalgia items, contract refurbishing and promotional items. Come meet Thomas Leon, John Sullivan, Mel LaFalce, Mike Jones, Jim Buckalew, Dave Gastel, Candice Leon, Beverly Jones, Brenda Wendhausen, Mike Cunningham, Jim Pollitz, Ron Heaton, Dean Humphries, Wallace McDonald, David Adams, Russell Gardner and Dale Grimm.

A.P.E. CORP. will display a self contained and air operated desoldering/rework and repair station for PCB assemblies, surface mount installations, removal and replacement centers, circuit repair kits and ultrasonic cleaners. President William Scheu and sales director A. Arthur Ayala will attend.

ARACHNID electronic dart machine manufacturers are being represented at AMOA by owners Mike Tillery and John Martin, president Bill Ward, European representative Einar Askvig, controller Jay Nellis, vp marketing Sam Zammuto, vp sales Marcio Bonilla, chief engineer Gene Harlan, mech. eng. sup. Claude Fernandez, parts/acc. mgr. Candy Nelson, *Bullshooter* editor Jeanne Penny, adv. mgr. Barry Reithmeier, and sales reps Dean Hinueber, Herb Healey, David Schultz and Rokura Tanaka.

ASAHI SEIKO USA, INC. will be exhibiting a variety of quality coin selecters, doors and payout hopper along with card and bill dispensers. Their booth will be manned by executive director Chris "Kazuya" Abe, D.G.M. John Kamano, executive assistant Pamla Schaeffer, s/m manager Rick Mines and receptionist Rumiko Carl.

Music performing rights society **A.S.C.A.P.** will be bringing director of licensing L. Barry Knittel, projects manager for licensing William Lee, West Coast division manager Lynn Kelly and Phoenix district manager Bruce Southarn.

ASSOCIATION GROUP INSURANCE TRUST/MACK & PARKER are offering life, medical and dental insurance programs for AMOA members.

ATARI GAMES CORPORATION will feature "several new video games" including "Tournament Cyberball 2072." President Hide Nakajima, vice president sales Shane Breaks, marketing director Mary Fujihara, customer service director Elaine Shirley, field service manager Mark Sherman and sales managers Jim Newlander, Frank Cosentino and Anne Hayes will attend.

AUTOMATION TECHNOLOGY RESEARCH will demonstrate "Gametrak 3" computer software for game route and game room operators. They will be represented by Rick and Joan Grossman, Ed and Alice Tse and Jimmy Cheng.

AXLON, INC. are displaying "Fire Drill," a transportable skeeball game. "Space Sled," an interactive kiddie ride, "UFO," a multi-user, interactive kiddie ride plus a new prize vending skill game. Axlon will be offering special pricing on all products including "free" deals and a "Sure Shot" basketball game with the first twenty orders. Look for VP marketing Nick Frost, design director Scott Eckerman, chairman Nolan Bushnell, vp operations Chuck Onorato, product manager Peter Mokris, vp finance Carol Weiner and sales reps Jane Smith and Rodney Jones.

BALLY MIDWAY GAMES/WILLIAMS ELECTRONICS have a surprise flipper game in store, as well as their usual line of pinball, video games and shuffle alleys. On hand will be vp sales & mktg. Steve Blattspieler, sales mgr. Ron Bolger, designers Dennis Nordman and Jim Patia, adv. mgr. Laura Rezek, vp eng. design Steve Kordek and vp eng. Wally Smolucha.

BATON LOCK/BATON SECURITY SALES manufacture high security cam locks and padlocks, security bars and hasps as well as a complete line of economy or medium priced locks for vending and amusement machines. Attending will be sales and marketing director Frank Minnella, production and quality control manager Steve Shiao, and sales reps Tony Minnella and Jack Watkins.

BAY TEK, INC. is a manufacturer of "Rolldown," an exciting redemption game of skill designed to entertain people of all ages. This colorful game will be demonstrated by sales/owner Lori L. Treankler and operations manager James Stocco.

BEAN IND. INC. manufacture "Lectrobeans," an electronic bean ball game. President Tom Nichol, sec. Oscar Johnson, and sales personnel Shari Nichol, Dawn Nichol, Tracy Olson and Arlin Johnson will attend.

BEST MFG. CO., headed by James Possi, will give away $1,000 worth of their stuffed toys to a lucky buyer selected at random.

BETSON ENTERPRISES will display their coin-op redemption and merchandising games, "Big Choice" cranes, "Action Claw" cranes, "Top Choice" cranes, "Klondike" one player coin pusher, "Silver Splash" and "Riviera" (six player pushers), "Reel Poker," "Big Hitter" golf driving range plus a new redemption game to be introduced at AMOA. Come speak with CEO Bert Betti, executive vp Joe Cirillo, vp Robert Betti, treasurer Bob Geschine,

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director of redemption sales John Margold, director of operations Roy Werts, chief engineer Bill Ciebert, redemption service manager George Angermeyer, sales manager Bob Boals and parts manager John Feltz.

BIEDERMAN DESIGN LABS/SONIC REPRODUCTIONS wil feature a Jamma workbench tester, monitor testers and graphics for coin op. Leading the way wil be Earl Remis of Sonic and Paul and Gail Biederman.

BIG TEN ELECTRONICS, INC. will present poker and keno machines and will hold a raffle drawing to give away one machine. Expect to meet president Dave Kelman, vp Cliff Dodge, production manager Gary Link, Darla and Evelyn Kelman, Abby Portney and Pat Link.

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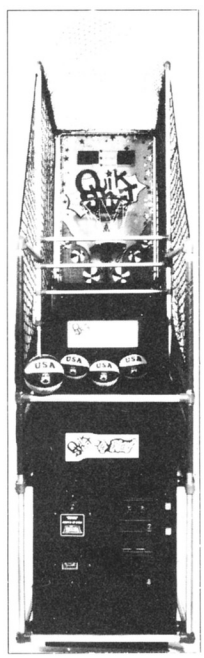

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BOB'S SPACE RACERS will feature two new unit coin-op water and roller ball games, a new style coin-op "Whac A Mole," along with other amusement games. General manager Jack Mendes and sales manager Jerry Weiman will be behind the wheel.

BONITA MARIE CO. will offer unique novelties, jewelry, and watches specialized for cranes, rotaries, dozers, pushers and merchandise counters They will feature a special Xmas peanut pack with 144 unique Xmas collectibles demonstrated by president David Katz, CEO Louis and Bonnie Cappetta.

DAN BRECHNER & CO., INC. offer a large selection of varied styles and designs including Halloween and Christmas merchandise for crane machines, diga-marts, fantasy islands and all other merchandise machines. Attending will be Clifford Brechner, Mark Rasnow, Noel Small, Jay Rubinstein, Werner Heymann, Tom Suraci, Fred Salamy, Steve Suraci, Arnold Blenner and Marty Kasper.

BROWN & WILLIAMSON TOBACCO CORPORATION will host a hospitality suite at the hotel from the close of the floor until 7:30 from Sunday through Wednesday. Come relax with director of vending Ian Otte, director of trade development Warren Halset, district managers Gary Nisimura and Carl Knittel and account managers Art Muro and Helen Gidry.

CALIFORNIA PLAY EQUIPMENT CO. carry outdoor pool tables.

CAPCOM U.S.A., INC. will be demonstrating some of their most popular video games and will be hosting a hospitality suite jointly with other companies. Their booth will be attended by president George Nakayama, vice president of coin-op Bill Cravens, traffic/liaison adminstrator Mike Uchida, sales manager Michiyo Pattillo, Pat Walton of Southern regional sales, Paul Wiederaenders of Mid West regional sales and sales administrator Lisa Jarnesky.

CAPITOL LIGHTING PRODUCTS specialize in decorative and display lighting. Available for consultation will be president Harry along with Cynthia, Adam, Russell and Colin Gaines, director of marketing Marianne Shain and sales manager Gary Craig.

CARSON CITY MANUFACTURERS are responsible for a unique line of theme jukes, including the "Songbird," "Country Cruiser" and "Star Cruiser." Singing their praises will be Paul Harmon, Tom Bulver and Donna Braun.

CAROUSEL INTERNATIONAL CORP. will display coin-op kiddie rides.

CENTRAL SOUTH ONE STOP plan to have a supply of records in tow.

CLASSIC CREATIONS will be featuring "Hop Shot," a minature pole ball game the size of a pinball machine, and demonstrations by their owner George Macek.

Coin handling equipment for all types of amusement machines are the specialty of **COIN ACCEPTORS, INC.**, whose amusement division manager Ken Hoffman, branch managers Mike Durec and Ed Wells, vp of marketing Jim Douglas and president Jack Thomas will be attending their booth.

COIN BILL VALIDATORS will display their line of currency validators and coin acceptors. On hand will be president Ivo Gardellini, vp Jay Roemer, administrative asst. Natalie Marcus and secretary Joe Vogel.

COIN CONCEPTS, INC. will offer cash discounts on all orders for their coin operated redemption skill games and novelties placed at the show, with additional savings for deliveries made prior to 12/30/89. Handling show sales will be president Arthur H. Warner, vp Wylie Irwin, customer service man Ben Schwartz, and sales reps Rhonda Fletcher and Sid Kofsky.

COIN CONTROLS, INC. carry mechanical and electronic coin acceptors, hoppers and other payout devices, as well as magnetic strip card readers. On hand will be marketing manager Ellen Evans, inside sales manager Michael Meisinger, and sales assistant Cheryl Netzel.

Ron Rolins and Frank Schubert of **COIN MECHANISMS, INC.** are featuring an electronic optic sensor to replace mechanical switches as well as a full line of domestic token and foreign coin mechs., coin doors, face plates, back channels, timer housings and the electronic coin comparitor.

COINCEPTS will deal their video poker games.

COINDATA, INC. will bring their video game conversion cabinets and video game conversion kits.

CPC SERVICES, INC. are exhibiting brochures in their booth.

CRANEABLES will be giving away three boxes of their crane plush prepacks on the last day of the show at approximately 3:00 pm. In the meantime, stop by and see owner Jim McVey, and sales reps Valerie Braband and Kathy A. Moore.

DARTWORLD, INC. have a complete line of darts and accessories for electronic dart machines.

DATA EAST USA, INC. hope to score big with their new "Monday Night Football" and other flipper favorites. They plan to give away free ABC Monday Night Football/Data East hats and will hold a raffle/contest for free Superbowl tickets. The Data East team will include chairman Bob Lloyd, senior vp coin-op Ray Musci, vp sales Steve Walton, director of sales Jolly Backer, sales mktg. mgr. Kristin Avena, customer service Phil Stewert, vp pinball Gary Stern, customer service Pete Gustafson and director of game design Joe Kaminkow.

DELTRONIC LABS, INC. will be displaying ticket dispensers and a sound kit.

DESIGN PLUS INDUSTRIES are responsible for the "Quik Shot 4 Play" mini-basketball shooting game. Going to the hoop are president Michael E. Seibert and vp of marketing Diane J. Seibert.

DEUTSCHE WURLITZER will be displaying a full line of jukeboxes and related accessories, including the "CD Carnegie" and "Lasergraph." US representative Jerry Reeves, national sales manager Klaus Telgheder, chief engineer George Siedel and engineer Dietmar Grau will be punching up selections.

DKKARAOKE will be making their first appearance at AMOA to demonstrate their sing-a-long karaoke system by creating a fully equipped nightclub atmosphere, including a nine screen

(Continued on Page 50)

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video wall. Leading the choir will be president Yone Hirose, executive vp Setsuzo Sasatomi, vp/sales and marketing Stuart Sollod, director/marketing and advertising Neal Friedman and consultants Eric Brown and Jimmy Lee.

DOYLE & ASSOCIATES, INC. carry coin-op family amusement games, ticket redemption, sport themed skill play, "Hoop Shot," "Gopher Golf," "Bull Pen," "Pro Pitch," "Batter Up" and "Speed Pitch."

D&R INDUSTRIES are displaying amusement machines and billiard parts and supplies. Attending personnel will include Lyndon Ruber, Jack Werbaneth, Dean Rogness, Lois Berman, Blossom Trotter, Larry Rotheiser and Dennis Ruber.

DREWS DISTRIBUTING CO. is showcasing video card games and cranes. Doing the honors are president Hugh Andrews, general manager Tim Caldwell and sales reps Steve Pickel and Van Gettings.

DYNAMO CORP. will be demonstrating their coin-op line of pool, air hockey and soccer tables, video hardware systems and contract manufacturing. On hand will be president Bill Rickett, vp of mktg. Mark Struhs, dir. of eng. Mike Trostle, reg. sales mgrs. Darmon Paramore and Chris Brady, shipping mrg. Perette Lee, parts and customer service mgr. Blenda Selvey and air hockey whiz Mark Robbins.

EAGLE LIFT have a liftgate for full-size pickups on a display stand. Literature will be handed out by division manager Jerry Mathison and sales coordinator Dan Barry.

EAST COAST DESIGN, a division of Joel Mfg. Co., Inc. will introduce its brand new line of universal video hardware systems. The "UV" series includes systems with both a 19" and 25" monitor. Exhibitors will be president Joel Portner and sales manager Gary DuBoff.

ENTERTAINMENT ENTERPRISES, LTD. are exhibiting video games.

E.S.D. president Harvey Gitlin and vp Earl Romine will be showing their coin slides, money boxes, cam locks and padlocks.

E-SOFT SYSTEMS carry computer, route management and league management software, as well as computer hardware demonstrated by co-owners Norm and Joyce Drye.

ETONE/SHILLA INTERNATIONAL carry a line of stuffed toys.

EXIDY INC. is offering "Twister," a redemption game with a new twist. Making the scene will be president H.R. Pete Kauffman, director of marketing Virginia Kauffman, director of operations Jeff Kauffman and designer Amber Kauffman.

FABTEK, Inc. will display their line of video games and host a hospitality suite in the Bally Hotel. Come meet president Frank Ballouz, vp Jeanne Ballouz, director of sales Drew Maniscalco, pres. of Tad Corp. Tad Yokoyama and pres. of Seibu Kaihatsu Hitoshi Hamada.

FIDELITY TRADING are demonstrating their power supplies.

FIRST PLACE GAMES SALES handle a line of used video games, and will be represented by president Tony Brog, sales managers Phil Vaught and James Brinson and area managers Brian Hollinger, Mitch Summer and Fred Avida.

FOXTRONIX BY HTS CORP. are exhibiting amusement type video poker and keno.

GAMEMASTERS, INC. are displaying their "Master Shot Champ" basketball game, "Sharpshooter" coin pusher, "Nellie the Elephant" bulk vendors, a display cabinet and possibly a new game.

GAMBLERS GENERAL STORE will be featuring modern and antique slot machines and electronic skill topped amusement games. Behind the counter you'll find president Joseph Fabrizio, vp Ron Jarchow, slot mgr. Gary Miller, asst. slot mgr. Frank Sanchez, supervisor Renee Mellin, manager Dani Montoya, asst. mgr. Jeni Jones and sales person Wendy Butler.

GAMCO INTERNATIONAL INC. will display "Action Lotto," the "Quick Silver II" coin pusher, a toy vender, crane game and "Crown Jewels," a rotary merchandiser that self loads playfield. Assisting buyers will be Ronald H. Yaffe, Emily K. Simpson, Russ O. Bailey, Charles Miller and technician Russell Nix.

GAMES OF TENNESSEE, INC are carrying a line including the "Golden Eagle" and "Eagle Falls" quarter slides, "GTI" upright draw poker, "Kids Only Theater," prepackaged prizes and tickets, PC boards and bill acceptors, as well as an electronics dept. and various video games. Manning the booth will be president Leslie Warren, consultant Bobby G. Sanders and sales manager Bob Myers.

GAMETEK, INC. are bringing their "Wheel of Fortune" arcade games; upright, cocktail and counter top.

GLOBAL BILLIARD MFG. CO., INC. will display seven, eight and nine foot coin-op pool tables in modern and antique styles.

GOLDEN YEARS AMUSEMENTS will exhibit novelty amusement machines.

GRAND PRODUCTS, INC. offer coin-operated amusement games, universal 19" and 25" video systems (cabinets), and contract design and manufacturing services. Helping out are president David Marofske, Sr., vice presidents S. Idaho Jarocki and Terry Sullivan, director Henry Ross and David Marofske, Jr.

GRAYHOUND ELECTRONICS INC. are bringing along their "Video Liner" games, "Super Poker" games (legal in South Dakota), jumbo and single cranes and Coors and Grayhound basketball games which are involved in the "Coors' Olympics of Bar Games." Going for the gold are CEO Carmen Ricci, president Tom Ricci, vp Brian Pataccio and salesmen Dan Dinnebeil and John Verderosa.

GREAT LAKES DART DISTRIBUTORS, INC. will feature special show pricing on their electronic darts and accessories. Hitting the bullseye will be president Nicholas Voden and administrator Marilyn Hempel.

GREEN COIN MACHINE DISTRIBUTING, INC. will exhibit various video and pinball games.

Marketing manager Phil Brown of **GREENWALD INDUSTRIES** and an associate will demonstrate their coin-acceptors, coin chutes (slides), timers, token acceptors, tokens, locks, coin boxes and coin-operated timers.

HANTAREX CORPORATION OF AMERICA LTD. are the manufacturers of video monitors and power supplies.

HAPP CONTROLS INC. will exhibit game controls, joysticks, pushbuttons, trackballs, coindoors, dollar bill acceptors, specialty switches, steering power supplies and power cords.

HI TECH AMUSEMENTS, INC. have a new coin-operated ticket dispensing group game. Demonstrating profit potentials will be vp sales Richard DeVuono, sales rep Mary Romangi, chief engineer Charles Walker and production person Delores Walker.

HMS MONACO ET CIE LTD. are one of the leading manufacturers of boxed and packaged costume jewelry and watches for use in cranes, rotaries and all redemption equipment. Their vp Ira Erstling and sales manager Steve Schulman can be found in their booth.

HOLLYWOOD MERCHANDISERS, INC. are carrying coin merchandising equipment demonstrated by president William Faith, vp Cynthia Faith, vp sales and mktg. Ronald Clapper and sales rep Tim Brown.

Paul E. Huebler of **HUEBLER INDUSTRIES, INC.** is bringing along his billiard cues and carrying cases for cues.

IMAGINATION LEISURE, INC. are demonstrating air cushion hockey.

IMPERIAL INTERNATIONAL will show coin machine parts and supplies, billiard accessories and a foosball table.

IMPRESSMENT PLUS, INC. will display extra soft plush toys from 3½" to 72" minis to jumbo.

IMTECH INTERNATIONAL are based in New York City.

INNOVATIVE CONCEPTS carry the "Super Chexx" hockey game and other novelties.

INTELLICALL, INC. is a diversified telecommunications company providing equipment and services to private payphone networks. They're celebrating the 100th anniversary of the pay phone with vp sales Doug Harrington, sales mgr. Bob Gallagher, dir. mktg. comm. Kelly Pivin, reg. sales mgrs. Stan Slaton and Brooks Haden. Intellistar project mgr. Mark Wood and tech. support Leenell Bray.

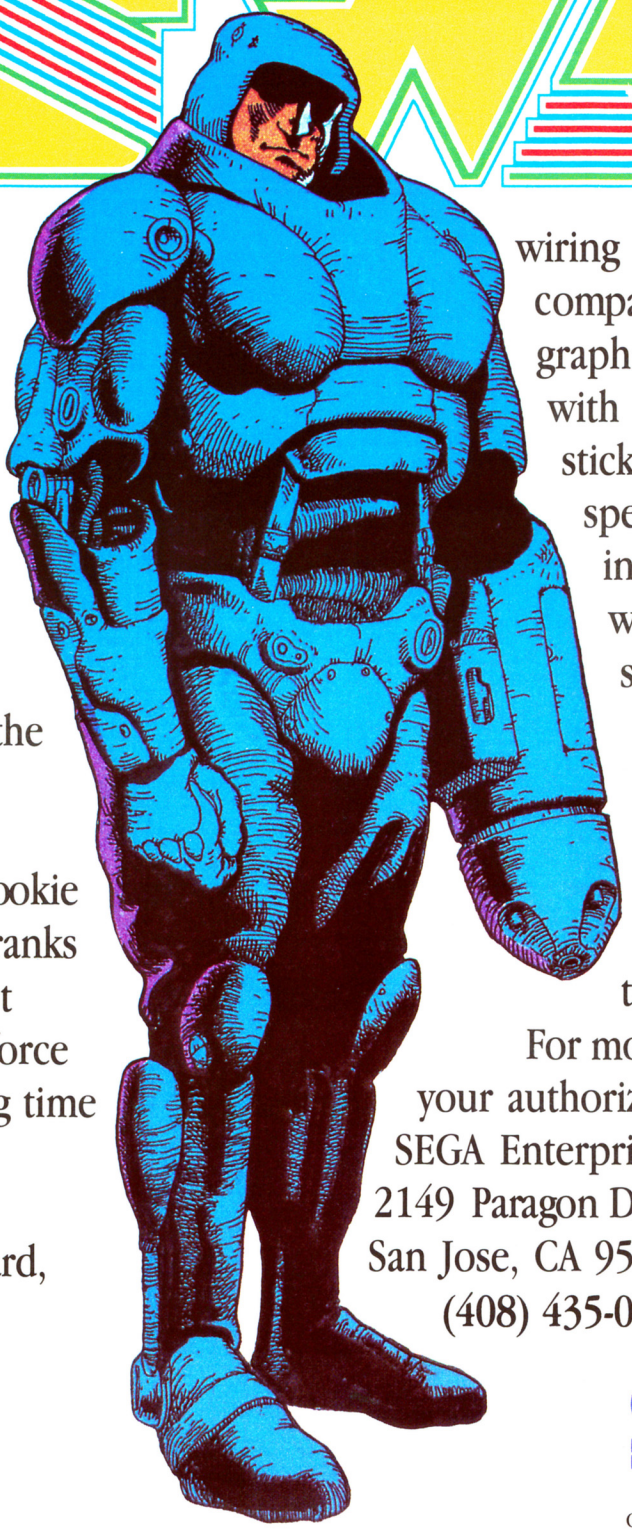
INTERMARK AMUSEMENTS are showing all their products, including the "Michelob Tee It Up" golf game, "Quarterback Challenge Football," "Bud Light Tournament Basketball," "Tournament Master Table Tennis" and "Billi Puck," a variation of shuffleboard. Expect to meet president Greg Sullivan, vp operations Kim Cook, vp sales Mike O'Connor, vp mktg. Marty Sullivan, director purchaisng Steve Rice, chief engineer Bob Parker and director mktg. Callie Parks.

IREM CORP. (Fabtek, Inc.) are bringing along their video games, as well as

(Continued on Page 93)

Here's a kit that proves crime can pay.

ESWAT™



Who says Crime doesn't pay? With the help of this heavily armored officer of the ESWAT™ team, players will be lining up to do battle with street punks, thugs, terrorists, and international crime czars. And the more they fight, the more you earn.

ESWAT is an intriguing adventure that follows a rookie beat cop up through the ranks until he becomes the most powerful, heavily armed force ever unleashed against big time crime.

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

For more information call your authorized SEGA distributor.

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PEDAL TO THE METAL

Sega Set To Speed, Swing, Sidekick Into The 1990s With New Fall Line

ROSEMONT, Ill.—Sega Enterprises, Inc. provided distributors with a glimpse into the 1990s this month as it took the wraps off three new games at its Fall product distributor meet at the elegant Hotel Sofitel in Chicagoland's O'Hare Expo Center.

Sega's entire sales force and most of its corporate hierarchy — including Sega's managing director of its amusement machine division, Takenori Ogata and American and European sales manager Takeshi Tomita — were there to greet representatives from 37 distribution companies that flew in to O'Hare from every nook and cranny in the nation to see firsthand what great fun state-of-the-art technology can be.

And judging by the sights and sounds that filled the Sofitel's "Opera" exhibition hall, it's safe to say that if Sega has its way, the 90s will be greeted all at once with a pulsating, punching and putting montage of action.

Distributors' reactions to the company's new games were enthusiastic, and it seems that Sega's roaring, action-packed driving simulator "Super Monaco GP," its super-cop-versus-the-scum-of-the-earth adventure game "E.S.W.A.T.," and its visually stimulating and challenging golf game "Super Masters" will lead this manufacturing giant, choosy distributors and street smart operators alike down profitable roads for months to come. In a big way.

GENTLEMEN, START YOUR ENGINES

The folks at Sega have described "Super Monaco GP" as "truly a dream come true." That's not too far from the truth. "Monaco" replicates the race course Formula-1 drivers have wrangled with for decades — the streets of Monte Carlo, the romantic city by the sea simply mad for racing.

The game begins with a preliminary race that allows the driver to test his ability as well as qualify for position in the starting grid of the actual race that follows. Finishing in third place or better allows the player to test his mettle against the wet conditions of the race track, a task requiring considerable skill.

Sega offers three options to put this "dream" in a location — as an upright cabinet or as two driving simulators; a "cockpit" model, a sit-down driving simulator that comes in a more compact size than the game's "Deluxe" model, a piece having almost an identical size and feel of a real Formula-1 racer. To describe any version of the game as having "bells and whistles" would be an injustice. Consider:

• The Air Drive System, five years in the research and development state, simulates the feel of the road under the drivers seat as he downshifts, rounds a corner, scrapes a wall, or, in the most unfortunate case, crashes into an immovable object. Four air solenoids under each corner of the seat interact with a compressor and air storage device in front of the seat.

• The four-channel simulated sound system replicates the roar of a Formula-1 racer. Sega U.S.A. President Tom Petit said at the meet the player can sense a racer passing him — or his passing a racer — by the sound system's usage of the Doppler effect to provide a realistic, moving roar.

• An authentic F-1 wing shift system can be used for players who choose a four- or seven-speed manual transmission instead of the automatic version.

• All "Super Monaco GPs" are equipped with a Fresnel lens adopted for the 26-inch monitor that blows the already-wide monitor out to 38 inches and places the action closer to the player's line of sight.

• Other features that replicate the real racing experience, including a tachometer, a rearview mirror, a log of the driver's best lap time, numeric indications of the racer's current position in the field, a map of the street route enabling the racer to pinpoint his exact position in the race.

• A qualifying lap that pushes the player to maintain and later improve his position in the field, lest the game terminates.

In addition, operators can link the games by using Sega's innovative "Power Link," an optical cabling system which offers the opportunity for two, three, four, five, six, seven or eight players to compete head-to-head on separate units of the game or, if the operator chooses, to reconvert the game back to individual use.

Sega vice president of manufacturing Howell Ivy said the optical link, "allows for very high communication rates which gives each player full realism without any game delay time."

SUPER MONACO GP UPRIGHT

CALL IT ENTHUSIASM

Petit, who introduced "Monaco" to distributors after a festive French banquet lunch in the Opera hall, was enthusiastic, to say the least, about this F-1 driver.

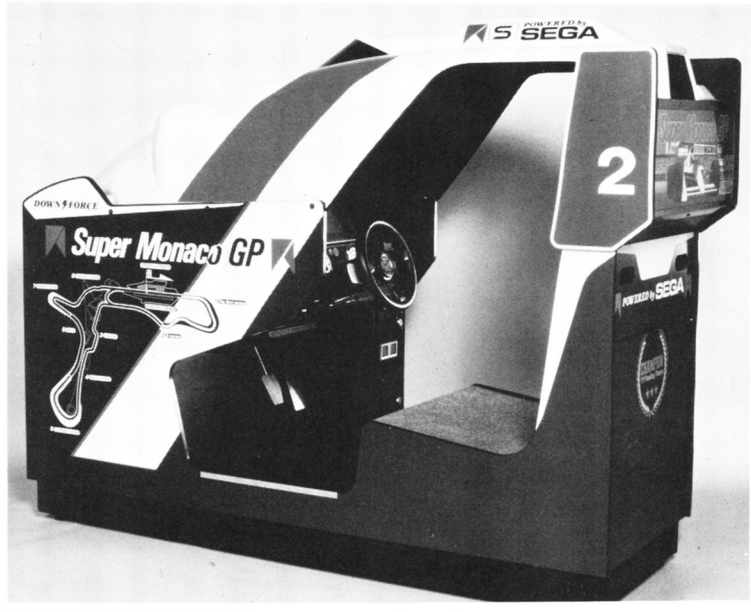
"This is clearly one of the most dramatic racing games ever made," said Petit. "We are very, very excited. I can't think of another product that puts a player into a more realistic racing experience than 'Super Monaco GP.' It is the most comprehensive and stimulating design ever done in a video game. It's a real strong product and we're proud of it. It will dominate a location."

Petit said results from various test locations Sega has issued the game to bear out these claims.

"Income from the deluxe "Super Monaco GP" ranges from $170 a day on the high end to $115 to $130 a day on average based on 75-cent or three-coin play," Petit said. For the cockpit model, the take averaged from $90 to $110 on three-coin play. The upright model averaged $70 to $80 a day in the cashbox.

Petit said the game has been an "incredible success" in Asian and Europe markets, where it has been available since early summer. "And I mean an *incredible success*," Petit repeated for emphasis.

Upright versions of the game were available to distributors in mid-August while the cockpit and deluxe models were scheduled to be shipped soon after the uprights were sent. The main reasons for the shipping disparities are that the deluxe and cockpit models are made in Japan — where they've been selling like hotcakes — while the upright is completed at Dynamo Corporation's Richland Hills, Texas facility.



THREE TO GET READY: Now go, cat, go. Sega introduced three models of their new high speed racing game "Super Monaco GP" ("Cockpit" version pictured above) at a recent distributor meet in Chicago.

OF COPS AND CADDIES

While "Super Monaco GP" featured three incarnations and dominated the exhibit hall, there were two more offerings to whet the appetite of the distributors present.

"E.S.W.A.T." — it stands for "Especial Weapons and Tactics" — is a horizontal kit pitting a budding police hero against various manifestations of crime in the fictional "Liberty City." The play sequence consists of 15 stages structured in two parts. Part One has one round which represents three stages. In this round, the player is a rookie on the Liberty City police force on a mission to arrest the leaders of L.C.'s three major street gang leaders. After completing this mission, the player is elevated to a high-ranking office, and is ready for Part Two, which consists of four rounds with three stages. As the player progresses throught Part Two, he first becomes the police chief, then an armed officer of the E.S.W.A.T team, which is billed as "the cutting edge of the police force." As a member of this elite unit, the gamer enters the off-limits zone to complete a series of four missions, which include busting a terrorist hideout in a redevelopment site, suppressing a narcotics route through Chinatown, disabling an illegal weapons factory and finally, discovering an international crime syndicate headquarters.

The control panel consists of an eight-way joystick and three punch buttons. The fire button is for normal shooting in Round One and in Rounds Two through Five, the button changes into a rapid-fire machine gun. The ammunition can be restored by finding stolen police ammo cases left by the fleeing criminals in the commbat zone. A special weapons button is available in Rounds Two through Five, when the player arms himself with more sophisticated weaponry.

"E.S.W.A.T." is JAMMA compatible with a buy-in option for stages one through 14. It is a two player interactive and features an in-cabinet control panel with volume adjustment, service switch and test switch.

Petit said the game should have "tremendous depth and longevity" and has found players commenting that the action is quite similar to "Shinobi," mainly "because of the strategy and technique employed."

"Golf Masters" uses a System 24 floppy disk and Dynamo Corporation's 19-inch medium resolution monitor and HS2 cabinet. This compendium of special features give the game's visuals a three-dimensional effect and an almost inexaustible supply of variety from tee to tee.

"The player never sees the same exact hole all the time," said Petit. "He can choose the club speed, top spin, back spin and stance he wants. It's a realistic approach to playing golf."

Petit told the distributors that test results have indicated that the best format to use at locations — and the one he suggests operators would make the most money from — is to set the play at 25-cents per hole, with continued play rewarded for every birdie the player achieves.

"Sega Japan insisted we test it on the 25-cents-a-hole format, and they were correct," Petit said, "because income increased dramatically."

Operators should be able to buy "E.S.W.A.T." and "Golf Masters" at their distributor's outlet by mid-September.

INTO THE FUTURE

After unveiling Sega's new power-packed offerings that will take the company into the next decade, Petit ruminated on some developments he saw in the coming months for the company while visiting Tokyo.

"Sega is very bullish on the business right now," Petit said. "We recently completed a public offering in Japan that brought in $100 million of working capital. We are hiring 400 new engineers to research and develop new technology. We have innovative, revolutionary graphics display systems to come — I can only tell you that if you compare it to "Super Monaco GP," "GP" will seem like the yesterday of technology. It's the 90s. And it's next year. And it will have a tremendous effect on the business next Spring and Summer."

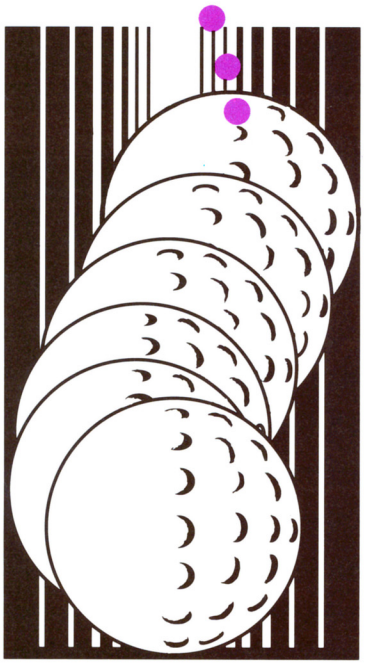
(Continued on Page 54)

If it was any more realistic you'd need a cart.

SUPER MASTERS™

Thanks to SEGA's innovative 3–D graphics and advanced sound effects, SUPER MASTERS™ is going to be a hit with both golfers and non-golfers.

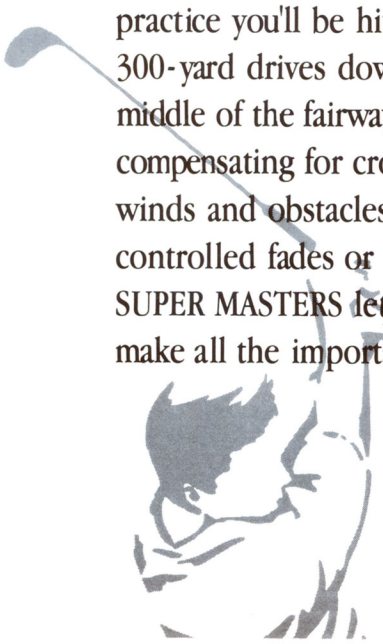
Action is about as close as you'll ever get to tourna - ment play without standing on grass. With a little practice you'll be hitting 300-yard drives down the middle of the fairway, or compensating for cross winds and obstacles with controlled fades or slices. SUPER MASTERS let players make all the important



decisions like club selec- tion, stance, swing power, and whether to hit for top spin or back spin.

Each hole is unique with challenging hazards and multi-level greens. Pin placement changes each time a hole is replayed. Players can move to the next hole by breaking par or buying-in. SUPER MASTERS is available in an upright cabinet with a medium resolution monitor, and includes controls for single or double play.

For more information call your authorized SEGA distributor. SEGA Enterprises, Inc., (USA), 2149 Paragon Drive, P.O. Box 610550, San Jose, CA 95161-0550. (408) 435-0201.



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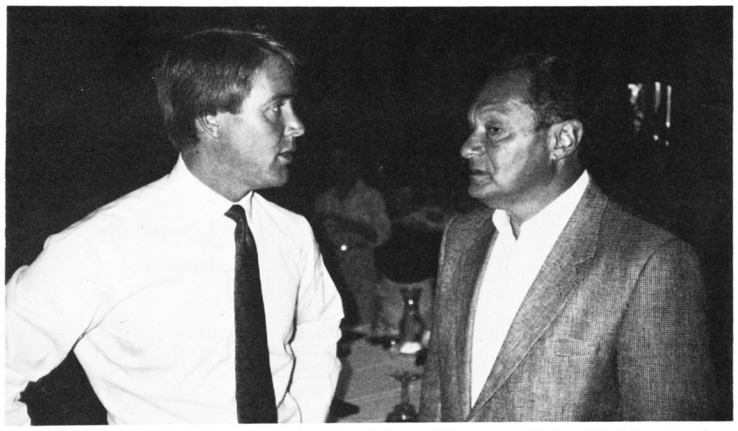
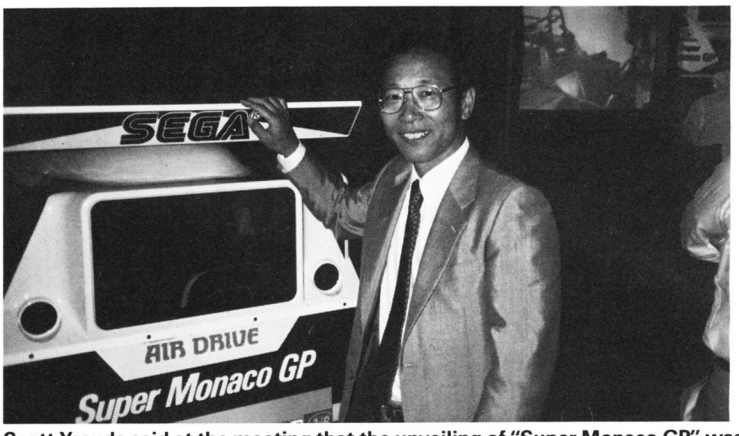
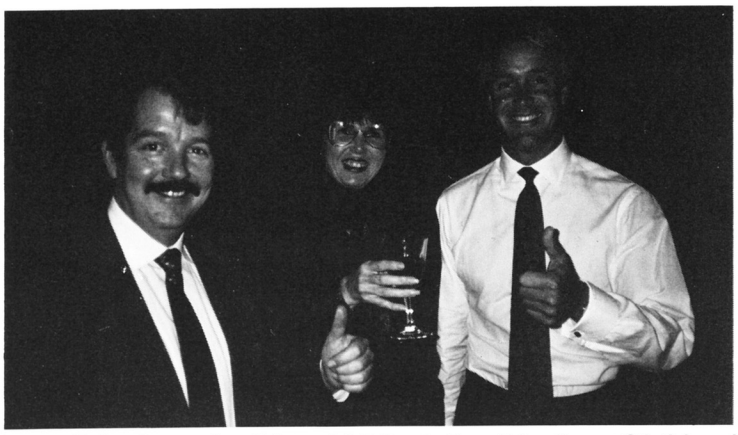
Distributors Preview New Sega Product Line-Up In Windy City



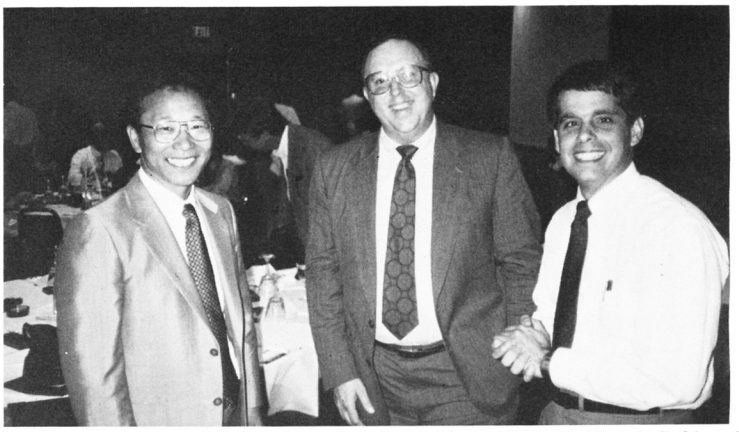
Sega U.S.A. president Tom Petit (left) and Jerry Marcus of Atlas Distributing Inc. (Chicago), talk over how many units would best serve his operators.



Scott Yasuda said at the meeting that the unveiling of "Super Monaco GP" was Sega's finest hour — so far. Here, Scott explains the design of the deluxe model is a complete replication of a Formula-1 racer. Right down to the spoiler.

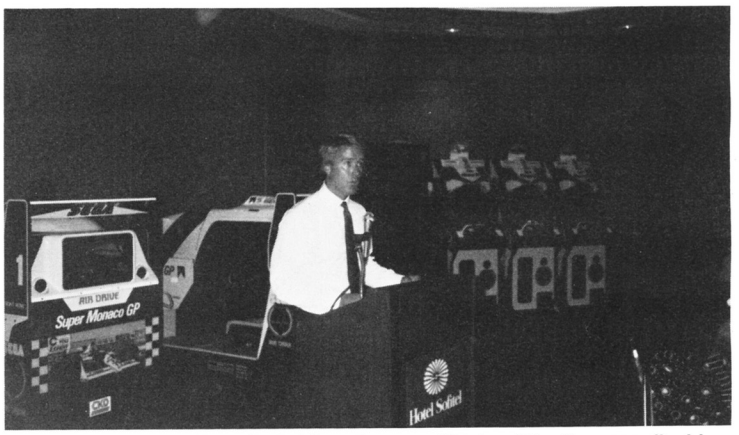


It was all thumbs up after (left to right) Sega's Howell Ivy, Donna Cristich and Tom Petit conducted individual sales meetings.



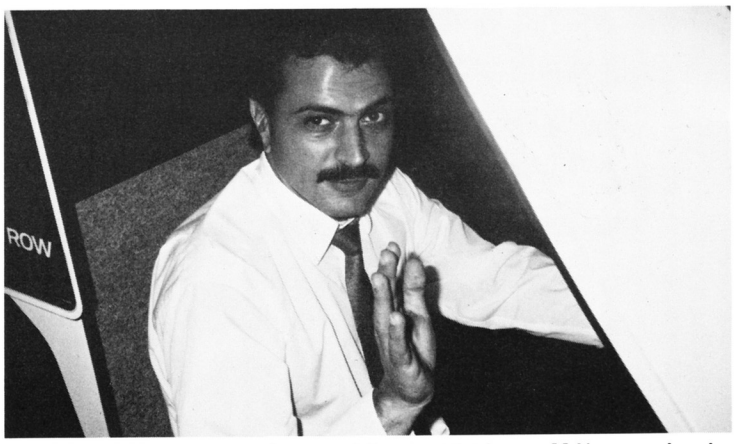
Customer service rep Darl Davidson (center) is flanked here by Yasuda (left) and David F. Capilouto. Said Davidson: "This has been one splendid meeting."

Steve Shaffer of Shaffer Distriuting Co. (Columbus, Ohio), and Lenore Sayers of Sega were all smiles after a few spins on the upright version of "Super Monaco."



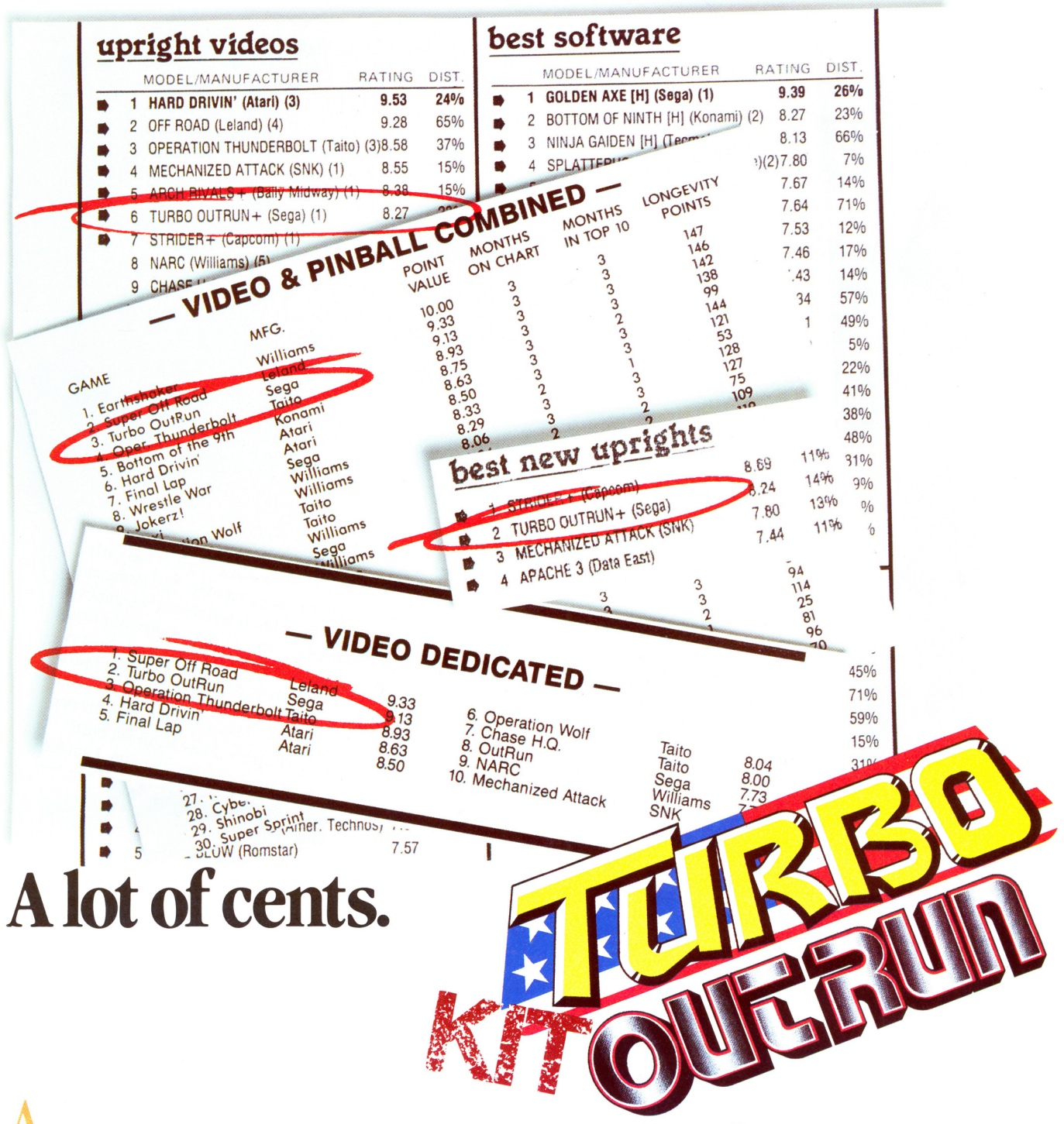
Among other things, Tom Petit (above) gave a "State of the Company" address to distributors during the luncheon.

It was a full house in this makeshift arcade at the Hotel Sofitel.



Nick DiSebastiano of State Sales and Service (Baltimore, Md.) waves bye-bye before cranking up the engine in the cockpit model of "Super Monaco GP."

Turbo Outrun™ Kits make sense.



A lot of cents.

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'Billiards Week In Nashville' For Largest BCA Int'l Trade Expo Ever

NASHVILLE, Tenn. — During the week of July 19, proclaimed "Official Billiards Week in Nashville" by Mayor Bill Boner, the Billiards industry made its strongest showing ever. In its sixth year, the BCA International Trade Expo attracted 3400 attendees, up 73% over 1988. The Nashville Convention was a temporary home to some 152 exhibitors compared to 124 just last year.

Diversity seemed to be the theme at this year's expo. The list of countries sending representatives included Austria, Belgium, Brazil, Canada, England, France, West Germany, Israel, Japan, Korea, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Taiwan and also Thailand. In addition, a number of new products also made an appearance at the BCA Trade Expo ranging from American-made snooker cues to replicas of old-time gas pumps.

Frank Zdy, the show's producer, points out that expanding the product market at the trade expo is helping to further the interest of the billiard industry. "It serves to broaden the buyer's perspective of the business they're in. In fact, people are looking for more unusual things," Zdy says. He estimates

"Diversity seemed to be the theme at this year's expo."

that close to 15% of the trade show exhibits involved non-billiard products.

The trade expo's events were also quite diverse. On Wednesday, July 19, BCA held a charity event to benefit the Tennessee Wheelchair Athletic Association. "Challenge of the Stars" allowed spectators the opportunity to "challenge" some of the top names in professional billiards to a game of 9-ball. With the luck of the draw, participants were paired up against such legendary players as Joe Balsis, Jean Balukas, Lou Butera, Jimmy Caras, Minnesota Fats, David Howard, Loree Jon Jones, Sammy Jones, Peg Ledman, Ewa Mataya, Steve Mizerak, Willie Mosconi, Jim Rempe, or Mike Sigel. By the night's end BCA had raised over $5,000 for TWAA.

Moving from the big names in billiards to some of the smallest players of the game, the 1st Annual BCA National Junior Championship was held during the 1989 Trade Expo. Twenty-nine of the top junior players from around the country came to compete in this premiere event. During the months of May and June, qualifying tournaments had been held nationwide to determine who would go on to the finals. Competitors came from Arizona, Illinois, Indiana, Kentucky, Maryland, Minnesota, New Jersey, New York, Ohio, Oklahoma, Tennessee, Texas, Virginia, Wisconsin, West Virginia and as far away as Puerto Rico. The finals were exciting to say the least with approximately $20,000 in cash and prizes on the line. At stake were college scholarships donatd by Brunswick Billiards totalling $4,500 as well as a number of other prizes.

The 1989 Hall of Fame banquet provided a regal ending to the week's events. Of the living Hall of Fame members, Joe Balsis, Jean Balukas, Lou Butera, Jimmy Caras, Minnesota Fats, Steve Mizerak and Willie Mosconi were all in attendance. Mike Sigel, one of his decade's leading players was honored as this year's inductee to the Hall of Fame. With the addition of Sigel, there will now be 26 members within the Billiard Congress Hall of Fame.

As usual, the BCA International Trade Expo was both work and play. The commitment to unity within the industry was reinforced through a number of by-law changes that were approved at the general meeting. Most notably, BCA will now have a sixth category of membership. For the first time, professional and trade associations will be able to join with BCA to reach mutually beneficial objectives.

Next year will find the BCA International Trade Expo returning to Louisville, Kentucky. According to Zdy, there is potential for 500 spaces at the 1990 show. And guessing from the growth seen in recent years, it is reasonable to expect this much of an increase in size in the future.

Larry Turner of American Eight Ball Products (right) greets pool legend Willie Mosconi at the Billiard Congress of America's recent Nashville, Tenn. show.

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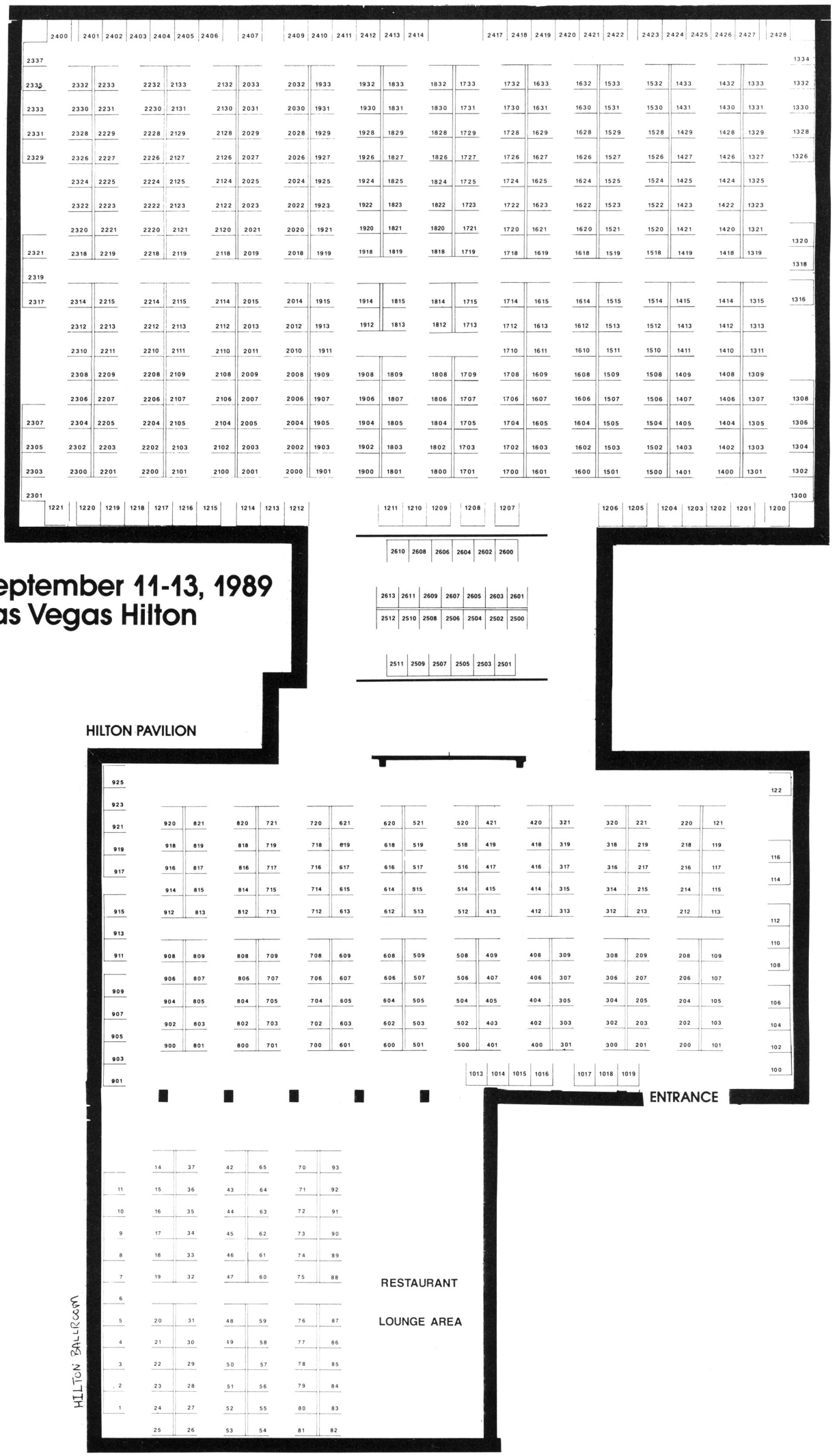
"See us at booth #608"

AMOA Expo '89 Floor Plan

September 11-13, 1989
Las Vegas Hilton



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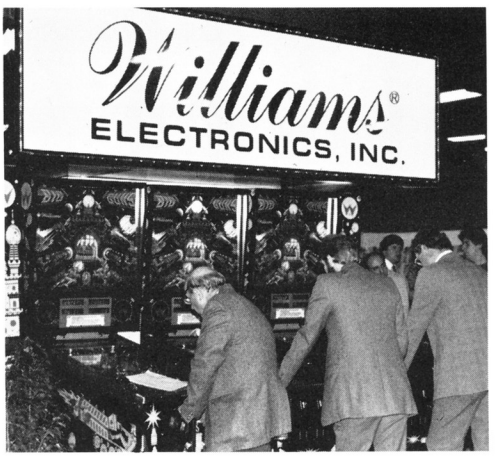

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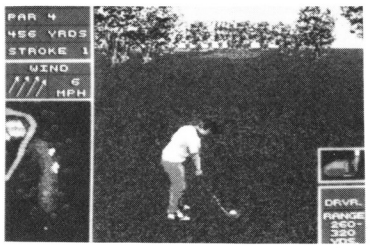

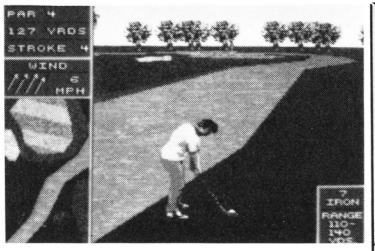

Strata Swings 'Golden' Golf Game Your Way

ARLINGTON HEIGHTS, Ill.—Strata recently introduced "Golden Tee Golf," a state-of-the-art golf simulation game produced as a horizontal video kit.

"Golden Tee Golf" offers up to four players 18 holes of golf on one of three challenging country club-style courses. The action on the green is embellished with a three-dimensional view of each hole, featuring such detail as gently sparkling waters and rustling leaves on trees. The layout of each hole is displayed via a top down diagram containing such vital information as the distance to the pin and wind direction and speed.

With this game, players have a lot of options — even down to selection of the clubs used to stroke the ball. The video golfer can manipulate which direction to face, and a trackball simulates the motion of a golf club by being pulled back to begin a backswing and pushing it forward to complete the stroke. The combination of the speeds and angles of the back swing and the forward swing determines the height, speed, and hook of the ball. A golfer on the screen replicates the movement the player has instructed wih these devices.

"Golden Golf Tee" also has the ability to keep track of a variety of player statistics for those engaged in long-term play on the piece, such as a bank of numbers detailing the longest drive and closest to the pin after each hole. In addition, the number of greens and fairways hit by each player are updated and displayed on the scorecard screen. Players with the best scores are immortalized with their monikers on a "Hall of Fame" screen during the attract sequence.

Stop by Strata's display at booths 55 and 56 during AMOA Expo '89. Or write Strata for more information or distributor referral at 709 West Algonquin Road, Arlington Heights, Ill., 60005; the telephone number is 312-437-2704. Fax correspondences are accepted at 312-437-2473.

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AMOA Offering 14 Dynamic Seminars For Coin-Op Pros During Expo '89

Each year more and more operators realize the value of AMOA's Expo seminar program. This year, the association expects its biggest turn-out yet. Below is the full seminar schedule, including dates and times. The editors suggest showgoers double-check starting times in the event of last-minute changes.

MONDAY, SEPTEMBER 11

8:30-11:30 a.m.

• **Video Game Conversions** — Technical consultant Randy Fromm, LaMesa, Calif.

• **Programming & Marketing CD Jukeboxes** — A panel discussion of jukebox manufacturers and operators.

• **Route Security: The Hidden Invader** — Al Krueger, president, Industrial Security Association.

2:00-4:00 p.m.

• **Common Operator Legal Questions** — Attorney David Hagen, Merritt & Hagen, Woodland Hills, Calif.

• **Creative Ways to Expand Your Jukebox Operation** — A panel of jukebox operators.

• **Effective Business Management** — Industry consultant Charles Ross, Innovative Management Consultants, Harlingen, Texas

• **Guidelines for Successful Poker Legislation** — A panel featuring Phil Benson, Montana Music Rentals, Missoula, Mont.; Walter Bohrer, Hastings Distributing, Milwaukee; and AMOA attorney Elroy Wolff, Sidley & Austin, Washington, D.C.

TUESDAY, SEPTEMBER 12

2:00-4:00 p.m.

• **Electronic Game Repair. . .Symptoms and Solutions** —Technical consultant Randy Fromm, La Mesa, Calif.

• **Successful Steps for Combating Unfavorable Game Legislation** — Attorney David Hagen, Merritt & Hagen, Woodland Hills, Calif.

• **How to Buy & Maintain Vehicles for Maximum Mileage** — A panel featuring Frank Seninsky, Alpha-Omega Amusements, Edison, N.J.; Jim Stansfield, Jim Stansfield Vending, La Crosse, Wis.; Todd Erickson, Summit Amusement, St. Paul Minn.; and Mike Antich, executive editor, *Automotive Fleet* magazine.

• **Distributor & Operator Relations** — A panel featuring leading operators and distributors. Among those tentatively scheduled to appear on the panel as of press time are Joe Cerillo, Betson Enterprises, and Steve Koenigsberg, State Sales & Service, Baltimore.

WEDNESDAY, SEPTEMBER 13

8:30-11:30 a.m.

• **The How To's of Buying & Selling a Route/Arcade** — A panel featuring John Estridge, Southern Games Distributing; Nashville; and Fred Collins, Collins Music Co., Greenville, S.C.

• **Maximum Income Through Innovative Game Adjustments** — Todd Erickson, Summit Amusement, St. Paul, Minn.

• **Better Jukebox Income Through Better Sound.**

AMOA-CVIC BREAKFAST

A Cigarette Vendors Breakfast will be co-hosted by the Amusement and Music Operators Association and the Cigarette Vendors Information Council at 7:30 AM on Monday, September 11, at the Las Vegas Hilton.

The program will be themed to encouraging operators to work together with other segments of the tobacco industry to improve the legislative climate. Speakers will include AMOA president Clyde F. Knupp, AMOA Cigarette Vending Committee chairman Anthony F. Parina and Government Affairs Committee chairman Walter G. Bohrer, Jr., National Automatic Merchandising Association president James E. Rost, Tobacco Institute senior vice-president Kurt Malmgren, and CVIC executive director Morrs (Tiny) Weintraub.

Specific meeting room locations are listed in the official Expo '89 program.

'Hard Drivin' ' Not Just A Game, Car Mag Says

MILPITAL, Calif. — Atari's "Hard Drivin' " isn't just for coin-op anymore. It has become the province of motorheads.

In its August, 1989 issue, Atari's driving simulator got a glowing review from *Road & Track* magazine. The author of the story, *R&T* editor Dennis Simanaitis, writes that the game "positively knocks me out. And it has potential far beyond that of any other game I've heard about."

R&T has a circulation of more than four million and is considered by driving enthusiasts to be the bible of the automative industry. Needless to say, the kudos the magazine gave "Hard Drivin" made Linda Benzler, Atari product manager for the "Hard Drivin' " project, flush with joy.

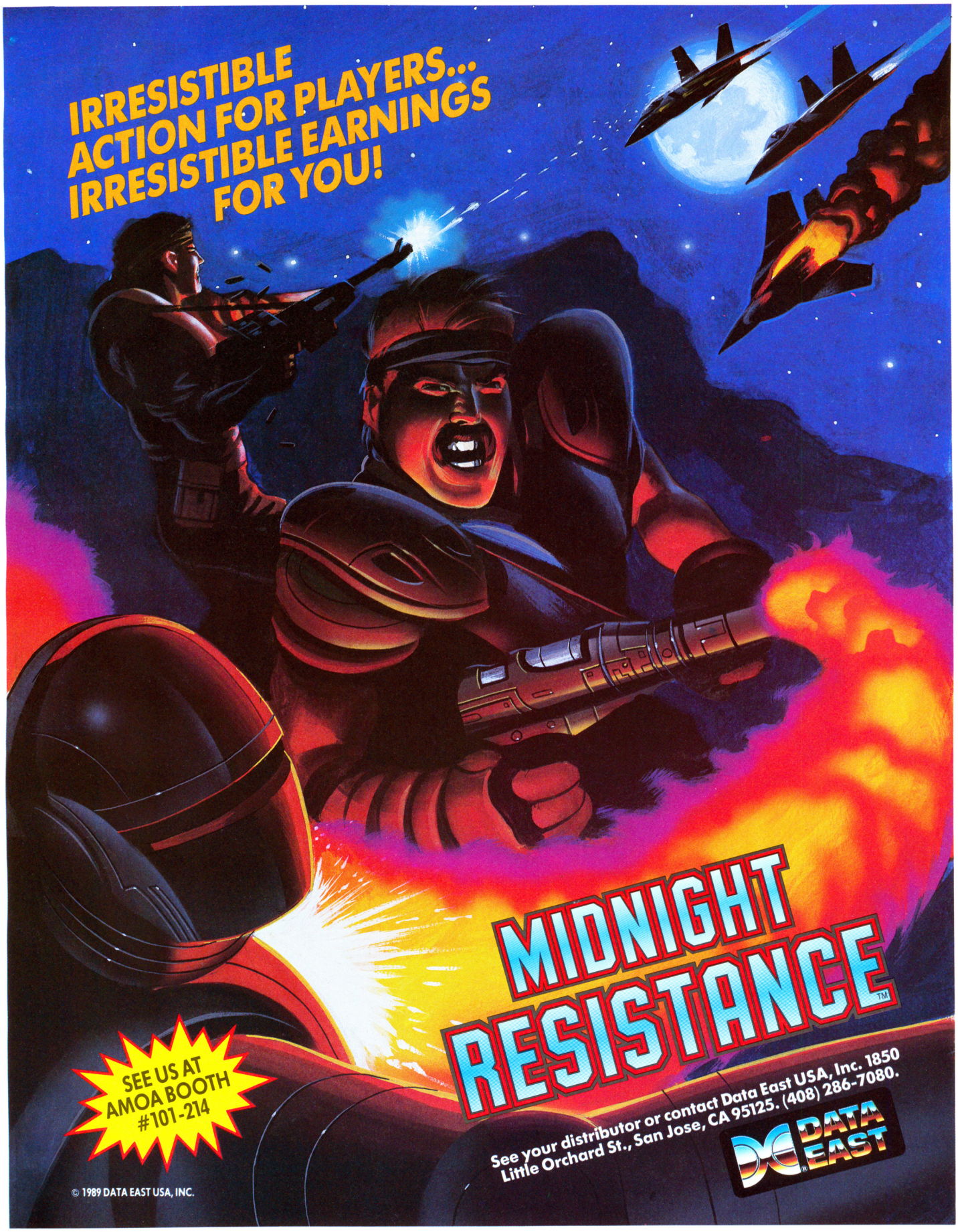
"When I called *Road & Track* and invited them up to Atari to do a road test on "Hard Drivin'," I wasn't sure of the reaction I'd get," Benzler said. "As it turns out, they were great people to work with and we've gotten a fantastic response from the review."

Simanaitis, who writes that he is "not really into video games all that much," nonetheless was impressed by the technology employed in bringing realistic road conditions to game play.

"Two elements make it special among video game arcades," writes Simanaitas. "First, its visual and aural simulations are especially well done. Second, and more important, there is feedback response of its controls, along the lines of much more elaborate flight and driving simulators used in industry and government."

Benzler said she had heard of one operator who had solicited a new account after he pulled *R&T* off a convenience store shelf and showed it to the manager. The encounter resulted in the store manager ordering the game for his location and the operator acquiring several compact "Hard Divin' " games for his route.

Just goes to show you what happens when word gets out about a good product.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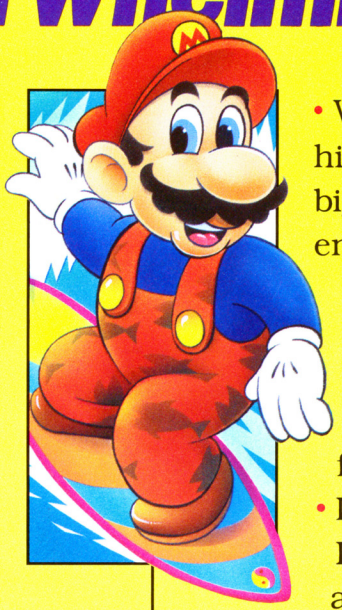

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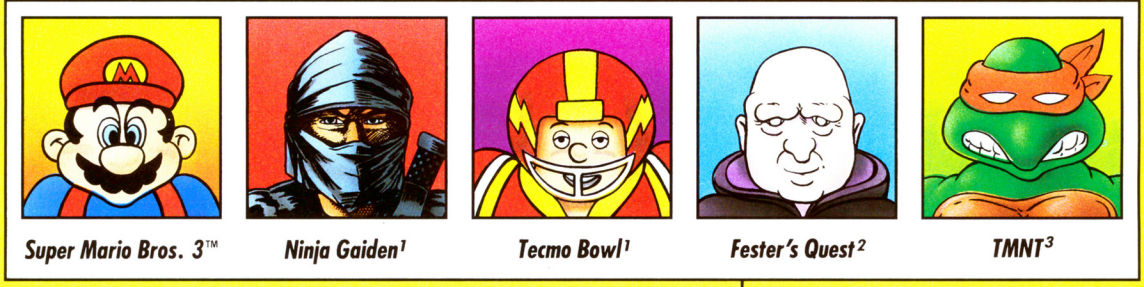
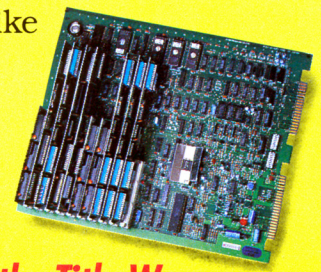


Super Mario Bros. 3™ | Ninja Gaiden[1] | Tecmo Bowl[1] | Fester's Quest[2] | TMNT[3]

- Our ever popular video heroes, Mario and Luigi are back at it and better than ever in Super Mario Bros. 3.
- Ninja Gaiden gives players a chance to help Ryu, the ultimate Ninja, in his quest to rid the world of evil doers.
- With Tecmo Bowl the gridiron hits keep coming as the NFL's biggest and best go head-to-head, end zone-to-end zone.
- The outrageously spooky Addams Family is back, in Fester's Quest, Uncle Fester's kooky campaign to stop aliens from invading planet earth.
- In Teenage Mutant Ninja Turtles, Don, Raphael, Mike and Leo spring to the rescue of their friends who have been kidnapped by the evil Foot Clan.



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State Association News

PENNSYLVANIA

PAMMA Throws A Primo Show In Resort Town

CHAMPION, Pa. — The Pennsylvania Amusement and Music Machine Association's (PAMMA) 1989 convention was a smashing success, with attendance peaking at 300 registered visitors and industry leaders plying their wares in 35 booths at the exhibit hall of Seven Springs Mountain Resort in the Alleghenies near Pittsburgh.

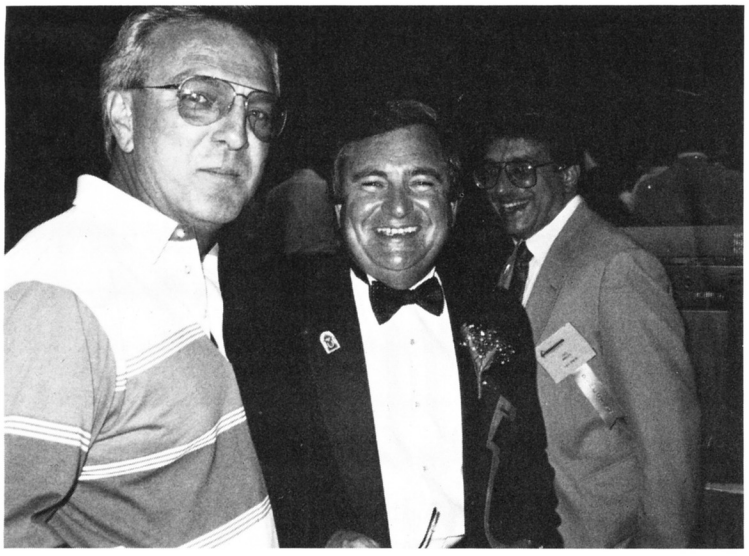
The convention, which took place July 21-23, was themed "Swing with PAMMA at Seven Springs," in honor of the 100th anniversary of the jukebox. Several manufacturers' representatives were present to offer information and support to this annual fundraising event. Joe Pankus of Seeburg Corp. gave a dynamic presentation, entitled "How To Make Money With Music," which offered some timely tips on increasing jukebox revenues. The exhibit floor was filled with curious operators trying to gauge the immediate future of the industry on the state and national level.

The annual PAMMA auction reached new fundraising heights. President Fred Wood of State Amusement Co. (Dubois, Pa.) added a touch of elegance to the affair, dressed for the role of the dapper auctioneer, complete with tuxedo and a carnation in his lapel. Wood was so anxious to make the auction a smash hit that he spent two hours setting up the room and arranging the items to be auctioned. His idea worked. Lou Larsen of Atlas Distributors (Pittsburgh) assisted with his explanations of the equipment donations. A fabulous array of equipment, merchandise and resort weekend trips vied for the audience's dollars Everyone was thrilled when PAMMA Executive Director John Milliron announced that more money had been raised at this auction than any other year's.

At the Saturday evening banquet, this year's PAMMA Coin Operator of the Year Award went to Sam Strangis (Morgan Amusements, McKeesport, Pa.) honoring his knowledge and expertise in the area of legislation. The finale of the evening and the convention weekend was the fundraising raffle, where happy winners went home with more than $10,000 in cash and prizes.

After the success of this year's convention, PAMMA members are enthusiastically looking forward to Convention '90 at the Sheraton Lancaster Resort, in the heart of Pennsylvania Dutch Country in Lancaster County.

THEY'VE ALL GOT A FRIEND IN PENNSYLVANIA, and these folks had three happy days in Champion celebrating the strength of one of the nation's strongest state associatoons. Yukking it up are (left to right) Steve Walton of Data East, Pat Walton of Capcom USA and Sharon Harris and Harvey Fischer of Stan Harris & Co., PHiladelphia.



THEY'VE GOT A TUX IN PENNSYLVANIA: PAMMA president Fred Wood (second from left) sure knows how to go formal. To his left is Mike Minor of Nintendo and to his rear is Lou Manolios of P.N.L. Vending.

NEW YORK

N.Y.C. Operators Lose Fight To Axe Taxes

NEW YORK CITY — Operators in New York City are used to the price of living and working in the Big Apple; it's one of the most expensive cities in the world.

But a new tax was approved by the New York City Council this month which made life a lot more expensive. Faced with closing the gap in the city budget, Mayor Edward Koch signed a bill into law that raises The Coin Operators Amusement Device Tax from $25 per machine to $175 — a 700 percent increase.

Needless to say, members of AMOA New York were disheartened at this developent.

"It's a law now, and as we say, it's a real bummer," said state association president Robert Herman.

AMOA New York members attended two city council sessions in force to speak out against the onerous tax, but to no avail. However, Herman said members had a session with the mayor's staff in which members addressed their concerns (multiply that tax by 500 machines) and 20 speakers addressed the council.

"We made a big impact," said Herman. "The membership usually relies on the hired guns or board of directors to get all the work done, but that isn't going to fly anymore."

Herman said the association is currently forming a political action committee to monitor such developments and try to nip in the bud any adverse legislation on the city level.

One important element to this story that shouldn't be glossed over is that this is a mayoral election year in New York City. And as mayoral elections in the Big Apple go, promises aren't always kept.

"Most of the smart money said there would be no movement on this bill," said Herman. "It was directed from the mayor. He's sort of trying to work mirrors to balance the budget, and they knew the budget was going to be way off. They were looking to make it work. What we're doing now is forming a political action committee — its function won't be to dole out money, but to organize the fellows to get them familiar with their political representatives, and to slowly chip away the impression that we're animals. We're nice people, we have kids and pay taxes. It's basically the Mom and Pop operation that's viewed as the ogre all the time. We were taken very seriously this time, although it was a bit late in the day."

Operators in New York City will now pay a total of $275 to the tax tilly (there is also a $100 licensing fee every two years for each machine, but the city council cut the operators a break by allowing them to hold off on the payments to February, 1990.

Herman, an optimist, sees a lot of good coming from this bad break.

"It's got a lot of guys galvanized," he said. "We got a lot of activity going on — the tri-state trade show we're hosting in Atlantic City in 1990.

WISCONSIN

WAMO, MOMA Host Joint State Conference Bash

HALES CORNER, Wisc. — The bi-state conference for the Wisconsin Amusement and Music Operators (WAMO) and the Minnesota Operators of Amusement and Music was scheduled to convene August 25-27 in Eau Claire, Wisc., at presstime.

The event is noteworthy because it's the first time WAMO and MOMA have gotten together to exchange notes in a formal setting. The conference was themed "Celebrating — Mardi Gras Style" and was scheduled to include a Friday night "Mardi Gras" theme dinner and entertainment.

University of Wisconsin-Eau Claire senior Counseling Psychologist Dr. Richard Boyum had a discussion prepared for the gathering entitled, "You Can Only Be As Good With Other People As You Are With Yourself," and both state association's lobbyists were scheduled to provide insight with "Lobbying And How It Impacts Our Industry." Other guest speakers at the conference were scheduled to be Bill Ward, the new president of Arachnid, Inc., and a panel discussion including three major operators from each state.

WAMO and MOMA expected to receive AMOA president Clyde Knupp, first vice president Jack Kerner and new executive vice president John Schumaker at the conference. Knupp and Kerner were expected to deliver a formal speech to the attendees at the show and leave time on their busy agendas for more informal discussions.

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Jukebox Legends Set To Rock Vegas In 100th Anniversary Celebration

LAS VEGAS — As Elvis so aptly put it, "Viva Las Vegas!"

In celebration of the 100th anniversary of the jukebox, Elvis and other legendary recording artists will be honored for their lifelong contributions to the jukebox industry at the star-studded AMOA Awards Banquet & Stage Show on September 12 in Las Vegas.

The gala event is part of the AMOA Expo '89, the coin-operated amusement, music and vending industry's largest trade show, to be held September 11-13 at the Las Vegas Hilton. With exhibitor booth space sold out and stretching into the Hilton's banquet facility — the AMOA have sold a record 697 booths compared to 513 last year — arrangements have been made to hold the award program and stage show at the Sahara's Grand Ballroom.

Some of the superstars scheduled to be on hand to accept the AMOA's new "Legends of the Jukebox" award are Conway Twitty, Buck Owens, Dionne Warwick and Bill Medley. Other recipients of the prestigious award will be Tammy Wynette, Bobby Vinton and Frankie Valli. Elvis Presley will also be honored, as will the late Roy Orbison, whose wife, Barbara, plans to accept the award on his behalf.

Jukebox Awards And Stage Show Schèduled For Sahara Ballroom

In addition to the spectacular awards presentation, which will also include the industry's annual Jukebox Award (JB) winners, AMOA members will be treated to a top-shelf music program. Highlights will include performances by the "King of Country" Conway Twitty, "Hot, Hot, Hot" recording and film personality Buster Poindexter, and two of this year's biggest chartbusters, Grayson Hugh ("Talk It Over") and Dino ("I Like It").

Other performers on the all-star review will be last year's favorites The Tokens, Ben E. King and Bill Medley, whose hit duet with Jennifer Warnes, "I've Had the Time of My Life," won last year's "Jukebox Pop Record of the Year."

The stage show will be hosted by Peter Noone, formerly of Herman's Hermits, with a guest appearance by legendary Los Angeles disc jockey Humble Harv.

JUKEBOX HEROES

"We've really assembled a fantastic package for this year's AMOA stage show. We're very proud of the caliber of talent we're presenting," said producer Sam Atchly, record company liaison for the AMOA and member of the Jukebox Promotion Committee. "The 'Legends' award was something that had to be done, and with the anniversary of the jukebox, this is the perfect year to introduce the new category."

The recipients of the "Legends of the Jukebox" are selected by the members of the AMOA's Jukebox Promotion Committee from a large pool of popular recording artists. Recipients are chosen using a criteria based on their significant contributions to jukebox entertainment. The AMOA hope to make the "Legend" presentations an annual tradition at their awards banquet, with the top names in the music industry appearing each year to accept.

AMOA's traditional "Jukebox Awards" are presented to the top coin-op moneymakers of the past year in the pop, country, rhythm and blues categories, as well as "Rising Star Awards" for new artists in male, female and group categories.

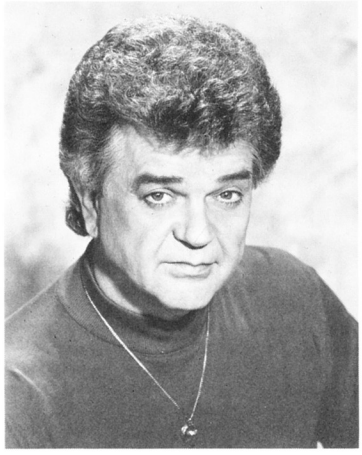
This year's nominees for "Jukebox Pop Record of the Year" are "Don't Worry Be Happy"by Bobby McFerrin, "Every Rose Has Its Thorn" by Poison, "Kokomo" by the Beach Boys, "Sweet Child of Mine" by Guns n' Roses and "Wild Thing" by Tone Loc.

Finalists for "Jukebox Country Record of the Year" are "Baby's Gotten Good at Goodbye" by George Strait, "From a Jack to a King" by Ricky Van Shelton, "Hold Me" by K.T. Oslin, "Streets of Bakersfield" by Buck Owens & Dwight Yoakam and "There's a Tear in My Beer," the slice of studio wizardry that allowed Hank Williams Jr. to duet with his father, the late Hank Williams.

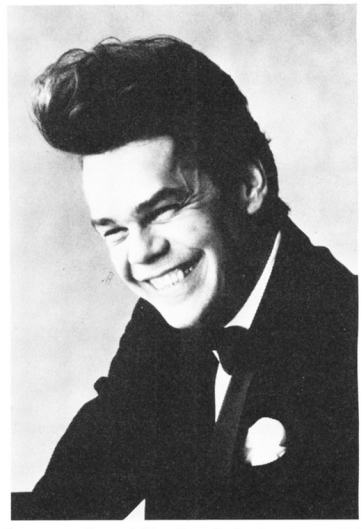
Nominees for "Jukebox R&B Record of the Year" are "Don't Be Cruel" by Bobby Brown, "Giving You the Best That I Got" by Anita Baker, "My Prerogative" by Bobby Brown and "Wild Thing" and "Funky Cold Medina" by Tone Loc.

In the "Rising Star" categories, male finalists are Bobby Brown, Bobby McFerrin and Tone Loc. Female finalists are Paula Abdul, Debbie Gibson and Karyn White. Groups selected are the Fine Young Cannibals, Guns n' Roses and the New Kids on the Block.

All nominees are selected and voted on by members of the AMOA, who own, operate and service approximately 115,000 of the nation's 225,000 jukeboxes.



Country superstar Conway Twitty will be on hand to receive his "Legends of the Jukebox" award. The twitty bird will also be chirping out a set of his favorite jukebox hits.



Lounge lizard Buster Poindexter, a/k/a David Johansen, will be right at home among the glitz and glamour of Las Vegas. Johansen currently appears in the film "Let It Ride."

Expo '89 Schedule At A Glance

SUNDAY, SEPTEMBER 10

3:00 - 8:00 p.m.	Registration Open

MONDAY, SEPTEMBER 11

8:30 a.m. - 5:00 p.m.	Registration Open
8:30 - 11:30 a.m.	Educational Seminars
8:30 - 11:00 a.m.	Spouses' Hospitality
9:00 - 10:00 a.m.	Special Distributor Hour
10:00 a.m.	Exposition Ribbon Cutting
10:00 a.m. - 5:00 p.m.	Exhibit Hall Open
11:30 a.m. - 2:00 p.m.	Spouses' Lunch and "Feeling Good" Presentation
2:00 - 4:00 p.m.	Educational Seminars
3:30 - 5:00 p.m.	Cash Bar Open in Exhibit Hall

TUESDAY, SEPTEMBER 12

8:30 a.m. - 5:00 p.m.	Registration Open
9:00 - 10:00 a.m.	Special Distributor Hour
9:30 a.m. - Noon	AMOA Brunch and Annual Business Meeting
10:00 a.m.	Keynote Address — Mike Vance
10:00 a.m. - 5:00 p.m.	Exhibit Hall Open
11:30 a.m. - 1:30 p.m.	State Association Executives Lunch/Meeting (Invitation Only)
2:00 - 4:00 p.m.	Educational Seminars
3:30 - 5:00 p.m.	Cash Bar Open in Exhibit Hall
6:00 p.m. - Midnight	AMOA Awards Banquet and Stage Show
6:00 - 7:00 p.m.	Cash Bar Reception
7:00 p.m. - Midnight	Banquet and Stage Show

WEDNESDAY, SEPTEMBER 13

8:30 a.m. - 2:00 p.m.	Registration Open
8:30 - 11:30 a.m.	Educational Seminars
10:00 a.m. - 4:00 p.m.	Exhibit Hall Open

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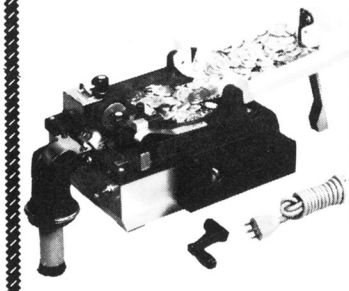

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Juke Hero Is One Happy Buckeroo

BAKERSFIELD, Calif. — What does it mean to be honored with the AMOA's new "Legends of the Jukebox" award? Just ask Buck Owens, a national treasure in the country music business.

Owens is the only recording artist in line for a "Legends" award that also has a new record in the running for this year's juke awards. "Streets of Bakersfield," his hit duet with Dwight Yoakam, is nominated for "Jukebox Country Record of the Year."

"It's wonderful. It means, *WOW*, somebody's recognizing something I've done," Buck told *Vending Times* by phone from his Bakersfield office complex. "Jukeboxes have meant an awful lot to me over the course of my career."

And Buck has meant a lot to jukebox operators and one-stops over the years. The new "Legends" awards are the AMOA's way of saying, "thanks for all the plays."

In the sixties, Owens and his merry band of Buckeroos strung together an incredible streak of No. 1 country hits, such as "I've Got a Tiger by the Tail," "Love's Gonna Live Here," "Cryin' Time" and "Together Again."

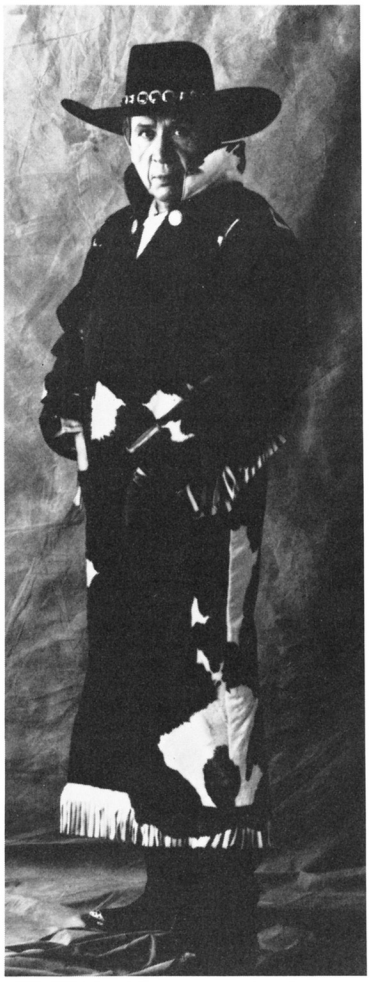
Now, Buck is experiencing a well-deserved renaissance. After 17 years of yucking it up on "Hee, Haw," the success of "Streets of Bakersfield" has lead Buck back to the recording studio. This year marked the release of his "Hot Dog" album for Capital, and he's riding the charts again with a remake of "Act Naturally" — as a duet with ex-Beatle Ringo Starr.

"I said, 'Hey Ringo, wanna have some fun?' " Buck says of his collaboration with another comeback story of the year. "We recorded the song in the same studio in England that the Beatles used."

"Act Naturally" will be included on a new album of the same name, and Capital is also scurrying to reissue original Buckeroo albums — this time on compact disc, a potential boon to CD jukes with a country bent.

Throughout his career Buck has sung the praises of jukeboxes, in songs like "Somebody Put a Quarter in the Jukebox," "(Please Don't Play) A-11" and "Truck Driving Man." Today, he keeps his prized '46 Wurlitzer in the lobby of Buck Owens Enterprises.

"As far as I'm concerned," Buck philosophizes, "if a song sounds good on a jukebox it'll sound good anywhere."



BUCKING THE TRENDS: Country chartbuster Buck Owens has stuck to his guns and refuses to give in to commercial pressures. "If I wasn't havin' fun I wouldn't be doin' this," Buck told *Vending Times* in a recent interview.

Miller Joins AMOA For Juke Month Promotion

MILWAUKEE, Wis. — The Miller Brewing Company, known for their commitment to traditional American values, is coordinating with AMOA member operators on a major promotion aimed for National Jukebox Month.

The promotion, which will take place in eight American markets this November, will highlight the centennial of the jukebox while singing the praises of Miller High Life beer. Miller has been brewing for over a century itself.

Using a combination of radio contests and entry forms at participating retail locations, which will feature point-of-purchase materials such as posters and table tents, the promotions are geared around a jukebox giveaway in each market.

"This promotion is a natural for us," says Ed Trygstad, assistant category promotions manager for the Miller Brewing Company. "By targeting bars, restaurants and bowling alleys we can demonstrate the all-American heritage we share with the jukebox industry."

The eight markets, along with their participating radio stations, are as follows: Detroit, WCSX; Cincinnati, WOFX; Cleveland, WMMS; Philadelphia, WOGL; Pittsburgh, WWSW; Milwaukee, WZTR; Birmingham, Ala., WZRR; and Montgomery, Ala., WSYA.

Radio stations will invite listeners to call in as part of a contest called "Spin & Win." These entrants, along with entry forms filled out at locations, will be eligible to win various prizes including the Grand Prize — a new nostalgia model juke modified for home use.

Miller will give away one jukebox to a contestant in each market. As an added incentive, the AMOA will award a jukebox to the operator who performs the best in each market.

Although Miller has not yet selected the manufacturer of the jukebox prizes, a total of 63 operators will be involved in the promotion, which is the result of recent dialogues between Miller and the AMOA's jukebox promotion committee.

"We expect the promotion to be mutually beneficial. We want to sell beer and they want to increase the awareness of their jukeboxes," says Trygstad. "If this goes well we may look into promotions with other organizations."

The AMOA member operators in the following markets wil be involved in the Miller/National Jukebox Month promotion in November:

DETROIT — E & N Services, Fraser; Alpha Amusements, Warren; Zemke Operated Machines, Ann Arbor; Knight's Vending, Ann Arbor; Cigarette Service Co., Dearborn; W.E. Maskeny Music & Games, Dearborn; Michigan Nickel, Wyandotte; HAV Amusements, Detroit; and Union Music Co., Harper Woods.

CINCINNATI — Pioneer Vending, Harber Technolgy, Associated Vending and Royal Distributing, all in Cincinnati.

CLEVELAND — Lorain Music Co., Amherst; All State Vending, Orange Village; Ohio Vending Machine, N. Ridgeville; Walter Music & Vending, Mentor; Roy George Music, Painesville; Auatomatic Music & Games, Painesville; Master Vend, Cleveland; B&B Music & Video, Cleveland; Advance Vending, Highland Heights; and J.L. Hilton Co., Cuyahoga Falls.

PHILADELPHIA — Stan Harris & Co., Philadelphia; Stomel Vending, Berlin, NJ; Penn Vending, Bensalem, Pa.; Blackwood Vending, Laurel Springs, NJ; Bill's Vending Service, Sewell, NJ; Argo Amusements, Ocean City, NJ; Philadelphia Vending, Bensalem, Pa.; Monarch Amusements, Crum Lynne, Pa.; Apple Vending, Philadelphia; Lew's Vending, Norristown, Pa.; Lansdale Amusement, Hatfield, Pa.; and R&R Amusements, Fleetwood, Pa.

PITTSBURGH — Marsico Amusement, Beaver Falls; Morgan Amusement, McKeesport; T.J. Harrison Co., McKees Rock; Belmont Amusements, Pittsburgh; Acme Music, Homestead; H. Lazar & Son, Pittsburgh; Acme Vending, Pittsburgh; Canonsburg Amusement, Eighty Four; Ferguson Vending, Fayette City; Kiski Coin Machine, Apollo; and Kay's Music Co., Vandergrift.

MILWAUKEE — Hastings Distributing, Big Bend; Sam's Amusements, Kenosha; American Entertainment, Mukwonago; Hometown Amusements, Milwaukee; Southern Novelty Co., Milwaukee; Milwaukee Amusement Co., Milwaukee; Wisconsin Novelty, Milwaukee; P&P Distributing, Milwaukee; Laser Enterprises, Milwaukee; Mitchell Novelty Co., Milwaukee; Red's Novelty Co., West Allis; AAA Vendors, Milwaukee; and Racine Amusement, Racine.

BIRMINGTHAM and MONTGOMERY, Ala. — Abbott Vending, Pell City; Sunshine Enterprises, Birmingham; Birmingham Vending, Birmingham; and Franco Novelty Co., Montgomery.

For more information on the AMOA/Miller jukebox promotion, contact the AMOA headquarters, 111 E. Wacker Drive, Suite 660, Chicago, Ill 60601; (312) 565-4602.

Smart's 'Clean Sweep' Grabs Michigan's OK

DES MOINES, Iowa — Smart Industries scored another victory this month when the Charitable Gaming Division of Michigan's State Lottery Bureau gave thumbs up for the company's "Clean Sweep" crane to be operated in the Great Lake State.

The CGD issued a judgement saying that the crane "meets the manufacturing standards contained in Rule 5 of the Emergency Rules governing crane games effective May 23, 1989, as authorized by Public Act 464 of 1988, and is hereby certified for use in Michigan."

Four other states which require a ruling on cranes — California, Arizona, Maine and New York — have also approved the game.

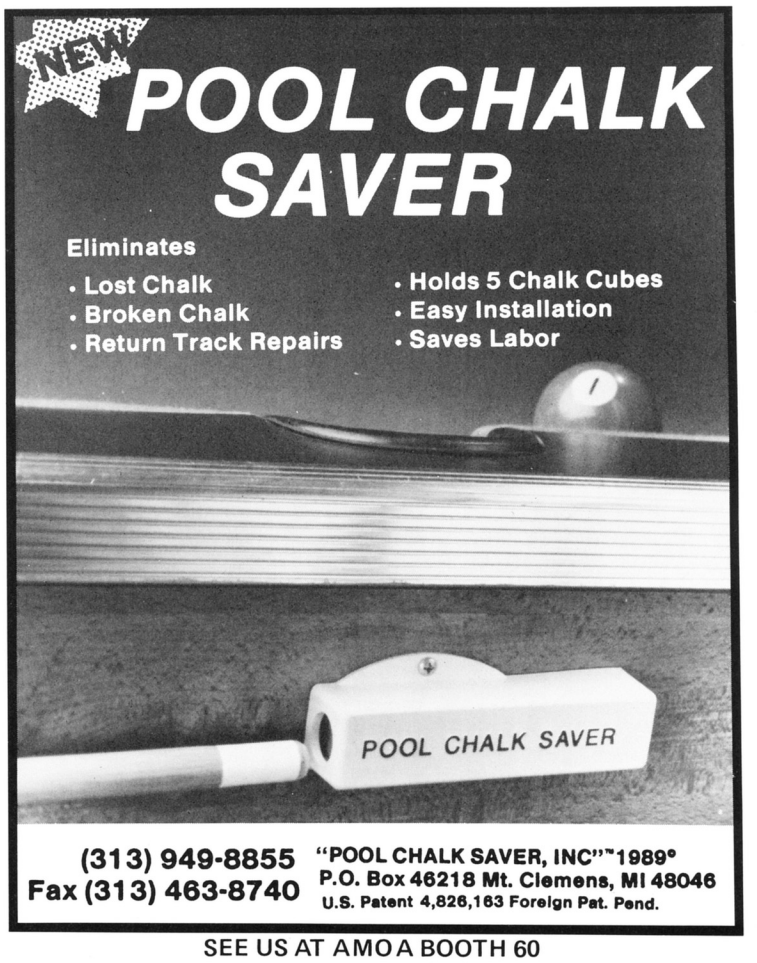
Tepper Joins *VT's* Music & Games Team

NEW YORK CITY — *Vending Times* is pleased to announce the addition of Jeremy Tepper as an associate editor in the Music & Games section.

Tepper, 25, spent the past three years as managing editor of *Modern TruckStop News* a leading truckstop trade magazine and was editor of *Wrestling's Main Event*. He also worked as an intern at the *Village Voice* while attending New York University.

"Jeremy has vast magazine and trade experience in related industries," said *Vending Times* vice president and executive publisher Victor Lavay. "His background and enthusiasm make him a valuable asset to our publication."

A lifelong music lover, Tepper is also a songwriter and vocalist/guitarist for the World Famous Blue Jays, a New York based country/rock quartet. The Jays' have released two independent 45's, "10 Pin Boogie" and "Annie is a Grannie," that have gotten good play on local jukeboxes and college radio.



SEE US AT AMOA BOOTH 60

Prez Hails Rock-Ola, New CD Jukebox Debuts

ADDISON, Ill — The Rock-Ola Manufacturing Corporation, and their proud patriarch David C. Rockola, are celebrating two major milestones this year.

One of the jukebox industry's standard bearers since the 1930's, founder and namesake David C. Rockola was recently honored by a Presidential letter of thanks and congratulations for his pioneering work in the juke field.

This recognition for past achievements comes at a time when Rock-Ola stands ready to face the future with their new dedicated disc model, the CD Laser 2000.

The letter from the White House, signed by President Bush, reads as follows:

Dear Mr. Rockola,

In this 100th anniversary year of the invention of the jukebox, I wanted to add my congratulations to the many you are receiving as one of the music machine's most accomplished designers and producers.

Few people can claim to have contributed as much to this enduring symbol of American popular culture as you have. Around the world and all across our country, in every kind of establishment, your jukeboxes sound out the popular hits, providing listeners with musical pleasure. But perhaps the real secret of your devices' enduring popularity is the nostalgia they evoke. Just a push of the button for that favorite oldie, and memories of earlier days come flooding back.

Regardless of the reason, the popularity of your jukeboxes is testimony to your inventive and entrepreneurial talents. Such talents have always been at the heart of the American success story.

Barbara joins me in sending our best wishes. God bless you.

Sincerely,

George Bush

ROCK OF AGES: David G. Rockola (left) and his son, Donald C., proudly display the letter from President George Bush congratulating the Rockolas for their superb contribution to the jukebox industry.

As a transplanted Canadian who made the United States his adopted home after extensive travel in South America, the senior Rockola was emotionally moved by the honorary letter from our nation's leader.

"My father was very impressed and very touched when he received the letter," said Rock-Ola president Donald Rockola. "This was a dream for him beyond any other dream. You could see it in the expression on his face."

Rock-Ola's new CD Laser 2000 box "continues in the tradition" acknowledged in the Presidential letter, according to Rockola. "It's the result of much inquiry into the CD field, and we believe it is what people are looking for in a CD jukebox."

"We would like to invite members of the industry to visit us at Booth 1501 at the AMOA Expo and judge for themselves," added Rockola.

On another note, Rock-Ola Manufacturing Corp. has announced the departure of sales executive Ken Keim. All accounts are currently being handled by Rock-Ola's marketing and sales manager Frank Schultz.

For more information on the CD Laser 2000, contact the Rock-Ola Manufacturing Corp., 310 South Rohlwing Rd. (Hwy. 53), Addison, Ill. 60101; (312) 629-9200.

Gaming Expert To Head New Consulting Firm

HILLSIDE, N.J. — Myron Sugerman was recently named vice president and general manager of Jukes, Pins and Amusements, Ltd., a new international consulting firm tailor-made for business people involved in any aspect of the coin-op amusement industry.

Sugerman has more than 30 years of international marketing experience including video circuitry boards, video games, coin-op games and gaming equipment. He was a working game machine operator in Nigeria in 1970 and 1971 when he ran Bally slot machines in that company's casinos in Lagos.

Sugerman speaks eight languages: Spanish, Portuguese, French, Italina, German, Yiddish, Hebrew and English and boasts a broad network of contacts in the Japanese and other overseas markets.

Additional information on Jukes, Pins and Amusements, Ltd. or Sugerman can be obtained by contacting the company at P.O. Box 143, 1 Mertz Avenue, Hillside, N.J. 07205, or calling (201) 926-3681.

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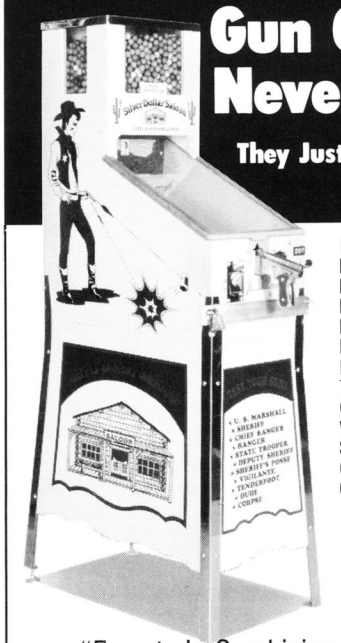

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HS-1: (NOT SHOWN) Same as above, without drawer

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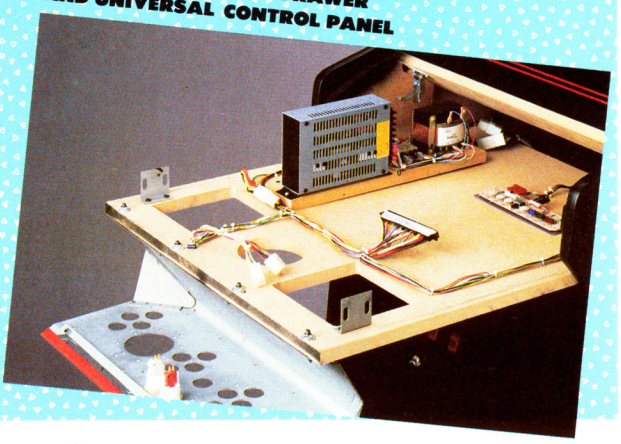

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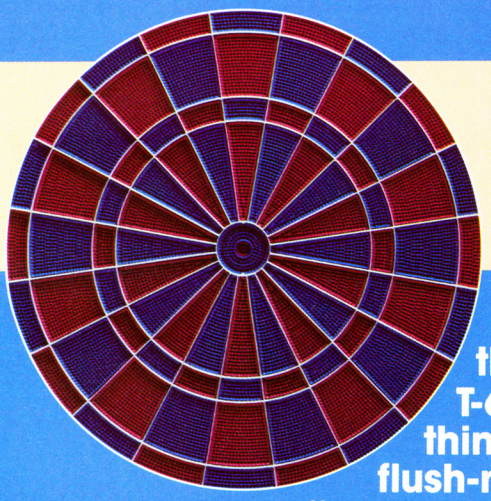

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AAMA and AMOA members join together to kick off the amusement equipment donation program for over 100 Ronald McDonald Houses across the country. (Back, left to right) are Frank Gumma (American Vending Sales), Don Hesch (A.H. Entertainers), Gil Pollock (Premier Technology, Clyde Knupp (Amuse-O-Matic Company, Eddie Velasquez (Velasquez Automatic Music Company), and (front, left to right) Jorge, 9, Raul, 11, and Luis Cabreda, 10 and Amanda Coloma, 5, from Sao Paolo, Brazil.

AAMA, AMOA Kick Off New Charity Program

CHICAGO, Ill. — The American Amusement Machine Association (AAMA) and the Amusement and Music Operators Association (AMOA) kicked off their joint charity program in Olympic fashion by donating Romstar's "Gold Medalist" to a Ronald McDonald House near Chicago's Children's Memorial Hospital June 13.

The game was furnished by Frank Gumma, vice president of American Vending Sales.

The kick off of the $250,000-plus donation of video games, pinball machines and other family-oriented games at the Chicago House was also attended by AAMA president Gil Pollock of Premier Technology, AMOA president Clyde Knupp of Amuse-O-Matic Company, AAMA executive vice president Bob Fay, Eddie Velasquez of Velasquez Automatic Music Company and four very happy children: Jorge, 9, Raul, 11 and Luis Cabreda, 10, and Amanda Coloma, 5, from San Paulo, Brazil.

"We want to bring some fun to the families of the children staying at the Ronald McDonald Houses," said Pollock. "The Houses provide a welcome environment for these families and our games are well known by the kids."

"We are delighted to participate in this worthwhile program," said Knupp. "Our members have already donated games to 20 Houses and we will continue to donate games in the months ahead until all the requests are handled."

Janet Burton, the manager of the Northside Ronald McDonald House in Chicago, said she had a feeling it won't be just the kids who will get a kick from the games.

"We expect a healthy competition between the parents and kids for the games," she said.

Ronald McDonald House is a home-away-from-home for families of chidren being treated for serious illnesses at nearby hospitals. More than 120 Houses are operating in five countries, 103 of them in the U.S. Each is owned by a non-profit board composed of parents, volunteers, physicians and local McDonald's owner-operators.

Olympic Athletes Enjoy AAMA/AMOA Game Room

OKLAHOMA CITY, Ok. — Olympic hopefuls participating in the U.S. Olympic Festival here in late July were treated to an arcade-style game room courtesy of a combined AAMA/AMOA effort.

Sixteen of the hottest new coin-operated amusement machines were placed in the Oliver Lounge at the Cate Center on the University of Oklahoma campus in Norman and set on free play. AAMA president Gil Pollock, executive vice president Robert C. Ray and AMOA president Clyde Knupp were on hand for the ribbon cutting festivities on July 20. The room remained open until July 30.

Dave Patterson of SunBelt Amusement & Vending in Oklahoma City donated his services to set-up and maintain the equipment supplied by the following manufacturers: "WWF Superstars" and "Dynasty Wars" by CAPCOM, "Sly Spy" and "Playboy" pinball by Data East, an air hockey and pool table by Dynamo, "Cabal" by FABTEK, "Crime Fighter" by Konami, an NSM CD Phono Jukebox by Loewen-America, "Big House" pinball by Premier, "Play Choice-10" by Nintendo, "Shoot to Win" basketball by Smart Industries, "Plotting" by Taito America Corp. and a "Transporter" pinball machine by Williams.

Last year the two associations joined forces to assemble a similar game room at the Los Angeles Airport Hilton Hotel for three weeks prior to the Olympic athletes' departure for the 1988 games in Seoul, Korea.

"Our equipment is a terrific diversion from the pressures of competition for the athletes," said Pollock. "Last year's room was so successful that we were really enthusiastic about a 'Second Annual Olympic Game Room' at this year's festival."

OLYMPIC HEIGHTS: Coin-op superstars got to rub shoulders with future gold medalists in Oklahoma. Standing and smiling (left to right) are Bob Fay, AAMA executive vice president, Clyde Knupp AMOA president, Dave Patterson, (SunBelt Amusement & Vending), Gil Pollock, AAMA president and Frank Cosentino, regional sales manager, Atari Corp.

An Open Letter From AAMA Prez Gil Pollock

By this time, we are all aware that the United States Court of Appeals (4th Circuit) has reversed the District Court's decision on the *Red Baron v. Taito America Corporation* case, and has issued a decision which clearly prohibits the public performance by video game operators of grey market/parallel video games.

In a straightforward opinion, the 4th Circuit found that the performance of a video game in a video location constitutes a "public performance" of the game under the 1976 Copyright Act. The right to publicly perform a copyrighted work and to authorize others to publicy perform the work is one of the exclusive rights granted U.S. copyright owners. The Court found that Taito had not granted Red Baron the right to perform the Double Dragon video games and expressly rejected Red Baron's attempt to infer such a right, as a result of the sale of the game in Japan by Taito. The Court also rejected Red Baron's attempt to rely on the first sale doctrine, set forth in Section 109 (a) of the Act, to excuse its unauthorized public performance of the Double Dragon game. The Court emphasized that the first sale doctrine does *not* limit a copyright owner's ability to preclude the unauthorized performance of his work.

Manufacturers now have the clear right to restrict the unauthorized public performance of any of their copyrighted video games.

If you have any questions, please contact AAMA.

Sincerely,
Gilbert G. Pollock
AAMA President

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Distributor Says TurboGrafx-16 Will Make Dollars And Sense For Everyone

LOS ANGELES — John Hibbs, the president of United Amusements, the company that will be distributing the new TurboGrafx-16 game system for Nippon Electronics Company (NEC) to the coin-op industry, says he'd like to put the cards on the table — or rather, the chip in the piece of wood that's gathering dust in the corner of the gameroom.

"I'm saying, 'Yes, Mr. Operator, take a gamble,' " said Hibbs. "It will only cost a couple of hundred dollars to constantly have a fresh supply of games. Take a walk around the AMOA convention exhibit hall — there's 50 games people are trying to sell, but probably only 50 percent will actually make it. Forty percent will probably fail. But I will submit my rate of failure will be at least as good as anybody else's."

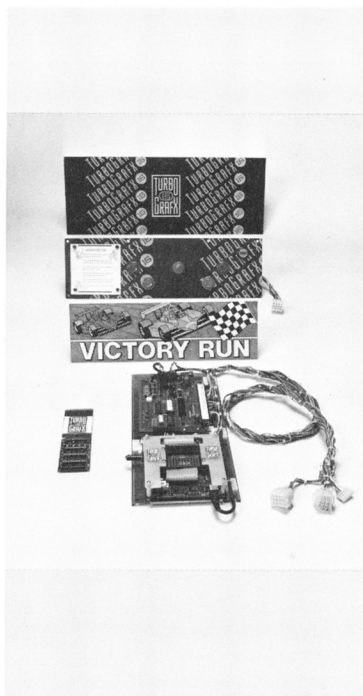
Hibbs is hedging his bets that the price of the "gamble" — the games will range in price from $50 to $200 — is a chunk of change that most operators will easily ante up in exchange for cashboxes full of quarters. Since word began leaking out (prematurely) about NEC's new line of video games, eager operators and industry watchers have been curious to see, touch and feel the actual product. Moreover, operators want to see how this newfangled system can earn money in locations when the stated plan is to adapt the games for home system use four to 12 months after each game title's release.

The time for answers has arrived. Check out booths 801-09, 900-08 at AMOA Expo '89 and see for yourself.

In short, United Amusements bills the TurboGrafx-16 as a system "so powerful that there is no game, either presently available or now envisioned, that could not be programmed to run on this unit." The games — there will be nine initial offerings — will be offered in kit form and can be installed in conventional cabinets in less than two hours.

As part of its distribution agreement with NEC, United Amusements will team up with United Artists Theater Amusements (UATA), which operates games in nearly 700 United Artists' theater lobbies nationwide. And UATA president Jon Daugherty, who says he will operate TurboGrafx-16 system games in 400 of those theaters, does not, in the least bit, understate how he thinks the new line of viddies will impact the industry. Said Daugherty, "The TurboGrafx-16 system will revolutionize the coin-op business through a constant flow of fresh new games at affordable prices."

When Daugherty and Hibbs talk about results TurboGrafx-16 has yielded, they point to Fred Gillman, the president of Just Games (San Diego), who runs locations replete with college campus arcades, bowling alleys and military bases — rough territory featuring a finicky clientele. After testing the system, Gillman came back with glowing results.



THE TURBOGRAFX-16 TWIN PACK

"We worked closely with Fred," Hibbs added. "He operates 1,000 games in universities, military locations and those sites are demanding in the sense that the players just have to have the latest games. He's found the games we tested have met all his requirements."

THAT LOW, LOW TURBO PRICE

The prices for the TurboGrafx-16 kit and its games are comparably lower than most offerings from today's leading manufacturers. During the product's introductory period, the kits will be specially boxed in a twin pack which will contain two complete hardware systems and four new games. The price of the twin pack is $1,895. The twin pack also will include one coin game system, mounted on a metal plate seven inches by 12 inches; one TurboCard game card with programmable EPRONs; one TurboGrafx-16 player control panel, fully assembled with protective Lexon piece (all wires molexed and soldered); one smoked monitor plexi piece 24 inches by 24 inches; one TurboGrafx-16 marquis sign in green and orange dayglo colors; one TurboCard title sign with metal frame and carriage bolts; JAMMA wire harness with molex connectors; one wood shelf with rail mounts to hold the system and a complete instruction manual and warranty card.

After the initial investment, the cost decreases substantiallly; TurboGrafx-16 software comes on small TurboCard game cards, which can be inserted into the game system allowing game changes on location in minutes. The cost of the game cards will range from $50 to $200 each, according to Hibbs.

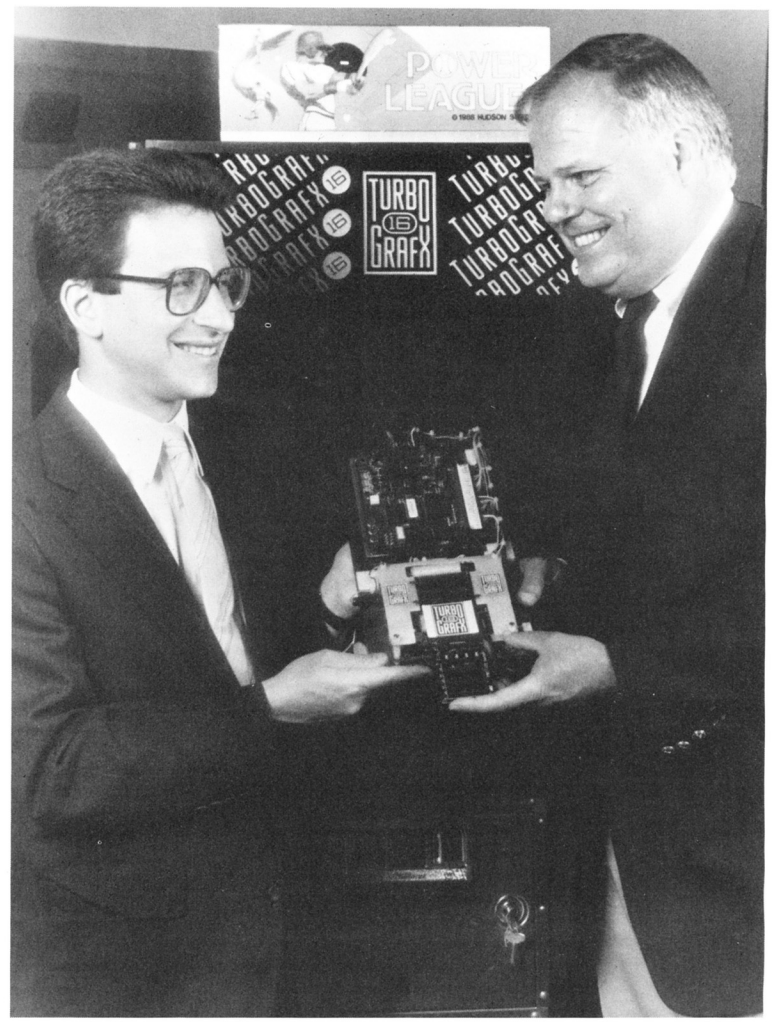
NEC, UATA and United Amusements are promising a significant drag time between the time the new games are introduced to the coin-op industry and when they will be offered for home system use — Hibbs said each new game will precede the game's introduction to the home market by four to 12 months. Hibbs said he has no qualms about perceptions that operators' locations are being used as a test market for a home system. After all, Hibbs said, the games will be exclusively featured in the coin-op market for up to a year, and there may be money to be made in test markets.

"It is a test market," Hibbs said. "But it's a *damn good* test market."

"We believe that cost containment is extremely important," Hibbs said, "and part of the concerns of today's coin-op operators is cost containment. We've got to maintain a degree of high sales, but also maintain a degree of profit — and right now, there is great attention paid to cashbox results."

As Hibbs sees it, if most operators agree the market is in a down cycle — and the figures bear this out — new approaches may yield results and reverse the decline in revenues.

"We think the home market has been treated as an enemy when it should be treated as a best friend. Sure, software developers are shooting for a home market. But it's like the petrochemical industry. Oil companies sell gas to service stations that need gas. We're like the gas company; there's only a couple million gas stations out there — gamerooms — whereas in the home, they have more gas stations — televisions — to play these games on."



TURBOHAPPY: Ken Wirt (left) vice president, NEC Home Electronics, holds TurboGrafx-16 coin game system as Jon Daugherty, president of United Artist Theater Amusements, inserts a TurboCoard game card, which contains one game. TurboGrafx-16 coin-operated system allows operators to convert cabinets easily and permits them to rotate games quickly.

Hibbs has even gone out on a limb somewhat when he talks about the visual and playability quality of the games.

"We're not sure any of the titles will be 'Hard Drivin' quality," Hibbs said. "At our test locations, they haven't proven to be $300 or $400 a week games. But more than quality is the freshness of the games, and there is a relationship between newness and profit. I think of games as inventory, and the more often you turn your inventory, the higher your profits will be. The inventory will be able to turn more than eight times as quickly as you could now. And I'll compare collection results with anybody, except maybe the $6,000 or $8,000 sit-down machine.

"I don't look at it as an either-or choice," Hibbs said. "There are some locations that will demand the latest wild, wild machine guns that they'll need to maintain the high customer base. I don't think we'll replace the number one machine, but we'll be compatible with the number one-two machine."

Hibbs said that NEC will accept a software design from anyone who thinks he's got the latest hit. "We're just asking that anyone who has games under development to come to us and make a royalty agrement with us," Hibbs said. "Basically, we're trying to get rights from as many software makers as we can."

LET THE GAMES BEGIN

Nine titles will be available with the new kits. "Legendary Axe" pits the player, assuming the persona of Gogen, the Mighty Warrior, against the JAGU, and evil cult in control of Gogen's people. The JAGU pillage the countryside, destroying everything in their path.

(Continued on Page 108)

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Phoenix Company Spreads Wings After Buyout, Sports Games Its Forte

PHOENIX—They know their market because they *are* their market. They're young. And they're into sports. Now, Greg Sullivan, 31, and Kim Cook, 32, are their own masters. This month, the two partners bought Intermark Amusements, Inc. from its parent company, Intermark Gaming International, Inc. and started putting the word out that the company is aiming for a big score with sports-themed coin-operated amusements from now on—a turf Sullivan and Cook know well.

To be sure, Intermark has experienced its share of raging success in marketing and manufacturing active participation basketball games for more than three years. "We got our basketball game and I think there's not a game on the market that's close to it," said Sullivan.

Anheuser-Busch Brewing Co. thought so, too. As *Vending Times* reported in May, 1989, Intermark and the world's largest brewer inked an agreement that put the company's various beer logos on Intermark's big-ticket basketball games. But beer marketing and basketball aren't the only things that mix — to take a peek at Intermark's product line, every other sports game does, too.

Intermark's diversified line of sports games include "Bud Light Tournament Basketball," "Bud Light Quarterback Challenge," (just in time for the would-be Randall Cunninghams and Boomer Esiasons of the world to play with at halftime), "Michelob Tee It Up," the company's new golf offering, "Tournament Master Table Tennis," featuring a tilt table top to terminate or begin play and "Billi Puck Shuffleboard," a convenient game for locations — especially bars — a bit constrained for space. "Billi Puck" is no bigger than standard coin-op pool tables.

Sullivan and Cook are banking that gaming Americans will remain a sports-crazed lot.

"Initially, we're still going to focus on interactive sports games," said Sullivan. "We think that it is a huge, growing market, and I really don't think there's anybody close to having that product line: Basketball, football, golf, table tennis and shufleboard. And down the road, I'd like to expand. We're looking for properties right now — we don't want to internally develop them — that we'd like to market."

And there's something else about Intermark that sets it apart from other major marketing/manufacturing giants.

"In our industry, there is growing concern with the dropping revenues of videos and competition from the home video market," Sullivan said in a recently-issued press release. "With our sports games, there are no in-home alternatives. Even if there were, that would not decrease play on our on-location games because people want the sociability, competition and excitement that you can only get through playing our sports games on-location."

SURE HITS COME EASY — WITH THOUGHT

For now, though, there are the new sports interactives that has Sullivan confident, chipper, and Intermark (the name of the company will change in the coming months to National Sports Games, Inc.) firmly in the black.

"It's table tennis that we've had the best luck with internationally," he said. "Table tennis is the second most popular table game in the United States right behing pool, but yet, nobody makes a dime off table tennis. I can't believe that's going to be that way forever. And we got a patent on the only way to make money off that."

Sullivan said he is sure one market that the new table tennis game will ba a big earner is college campuses. Not surprisingly, all of the games that have found their way to the ivory towers have had heavy cashbox takes.

"Billi Puck" is another game Sullivan said was waiting to happen. "It's pretty simple," he said. "We've taken another very popular table game you can't fit into a lot of locations, and put it on a billiard-sized table and made it available for ten times the number of locations that couldn't have shuffleboard before. Shuffleboard is growing in popularity; we've made it available to more people."

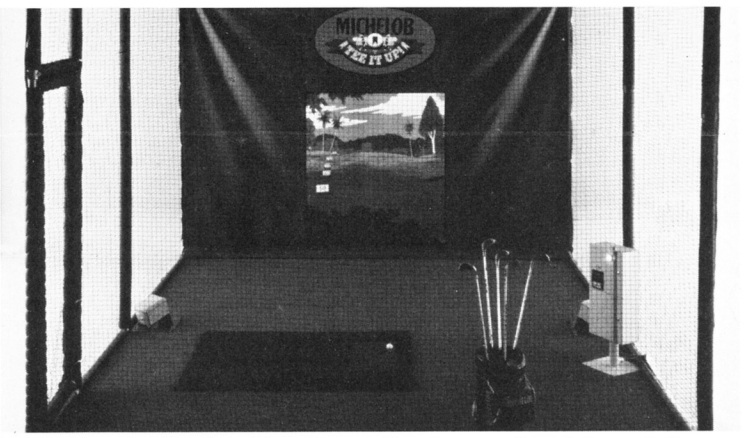
With the company's "Bud Light Quarterback Challenge," Sullivan feels he has a sure winner. "We expect that to be a hot product this fall," said Sullivan. Cook said he thought the game was "more fun" than the two-player basketball game. If the gridiron is more your cup of tea than hoops, Cook is correct.

"Bud Light Quarterback Challenge" ofers a one-player option in which players may throw as many balls as possible for completion and a two-player option, in which players compete against each other in a series of downs — the same format as conventional football.

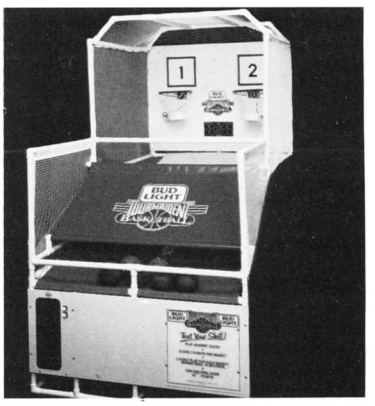
Sullivan has been championing "Michelob Tee It Up" for its authenticity and adherence to the action in golf, because, as he puts it, "people who want to play a participatory golf game want to hit a real golf ball with a real golf club." Scores are tabulated on "Tee It Up" by measuring the speed of the ball and projecting the distance the ball would have traveled. This allows players to compete in long-distance driving contests.

Sullivan promises the expansion will continue, and already plans have been finalized to move the company's manufacturing facilities from Tempe, Ariz. next store to its corporate headquarters in Phoenix. In addition, the sales and promotion team has expanded with the hiring of Mike O'Connor and Marty Sullivan (Greg's cousin) to promote the games after they are placed at a location. Intermark has become a decidedly operator-friendly organization.

The games of Intermark and its personnel — old and new — will be accessible at booths 1411-15, 1510-14 at AMOA Expo '89; orders for the games can be taken by writing Intermark at 1711 W. Rose Garden Lane, Phoenix, AZ 85027, or calling 602-780-0112. Fax correspondences can be accepted at 602-780-0331.



FORE!: Or make that four (4) new recreational games from Intermark Amusements that feature prominent Anheuser-Busch beer logos. The sports-themed games include "Michelob Tee It Up" golf game (above) and the two-player "Bud Light Tournament Basketball" (below).



"BUD LIGHT QUARTERBACK CHALLENGE"

"BUD LIGHT TOURNAMENT BASKETBALL"

Fabtek's 'Duke' Is Game Room Dynamite

BELLEVUE, Wash. — He begins his mission armed with an Uzi, a rocket launcher, a rapid-fire machine gun and a magnum pistol. But that still might not be enough for "Dynamite Duke," the latest video offering from Frank Ballouz's Fabtek.

As Ballouz explained recently, "Dynamite Duke" pits the game's hero, Duke, in a life and death struggle to destroy his evil creator who's set on conquering the world with an army of biotechnically-altered soldiers. Duke does battle with a series of evil "bosses" ruling the domain of the sinister soldiers, who have been genetically mutated and enslaved by Duke's evil creator. Each boss is equipped with customized dastardly devices with which they try to thwart Duke's righteous cause.

The adventure is embellished by explosive graphics and other special effects — the evil "bosses" can command the soldiers to shoot their android fists at Duke, for instance — as the player counters by having Duke punching, shooting and kicking his way through eight deadly combat missions in pursuit of the final showdown with his evil creator.

Players get three "dynamite punches" and one "life" to begin the game, but can also opt to buy four more dynamite punches and another life for a quarter to continue play. The dynamite punches can blow everything on the screen to kingdom come and rescue Duke from the jaws of defeat and the clutches of the evil bosses.

" 'Dynamite Duke' combines the realistic feel of boxing that Nintendo's 'Punch-Out!!' offered and the fast-paced shooting action of our own 'Dead Angle,' " Ballouz said. "The hero's 'dynamite punch' is going to knock players out. You'll find Duke will rank among the summer's biggest hits."

Ballouz said collection results for the game have been outstanding. "Dynamite Duke" is licensed at test locations in the United States, Europe and Japan, Ballouz said.

"Dynamite Duke" is available in horizontal kit form and is on display in booth # 1531-33, 1630-32, 2417-22 during AMOA Expo '89. Fabtek's address is 13807 N.E. 48th Place, Bellevue, Wash., 98005. Fax correspondence can be sent to 206-883-8038, or phone orders may be received by calling 206-882-1093.

American Sammy Enters Coin-Op Sweepstakes

TORRANCE, Calif. — The coin-operated game trade will have to make room for a new player, as the American Sammy Corporation enters an already crowded field.

American Sammy is a subsidiary of the Japanese-based Sammy Industries Co., Ltd., a corporate giant with broad experience in Japan's coin-op market as well as various manufacturing and distribution interests. The formation of the American division marks Sammy's first foray into the U.S. kit sweepstakes.

President Mike Yamamoto has assembled a veteran staff to assist in the American market. Former Nitchibutsu USA president Ko Adachi becomes the coin-op division leader, while sales will be handled by Dave Peckels, another ex-Nichibutsu staffer.

Jumping into the U.S. waters head-first, American Sammy has already launched its first game, "Omega Fighter." The vertical one- or two-player space saga is available in competitively priced kits designed to capitilize on the current lull in two-player vertical games.

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

Designing For Success At Leland Corp.

EL CAJON, Calif. — If success is a matter of luck, then Leland Corporation is the rare breed of company that makes its own — from software to cabinets.

Since its inception four years ago, the company has again and again introduced the kind of game that has kept quarters flowing and operators smiling.

While the company's first game, "Double Play," was a success, the offerings that followed, such as "Quarterback," "John Elway's Team Quarterback," and "Super Off Road," have each done better than the one before. "It's been a 'stair step' all the way," said Leland Cooke, the company's CEO. "If there was one game that didn't take a step up, then it was 'Viper.' " *(Ed. Note: This was the offering that followed "Double Play").*

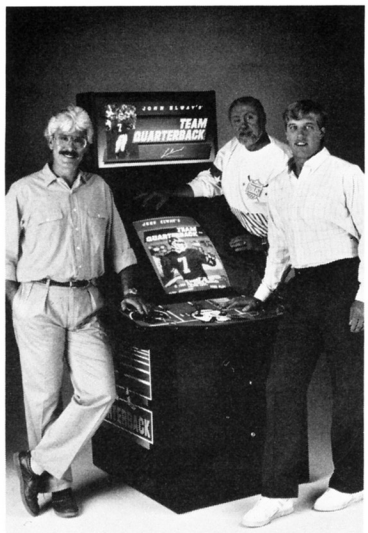
This achievement would be impressive enough for an established manufacturer, but for a relatively new enterprise, it's nothing less than downright spectacular. But that's not too surprising when you consider the people behind the games.

When the partners — Leland Cooke, the company's chairman and CEO; John Rowe, its president; and Bryon Cooke, who has since begun his own software firm — came together, they began to license games from Japanese companies. This business grew out of Cooke's modest sideline of distributing kits as well as running a full-line route that included bulk vending as well as cigarette machines. It was Cooke's son, Byron, who first saw the potential in video. And it was Bryon, according to Leland's chief, who was instrumental in establishing video on his father's Texas route.

It was Rowe who brought the manufacturing expertise to the enterprise. Rowe gained extensive experience in the manufacturing end during a career that included launching a U.S. subsidiary for a Japanese company.

Although Cooke and Rowe were successful as video importers, they soon saw imminent problems in being able to offer a consistent line of quality games. As soon as a Japanese supplier released a series of hit videos, not only would the competition for their games heat up, but the company usually would establish its own U.S. subsidary. Needless to say, it wasn't long before Cooke and Rowe began studying the alternatives.

The eventual conclusions they reached were to design, manufacture, and market their own line of videos. This led them to take a long, hard look at a manufacturer called Cinematronics. The company, which at that time was in Chapter 11 Bankruptcy, looked appealing to the would-be manufacturer.



Leland's John Rowe, Kenny Anderson, and football stud John Elway (left to right) with their smash hit "John Elway's Team Quarterback." Leland's relationship with Elway has gone beyond video games; the sports-loving employees go on fishing expeditions with the Denver Broncos star.

"We knew we had to get something where we could get our own R & D," said Cooke. "The old Cinematronics was in bankruptcy, but it looked like it had possibilities. It also looked like a lot of work. but the possibilities were definitely there."

It was on the foundation of a failed manufacture that Cooke and Rowe began to build as an industry leader. They began with the talent bank. With personnel already in place, the partners separated the gold from the dross. According to Rowe, 50 or 60 employees remained from the old regime. Some of the employees chose, or were not asked, to participate in the new company. Then, they began recruiting. Leland Corporation's recruiting campaign not only attracted industry veterans, but personnel outside the industry with a love for video.

"The reason we've been successful is dedication to the industry and a deep desire to achieve excellence in our field of endeavor," said Rowe. "We work very hard at it, we're committed to excellence, and the team of people we've assembled to carry out our objective."

Not surprisingly, the company's R & D staff has more than doubled, and the personnel has increased by threefold since its founding.

It's also interesting to note that Leland's design talent sports an unusually young staff. With an average age of 26, Leland's creative heart is composed of designers who represent the first generation to grow up on video games.

As the design staff of the company has grown, so has the scope of its work. "When we first started out we had one game in development," said Cooke. "Today, we have five or six games in development."

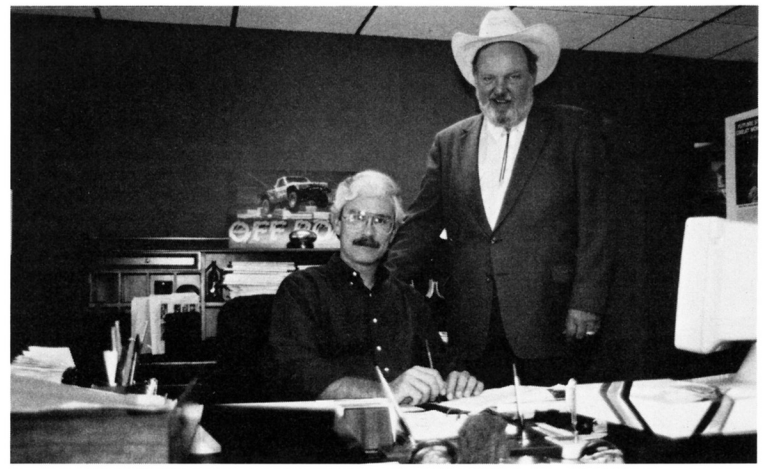
Cooke, however, points out that it hasn't always been a smooth road. "We had some feelings we had to overcome," he said: "It was a new company and thee was a certain amount of bad vibes out in the industry we had to overcome, from operator and distributors."

As far as being an American company in what many perceive to be an industry dominated by the Japanese, the Leland team has turned it to their advantage. "First, you have to remember, that the three principals in this company are players," said Cooke. "Take, for instance, our football game — we understand football." Indeed, Leland's games have consistently focused on uniquely American themes, from "Quarterback" to "Super Off Road."

"There's an analogy to draw between our industry, the record industry, and the movie industry," said Rowe. "Why have movies in the U.S. been so good for so long? I think it's a similar sort of business where you're creating a concept, or idea that is for the purpose of entertainment or enjoyment. It's the style, play action, subject matter, topic, how it's presented — those are the variables that go into a hit game."

Rowe, however, also sees a need for U.S.-style games extending into foreign markets. "I personally see more involvement of American companies in the R & D development of games," he said. "That success is now being exported to Europe. We've had great response outside the U.S. for "Off Road." It's the companies first game that has drawn international attention."

It is control of design and manufacturing processes from a game's idea stage to the completion of the piece that keeps the company on the cutting edge. Leland not only designs its own software, but every phase of the manufacturing process as well. Although this is unusual for a newcomer to the industry, Rowe said that it provides a high level of quality control. "When you want things done right, you do it yourself," said Rowe. "It's as simple as that."



TEN GALLON COMPANY: John Rowe (sitting) and Leland Co. chairman and CEO Leland Cooke in their El Cajon, Calif. office.

Leland will be exhibiting one new game, "All American Football," and a software update for "Super Off Road" called "Track-Pak" at AMOA Expo '89. Rose said that "All American Football" would prove to be "the finest football game ever produced. It has an incredible play action." The four-player game is very operator- and location-friendly because it's about the same size as a one- or two-player game. "It's designed with the street operator in mind," said Rowe.

"Track-Pak" is the sort of package that exemplifies the Leland do-it-yourself success formula. The new software program offers operators the option of introducing 16 new race tracks and new "Off Road" vehicles to their existing "Super Off Road models."

"In our company, we try to support operators who have purchased a game from us," Rowe said. "When the players start to get proficient with the regular track of "Off Road," it's good to have something to bring him back and inspire new interest."

Leland will be occupying booths 1418-32 and 1319-33 at AMOA Expo '89. More information on the new products are also available by writing Leland at 1841 Friendship Drive, El Cajon, Calif. 92020 or calling 619-562-7000.

Chinese Revolution In Plush Import Pricing

CHANNEL ISLANDS HARBOR, Calif. — China Source is set to revolutionize plush pricing as the exclusive U.S. agent for China's Zhejiang Province.

Zhejiang, with nine factories churning out over 60,000 plush toys per month, produces plush for 25% less than outlets in South Korea and Taiwan. With rural locations and streamlined manufacturing and export processes, their prices run 8-10% less than other Chinese provinces like Shanghai and Beijing.

Six of China Source's factories make 4″ to 16″ low price items, while the other three are groomed to produce high quality upper end products which are already being exported under prestigious U.S. brand names. China Source carries about 500 styles and will duplicate customer styles by request.

"Along with the pronounced price advantage we offer, our customers are delighted to find very good quality and 60-75 day turnaround for their orders," says China Source president Michelle Morgan. "Since our factories have been exporting for over six years now, they understand the necessity of on-time delivery and consistent quality."

It's a good time to buy Zhejiang plush directly, by container. Formerly exported through Shanghai Branch, Arts & Crafts, the province has reorganized their export system to eliminate a layer of administration and pass on savings through China Source.

The Source has also recently added two Shanghai factories that produce high-pile plush, previously imported from Korea at greater costs and shipping delays.

Although new to the plush trade, China Source and their Hong Kong affiliate are experienced importers. They are exclusive Zhejiang agents for headware such as baseball caps and are the largest U.S. importer of blank coffee mugs.

"Unlike most Hong Kong trading companies, we provide a small U.S. office, with American staff, to make sure our service is convenient for U.S. customers. In Hong Kong we have a staff of over 90 people keeping trade running smoothly," computes Morgan. "In addition, our permanent resident staff in China inspects factory production on a continual basis."

For more information on their discount plush lines, contact China Source, 3600 S. Harbor Blvd. #118, Channel Islands Harbor, Calif. 93035; (805) 984-0871.

New York City To Host InterTainment '89 Expo

NEW YORK CITY—Interactive consumer entertainment is the theme of the second annual InterTainment conference, to be held from October 30 through November 1 at the Marriott Marquis Hotel in Times Square.

Organized by NYNEX and the NYC-based business media firm of Alexander & Associates, Inc., InterTainment '89 will feature over 25 panel discussions and product demonstrations relating to current developments in this fast moving field and their implications for the future.

Included on the agenda are several sessions on new video game technology, featuring guest speakers from NEC and Acclaim Entertainment. Other panels will cover interactive potential in amusement parks, and new potential for telecommunications, marketing, promotion, financing, and more.

Some examples are a speaker from a Canadian company discussing the use of his computerized system to play a hockey game at the Canadian National Exposition and other public locations, a speaker from Edwin Schlossberg, Inc. discussing the application of special electronic games in an "adult amusement park" and a speaker from an interactive company in Barcelona discussing the installation of an interactive video wall for games at a Spanish car show.

To register for InterTainment '89 or to reserve exhibition space, contact conference director Sally E. Chin at Alexander & Associates, Inc., 28 W. 44th St., Suite 1109, New York, NY 10036; telephone (212) 382-3929 or fax (212) 382-3964.

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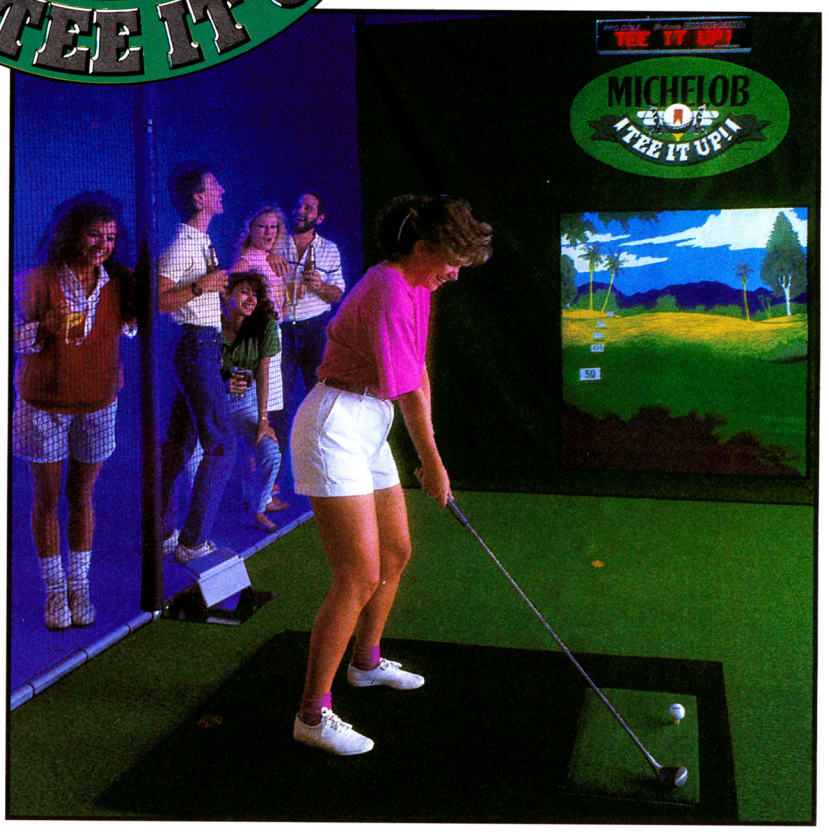

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American Technos Slams Competition In Battle Of The Grappling Games

CUPERTINO, Calif. — The Honky Tonk Man rebounds off the ring ropes and meets the Hulkster in the center of the Squared Circle. A Flying Elbow knocks the tanned champion for a loop as Honky sizes him up for his trademark Shake, Rattle and Roll. After hitting the mat with a thud, the champ rises to his feet and delivers a powerful Suplex to the Elvis impersonator. As Honky lays prone on the mat floor the Hulk pummels him with the deadly Atomic Leg Drop and goes for the pin. The referee counts three and raises Hulk Hogan's arm in victory.

No, this is not a scene from *Saturday Night's Main Event.* This is live action at the local video arcade. "WWF Superstars," the lastest wrestling game from American Technos, features some of the best known mat-stars from the World Wrestling Federation.

Thanks to an exclusive licensing agreement with Titan Sports, Inc. and the WWF, American Technos has been able to bring nine of the most recognizable personalities from the wrestling world onto video game screens. "WWF Superstars" is poised to deliver a Body Slam to videophiles and rasslin' fans across the country.

"We were the first company to design wrestling games," boasts Greg Rice, American Technos' national sales manager. "Now we're the only one that features the stars of the World Westling Federation."

With kit sales soaring like Jimmy "Superfly" Snuka, "Superstars" has all the muscle to be the smash vid hit of the summer.

ACTION PACKED

"WWF Superstars" is unique among grappling games, not only for the fame of its characters but for the realistic action. It is the only game in which the matches spill outside of the ring, as they often do in professional wrestling, and each wrestler is programmed to perform the moves they are renowned for.

The wrestlers featured in "WWF Superstars" include the World's Heavyweight Champion Hulk Hogan, arch-villain "Macho Man" Randy Savage, The Honky Tonk Man, The Ultimate Warrior, The Big Boss Man, Hacksaw Jim Duggan, "The Million Dollar Man" Ted DiBiase, and Andre the Giant. The lovely Elizabeth, object of both The Hulk and Macho Man's affections, is also portrayed in the game.

Each wrestler has an assigned energy level that wears down as the match goes on. By depositing additional quarters players can keep their wrestlers pumped up and energized.

Players compete in a tag-team wrestling match in which they select two wrestlers. Modes of play include One Player vs. the Computer, Two Players vs. the Computer, and Player vs. Player. "Superstars" is the only video wrestling game with Player vs. Player, a mode which can generate the same competition and excitement of real wrestling action.

By winning three matches live from New York, players enter the next level of play which pits them against the "Mega Bucks" team of Andre the Giant and "The Million Dollar Man" Ted DiBiase. If the player survives three matches with these lugs he ascends to the Japanese series. Three victories here and the team is crowned World Champions!

GETTING IT RIGHT

"WWF Superstars" is the result of a one-year project, and a commitment by American Technos to faithfully recreate the spirit of WWF wrestling.

"We initiated video wrestling games, and we wanted to be the first ones to do it correctly," says Rice, who was determined to get the most famous names in wrestling on the Technos game.

Grappling games were first introduced in 1982 by American Technos' parent company, the Technos Japan Corporation. "Mat Mania" was licensed by Technos Japan to the Taito Corporation of America, and was followed by "Mania Challenge." Technos Japan is also responsible for such arcade faves as "Renegade," "Double Dragon," "V'Ball," and "Double Dragon II — The Revenge." "WWF Superstars" marks the first game both designed and manufactured by Technos.

"We've observed other wrestling games, such as Konami's 'Main Event,' and monitored their success or failure," says Rice. "We feel that having name-recognition is a gigantic plus in this field."

The process of securing the WWF characters and logo began with Titan Sports' licensing agent, Leisure Concepts, Inc. An arrangement was made involving sales royalties, and Titan Sports got final approval of the finished game.

Mat-fans at San Francisco's Cow Palace indulged in quarter play on American Technos' "WWF Superstars" for a charity organized by C.A. Robinson (San Francisco, Calif.) during a recent wrestling card.

"We really put them through the hoop a few times. We were very difficult to please," says Dick Glower, senior VP of business affairs for Titan Sports. "One of the basics of our overall business philosophy is to strive to provide quality family entertainment, and we wanted the game to reflect that."

"We're thrilled with the finished product. American Technos did a terrific job," he added.

THE ULTIMATE CHALLENGE

Perhaps the greatest barometer of Technos' success is the popularity of the game placed in Titan Sports' offices in Stamford, Conn.

"The real proof is in the pudding. When they shipped the first game here executives lined up for a chance to play," says Glover, who credits WWF ring announcer Howard Finkel as the corporate champion.

Instead of hanging around the water cooler, the video game became the main event. Unfortunately, it's getting harder for Titan employees to goof off on "WWF Superstars" due to the volume of the game's sound effects, according to Glover.

Although most of the wrestlers, or "talent" as Glover describes them, are rarely in the Titan headquarters, such infamous personalities as Bobby "The Brain" Heenan and Brother Love have inquired about purchasing games for themselves. "Maybe the game appeals more to the bad guys," muses Glover.

SUPERSLAM FOR CHARITY

To coincide with the launching of "WWF Superstars" last month, a promotion was held in conjunction with a WWF event at the Cow Palace arena in San Francisco to benefit a local charity.

Organized by American Technos, in cooperation with Titan Sports and C.A. Robinson distributors, three games were placed on quarter play inside the arena. All proceeds were donated to the Junior Grand National Livestock Fund, a charity selected by the Cow Palace and C.A. Robinson, boosted by a matching grant from American Technos.

American Technos is hoping to get more distributors and operators to place games at WWF wrestling cards — with proceeds going to the local charity of their choice — to increase the visability of "WWF Superstars" and generate greater arcade play.

"We're sending distributors a schedule of WWF events and having them contact local operators," says Technos' Rice. "This type of promotion benefits everyone involved."

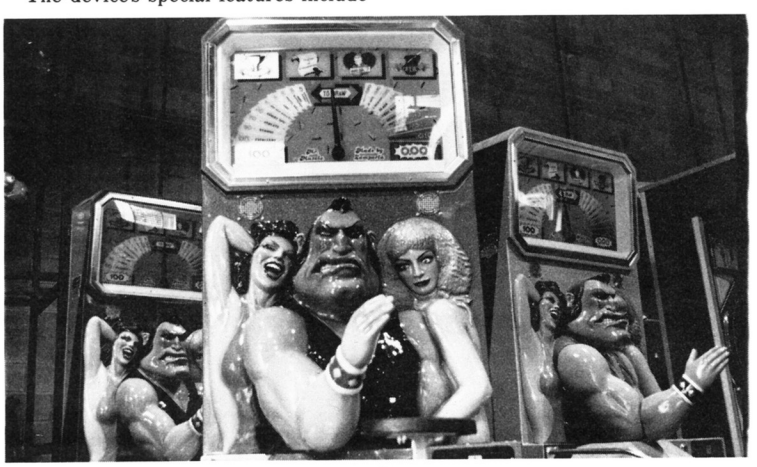
For more information on "WWF Superstars" and charity promotions, contact American Technos Inc., 10080 N. Wolfe Rd., SW3-272, Cupertino, Calif. 95014; (408) 996-1877.

Zamperla Reissues Its Arm Wrestling Hit

PARSIPPANY, N.J. — Zamperla, Inc. has announced it is reintroducing its "Mr. Muscle Arm Wrestling Machine," a popular item for both sexes and all ages first released last Summer.

"Mr. Muscle" has four strength select buttons and a variable strength feature that permits the most petite of gamers to wrestle competitively alongside the more muscular of location patrons.

The device's special features include an attractive fiberglass case with sound and lighting effects, a 3-D "Mr. Muscle" figure with a rotating arm, and an adjustable elbow pad. The "Mr. Muscle" is backed by Zamperla's 20 years of experience in the amusement business and a 90-day guarantee on parts (except for light bulbs). For more information, call 201-334-8133 or write to Zamperla, Inc., P.O. Box 5545, Parsippany, N.J. 01054.



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SURF AND TURF

Nintendo Proudly Premiers New PlayChoice Titles At Seaside Fete

LAGUNA NIGUEL, Calif. — Nintendo's 1989 distributor conference affirmed the manufacturing giant's commitment to continually build the title selection for its enormously popular "PlayChoice" system. Six hot new titles were introduced to distributors and other industry leaders at the 6th annual meet, and by most accounts, the new crop is a hot batch of cashbox stuffers.

The conference, set in the swank Ritz-Carlton Hotel — just a stone's throw away from the Pacific Ocean — provided a relaxed setting for Nintendo to introduce its latest six-pack of games for the system, "Super Mario Bros. 3," "Ninja Gaiden," "Pinbot," "Teenage Mutant Ninja Turtles," "Tecmo Bowl" and "Fester's Quest."

Jerry Monday, Nintendo Western regional sales manager, addresses the attentive distributors.

Nintendo marketing vice president Al Stone was especially high on the new "Mario" offering. Stone said the game was "the best we've ever produced for the system" and pleased industry members in attendance by announcing the new offering would not be available to the home market until after March, 1990. Similar drag time in release to home markets will be in effect with "Teenage Mutant Ninja Turtles," "Fester's Quest" and "Pinbot" (which will have a very long pause between coin-op and home market incarnations because of an agreement with Williams Bally/Midway, which created the pin upon which the viddie is based.)

According to Linda Weber, Nintendo's director of administration, the cashbox take on the new games has been strong to spectacular. "Super Mario 3" has injected new vigor into the overall "PlayChoice" system, with many operators reporting earnings at some locations tripling since the new titles began shipping July 15.

At the meet, star players of the Nintendo sales team said they have been putting the same spin on their pitch for "PlayChoice" as they would for a jukebox. At the general meeting held the first day of the conference, Chuck Arnold said its steady, dependable sales — the approach taken by record companies selling singles or albums to a juke one-stopper — in contrast to massive, short-term buys, is the key to the success of "PlayChoice."

Distributors from across the country filled the Ritz-Carlton Hotel in Laguna Miguel to preview Nintendo's new "six-pack" of games for the "PlayChoice System."

Southeast Regional Sales Manager Pete Walton told the distributors that the bulk of the market for locations and players has yet to be tapped.

"There is a lot of business to be done out there," said Welton. "We have an exciting new product and it's easy to move it."

Stone told the distributors that the average weekly earnings for locations with the new games has shot up to $170 a week, adding that with the type of "serious earning" from everywhere the game has been placed — with both the countertop and upright kit versions of the games — 'PlayChoice' is just becoming ingrained to the market as a system of preference. "It's a beginning, not just an introduction."

To be sure, "PlayChoice" has proven itself a viable and profitable alternative to both dedicated and kit videos in many locations. In an earlier interview, Stone commented that one reason for the success of the system is that it takes the "peaks and valleys" out of video games because of the array of games an operator can add or rotate at a location.

" 'PlayChoice' really excels in single-game locations," said Stone. "We've found it does exceptionally well in locations without a concentration of games, such as convenience or department stores."

Nintendo promises an even larger library of games in the near future. "We haven't even begun to approach the limits of the system's board," said Stone. "We have a commitment, both to the 'PlayChoice' and to coin-op."

Aside from business matters, the meet by the beach afforded those in attendance a variety of leisure activities in the unmatchable setting of Southern California. Distributors and their families indulged in swimming, golf, a few feasts, and a little music and dancing to celebrate the health of their businesses and the stamina of Nintendo in providing the best in coin-op — the industry that firmly established it as a giant among giants.

Pointing the way to profits is Chuck Arnold, Eastern regional sales manager.

Peter Walton, Southern regional sales manager, says that the proof is in the cashbox.

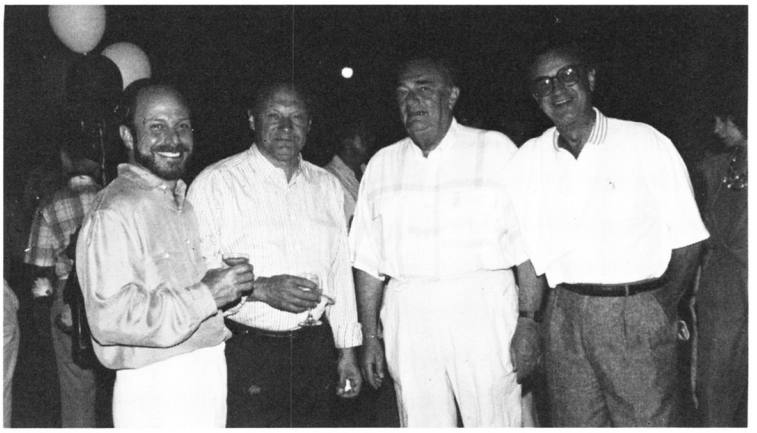
Nintendo's Alan Stone explains the profit potential of the new "PlayChoice" offerings.

Nintendo Rolls Out The Red Carpet For Distributors At California Meet

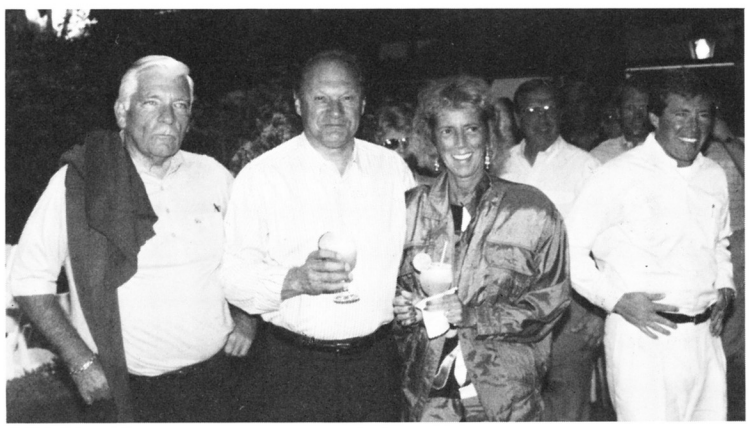
Alan Stone and Darla Kindler (left and center) of Nintendo, celebrate with native Southern Californian Ira Bettelman of C.A.Robinson (Los Angeles).

The Arakawa Family

Mr. and Mrs. Morris Piha, Greater Southern Distributing (Atlanta, Ga.)



Big smiles after business: (left to right) are Steve Koenigsburg of State Sales and Service (Baltimore, Md.), Jerry Marcus of Atlas Distributing (Chicago), Joel Kleiman of Pioneer Sales (Menomonee, Fla.) and Ray Galante of Music Vend·



Jerry Marcus of Atlas Distributing (center) is flanked by Bob and Donna LeBlanc of Rowe International (Dedham, Mass.)

Mr. and Mrs. Rubin Franco of Franco Distributing (Montgomery, Ala.)

The Andre Mulon Family from Amiro, France, took to the temperate climate like natives.

The hand that feeds her: Rich Babich of Colorado Game Exchange (Denver, Colo.) personally serves his charming wife, Beverly.

Lou Albano Wrestles With Mario Role In New Syndicated TV 'Super Show'

HOLLYWOOD, Calif. — Move over Smurfs and Ninja Turtles, Super Mario's ready to pipe into the boob tube in a new syndicated afterschool series.

The loveable plumber is already a national screen star thanks to Nintendo games, but now the video character is coming to life courtesy of the wacko ex-wrestler, Captain Lou Albano.

A character himself, Albano has assumed the Mario role for live-action sequences in the "Super Mario Bros. Super Show," a new fall television series, produced by DIC Enterprises, Inc. and distributed by Viacom Enterprises.

The program arrives at a time when Mario is once again climbing the ladder of arcade success with "Super Mario Bros. 3," super popular software for Nintendo's "PlayChoice" system.

"This show is a further example of the Mario mania sweeping America," says Alan Stone, vice president of marketing for Nintendo, who reached a licensing agreement with DIC and retained final script approval on all episodes of the "Super Show."

"I'm so proud and so elated to portray Mario in the 'Super Show,'" rambles Captain Lou over the phone from his home in upstate New York. "They were looking for a fat, ugly guy and I fit the bill. I looked in the mirror one day and I was Mario. I was 'lucinating (sic) so I went to my psychiatrist. I said 'Doctor, I think I'm Mario.' He said, 'That's alright, you used to think you were Captain Lou.' Now there is no Captain Lou, there's only Mario."

SEE YOU IN SEPTEMBER

The "Super Mario Bros. Super Show" is set for fall after-school scheduling, and features animated sequences as well as live action starring Albano and Danny Wells as Mario's younger brother Luigi. The live portions are designed by executive producer Steve Binder, creator of the critically acclaimed "Pee Wee's Playhouse."

With 65 episodes in the can, Super Mario is ready to roll out the barrels in the new season. Cameo stars like Elvira, Vanna White, Magic Johnson, and many others spice-up the "Super Show," making it a non-stop half-hour of fun and fantasy.

According to DIC spokesperson Barbara Brogliatti, "the 'Super Show' starts where the game leaves off. You really don't need to know anything about the game to enjoy the program."

In the new series, Mario and Luigi live in a bizarre underworld located in the sub-basement of a weathered Brooklyn brownstone. As apprentice plumbers, or "Drain Heroes for Hire," as their business card reads, the duo embark on madcap adventures and outrageous routines reminiscent of great comedy teams like Abbott and Costello, Laurel and Hardy and Fred and Barney.

DIC's creative writers have given Mario a unique, if cockeyed, view of life. His tastes in food lean towards pepperoni cheesecake and parmesan milkshakes. His world is occupied by wild creatures like the mutant Rat-o-Gator, Clog the living hairball, and Coo Koo Clock, the Ralph Cramden of the bird kingdom that keeps track of the subway trains that come rumbling through — shaking the basement at its foundation.

Mario and Luigi's dwelling is also home to such unusual furnishings as an ooey gooey Pizza Phone, an oozing dripping Sewer Wall, and the world's only furnace that's allergic to coal.

And that's only for starters — the basement opens into a pipe maze that stretches for miles under the streets of New York and provides the main avenue for many of the Mario Bros. adventures.

"Steve Binder really out-did himself on the set," understates Brogliatti.

Each show opens with a live-action storyline and then shifts to an animated sequence directed by John Grusad, featuring the voices of Albano and Wells in character. These sequences transport Mario and Luigi through a "Warp Zone" that leads to a fantasy land occupied by mushroom people and Princess Toadstool. On Fridays the "Super Show" will feature "The Legend of Zelda," a series of magical stories from the ancient, mythical kingdom of Hyrule.

THE CAPTAIN OF THE SHIP

The casting of Captain Lou Albano as Mario is a work of inspiration.

An extroverted athlete-cum-actor who spent 35 years in professional wrestling, as both a grappler and later as manager of a record 17 WWF tag-team champions, Albano is a show-biz natural with instant recognition. He has also made a name for himself as a fundraiser for the National Multiple Sclerosis Society, and has generated over $25 million as the chairman of the MS Ugly Bartender Contest.

Albano is often associated with the rise of singer Cyndi Lauper — he appeared in several of her breakout videos and got her mixed up in the original WrestleMania — and he maintains the "Captain Lou Albano Celebrity Hotline" that receives over 125,000 calls each month.

His big-screen credits include Frankie the Fixer in "Wiseguys," and roles in the upcoming films "Body Slam," "Complex World" and "Prisoners of Rock." He has been seen on "Miami Vice" and in frequent appearances on "Late Night With David Letterman" and "The Joe Franklin Show," adorned in his customary Hawaiian shirts that barely cover his huge gut and rubberbands dangling from his beard.

But that was then, and Mario is now. Albano has shaved his beard and retired his rubber bands to pull on Mario's trademark overalls and put a twirl in his mustache.

"I have four children and six grandchildren so I was aware of the Mario character. I was no expert but I knew that kids love him," says Albano, who has already endeared himself to youngsters as both a wrestling personality and character in the CBS cartoon series "Hulk Hogan and Friends." "This show gives Mario a new life. I'm very excited. It's not violent or demeaning in any way. It's really a very funny show."

Albano is also a long-time game enthusiast. "I always enjoyed pinball when I was a kid, and I got to play video games when I was killing time between wrestling matches," reminisces Albano.

"The games help kids with their coordination and keep 'em out of trouble," adds the good Captain, who is involved in many charitable causes and has taped 28 public service commercials to air during the "Super Show."

"I believe in good examples," says Albano. "If you do good things, somewhere along the line it comes back to you."

Albano has been doing good things for a long time, and now he is getting his just rewards. Mario is the perfect vehicle for the outspoken entertainer, and he is prepared to completely immerse himself in his new identity.

MARIO STRIKES AGAIN

"The Mario character has universal appeal," says Don Coyner of Nintendo, who have 63 separate licenses in production for Mario items such as pins, bed sheets, lunch boxes, sleeping bags, drinking mugs, and many more.

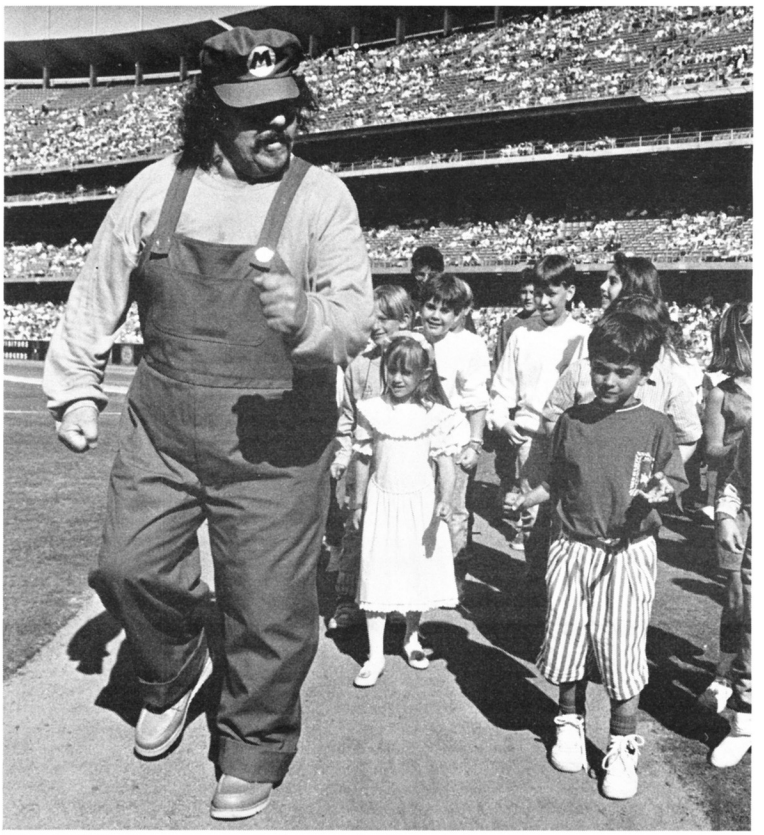
Mario originally made his video debut in "Donkey Kong," the surprise arcade smash of 1981 that made Nintendo a major force in the game industry.

In 1984, Mario earned his first starring role in "Super Mario Bros.," another arcade hit that is a standard component in Nintendo's home Action Set and Power Set. "Mario Bros." was followed by "Super Mario Bros. 1" in '85, and "Super Mario Bros. 2" in '88. This year "Super Mario Bros. 3" was introduced as part of the Nintendo "PlayChoice" system, and will go into home release in early 1990.

"Super Mario Bros." games can be found in millions of American homes, and Mario routinely scores well in Q-score popularity ratings, according to Coyner.

"We're very pleased with the way the characters turned out in the "Super Mario Bros. Super Show," adds Coyner. "We all expect it to do very well."

When asked how long the Mario craze will continue and the "Super Show" will last, Barbara Brogliatti put everyone's hopes in perspective. "Forever would be nice," she laughs.



PIED PIPER: One role never changes for Captain Lou. He's always entertaining the kids, and probably is one of the nation's great philanthropists.

I'D LIKE TO BUY A VOWEL: Noted letter-turner Vanna White (left) tries to sweet talk our hero, Mario, a.k.a. Captain Lou Albano. Seems like Mario can't guess the puzzle yet.

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AMOA EXPO '89 CONVENTION EXHIBIT PREVIEW

(Continued from Page 50)

chairman Tetsu Takashima, president Yuki Takshima, director r & d Tetsu Nakano, mgr. overseas dept. Minoru Sasatani, Irem Corp. USA Rudy Tsuruta, director of mgt. Harry Hashimoto, overseas dept. Masahiro Fujimoto, and Irem/Fabtek personnel Frank Ballouz, Janne Ballouz and Drew Maniscalco.

JAISY, INC. president Jay Salkin and Pricilla Goldstein are displaying their plush stuffed toys.

JALECO USA INC. carry video games and cabinets. Look for president Howard Rubin, director of coin-op sales Larry Berke and technical assistance man Jim Prokop in their booth.

JOHNSTON PRODUCTS are showing their "Kick N' Catch" novelty game with prize vender and other games with candy venders.

J-S SALES COMPANY, INC. are displaying billiard supplies and parts and supplies for coin operated amusement machines. Planning to attend are president Don Shimel, vp Janet Shimel, general manager John Nusser, telemarketing sales manager Jeff Blackoff, and salesmen Jim Royston, Jeff Witt, Bud Norman, Mike Miles and Ray Paige.

JVC SPECIAL EQUIPMENT DIVISION/ VICTOR COMPANY OF JAPAN, LTD. are presenting their new CD changer mechanism and CD changer singing machine (CD karaoke). Leading the demonstrations will be M. Miyata, general manager of the overseas sales department, I. Yokokawa, manager of the planning department and S. Tsuchiba, manager of the engineering department.

KELLY TRADING INTERNATIONAL carry plush animals and toys and novelty gifts.

KIDDIE RIDES U.S.A. will exhibit coin-op kiddie rides.

KLOPP COIN COUNTERS are exhibiting U.S. made manual and electric coin sorters and counter/wrapper/baggers demonstrated by salesman Kyle Vollenweider.

KONAMI, INC. are storming Vegas with two of their top new video games, "S.P.Y.—Special Project Y" and "Crime Fighters." Senior vp Stephen Kaufman, national director of sales and marketing Frank Pellegrini, sales rep Michael Kubin, parts and service manger Jerry Korbecki and market research coordinator Mary Hermanson will be ringing in the Expo at the manufacturers party on Sunday, September 10, from 8:30 to 10:00 pm at Bally's Las Vegas.

KONSO CO. is introducing their game "Paper, Scissors, Hammer." Come meet Konso's Koe Hajime and Mina Chang.

LARAMIE INTERESTS INC. are bringing customer "Plush Paks" featuring Halloween and Christmas assortments. President Larry Morris, vp Tami Morris and sales director John Sullivan will be showing the way.

LAZOR TRON CORP. will be exhibiting a ticket dispensing laser race shooting game. Gunning for Vegas are CEO Norman Petermeier, vp marketing Matthew Kelly, vp sales Mark Kelly, purchasing agent Al Coppla, vp engineering Bryan Kelly and vp engineering Jorge Fernandez.

THE LELAND CORPORATION are showing various coin-op video games including "All American Football" and "Track-Pak," a software update for "Super Off Road." Attending personnel will be CEO and chairman Leland Cooke and president John Rowe.

LOEWEN-AMERICA, INC. will feature a CD wall machine and other NSM phonographs. Come meet president Russ Strahan, service manager Michael Jablonski, NSM owner Ulrich Schulze and NSM export manager Michael Sengelmann.

LYNDE-ORDWAY CO./K-SCALE MONEY COUNTING EQUIPMENT will have coin counters, sorters, wrappers and scales on display.

MARDI GRAS PLUSH INC. will show all types of stuffed animals, jewelry, novelties and adult toys that can be used in a crane, or by a crane operator to promote a crane and stimulate play. They will also show large animals that can be used in many ways by operators, as trade ups or grand prizes. President Mimi Kiene, stock specialist Pepper Kiene and supervisor of customer relations Pam Mansfield will keep the good time rolling.

MARS ELECTRONICS are manufacturers of coin and bill acceptors for vending and gaming machines. Personnel will include engineers Paul Beshenich and Gordon Campbell, sales associate Jerry Carr, as well as Rick Duncan, Janice Fejarang, Dan Gillman, Dave Gutierrez, Gale Samota, Ron Quinn, Wayne Marion, Bill Millette, Ken Nelson, Steve Kinder and Tom Hardee.

MATSOUKA MECHATRONICS MFG. CO. LTD. have a full automatic mahjong table (730x750x765mm).

MAYONI ENTERPRISES are demonstrating 12 impulse machines, "Ziggy the Talking Clown," "Mini Pinball," "Compuscale," "Multivend" and "Vend-A-Snack." Isaac Ben-Yehuda and Oscar Robins will be fielding inquiries.

MELTEC, INC. will be displaying their coin-operated ticket redemption games — "Knockdown," "Big Mouth" and "Boom Ball." Packing a punch will be chairman Melvin McEwan, president John McEwan and vice presidents Albina McEwan and Mike McEwan.

MERIT INDUSTRIES will exhibit electronic darts, video coin-op games in various cabinet styles. On hand will be president Peter Feuer, vp/sales Mort Ansky, vp/engineering Don DeVale, general manager Yale Hoffstein, national sales manager David Rubinstein, international salesperson Vicki Bornstein and dart tournament promo man Howard Smoyer.

A.H. ASSOCIATES, LTD. have MHA convertible cabinets, video game parts and supplies, video game kits and quickit wiring systems.

MICRO MANUFACTURING INC. will have different models of their turbo machines and a bill changer. Owner/ president Jon Yarborough, his wife and co-owner Kathy Yarborough and Mark Brown will attend.

J.R. MINICK & ASSOCIATES INC. are going to show renderings of facilities they have designed in the entertainment industry. For a first hand look come see owner/president J.R. "Bob" Minick, artist Rich Poling, designers Bill Twist and Mike Crocker, draftmen Kevin Durio and Dennis Hill and Richard Dotson, secretary Lottie Minick and office manager Randall Minick.

MOBILE RECORD SERVICE COMPANY are a 45 rpm phonograph record, compact disc and cassette one stop. They will be explaining their services and offering catalogues to be sent after the show.

Redemption and roll tickets will be displayed by **MUNCIE NOVELTY CO. INC.** President Bob Broyles will also bring along Claudia and Chris Broyles.

MUSIC HIRE GROUP LTD. are introducing the "Musicmaster" CD jukebox with a Toshiba 100 CD autochanger.

MUSTAD CORP. vice president Susan Chen will be exhibiting pool cues, cases, pool balls, key rings and billard accessories and will offer special discounts and free deluxe desk sets with orders at the show.

NANCY SALES CO. INC./NANCO carry stuffed toys and family build ups for cranes, redemption and midway games. Amusement division manager Stephen Lipkin, crane salesman Jack Parker, Texas rep Robert Gayle and Midwest rep Linda Wagnerm will focus on new merchandise and Halloween and Christmas goods.

NINTENDO OF AMERICA INC. are going to exhibit their "PlayChoice" system in upright, countertop and kit versions, including "PlayChoice" software games. They will be hosting a cocktail party for distributors on September 12 from 5:00 to 7:00 pm attended by president Minoru Arakawa, sr. vice president Howard Lincoln, vp Alan Stone, director of administration Linda Weber, director of product division Don James, director of technical services Jon Pedersen, manager int'l Darlene Kindler, Western sales manager Jerry Monday, Central sales manager Art Gallagher, Midwestern sales manager Mike Minor, Eastern sales manager Charles Arnold, Southern sales manager Pete Walton, credit manager Elizabeth Fritz, service technician Dennis Dove and product analyst Jim Wood.

NU-CONCEPT SYSTEMS, INC. president "Van" Vandermark, vp operations Joe Moretz, marketing associate Jeanne Charlton and rep Pat Weeks will pitch in to demonstrate their line of hand tools, epoxy/solder paste dispensers, heat controllers, vacuum pick ups and their "Stat-O-Matic" and "Static Watch" brand table/floor mats.

ON TARGET/NORTECH offer dedicated dart games and dart conversion kits. Prizes for cranes and electronic video game kits will be shown by **PARK AVE. PRIZES** and their sales reps Frank and Barbara Gaglione and Gus Paglim.

PATRIOT INDUSTRIES will present a talking computerized breath alcohol tester.

PATT SUPPLY CORPORATION are distributors for American Klock Company products including the Professional Series, Weatherbuilt Series, cam locks and steel hasps. Sales manager George Yurkovich and his reps Gail Prorok and Craig Behrendt will be offering a promotion where you pick a key from their fishbowl and if it fits one of their locks you receive special discounts.

PENN RAY carry parts and supplies for the amusement, billiard, soccer (tournament), coin and vending machine industries and will exhibit the new American made "Win Tournament" soccer table. General manager Bob Emrich, national sales manager "Xaviar," and salesmen "Boots" Nichols, "Turbo" Lane and Barney "Mazz" Rebel will be holding down the fort.

PIONEER LASER ENTERTAINMENT INC. will be demonstrating their new CD and laser jukeboxes and their Laser Karaoke machine. President Ted Karasawa, vp Mark Makabe and others will be hosting a press conference at a time and place to be announced later.

PLATEAU INC. carry universal video games cabinet systems and coin-op amusement games.

PLUSH-4-PLAY co-owners Gregory P. Costello and Joseph B. Bates will display plush toys and novelties for crane games.

P.M.I. TOYS AND NOVELTIES carry stuffed animals for cranes, jumbo plush, watches and calculators, special packaging for cranes and redemption merchandise.

POOL CHALK SAVER INC. are exhibiting a dispenser for pool cue chalk. Their president Joseph Ellul, exec. mktg. coordinator Bonnie Robinson and sales reps Art and Angela Palinko hope to rack up strong sales.

POP-A-SHOT, INC. will be holding an ongoing basketball tournament on their coin-op basketball games. Going to the line will be president Clyde Mole, chairman of the board Ken Cochran, area

(Continued on Page 103)

Theme-Oriented Jukeboxes Pick Up Speed For Carson City Manufacturing

SHAKOPEE, Minn. — A year after introducing their innovative "Songbird" jukebox at the AMOA show in Chicago, Carson City Manufacturing has revved up production on their two new mobile theme boxes in time for the Las Vegas Expo '89.

The "Songbird," modeled after the tail-end of a '57 Ford Thurderbird, has made a substantial impression on operators across the country with a steady flow of orders. Now, Carson City is looking to broaden its line of theme jukes with the "Country Classic" and "Star Cruiser," both of which were introduced as prototypes at the past ACME show and have entered full production for the fall.

Carson City jukeboxes are designed for theme oriented locations which may not have otherwise supported a standard juke.

"We're getting our best responses from formerly non-jukebox locations," says Paul Harmon, Carson's marketing mastermind. "I don't think we've taken one sale away from a Rowe, Seeburg or Rock-Ola. Many of our locations consider us not only as a music box, but as an exotic decorative item."

With striking cabinet designs — the latest models are a pickup truck and pleasure boat — Carson City is able to carve out a corner of many establishments that share a common motif. Now they are hoping to cut out a slice of the highly competitive jukebox field for themselves.

A PIECE OF THE ACTION

Although Carson City's volume is minimal compared to the jukebox giants, Harmon terms the industry's initial response as "fantastically good."

"We have shown that if you have brand new, fresh ideas people will take notice," says Harmon, who notes that Carson's earnings have increased dramatically since "Songbird" entered production last year.

Despite the success in generating orders, however, Harmon says their "growth rate is appropriate to the level of production." Due to Carson's limited resources they have yet to yield huge profits. Not to be discouraged, Carson City has continued to develop new juke designs with innovative marketing strategies.

By taking a different approach to an industry occupied with the transition from vinyl to laser discs, Carson is rapidly making a name for themselves as the premier manufacturer of theme jukes. Although all of the major players have issued retro boxes to capitalize on the nostalgia craze, none have done so with the type of originality "Songbird" evokes.

It may be too early to tell how much of their success can be attributed to the novelty factor, but Carson isn't going to play the waiting game. Instead, they are launching "Country Classic" and "Star Cruiser" into formerly uncharted waters. Each new model is specifically designed to capitalize on thriving theme-oriented bars, restaurants and other establishments.

HUMBLE BEGINNINGS

Beginning as a Minnesota-based catalogue distributor for used and rebuilt coin-op equipment and vintage juke repair, Carson City Manufacturing (formerly known as Carson City Parlour) accidently stumbled on the concept of theme jukes back in 1985.

"We would rebuild old jukeboxes and eventually began doing some custom, one of a kind designs," recalls Harmon. "We would take the back end of a Chevy and stick an old Seeburg in it. Someone would see our work and want one for themselves. After we started taking orders we decided to devleop a model which we could standardize for production."

Carson's first model was the "C.C. Rider," a jukebox built into the back seat of a '57 Chevy Bel Air. Designed with authentic Chevy parts and upholstery, the "Rider" was never meant for commercial use.

Nonetheless, "C.C. Rider" sold in the area of several hundred units to home owners and collectors. When the remaining 30 or so models are sold, Carson plans to reissue the "Rider" with fiberglass reproductions.

Riding the momentum, Carson City introduced the "Songbird" in 1988. By sticking with a vintage car concept they had already established a solid identity and orders rapidly followed suit.

To ease production and distribution demands, Carson formed an agreement with NSM of Germany to provide player mechanisms in exchange for exclusive distributing rights.

KICKING INTO OVERDRIVE

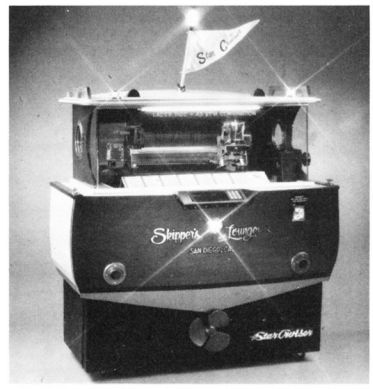
By launching the "Country Classic" and "Star Cruiser" into production, Carson City is making a firm committment to theme jukes — and NSM is helping them utilize the most advanced sound technology available.

Available in CD/vinyl combo boxes with an average of 300 selections as well as dedicated 100-Disc units, the new models feature two channel, 200 watt amplification with 12" bass speakers, 8" midrange horns and 3" tweeters. The "Songbird" is also being shipped with dedicated new NSM Compact Disc Systems.

"These new NSM Systems are the best sounding, most reliable systems in the industry," says Harmon, who adds that Carson's unique cabinet designs "make them sound even better because of the sound chamber size and acoustical tuning."

The Carson jukes are fully programmable, and have full information readouts for service diagnosis. Options include $1/$5 bill accepters with stackers and infrared, wireless remote control.

ROLL OVER BEETHOVEN: Carson City theme jukes are moving in. Putting the music in motion are the new "Country Classic" (above) and the "Star Cruiser" (below).



But while other, larger manufacturers have more of what Harmon terms "engineering horsepower," Carson's jukes combine the latest technology with theatrical, visual cosmetics and unique attract modes.

Credit for the Carson City style goes to their accomplished design team of Steve Zastera, Tom Bulver, and Bob Loberg. Research showed that certain themes predominated bars and restaurants in this country, and the challenge was to develop jukeboxes that would fit these locations. In the case of "Songbird" the theme was the trendy 50's and 60's nostalgia clubs which are currently enjoying great popularity.

Interestingly, the largest group of all was locations with water-related motifs. Riding the tide is the "Star Cruiser." Housed in a beautiful mahogany cabinet, this sea-worthy vessel comes complete with flashing lights and a personalized pennant and transom affixed with the location's name or logo.

If the "Star Cruiser" is not being played, the Attract Mode "casts off" with clanging buoy bells, flashing lights and seashore sounds. The box can be programmed to play one or more of its most popular selections. When a patron chooses their first selection the dynamic audio/visual performance is repeated.

The "Country Classic" is designed for locations with Country and Western themes, including truckstops and antique car and truck centers. Based on vintage Chevy pick-up trucks, the "Classic" features working turn signals, cab, head, tail and brake lights as well as a customized license plate with translucent film over flourescent back lighting. Its Attract Mode "jump starts" when the box is not in use, and plays a camp rendition of "Old Dixie" on its electornic horn followed by one more popular selections.

In a joint marketing effort with Chevrolet, the "Country Classic" is featured along with the "C.C. Rider" in the October issue of the *Sharper Image* catalogue.

HITTING THE STREETS

Based on test locations for "Country Classic" and "Star Cruiser", Carson City expects more success along the lines of the "Songbird."

"Location owners have been very enthusiastic about our new models — the boxes have a more personal quality than conventional jukes," says Harmon, who notes that three out of five local test sites for the "Country Classic" refused to return the prototypes to Carson.

"We've also recently exhibited at the National Restaurant Association (NRA) show, and received some of the highest booth attendance," adds Harmon, who is constantly looking at new marketing avenues for the mobile boxes.

Unfortunately, Carson City's popularity with location owners has met with resistence from operators who are put off by the boxes' prohibitive costs.

"I've had operators ask us not to show our boxes to location owners," says Harmon. "They think that if they buy one they'll have to buy a dozen."

What Harmon recommends for operators feeling the pinch is to make arrangements with locations to share initial "upfront" costs. "An astute operator/businessman should be able to structure a deal," says Harmon. These price-structuring plans should include a significant location contribution to the purchase cost.

In many cases ideal locations are upscale restaurants and bars without jukeboxes that don't look at Carson boxes as expensive jukes, but as inexpensive decorative units. Most positive responses are credited to Carson City's cosmetics, not their superior sound quality.

If the "Country Classic" and "Star Cruiser" take off, look for Carson City to develop new models, including a sports oriented design which may be introduced in Las Vegas. The idea is not to produce fad items which go in and out of fashion, but to have a strong concept which can change with the times.

"We're in a different marketplace than conventional jukebox manufacturers," concludes Harmon. "We believe we have a successful concept, now we're hoping for profits to grow proportionately."

For more information, contact Carson City Manufacturing, 8576 Highway 101, Shakopee, Minn. 55379; (612) 445-4500.

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THE NUTS AND BOLTS

Pool Chalk, Power Controls, Security Systems Not To Be Overlooked

U.S.A. — They are the unsung saviors, the providers of the minutiae to the industry that is often overlooked. But tell them your glitch, the thingamajig you need to perfect your new game and these companies will come gallently to the rescue. Their product frequently is without the flash of a new video game, juke or pin. But when operators need a lock for the cashbox, a deterrent to break-in — in short, a better mousetrap — these companies provide the goods.

They are the accessory manufacturers. And the craft they ply, above all, is good old-fashioned America ingenuity. And they have another thing in common. Their mousetraps work.

Here's just a few:

SOMETHING WAS MISSING

One day Joe Ellul, a 25-year veteran of the pool table, had a bright idea. Joe was playing a tournament match and his pool chalk fell inside the ball return rack and the match had to be delayed until the path could be cleared.

Unfortunately, the hiatus between shots made him lose his flow, and the match was soon history. But 15 years after that fateful day, he turned his loss into victory. Ellul is the owner of Pool Chalk Savers, a neat little company with a neat idea. See, after that day at the tournament, Ellul wanted to make sure he never lost his chalk again. So he went to the workshop and forged a container that, when mounted to the underside of the pool table, keeps the chalk from — er — dropping in the wrong places.

"It took him 15 years to realize the timing was appropriate right now," jokes Bonnie Robinson, Ellul's executive marketing coordinator. Ellul finally incorporated Pool Chalk Savers one year ago. It's been a success story ever since.

"The player still uses the chalk but now they don't waste it," Robinson said. "We're here to make sure it dispenses the pool chalk and the operator has control of his business. Besides saving time and labor costs, he's saving money."

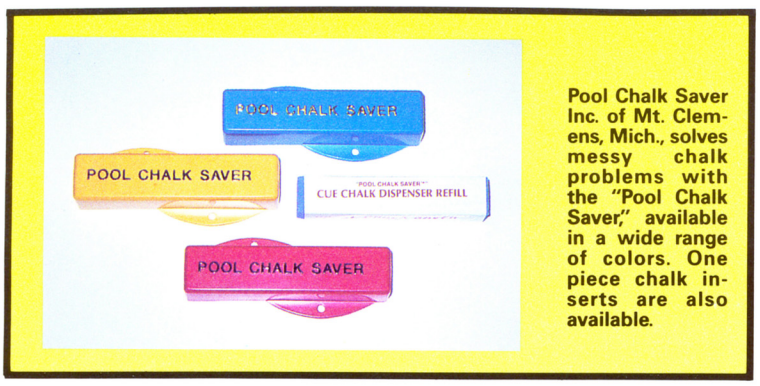
Pool Chalk Savers come in packages of two. They are quite simple devices; they are attached to the table with two anchors and two screws. The package comes with one solid piece of "Chalk Stix," an American-made chalk.

Robinson said she thinks the items should be required purchases for operators because "one service call will pay for both units — a mere pittance."

So far, the operators have proven her right. "The results have been incredible to the point that our volume has increased and the company has been able to decrease the price," she said.

The nation at large should get a firsthand look at the product when Steve Karpa rolls out his Guinness Book of World Records-certified world's largest pool table soon for more charity promotions. The table, four times the size of a conventional piece, will feature two Pool Chalk Savers — both four times as large as *their* product — below the side pockets.

For more information, contact Pool Chalk Savers at P.O. Box 46218, Mt. Clemens, MI 48046.



Pool Chalk Saver Inc. of Mt. Clemens, Mich., solves messy chalk problems with the "Pool Chalk Saver," available in a wide range of colors. One piece chalk inserts are also available.

THE TIPPED CABINET CAPER

It all started for electronics whiz Bill Willis when his car got stolen. Now, a decade later, he's making sure the same thing doesn't happen with video games, pay phones, and other vending devices.

"I started out in automotive," he recalls. "During those days I had a nice vehicle and my car got ripped off. I said, 'Now I'll have to design a security system that will be a total system for automobiles.' And I came up with the first solid stae burglar alarm called 'Theftguard.' "

Willis said he got out of the car security system — "It was too saturated" — and decided to shift the focus of his company, BRW Systems, Inc., to an industry he discovered was in need of anti-theft devices. That was the vending industry.

His IIDAS (pronounced "eye-dis", it stands for Integrated Impact Detection Alarm System) is a unique unit created especially for the industry containing CMOS integrated circuitry for timing and logic functions which are electronically interfaced to a precision designed variable impact sensor which detects minimum and maximum abuse on any coin-op equipment at a reasonable price. IIDAS does not detect normal consumer use or motion — the pounding of fire buttons, the whack of a coin return switch — but sounds a piercing alarm for 30 seconds

SECURITY COMES FIRST

when it perceives a severe impact, excessive abuse, or forcible entry. The alarm resets automatically after sounding to detect any further disturbances.

Willis came up with the idea one day when he was chatting with the California State Police about their problems on college campuses. The police asked him to come up with a device. Willis, who had begun entering the pay telephone security system market, knew he had a niche with vending machines.

"We've had a tremendous response from operators," Willis said. "And I'm pioneering a relatively virgin market, and that's the difficult part, because there's really nothing you can compare it to."

IIDAS made its debut in the vending market last October. So far, Willis said he has not seen a comparable security alarm system at a show. As he tells it, the engineering detail behind the system is complex and can be updated for more intricate possibilities.

"Ligic circuits know how to talk to each other," Willis said. "I made it sort of generic, even though the unit is sold by itself, I can make it a modified, pulse unit even . . . a total system. That's what I had in mind when I came up with IIDAS."

For more information on IIDAS or any other of BRW's products, write the company at 20219 Londelius St., Canoga Park, Calif. 91306, or call at (818) 773-0942.

A WELL-KEPT STICK

'Tis the season for pool cue shapers and tips. Patricia Sheldon, the business manager of Willard's, a company based in Aurora, Ill., that manufactures pool cue shapers and tip trimmers. And A LOT of them.

"We're really busy," said Sheldon, from her home near the company's headquarters. "We just did the BCA (Billiards Congress of America) show. It's our season right now, and we stayed really busy at the show."

Willard's is really busy on three continents. "Three years ago, we went international," Sheldon said. "We sell in West Germany, Austria, Switzerland, Japan, Norway and the Netherlands. We have quite a number of customers in those countries."

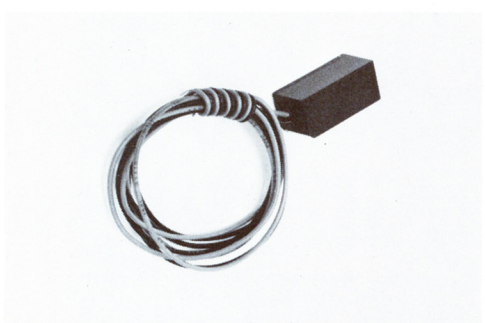
Sheldn recalled how the company's founder, James Willard, "has always been interested in and played pool. He thought there wasn't a product on that market that did what a shaper should, so he designed the pool shaper."

Willard's hunch has turned out to be right on the mark.

"You can safely say that in the last three years we had a lot of work," quipped a busy Sheldon.

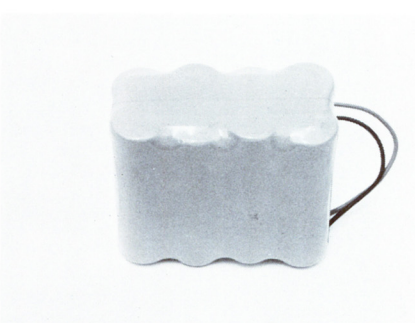
For more information, contact Willards at P.O. Box 156, Aurora, Ill. 60507.

(Continued on Page 108)

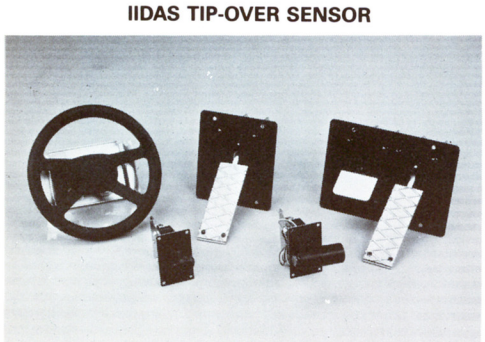


IIDAS TIP-OVER SENSOR

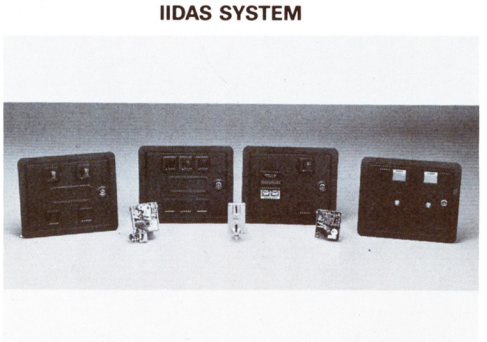
IIDAS SYSTEM



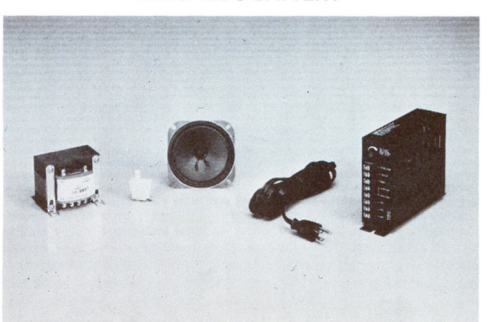
IIDAS 12DC BATTERY



HAPP'S DRIVING CONTROLS



HAPP'S COIN CURRENCY CONTROLS



HAPP'S POWER CONTROLS

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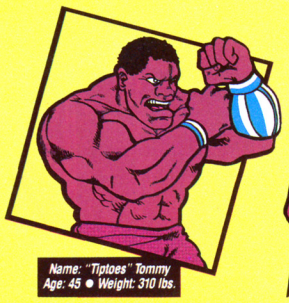
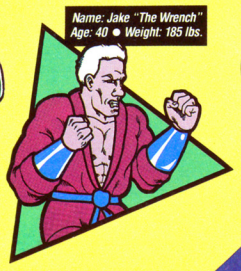


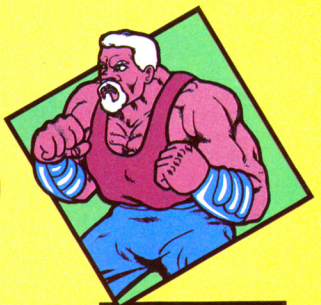
Name: "Tiptoes" Tommy
Age: 45 ● Weight: 310 lbs.



Name: Jake "The Wrench"
Age: 40 ● Weight: 185 lbs.

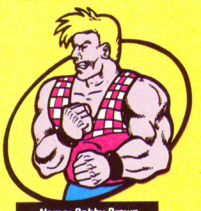
Name: Larry "Legbreaker" Lubinski
Age: 19 ● Weight: 220 lbs.

Name: Antonio "Crybaby" Palermo
Age: 25 ● Weight: 265 lbs.



Name: Mike "The Muscle" McDermit
Age: 30 ● Weight: 290 lbs.

Name: "Slippery" Sam Santana
Age: 38 ● Weight: 205 lbs.



Name: Bobby Brown
Age: 21 ● Weight: 175 lbs.

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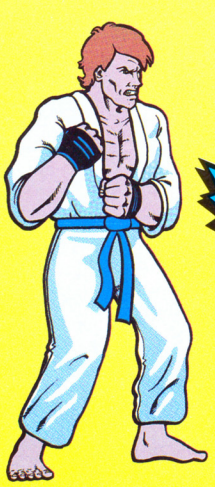

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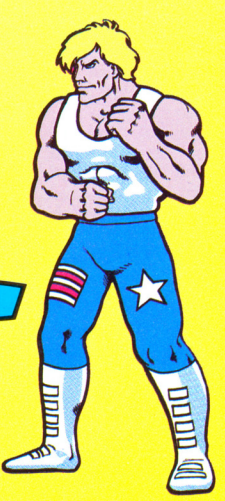

LOOK OUT WAYNE NEWTON. . .

U.S. Dealers Set To Chime In On Karaoke Sing-A-Long Profits

U.S.A. — The karaokes are coming! The karaokes are coming! As a matter of fact, they're already here.

Karaoke, the high-tech Japanese version of the good ol' fashioned sing-a-long, is sweepng American shores with a one and uh two and uh . . .

AMOA members have seen karaoke at past expos where Pioneer Laser Entertainment demonstrated their LaserDisc systems. This year Pioneer is joined by DKKaraoke, a newcomer to the American market, in spreading the karaoke message to music and game operators.

In a nutshell, karaoke systems involve the latest in audio/visual technology augmented with microphones, amplifiers, lights and video monitors, all designed to give closet Sinatras a chance to take center stage and croon along with their favorite hit recordings.

The karaoke craze has already reached epic proportions in its native country, and is ready to take America by storm. Hold on to your hats, because forecasts from both coasts where karaoke clubs have been successfully test-marketed show a major weather system brewing.

ONCE UPON A TIME. . .

. . .in a tiny island kingdom known as Japan, a new form of musical entertainment emerged. It was the early seventies, and it was called karaoke — pronounced "kah-rah-okay" — meaning "empty orchestra" ("kara" translates as empty, as in the word karate, literally "empty hand").

Based on Japanese traditions emphasizing singing as a means of social relaxation, early karaoke systems used cassette recordings of popular songs minus the vocal tracks. Singers were given lyric sheets and directed to "sing along" as sound technicians mixed their voices into the pre-recorded backing tracks.

When videocassette recorders achieved mass popularity, the VCR systems were utilized to enhance the experience by providing background videos.

Although these early systems were all the rage in Japan, they never caught on in the states. Time-consuming rewinding and song tracking were credited for their failure.

Now, with the introduction of compact discs and new LaserDisc technology, songs and videos are cued-up with the push of a button, and state-of-the-art laser optics display the words on a video monitor — eliminating the need for awkward lyric sheets.

With an average of 28 songs per disc, and the capacity to store upwards of 50 discs in less than 20 cubic inches of space, karaoke systems can stock literally thousands of the most popular songs. Typical catalogues include standards from the '50s, '60s and '70s, country & western hits and even Broadway favorites. With both American manufacturers constantly releasing new discs, the possibilities are virtually endless.

MEANWHILE, BACK IN THE STATES

This year's AMOA Expo marks a major effort by both Pioneer LaserKaraoke and DKKaraoke to capture their respective shares of a potentially gargantuan U.S. sing-a-long market.

With two commercial LaserKaraoke systems, one manual and one with a built-in auto changer, and two systems designed for home use, Pioneer is celebrating their fifth year in karaoke and have a two-year head start here in the states.

Although a newcomer to AMOA, DKKaraoke is no newcomer to karaoke. Formed in 1973, DK claim to be the "world's largest wholesaler and distributor of karaoke systems" and represent 63 percent of the Japanese market. They will be demonstrating both a LDV, or LaserDisc Video system, and a CDG, or Compact Disc Graphics unit, in Las Vegas.

Both companies are sporting very similar hardware, in fact, DK's LDV system is made by Pioneer while their CDG System is manufactured by Sony, and the real karaoke battles will be waged in the software trenches.

At the moment, both offer approximately 300 song selections complete with highly developed visual graphics, and are releasing new discs on a monthly basis (Pioneer has recently issued Volumes 11 and 12 for LaserKaraoke). With both companies competing for popular song titles, the mad scramble is on to secure performing rights from artists and licensing agencies.

"Certain artists are skeptical, they don't know what to charge for the reproduction rights," says Pioneer's East Coast regional sales manager Neil Altneu, who adds that most songs are obtained for a flat fee although some popular songs are unavailable — for instance, "Happy Birthday" is not on karaoke because ex-Beatle Paul McCartney will not fork over his performance rights on the ever-popular folk song.

"We're paying publishing royalties through the nose," says N.L. Friedman, director of sales and marketing for DKKaraoke. Such is the cost of doing business, which for DK accounted for sales fo $700,000,000 last year in Japan alone. Yes, that's $700 *million*, and they're projecting profits in the area of

START SPREADING THE NEWS: A fun loving yuppie takes the stage at NYC's "Singalong" nightclub to croon "New York, New York."

$800 million for 1989 — combining rentals and sales of new software. No small change.

"Karaoke is primarily a software-driven business," says Altneu. "An analogy is the razor and the razor blade. You're constantly replacing used blades for your razor. Similarly, once the karaoke hardware is in place we can continue to sell new discs each month. The difference is that the LaserDiscs never wear out, the signals are read by a laser beam and always sound as good as the first play."

With discs retailing at $150 each, a 35 percent mark-up from the $97.50 dealer costs, the musical sound of cash registers should be ringing in the ears of free thinking one-stops and music operators.

FOLLOW THE BOUNCING BALL

Although karaoke has met with some resistence from the coin-op industry, largely because it is not a coin-oriented system, both DK and Pioneer hope to demonstrate to distributors, operators and one-stops alike the profit potential of the sing-a-long systems.

"Karaoke is basically a derivation of the jukebox, but with a more personal touch," says Friedman. Think of it as an

I'D LIKE TO TEACH THE WORLD TO SING: DKKaraoke, a leader in the Japanese market, is bringing their simulated nightclub vibes to AMOA to demonstrate the sales potential of the karaoke sing-along experience.

interactive jukebox and you're getting warmer. But don't worry coin-op'ers, karaoke is not meant to compete in the traditional juke market.

"We're not going to take the place of any existing form of entertaiment," adds Friedman. Karaoke intends to make waves on its own merits, and is already rocking upscale markets such as night clubs, cruise ships and college campuses. "Karaoke Nights" can highlight a bar or restaurant's weekly schedule, and non-profit "sing-a-thons" can put the "fun" in fundraisers.

Successful karaoke clubs have sprung up in big cities like New York and Los Angeles, and the movement is ready for enterprising businessmen to help it spread into mainstream America.

"At this point we've established 'model bars' where dealers can bring prospective customers to demonstrate the complete physical experience," says Altneu. "We've found this to be the best environment to sell karaoke."

Walking into New York City's "Singalong" club off Fifth Ave. can be a mind-altering experience. Opened in December, 1987, "Singalong" is a jumping nightspot that routinely packs in 500-900 party animals a night, according to owner Ken Wurman. After paying a $5 cover charge, customers loosen up at the bar while choosing selections from a "Song Menu." In one corner of the club is a fully equipped stage where a pro MC introduces would-be band leaders and encourages the crowd to join in.

In another corner, more accurately an upper level, a soundman programs the disc selections and videotapes each "performance." Videocassettes are made available to participants at $10 a pop.

Consider the profits from hundreds of paying and drinking customers combined with say another fifty or so video sales per night. Not bad, huh? Good enough for Wurman to open a second "Singalong" in Atlanta this past May, with an L.A. club on tap for November.

BUY, RENT, OR LEASE

Although "Singalong" owns their Pioneer LaserDisc hardware — their "Song Menu" carries the trademark LaserKaraoke song bird — there are many ways for locations to latch onto a karaoke system.

With commercial units ranging from the $6,000 LK-V310 LaserDisc system to a more advanced model with auto-changer that sells for $15,000, Pioneer has set up an exclusive dealer network with "one-stop distribution" to the end-user. The complete package, which includes the player, amplifier, and initial song library (options includes microphones, speakers, and TV monitors), can be obtained for two or three year agreements from U.S. Orient Leasing.

DKKaraoke are offering the DKK-100 LaserDisc system and the CDK 3300 Compact Disc system (which includes the CDG-333 graphics decoder for High Definition Television and the CDK-3300 auto disc loader system) to end-users on a rental basis for $600 per month, a flat rate that includes two mics, two speakers and two 26" video monitors. DK are setting up dealer/distributor and sales representative programs that will involve marketing, promotion, and service. Service would include sales of new song software to locations each month.

"We expect to have a professional repesentative program in place in which sales reps will be able to obtain systems from DK and rent them to locations. Our distributor system will allow dealers to purchase discounted systems from us and rent them to the end user," says DK's Friedman. "These programs wil not only include jukebox and game people but dealers involved in lighting, sound, and audio visual systems."

SING ME BACK HOME

Although both companies are sincere about reaching a commercial karaoke market in American bars and restaurants, insiders already have eyes on the lucrative home market.

In Japan, a country the size of California that has a population of half the United States, eight million karaoke

TAKE ME HOME: Pioneer has the compact LK-350 home model for closet Elvises and Streisands.

home systems are in use, compared to *only* 600,000 in bars — and that's with only 30 percent market penetration, according to Altneu.

Obviously, Pioneer hopes to follow the lead of video games into the home

(Continued on Page 107)

Arriba! Arriba! AAMA Attends Mexico City Games Expo, Foresees Big $$$$

MEXICO CITY — When Bob Fay and a host of manufacturers returned from their very first trade show in Mexico last month, they brought back more than Montezuma's Revenge. They came back with visions of pesos filling their cashboxes.

Besides establishing contacts with established distributors in Mexico City — which many analysts project to be the largest city on the planet by the turn of the century — Fay and representatives from Leland Corporation, Konami, Inc., Premier Technolgy, Nintendo of America, Inc., Atari Games and Williams Bally/Midway Co. came back to the States giddy with excitement after dropping by a few arcades.

They were all packed with players. But more importantly, what the industry heavyweights noticed during the July 11-14 show dates was that these players needed new games.

"I think they have a lot of the older games and are behind most other worle markets," Fay said in an interview after his return stateside. "Most of these games the operators had to get used or have them shipped from Korea."

But before you check the exchange rate for pesos to dollars, U.S. trade representatives are urging entrepreneurs hungry for this hot tamale of a location to watch what happens with debt negotiations between the two nations.

According to a copyrighted story in the *News Finance Reporter*, one Mexican distributor is wary where he puts his money until some type of accord on Mexico's debt crisis can be reached.

"Many of us don't want to start investments yet until we see what happens with the debt negotiations," the *News Finance Reporter* quoted Mexican distributor Jorge Hughes of Mide Bianco SRL as saying.

Some numbers reported by the U.S. Trade Center have folks like Hughes hopeful for a break in the ice. Consumer goods imports increased 175 percent in Mexico during 1988. The trade center attributed the hefty increase to the Salinas administration's lifting of trade restrictions.

In addition to concern about the debt crisis, the tariff rates for luxury items such as video games, pins and jukes are higher in Mexico than such staples as food and clothing. The average tariff rate was 10.5 percent in October, 1988, compared to 25 percent in 1985.

Fay noted that for most of the items coin-op manufacturers ply, the tariffs have dropped as much as 80 percent. "An 80 percent difference is a lot," Fay said. "The companies that were represented down there did a considerable amount of business at the trade show. But availability of product was the term we heard over and over again."

Fay said that the AAMA-sponsored trip to Mexico City was proposed by the U.S. Department of Commerce about a year ago when the Salinas administration exhibited a different approach to Mexico's quagmire. After attending the show, Fay said he thinks it's a whole new ball game — and potentially millions of dollars in business — in a virtually untapped market.

"I think it will be an expanding marketplace for U.S. manufacturers and distributors," Fay said.

The well-traveled Gil Pollock (left) logged thousands more miles when he shuttled down to Mexico City for the U.S. Trade Expo. Here, he confers with Mexican distribution leaders on the trade show floor.

Kerry Sharman of AAMA discusses association procedures with a distributor.

Marty Glazman (center) of Williams Bally/Midway was in the middle of pinball discussions.

Konami's 'S.P.Y.' On Assignment

WOOD DALE, Ill. — A new espionage adventure game from Konami is ready to capture the imagination of would-be James Bonds as "S.P.Y.— Special Project Y" infiltrates game rooms nationwide.

The two-player interactive kit has seven levels of horizontal action as the S.P.Y. agent tackles an impossible mission to preserve world peace. The secret enemy missile base must be located and destroyed before they can launch their fully primed nuclear warhead.

To assist the special agent, an arsenal including an eight-way joystick, a punch/kick/weapon button and a punch/kick/super weapon button is provided by intelligence, as well as buy-in and continuation features.

In the first phase of the assignment, the agent blasts off with an airpack in search of the enemy headquarters on a remote island. En route he is attacked by soldiers in jetpacks before he can reach the island safely.

Upon landing on the island, our hero must fight his way through the streets, obtaining powerful weapons as he neutralizes enemy agents. When he reaches the embassy he is confronted by soldiers, mechanical dogs, tanks, and helicopters before meeting the brutal karate masters in the inner sanctum.

After accessing the embassy, the S.P.Y. agent's mission shifts to the enemy's multi-level mountain fortress, containing a high-tech maze guarded by numerous soldiers with superior fighting skills.

The final challenge comes as the agent infiltrates the enemy's covert operation and reaches the control room manned by the evil leader intent on world destruction. By terminating this master villian, the "S.P.Y." can accomplish his mission and preserve world peace.

For more information on "S.P.Y.— Special Project Y" and other Konami games, stop by Booths 301-09, 400-08, 401-09, or contact Konami, Inc., 815 Mittel Drive, Wood Dale, Ill. 60191; (312) 595-1443.

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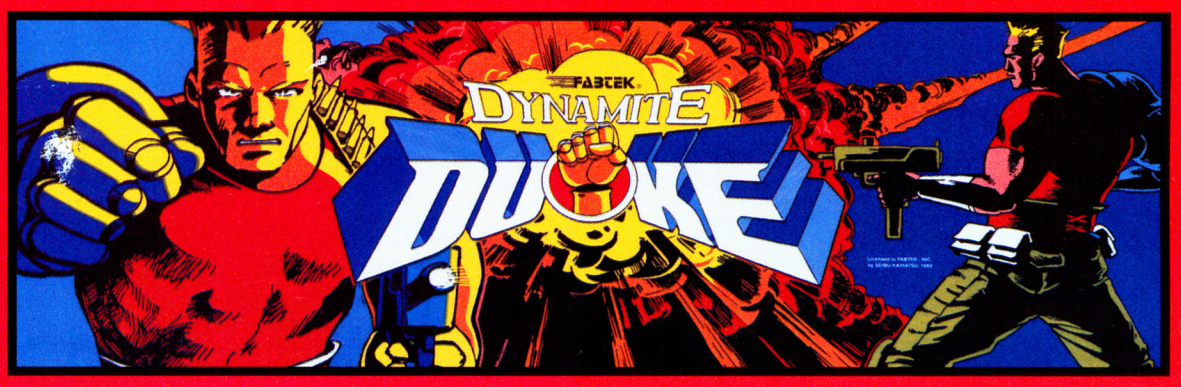

The Super Hero Who Packs An Explosive Punch!

Ask your authorized FABTEK distributor for details or call FABTEK at ***(206) 882-1093.***

Dynamite Duke's out to destroy the very evil that has made him great in this exciting new horizontal game kit from FABTEK.

- *Challenging one player game moves through nine deadly missions with vivid screen graphics and special effects.*
- *Realistic fighting action with player-controlled punching, kicking, shooting and a special DYNAMITE PUNCH.*
- *Hidden power up items boost player's fighting power.*
- *Extra DYNAMITE buying option gives player more punch to face difficult game stages.*
- *Game continuation mode.*

Get Dynamite Collections With Dynamite Duke.

The results are in: Dynamite Duke's a knockout hit with a high profit punch.

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SEIBU KAIHATSU 1989

AMOA EXPO '89 CONVENTION EXHIBIT PREVIEW

(Continued from Page 93)

mgr. Jim Hood, promotions director LaVaughn Robertson, salesman Tom Collins, Nevada director Jim Hamilton and publicity director Peggy Cochran.

PREMIER TECHNOLOGY will be demonstrating their new "Bonebusters" pin and a full line of coin-op amusement games. On hand will be president Gilbert G. Pollock, vp of engineering Adolf Seitz Jr., sales managers Dan Clarton, Duane Miller and Ron Zahler, director of engineering John Zuras, software designer Bob Wilson, designers Ray Tanzer and Jon Norris, sound design engineer Craig Beierwaltes and documentation & illustration coordinator George Demeroukas.

PRIZES! are exhibiting crane merchandise and trade up products and owners Bob and Tom Portale, sales mgr. Toni Endoso, general mgr. Pat Patterson and salesperson Georgia Orozco will be hosting a hospitality suite on Tuesday, Sept. 12 from 5:00 until 8:00 pm.

QUALITY PLUSH carry plush animals and crane pre-packs.

RARITAN COMPUTER, INC. will demonstrate power supplies.

R.D. (Bob) Sherrod, vp specialty markets, and J.W. (Jack) Regan, national manager vending, can be found in the **R.J. REYNOLDS TOBACCO CO.** booth.

RESOURCE WEST, INC. will feature a Nickelodeon piano.

RICHARDSON F&G/d.b.a. RAM-TRON will display two upright cabinets — "Montana Poker" and keno with ticket printers and one amusment poker in a cabaret cabinet.

ROCK-OLA MANUFACTURING are demonstrating their dedicated CD jukebox, CD/45 combo jukebox, 45 rpm jukebox with DBA and 45 rpm jukebox without DBA. President Donald C. Rockola will be joined by vp eng. Shuja Heque and sales managers Frank Schultz and Bob Hesch.

ROMSTAR, INC. will feature "Championship Bowling," "Castle of Dragons," "Aqua Jack" and "Sagaia." Come meet president Takahito, vp Rene A. Lopez, sales manager Tim Jackson, account executive Joyce Kaehler, purchasing/traffic manager Heh-Kyu Lee, parts manager Audrey Smith, production supervisor David R. Ledezma and senior technician Darryl Williams.

ROSETTE, INC. carry quality stuffed toys for crane and redemption machines. It's all in the Steinberg family: Phil, Hal, Beverly, Robert, Stuart and Debbie, as well as Fane Friedman.

ROWE INTERNATIONAL,INC. will exhibit their CD 100, combo R93, video and nostalgia jukeboxes, a CD wallbox and bill changers and bill acceptors. On hand will be president Bruce Cowles, senior vp sales/marketing Jerry Hejtmanek, vp music Joel Friedman, vp distributing Jerry Gordon and regional sales managers Bub Kice, Lou Bruzzano and Ron Harris.

ROYAL OF AMERICA are offering a complete line of promotional costume jewelry for premiums, machines and general promotion relating to the amusement business. President Bill Hardman, district manager Bob Ernst, sales manager Bob Hardman and sales reps Kerrie Sullivan and Joyce Harrison will be holding court.

Per Lundin, Larry Baird and Bob Liptack of **SCAN COIN, INC.** will be displaying their coin counters/packagers, coin sorters and currency counters.

SEEBURG CORP. representatives Bob Breither and Joe Pankus will demonstrate their laser music jukeboxes, wall speakers, corner speakers paging kits, wireless and wired volume controls, "L" pads, serviceman's kit, bill acceptor end and tray feed.

SEGA ENTERPRISES, INC. (U.S.A.) are exhibiting the new "Super Monaco GP" in its deluxe, cockpit and upright with power link models, "E.S.W.A.T." (horizontal kit), "Cyber Police," and "Super Masters." Attending personnel will include president Tom Petit, exec. vp's Scott Yasuda and Howell Ivy, director of marketing Lenore Sayers regional managers John Hill and Jim Vanderhoof, customer service manager Darl Davidson, mkt. coordinator Donna Cristich, sales coordinator Lisa Montelbano, tech. service sup. Dave Catrelle, exec. asst. Mindy Vargas, engineer Yoshi Yoda and credit mgr. Brian O'Leary.

SEIDEL AMUSEMENT MACHINE CO. handle coin-op roll-down games with ticket dispensers — "Bing-O-Reno," "Twenty One Pikereno," "3-in-Line" and "Hi-Lo."

SHARP IMAGE ELECTRONICS will exhibit video games and component parts.

SIGNA GMBH are showing biorhythm scales and horoscope machines.

SILENT PARTNER INC. owner Ted Furkin and computer programmer Len Smikun are offering a ten percent discount on all of their computer software programs sold at the show.

SKEE BALL, INC. are manufacturers of coin-op amusement games including "Skee-Ball." Keeping things rolling will be president Joe Sladek and sales reps Irv Abbott and Alec Sprouse.

SMART INDUSTRIES CORP., MFG. are bringing along their cranes and redemption games as well as "Shoot to Win Basketball." Leading lights will be president Gordon Smart, vp Jeff Smart, general mgr. Grover Collins, research & development Bob Brazelton II, technician Roger Wetzel, research & development Miles Golly, assistant to the president Nancy Singh and art/advertising Cathy Bell.

SMS MANUFACTURING CORPORATION will be exhibiting a full line of redemption equipment, video lottery and video gaming. On hand will be president & CEP Sal Mirando, vp sales & mktg. Jim Pietrangelo, national sales manager Bob Harzer, director of engineering Walter Lee, tech Mike Smith and Perry Brown in customer service.

SNK CORPORATION OF AMERICA will exhibit their new "Street Smart" and other coin-op video games. Hitting the streets will be chairman E. Kawasaki, president Paul Jacobs, vp coin-op division John Barone, international sales S. Ikawa, product manager Susan Jarocki, Western sales manager Tracy Tate, Eastern sales manager Rachel Davies and director of operation Neal Zook.

SPACE AGE ELECTRONICS, INC. will display video game components parts including monitors.

STANDARD CHANGE-MAKERS, INC. will have the $1/$5/$10/$20 bill changers in two models, the high capacity SC94T and the medium capacity SC102. Making time will be national sales manager John S. Dugan, Western regional manager Jack Ewald and sales manager in the Western region Bill Keller.

STANDARD KIDDIE RIDES are showing their coin-operated childrens' kiddie rides.

Hal Koughn of **STANDARD METAL TYPER, INC.** will feature both metal typers, the 25 cents "Rock & Roll" model and the 50 cents classical model, that print any message on an aluminum souvenir disc.

STRATA are introducing "Golden Tee Golf." If players get a birdie on hole one they will win a sleeve of Golden Tee golf balls. Each winner will be entered in a random drawing for a $400 set of golf clubs. Teeing off will be Strata president Richard A. Ditton, vp of sales John Cassiday, Incredible Technology president Elaine A. Ditton, vp of r & d David D. Theil, creative director R. Scott Morrison, senior software engineer Larry J. Hodgson and senior design engineer Steve Jaskowiak.

SUPERIOR TOY & NOVELTY CORP. are the manufacturers of stuffed toys and mechanicals for all seasons, including crane, redemption, promotional and special design upon request. Exhibiting will be president Tom Civen, vp's Ron Detwiler and Hazel Nicholson, sales managers Dorothy Volaski and David Ford, public relations Carolyn Campbell, designer Holly Wilcoxson and manuf. rep. Jack Hunt.

SUZO TRADING COMPANY carry spare parts for coin-operated machines Attending will be Holland director C.M. Sliverein, Germany director L.A.P. Sliverein and Holland sales mananger R.V. Enkhuyzen.

TAITO AMERICA CORPORATION will be exhibiting a full line of coin-operated video games. Come meet president Joseph Dillon, exec. vp Yoshi Suzuki, vp sales Rick Rochetti, sales mgr. Jim Chapman, mktg. mgr. Natalie Kulig, gen. mgr. Jim Miskell, ad mgr. Nancy Goodwin, service mgr. Paul Rzonca, dir. of eng. Robert Hayskar and shipping mgr. Dave Kuhrt.

TECMO, INC. will display coin-operated video amusement games.

TECK-TRON offer universal video game cabinets, basketball and dart games.

TEKBILT, INC. are a distributor for Mars bill acceptors and have an AT5100 remote control TV/poker game, wired and remote control "Put On" devices put credit on video games, video card game "Up Grade" kits and PCB repair. President Buzz Bruner, sales manager Ken Smith and service manager John Browne will be holding all the cards.

THEISEN VENDING CO. (Distributor of Kiddies of Florida) offer coin-operated kiddie rides.

TORNADO TABLE SOCCER, INC. will exhibit their coin-operated table soccer game.

(Continued on Page 109)

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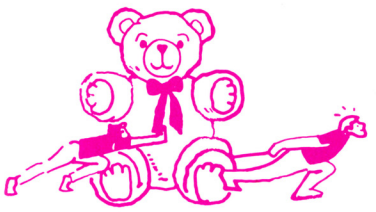

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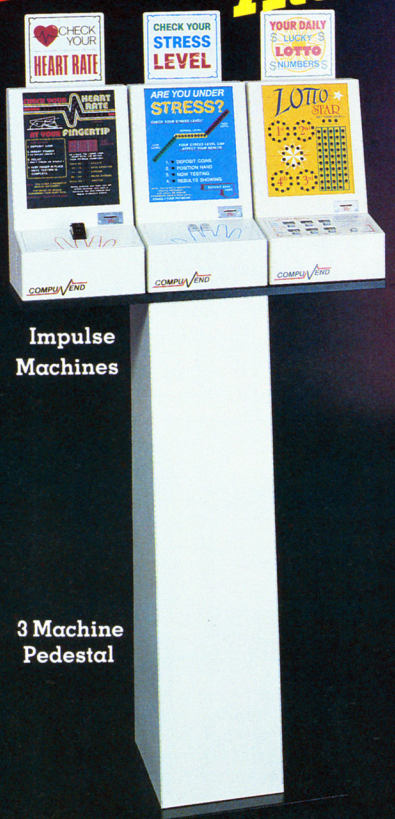

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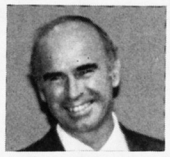
1989: It's Been A Year To Remember For AMOA Members



STATE OF THE INDUSTRY ADDRESS

By Clyde Knupp
AMOA President

It's been a year to remember.

My wife, Diane, and I have had the opportunity to travel from coast to coast on behalf of AMOA and the coin machine industry, and have enjoyed all the time spent and the many people we have met. I want to share some of our experiences with you along with a vision of the industry.

My thanks to the manufacturing group AAMA for their many courtesies this past year — AMOA and AAMA are starting to work as one. A special thanks to the tobacco industry for activities at various state meetings.

For an Iowa boy to attend a Yankees ball game, to be in the Yankee dugout and to meet and present a plaque to Don Mattingly is a once-in-a-lifetime event. To meet and hear Randy Cunningham of the movie "Top Gun" was very inspirational.

Our industry should be proud to have been a part of the Olympic Festival and to have met the Olympic participants in Los Angeles and to experience the stringent rules of the Olympic Committee along with the high standards they maintain for all sponsors and participants.

I have met with excellent state association executives, along with great coin machine operators in all parts of the country, each of whom is striving for the same goal — to make the industry a good business for the future.

There is always the one person somewhere who has impressed you more than anyone else — really, it's hard to single out anyone when we have met so many neat people — and that person is Lou George from Pennsylvania. He's a fellow operator who is in a wheelchair as a result of a car accident and was recovering last year at this time. The last time I saw Lou was in July, and I can tell you that the positive attitude and fun personality of his hasn't changed a bit. Lou works hard for this industry, loves life and needs to be recognized. Thanks to all the operators of PAMMA and Lou for the good times and the great food.

Speaking of great states with standout cuisine, I don't want to make California, Texas, Georgia, Florida, Minnesota, Ohio, Wisconsin, Washington, Montana, Idaho, Virginia, and, of course, good ole Iowa feel left out. These are special places, too.

Diane and I were talking not too long ago about where we'd like to return for pleasure trips. I have to tell you there are a lot of nice places in this country, but we were really impressed with Coeur d' Alene, Idaho. And the city with the best food was Columbus, Ohio. But it's also a very difficult job to decide on the city with the best chow when everyone feeds you so well.

Of course, all our travels, were, essentially, business trips — and I have to admit I discovered a heck of a lot out there. The distributors' and manufacturers' facilities have impressed us, especially since we were treated like royalty. I'd like to say "Thank You" for all the good experiences.

It's time for "Team Coin-op" as we proceed into the 90s. Operators, distributors and manufacturers should be working together in the same direction.

AMOA's stated mission is to "foster a better business climate for companies in the coin machine business." Working for the dollar coin is one of the industry's major goals. The industry needs to remember a quarter is really worth about 7 cents in real buying power compared to the value of a quarter in 1974.

Education is a need in all industries. The coin-op industry is no different. AMOA needs to strengthen the education programs and work with the distributor network to accomplish the goals for the industry.

The biggest resource this industry has is the people who are in the business. We need to expand and improve the education programs faster and encourage entrepreneurial spirit.

To compete in a changing and competitive world, the industry needs to plan and invest dollars, and the industry has to work as one to gain a larger market share. We need to do market research to identify our customer, develop strategies that will expand our player base and programs that will increase our user interest to compete in other forms of entertainment.

AMOA needs a larger share of the operators as members and continue to develop better marketing programs for the jukebox operator. All state associations can use the help of AMOA to strengthen their base of members and AMOA needs to organize states that are not organized.

The industry will continue to make tiny improvements in many areas that will strengthen the industry — AMOA will and has taken the leadership role.

The industry is more specialized and more professional. The league concept is growing at a much faster pace, as more operators are involved in dart and pool league organizations. The operators and manufacturers are working together in Washington, D.C., in jukebox marketing, NDA, VNEA and now with other products such as pinball. Industry standardization has come a long way now for better warranties and quality control.

AMOA and AAMA are working with the Olympic Committee and one of the grandest goals would be for pool and darts to be part of the Olympic competiton.

The AMOA convention this year is the largest in our history in terms of exhibit space and attendance. The education programs and speakers will make this convention the best yet. Changes in trade show dates and days have helped the show. The huge banquet show for Tuesday night will be an event to remember.

AMOA has the premier trade show, an excellent legislative conference, a neat scholarship fund, and great education programs that benefit everyone.

There have been a lot of firsts for AMOA this year — the jukebox's "first 100 years," the first time the trade show has moved west of the Mississippi, and the first time it has been held as early as September.

As president of the AMOA, I'm proud this organization took the leadership role in promoting the jukebox. Operators have responded by buying new equipment, up-pricing for greater revenue and showing a renewed interest in the music business.

One of the best things AMOA has ever begun is the Wayne Hersch Scholarship Fund. Today, we have some $300,000 invested. That means more than 20 scholarships next year will be given away to AMOA members' children or to employees of AMOA members' children for a future education. The scholarship fund is an excellent reason for your company to belong to AMOA. Everyone has helped to contribute and made this fund grow. To date, we have given 42 scholarships — or $42,000 — to students to help in their education.

AMOA's Government Relations prgram has grown to be one of the best functions in Washington, D.C. Your senators and representatives have now come to expect a family outing when AMOA is in town. The Amusment and Music Operators are well known in Washington, D.C.

AMOA has found many ways to help make the coin machine business a better business. Not long ago, the coin machine operator just placed the machine in the location. Today, he is a programmer, coordinator and promoter extraordinnaire.

As business people, the currency machine operators will have to make hard decisions as to where they best fit in a changing world.

Finally, I'd like to extend my sincere appreciation to the trade press and the staff at Smith Bucklin; to the board of directors at AMOA, and especially, to the past presidents of AMOA for the opportunity to serve the industry this past year.

SNK'S "STREET SMART"

SNK Gets 'Street Smart,' Names New Managers In Coin-Op Service And Software Divisions

SUNNYVALE, Calif. — The SNK Corp. of America is rumbling into the AMOA Expo '89 with a new street fighting game. They have also recently appointed personnel in two management positions.

The game, dubbed "Street Smart," is a two-player, cooperative/interactive game with player buy-in/continuation using eight way joysticks and three buttons.

While traveling the streets of eight different American cities, a player competes with various thugs in a battle for the championship title. In a two player mode, competitors polish off the enemy and then square off against each other in a "grudge match." The victorious warrior wins extra stamina as both players move on to the next city.

"Street Smart" is being produced at 3-KOAM in Fremont, Calif. as a dedicated, 19″ monitor model.

Former SNK technician and pcb repairman Tommy Lynn has been promoted to service manager of the coin-op division. He will also be providing engineering and production support, reporting to director of operations Neal Zook.

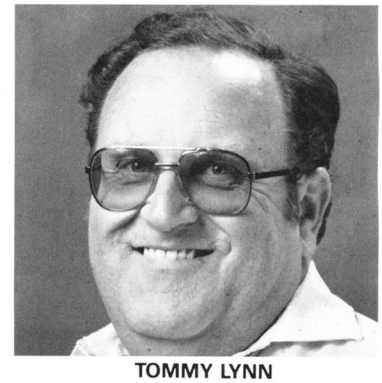
"Tommy has demonstrated an excellent rapport with the distributors and operators who call in and his organizational skills are exceptional," says Zook. "We feel that Tommy has contributed greatly to SNK's recent success."

SNK also welcomes new software manager Jeff Peters, who will help update and refine Japanese software engineering. Peters will also assist in customer service for SNK's Consumer Division.

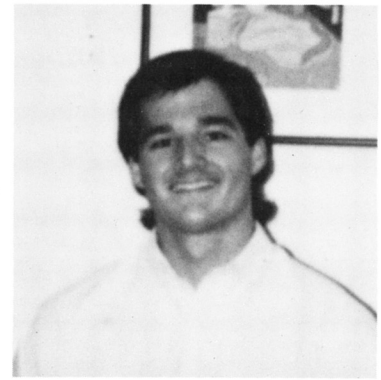
Formerly a competitor and founder of the first U.S. National Video Game Team and creator of *Electronic Game Player* magazine, Peters was recently self-employed as owner and operator of JCS Design graphics in Southern California. He will be relocating to SNK's Sunnyvale headquarters.

"Jeff's abilities as a video game player and his past experience in different aspects of the video game business will be a great addition to our ongoing dedication to the coin-op market," states SNK's coin-op division VP John Barone.

For more information on "Street Smart" and other SNK games stop by Booths 1819-27 and 1918-26 at Expo '89 or contact the SNK Corp. of America, 246 Sobrante Way, Sunnyvale, Calif. 94086; (408) 736-8844.



TOMMY LYNN



JEFF PETERS

Florida Claws With New Crane Regs

As reported in the June edition of Vending Times, the Florida Department of Business Regulation (DBR) had been working on guidelines for its district supervisors to follow in determining if a crane game is being operated legally in the state.

DBR attorneys had issued an opinion in late May declaring crane games legal, provided the devices demanded elements of skill in exchange for prizes. The opinion also declared coin pushers illegal.

The following is the text of the memorandum issued by John J. Harris, Deputy Director, on July 3:

As a practical guideline for successful forfeiture and license discipline the Division has determined that the following situations would be in violation of Florida's gaming laws:

1. CRANE GAME – This is a coin operated device whereby the player pushes an electronic switch that controls the movement of a claw within a locked container in which prizes such as stuffed animals are displayed. The claw descends at the command of the player, or at the expiration of a set period of time, closes automatically and may pick up a prize and deliver it to a chute leading to the outside of the machine.

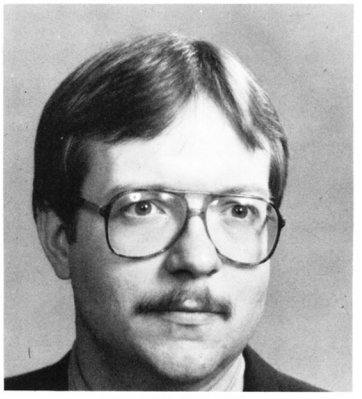
These games will be seized and the Division will file a Notice to Show Cause if any one or more of the following elements exist:

- Prizes are worth more than $6 wholesale or 15 times the cost of a single play not to exceed $15.
- Prizes consist of any amount of coin or currency attached to other prizes or unattached.
- Prizes consist of or have Florida lottery ticket(s) attached.
- Prizes consist of or have lottery tickets attached to them even if such lottery tickets are or purport to be for charitable purposes. This is true even if the tickets may be available on the premises at no charge.
- Prizes are placed in areas where it is mechanically impossible for them to be extracted by the claw.
- The claw drops randomly, i.e., not as the result of a player's decision or the expiration of a set period of time.
- The playing time is not revealed to the player.
- The claw pressure is so weak that prizes encompassed within the claws are pulled free by the force of gravity when the claw mechanism is elevated.
- Prizes are packed so tightly that the claw cannot grasp any prize.
- Prizes are below the level that the claw will descend.
- Prizes are of such a height that the claw falls off to one side constantly or continually precluding the possibility of winning that prize.
- One prize is attainable but is attached to another imbedded and unattainable prize.

II. PENNY FALL or BULLDOZER GAMES – These machines are strictly games of chance if any prize may be won, whether cash or merchandise, and may NOT be played on a licensed premises. A "penny fall" game is one where coins or tokens are dropped on trays moving side to side or front to rear on the horizontal axis. Coins or tokens are deposited into the machine in the hopes that coins or tokens already resting on the shelves will be pushed into a hopper and chute leading to the outside of the machine. "Penny fall" machines that dispense a ticket or token on every play are nonetheless prohibited gambling so long as there is any variance between the prize that is awarded by virtue of the token or ticket and the prize that is awarded based on the chance dispensation by the machine of one or more tokens. "Penny fall" or "bulldozing" games located in amusement arcades, as defined in . . . Florida statues, which also hold alcoholic beverage licenses, should be seized only upon approval of TCO.

These guidelines have been developed with the advise of the Deputy General Counsel and without the benefit of judicial guidance since no cases on this issue could be found. These guidelines are intended to help you determine when these types of games should be seized and a Notice to Show Cause recommended. They may not have been adopted by any of Florida's other criminal justice agencies. Game owners as well as licensees should always be cautioned to determine the position of their respective State Attorney as well as their sheriff and police chief. The Division has concluded at this time that crane games which do not have any of the elements mentioned in this bulletin, may not be sucessfully forfeited and that licensees having the games may not be found in violation of Florida's gambling laws.

No individual machine or make of machine will be certified by the Division field offices as a lawful gaming machine since a machine can be changed or altered by the owner or operator.



BRUCE ALLEN

Allen To Enter The Valley Of Operations

BAY CITY, Mich. – Bruce Allen, who has directed Valley Recreation Products' model shop and engineering department, was recently promoted as the company's manufacturing operations manager.

Dick Shelton, vice pesident of Valley's manufacturing department, said Allen's eight years with the company has prepared him well for his new position.

"Bruce brings with him eight years of experience in our industry and his involvement in the modeling and engineering department over the past years gives him a hands-on experience that will greatly assist him in his new position," Shelton said.

Allen, 37, has bachelor's and master's degrees in Industrial Education from Eastern Michigan University. He joined Valley as a draftsman and has had a hand in designing many of the company's biggest sellers, including the Cougar and Leopard pool tables and most of the electronic dart boards valley produces.

With the promotion, Allen's responsibilities will increase, Shelton said.

"He will be totally responsible for all special projects involving purchasing, manufacturing processes, factory remodeling, the development of new products and an involvement in new equipment purchases," Shelton said. "In his new position, Bruce will be invaluable to me and to the industry at large."

Allen is married with three children. His wife, Bobi, is an assistant professor of Mathematics and Computer Science at Delta College, near Valley's Bay City, Michigan headquarters.

Merit On Target For Dart Championships

BENSALEM, Pa.—Merit Industries is gearing up for its 1989-90 World Series of Darts season after a spectacularly successful 1988-89 season in which 5,000 American players competed for $50,000 in prize money.

The third World Series of Darts will kick off with The Volunteer Open in Knoxville, Tenn. in October and end in California in June. Participants from twelve regions in the United States will be guning for a $65,000 purse and with the inclusion of the International Series the total guaranteed prize money is in excess of $100,000.

Beth Weiner of Merit said the company has experienced tremendous growth into new markets and existing markets are seeing a steady growth of player participation. More operators are expressing interest in making the World Series of Darts work for them.

"Cooperation from our operators in our World Series of Darts had been fantastic," said tournament director Glenn Remick. "The World Series of Darts is growing parallel to the growth of electronic darts and as they continue to expand I see a great future for both."

Merit Industries' promotional team has developed a comprehensive, step-by-step program to assist operators in becoming involved in organized dart leagues.

The program involved a series of kits which explains every aspect of organized leagues. The kits include clear, easy-to-read handbooks along with support materials needed to help an operator reap the benefits of organized darts.

Remick said this method works well in attracting players and operators to participate.

"We have developed a player recruiting kit that simplifies the process of recruiting players," said Remick. "The emphasis is on the player and his involvement, which in turn benefits the location, and finally the operator. The end result is a solid player base with an easy, modest approach."

WMS Earnings Up From Last Year's Fall

NEW YORK – WMS Industries, Inc. (NYSE:WMS) announced this month that while its year-end audit is not complete, it expects to report profits for the fourth quarter ended June 30, 1989, of in excess of $2 million, or 24 cents per share, compared with a loss of $2.6 million, or 33 cents per share or the prior year's June 30 quarter.

WMS is engaged in the design, manufacture and sale of coin-op games and the ownership and operation of hotels and casinos.

Gametek Spins Coin-op 'Wheel Of Fortune'

MIAMI, Fla. – Vanna and Pat should feel honored – GameTek is bringing all the mind-bending, letter-turning competition of "Wheel of Fortune" to the video screen with its initial offering to the coin-op industry.

Based on the spectacularly popular television game show, "Wheel of Fortune" will be introduced as an upright cabinet (in either a dedicated game configuration or conversion kit for any horizontal monitor), countertop and cocktail table version, at the AMOA Expo '89.

Up to three contestants can enjoy more than 3.500 challenging word puzzles in ten subject categories in a precise recreation of the TV game show – players can hit "bankrupt," "lose a turn" or win a "free spin" – that have earned Pat Sajak and Vanna White a place in American folklore forever. As a matter of fact, a beautiful GameTek hostess, clad in a sparkling gown, walks across the screen to light up the players' letters and claps her hands in delight when correct answers are given. Even the show's theme music is played as the game begins, progresses and ends.

Unlike the TV version, however, the game allows players to select the degree of difficulty in which to engage.

The piece features 256-color screen graphics, unique spinning track wheel controls, and digitized and synthesized sound complementing the game show theme music. Each "Wheel of Fortune" conversion kit includes PCBC, JAMMA-compatible wiring harness, buttons and track wheel, marquee panel and graphic decals.

"Our programmers really outdid themselves with the graphics, animation and sound effects for 'Wheel of Fortune'," said GameTek president Irv Schwartz. "By using as many as five frames of art work for every step the 'Wheel of Fortune' hostess takes and by taking full advantage of 256 screen colors for extra depth and shading, GameTek is offering a game so lifelike, players will feel like they're in the TV studio with the show's stars."

Interested parties can take a spin on "Wheel of Fortune" at booths 2335 and 2337 at AMOA Expo '89. For more information, or distributor referral, contact Ivan Rothstein at GameTek, 2999 N.E. 191 Street, Suite 800, North Miami Beach, Fla. 33180 or call at 305-935-3995.

Japanese Karaoke Craze Ready To Roll Into Lucrative American Music Market

(Continued from Page 100)

market, and have designed two compact systems, the LK-V350 and the LD-V180, specifically for home use. As components to existing audio/video systems (they hook up to your television sets), Pioneer's LaserKaraoke can be used to play regular LaserDisc movies or video programs as well as CD's in 3", 8" and 12" formats.

Technically, LaserKaraokes are the same as LaserDisc units, only with more interactive possibilities. Pioneeer strongly expect consumers to enjoy sing-a-long nights, or even vocal practice sessions, at home – and then go to karaoke clubs for a greater group experience.

The novelty of karaoke won't wear out, according to Altneu, "because people are constantly wanting to sing like Elvis, or be a Streisand." Of course, many folks will prefer to fantasize in the privacy of their own homes, and comparisons are already being made to the rise of the VCR 15 years ago.

With Pioneer and DKKaraoke leading the way to AMOA, and other electronic giants like Pansonic and JVC set to jump into the american waters momentarily, it appears that karaoke is here to stay and there's good money to be made. Karaoke has come to you, AMOA members, it's your move next.

Pioneer's LaserKaraoke will be exhibiting in Booths 1919-27 and 2018-26 at AMOA, or contact Pioneer Laser Entertainment, Inc., 22010 South Wilmington Ave., Suite 201, Carson, Calif. 90745; (213) 518-4531.

DKKaraoke will be hosting demonstrations in Booths 1713-15 and 1812-14 at AMOA or contact DKKaraoke Inc., 2049 Century Park East, Suite 2700, Los Angeles, Calif. 90067; telephone (213) 552-2227 or fax (213) 552-0509.

Video Invasion Holds Movie Tix Promotions

TORONTO, Ont. — Wayne Fromm's Video Invasion has been scoring big points with Canada's young movie-goers, in a series of free ticket giveaways.

Fifty tickets to "License To Kill," the latest James Bond saga, were recently distributed to winners of a shoot out on Taito's "Operation Wolf." Contestants were given 60 seconds of free play and awarded on the basis of their high scores.

Multiple units of "Operation Wolf" were installed at Video Invasion for a month prior to the playoff to encourage practice play. Runners up received movie posters and game token vouchers, and 20 additional tickets were raffled off among Invasion patrons.

On hand at the Video Invasion/ "License To Kill" promotion were MGM's publicity director Tami Wineberg and publicity assistant Jeff Reingold.

Fromm has also scheduled a promo and ticket giveaway to coincide with the release of Sylvester Stallone's new "Lock Up," distributed by Columbia Tri-Star Pictures.

PICK THE SECRET AGENT IN THIS PICTURE. Is it the woman on the left? No. That's Tami Wineberg. Is it the guy to the right of her? Nah. That's Wayne Fromm. Hey! There's James Bond next to Fromm! And to Bond's left is Jeff Reingold.

TurboGrafx-16 Makes Dollars And Sense

(Continued from Page 76)

Each year, Gogen's village is forced to offer a human sacrifice. This year, it is Gogen's friend, Flare. She is taken to the "Evil Place," and Gogen, with his axe, must rescue the fair maiden from her gruesome fate.

"Keith Courage," another game, features the title character, a member of N.I.C.E. (Nations of International Citizens of Earth) whose mission is to defeat B.A.D. (Beastly Alien Dudes) and bring peace back to earth. This game has an Overworld and and Underworld, and when the "boss" of each area is defeated, the area is cleared.

"Victory Run" is a driving game that takes the player on the road from Paris to Dakkar — an 8,073-mile course over eight stages through the French countryside and the Sahara Desert.

"World Class Baseball" allows the player to select from right teams, the ability to choose a pitcher and manipulate his repertoire, steal bases and hit home runs.

"Power Golf" challenges the player through a full-18 hole course with the choice of stroke, match and tournament plays. The course features baffling bunkers, faraway fairways and generous greens and the option to play alone or in head-to-head competition.

"Blazing Lazers" is a shoot-em-up game that is currently all the rage in Japan. Homing missiles, destructor rays, field thunder, ring blasters, proton tractors and multiple bodies are all at the player's disposal to vanquish enemies.

"Dungeon Explorer" challenges the gamer in a quest for the ancient ORA stone in his quest to restore peace to Odessia. But along the way, a legion of alien monsters of the dungeons pose an evil spectre of longlasting war if they are not defeated.

Other games available with the first wave of titles are "Alien Crush," "China Warrior," "Military Madness," and "JJ and Jeff."

Hibbs said six to ten more new game cards will be available by the end of the year.

Accessories Are Nuts And Bolts Of Business

(Continued from Page 96)

HAPP-Y

Happ Controls, Inc. consistently furnishes the operator-in-need with an updated and permanent stock of joystick controls, pushbutton controls, trackball controls, power controls and coin/currency controls.

Its latest editions include an expanded line of driving controls, featuring roller bearing construction, optical control, and standard mounting. The #50-8030 steering wheel turns 360 degrees, the #50-8033-00 steering wheel with stop turns 270 degrees.

Other Happ driving controls include a single pedal type and dural pedal type. Both feature steel construction and micro or potentiometer control. There are also two speed shifts available. The "Speed Shift" has the knob molded onto the steel shaft, and a micro switch operation. The "Turbo Speed Shifter" features a high-low speed shift with microswitch in the handle actuated by a large diameter pushbutton to enable a turbo feature to be put in place.

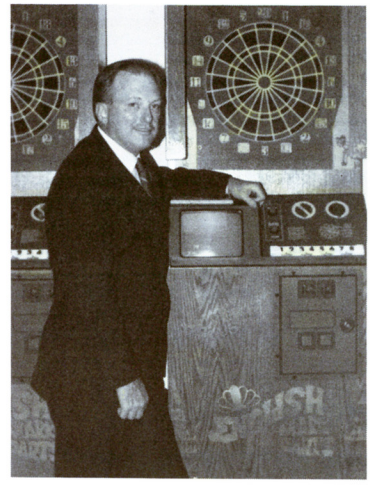
Then there's Happ's power controls, including a reliable switching power supply and a power supply cord. The switching power supply features include low noise and ripple, EMI filteration, over-voltage protection, acceptance of 115 VAC or 230 VAC inputs, short circuit protection, high efficiency and a compact size. The power supply cord features 3-wire SPT, 18 gauge construction and is available in 10-foot lengths. Other Happ controls include speakers consisting of interlock pushbuttons and isolation transformers

For more information write Happ Controls, Inc., 106 Garlisch, Elk Grove Village, Ill. 60007, or call at (312) 593-6130. FAX correspondences are accepted at (312) 593-6137.

Ward Darts To Top As Prez Of Arachnid, Inc.

ROCKFORD, Ill. — After Michael Tillery and John Martin bought out Arachnid from Paul Bealle, all that was left to do was to name a new president. That task is now complete.

William J. Ward Jr. assumed the reigns of Arachnid on June 12. Ward was previously employed as president of American Autogard Corporation of Rockford, Ill. for seven years. Prior to his experience at Autogard, he spent 15 years at Warner Electric, now part of



WILLIAM J. WARD

Dana Corporation. Among his titles were vice president were vice president of marketing and general manager of the motion control systems division which was responsible for Warner's electronic products.

As Ward tells it, Arachnid's customers can expect the same friendly service and consistent products that have become the company's hallmarks.

"Coin-op is the major portion of our business, and I think we are pretty much committed to it," he said. "Nothing has changed here — we're pursuing that end of the market as aggressively as possible, and, from what I hear, times are tough, but it should be better. We will continue to supply the games, give the good delivery and continue to promote darts. Besides the Bullshooter tournament that we promote, we've signed an agreement to be part of the World Series of Bar Games along with several other companies, and we're very excited about that."

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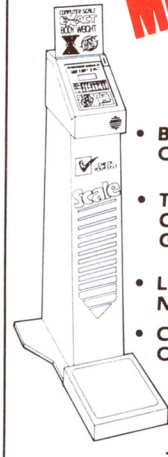

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AMOA EXPO '89 CONVENTION EXHIBIT PREVIEW

(Continued from Page 103)

Bud and Kame McChesney's **TOTAL SECURITY GAME ALARMS** offer complete alarm systems for the game and vending industries.

TRU-CHECK COMPUTER SYSTEM are showing their computerized placement payment system for cigarette vendors.

UNITED ARTISTS THEATRE AMUSEENTS will be showing UATA used games and kits, "Motor Show" pinball game ("Mr. Game" - Italy) and their much ballyhooded Turbo-Grafx 16 coin-op unit. Leading the way are UATA president Jon Daugherty, UATA manager Gail Seawright, "Mr. Game" owner Alfredo Cazzola and United Amusements president John Hibbs.

U.S. AMUSEMENT AUCTION COMPANY have a complete line-up of fall '89 and 1990 auctions in Indianapolis, Pittsburgh, Louisville and Columbus, Ohio. Ric Stephan, Jeff Schwartz and auctioneer Bill Hughes are celebrating their seventh year specializing in liquidations of amusment equipment for operators and distributors.

U.S. GAMES carry countertop video games.

U.S. INDOOR GOLF are featuring their 4'x11' "One Putt" master putting game.

VALLEY RECREATION PRODUCTS, INC. are displaying two coin pool tables, the ZD-4 and new 9" Leopard, the New Cougar and New Royal coin dart games, "Quik Poke" and cue stick displays. On their mark will be president Charles Milhem, vp mktg. Alan Schafer, vp manufactuing Dick Shelton, dir. of dom. sales Emil Marcel, dir. of int. sales James Griffiths, promotions mgr. Dave Kristal, svc. mgr./darts Bob Corrigan and cust. serv. mgr. Melody Sutkowi.

James Padten and Randy Rehling of **VAN LOCK CO. INC.** are bringing their high security pluglocks, cam locks, pad locks, switch locks and the new "Vanamatic" series with five key changes built into one lock.

VARI-TECH INTERNATIONAL will exhibit coin-op "Mini Pro Golf," "Hot Shots," "Mr. Six Gun," "Automated Derby," "Mad Moles," "Dip Bowlers" and "Golf-O-Mat." On hand will be gen. mgr. Phil Hilliker, dir. of operations/sales Mark Kane, sales mgr. Reggie Moultrie, ad. trade show sp. Annie Coleman, sales rep Tom Kane. off. mgr. Kelly Zwack, eng. mgr. Joel Beezhold, production supervisor Ken Umlor and sec. of operations Dawn Jones.

VENDING TIMES, INC. is the leading national publication of the coin-op industry. Copies of the special AMOA '89 issue and "The Census of the Industry 1989" issue will be available in the booth and subscription orders will be taken. Heading the *VT* crew will be president and publisher Morris "Tiny" Weintraub and his wife Selma and vice president and executive publisher Victor Lavay and his wife Faye. Also on hand will be associate publisher and business manager Steve Zarolnick, office manager Carol Ammirati, advertising salesperson Alicia Lavay, senior editor Henry Schlesinger, music & games editor Lou Perfidio and associate editor, music & games Jeremy Tepper.

VIDEOBOX NETWORKS, INC. will demonstate their laser video jukeboxes.

VIDEO GAMING NORTHWEST are displaying "Wildcat" keno and poker, "Best Bet" poker and special market products from Bally Gaming. Come talk to Greg Mullahy and Mike DaSilva.

James Casanova and Thomas Hammel of **WBG MANUFACTURING** are bringing their electronic A.C.M.R. price conversion kit and dollar bill validator kit for National 2-22 & 800 series, security top plates, a push-pull knob sales & exchange program and assorted full line equipment buttons.

WICO DISTRIBUTION CORPORATION carry a complete line of parts and supplies for amusement machines including joysticks, maxi-buttons billiard supplies, coincounting equipment, locks, safes, electrical supplies, chemicals, handtrucks, tools, etc. They will be offering free shoe shines and will host a hospitality suite in the Las Vegas Hilton. Come join president Ed Sokolofski, vp merchandising Jim Tierney, vp sales Mike Rudowicz, dir. of ad. Rich Santercola, Western reg. sales mgr. Ralph Orlowski, Eastern reg. sales mgr. Doug Blair, export sales mgr. Vartkes Sinanian, dem. sales Frank Fortunato and merchandise managers Dick Geerling, Glenn Freed and Kathy Disbrow.

WILDCAT CHEMICAL will show their maintenance supplies and specifically designed chemicals for the vending and amusement industries.

ROGER WILLIAMS MINT will have tokens, coins, medallions and coin acceptors presented by sales manager Sheila Dellacona.

YAMATE USA CORPORATION are exhibiting coin-operated video poker and video slot machines. On hand will be president Masahiro Shibata, operations manager Hisao Imai and manager of technical support Katsutoshi Tajima.

YANKEE GAME TECHNOLOGY carry redemption games including "Bozo's Grand Prizes."

Robert Elison's **WONDERLAND TOYS, INC.** will exhibit plush toys.

ZAMPERLA, INC. special products sales manager David H. Martin will demonstrate his coin-op strength testing equipment, including the "Mr. Muscle" arm wrestling machine, "Superbox Punchball," "Bull 90," "Gorilla Grip," and V.S.V. decorative lights for arcades, bars, etc.

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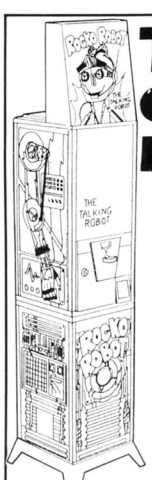

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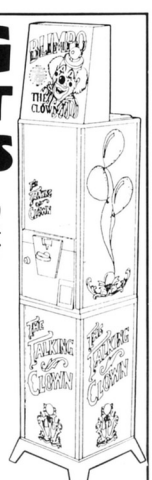

V/T Bulk Vending

Howard Page Buys Victor Vending; Plans Relocation To Dassel, Minn.

CHICAGO, Ill. — Victor Vending Corp., a pioneering manufacturer of bulk vending equipment and capsules, has been purchased by Howard Page of Dassel, Minn.

Page has announced that the company is relocating to Minnesota, with the move slated for completion by mid-month. Victor will henceforth be located in the Red Rooster Industrial Park, 175 Third Street, Dassel, Minn. 55325. The new telephone number is (612) 275-2121.

At present, Victor manufactures variations of the "Selectorama V77" and "V88" bulk capsule venders. Victor products are marketed through a nationwide distributor network. A production schedule for the new Dassel factory has been drawn up, and new machines, replacement parts, and "V" and "V-2" capsules will start rolling off the line in September.

Dan Balmer has been appointed general manager of Victor Vending; he is a resident of Dassel. Producton foreman Tom Callahan will continue with Victor in its new location.

Victor Vending has long been a major factor in the bulk vending industry. Company founder Harold Schaef was an innovator in the evolution of modern bulk equipment, and a pioneer in the development of plastic capsules for bulk merchandise.

FORD MASON DIES AT 95

BUFFALO, N.Y. — Ford Mason, the founder of Ford Gum & Machine Co., died this month in Delray Beach, Fla. He was 95.

Mason founded Ford Gum & Machine Co. in 1934. While bulk-loaded gum and candy machines were not new, Mason parlayed two innovations into a nationwide business.

First, he developed a method for imprinting the Ford name on the coating of the gumball. This technique is used today by pharmaceutical firms as well as candy companies.

Second, he originated the program under which local civic and charitable organizations benefit from the sale of Ford gum. This insured wide placement for the machines, and has raised millions for the organizations over the company's 55-year history.

Ford Gum & Machine still produces some 18 million gumballs a day at its plant in Akron, a suburb of Buffalo. The firm has prided itself on keeping the penny gumball alive, although some machines new take two cents.

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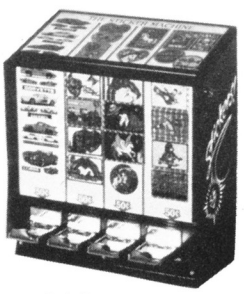

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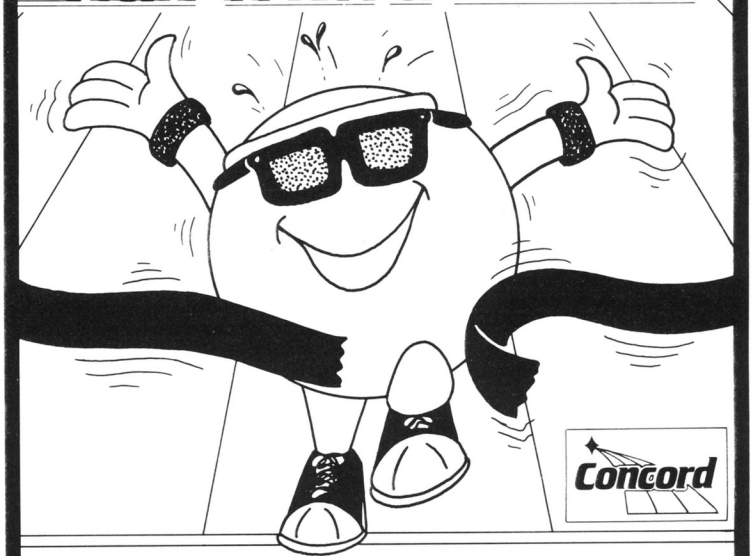

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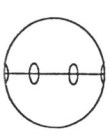

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Parssine Group Rolls Out 4 Bulk Product Mixes Featuring 'Value-Added' Toy-And-Capsule Design

OZONE PARK, N.Y. —Now available from Parssine Group are four new toy mixes based on items incorporating the company's concept of making the vending capsule an enhancement of the toy, increasing the customer's perception of value.

"Dino Babies" is an assortment of eight baby dinosaurs, vended in 2-inch multicolored plastic "dinosaur eggs". Given the perennial popularity of dinosaurs with young consumers, these should prove to be premium products for bulk operators, the company notes.

"Sports Ants" are attractive insects in eight styles, uniformed and equipped for playing baseball, boxing, scuba diving, and engaging in other activities. They're vended in 2-inch "basketball" capsules. Parssine points out that insect products are always in demand.

"Army Dogs" are patriotic animals clad in "Rambo-style" military gear, ready for action. Offered in eight styles, the canines are vended in 2-inch plastic "grenade" capsules. "Army Dogs" are in the main stream of unusual military action toys.

"Clowns" are the latest in Parssine's "Have-A-Ball" series. Featuring 2-inch vendible clown heads, in a variety of styles, each head serves as the container for a clown body. Heads and bodies can be snapped together in any number of combinations, and rolled away.

Each product line is offered in six assorted colors with eight assorted character styles. Parssine notes that customers can save money by ordering directly from the company's factories in Hong Kong and New York.

Information may be had from Parssine Group at (718) 843-6100. The firm is headquartered at 106-02 Rockaway Boulevard, Ozone Park, N.Y. 11417 and at Tai Sang Bank Building, 784 Nathan Road, Kowloon, Hong Kong. Orders can be telephoned to the New York office, or to Hong Kong at 3-815255.

Correction

MARSHFIELD, Mo. — In our July issue, we reported on National Entertainment Technologies' purchase of Movie Hut's assets. The correct telephone numbers for N.E.T. are (417) 468-2900 and (800) 458-4116.

NBVA LEADERS MEET

PALM SPRINGS, Calif. — The Executive Committee of the National Bulk Vendors Association will meet at the Marriott Desert Springs Hotel here on September 23, 1989. Topics for discussion include future sites and dates for the annual convention.

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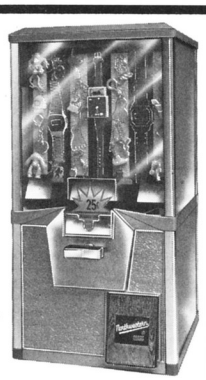

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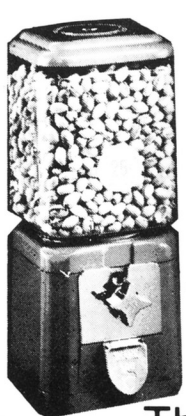

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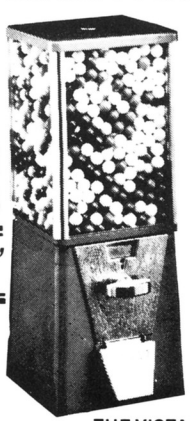

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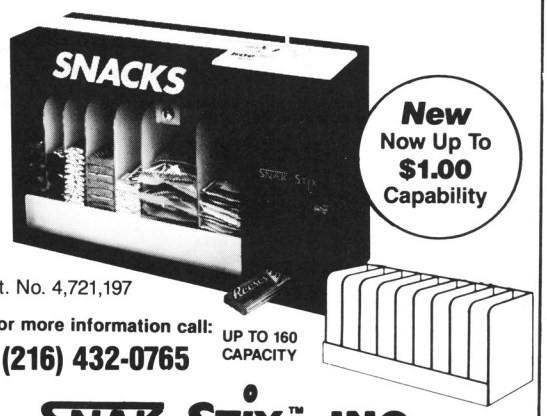

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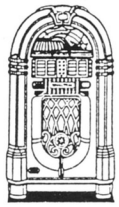

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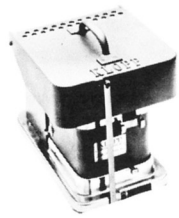

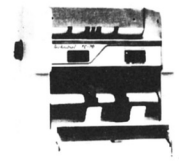

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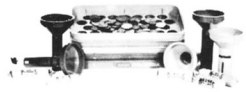

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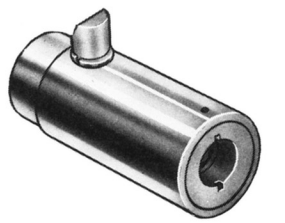

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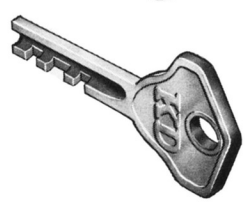

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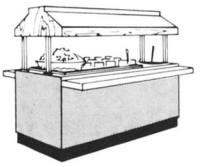

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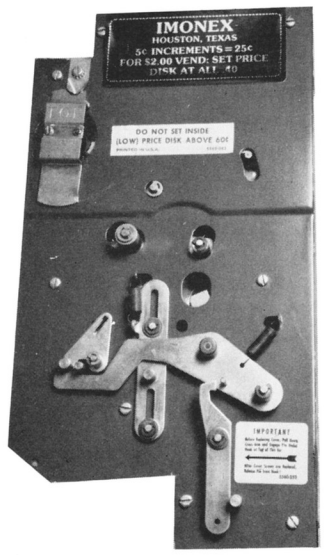

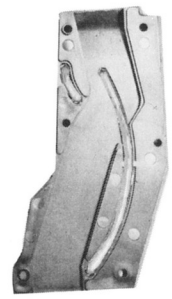

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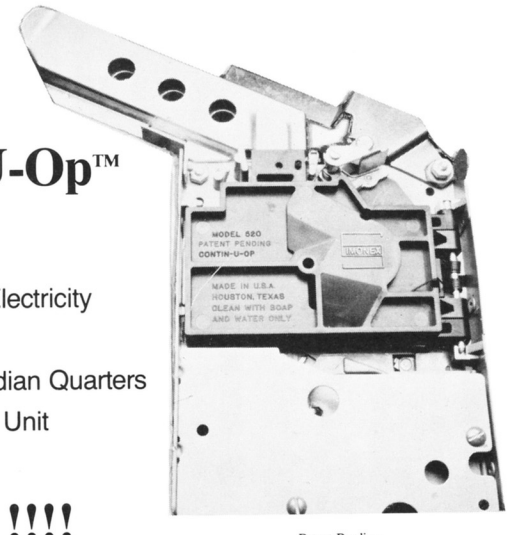

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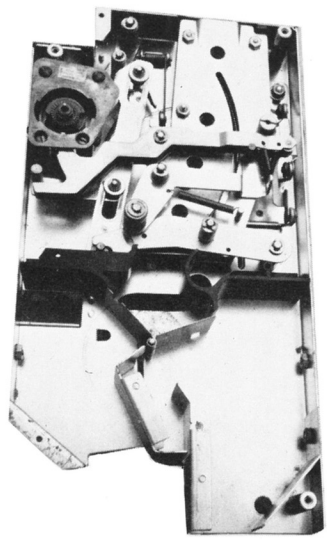

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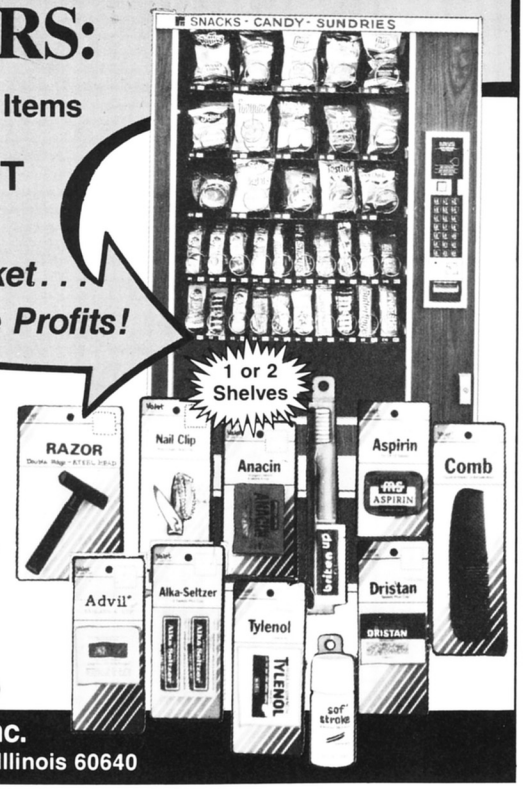

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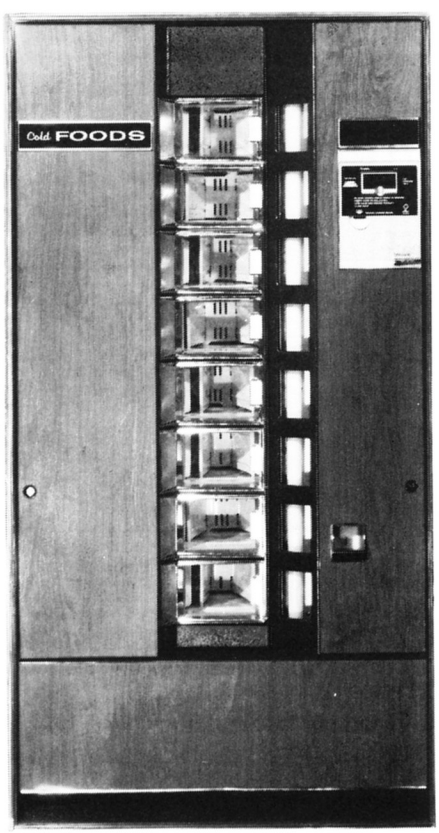

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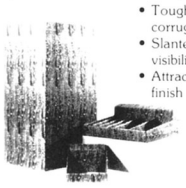

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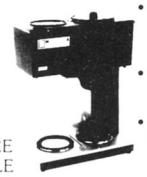

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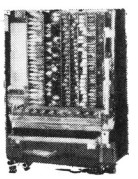

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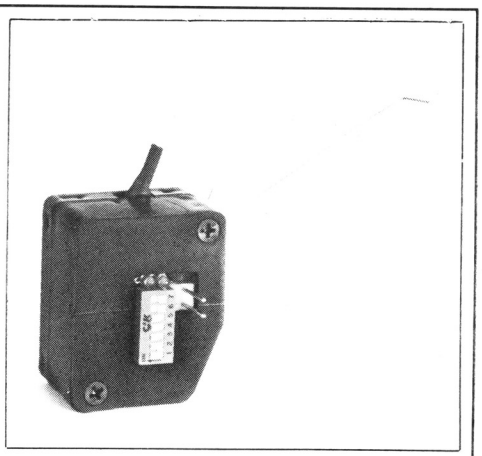

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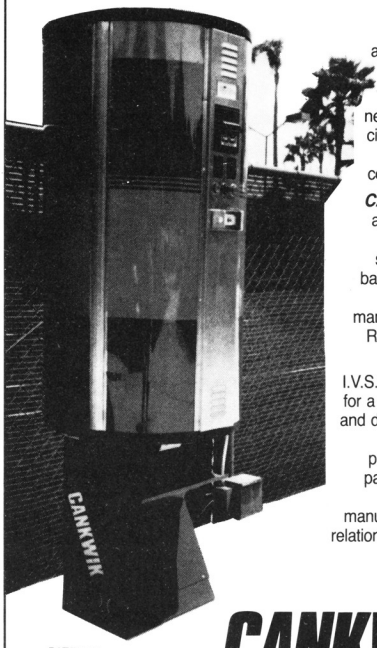

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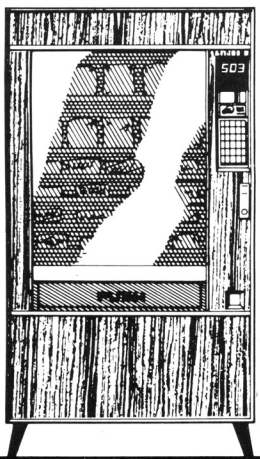

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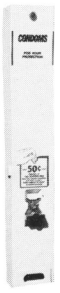

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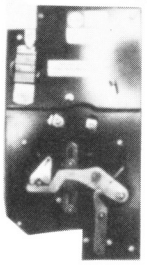

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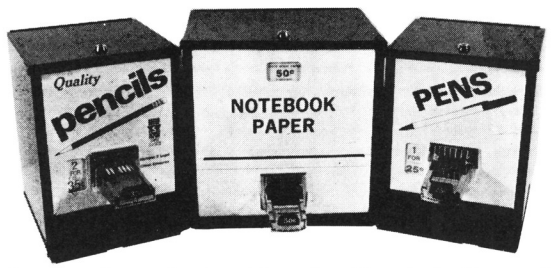

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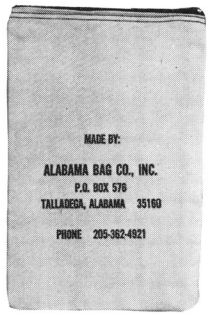

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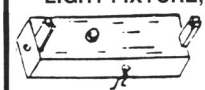

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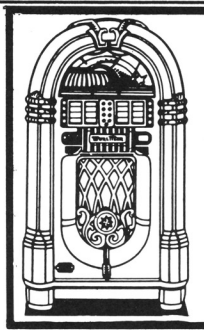

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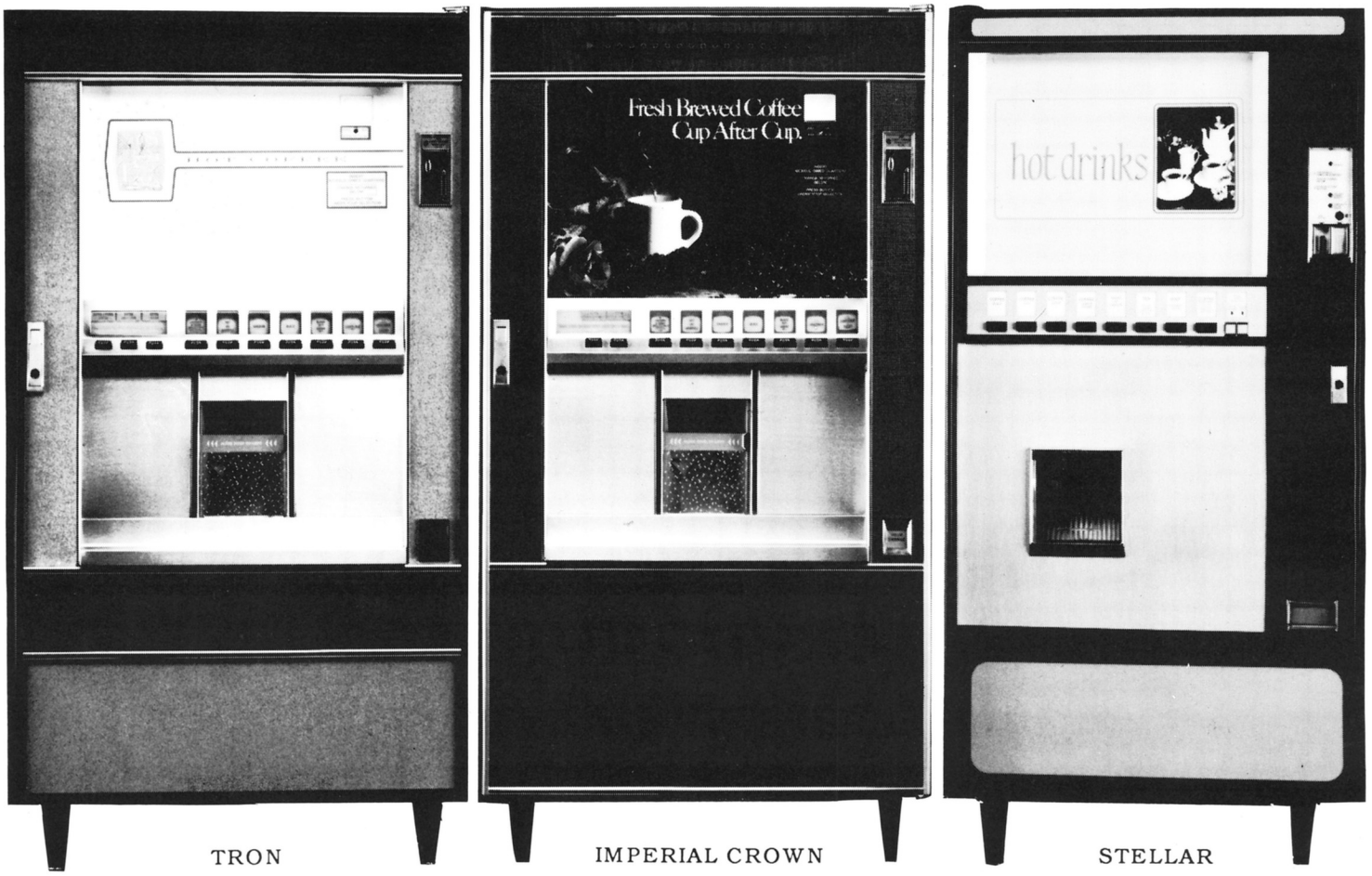

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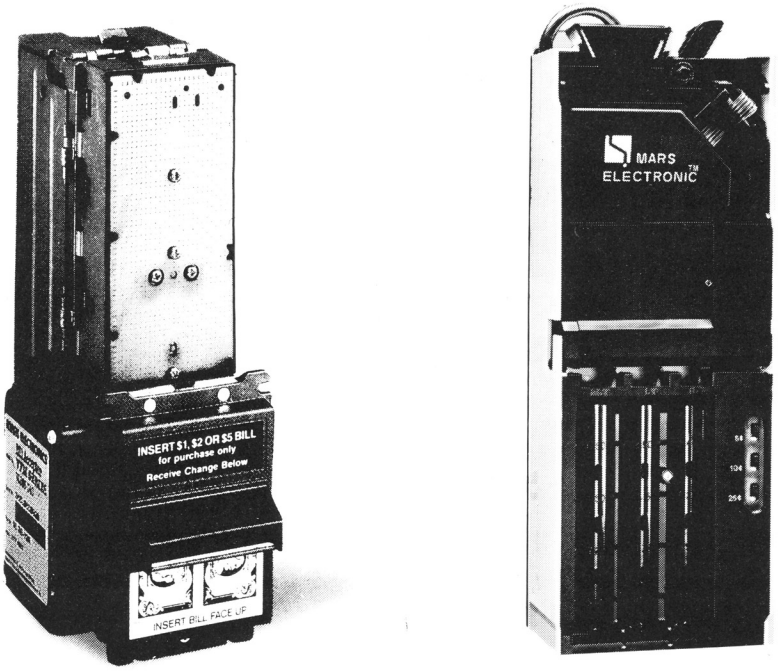

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VOL. 29, NO. 10 AUGUST 1989

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Pretext: Minors & Cigarette Vending

Although Dr. C. Everett Koop has finally retired as Surgeon General, his melody lingers on. In his drive against smoking, he publicized the claim that one out of four highschool seniors who ever smoked began before they were 12 years old, and that more young people were beginning to smoke.

This has led anti-tobacco forces to attack vending machines as a source of cigarettes for minors, although the allegation has no basis in fact. Elsewhee in this issue (page 3), we report on the appearance of NAMA Chief Counsel Richard W. Funk before a Congressional Subcommittee hearing to oppose a bill introduced by Rep. Luken of Ohio that would prohibit the sale of cigarettes or other tobacco products through vending machines.

Although Funk presented data to show that accusations against vending related to teenage smoking are not valid, we now find that Sen. Frank Lautenberg of New Jersey has introduced the so-called "Adolescent Tobacco Prevention Act". This legislation would create grants for states that enact specific laws to limit youth access to tobacco products.

The Lautenberg Bill would authorize for five years $100 million in incentive grants (to be distributed through the existing Preventative Health Block grants program) to those states that would enact laws that (1) Establish 18 or older as the minimum age for the sale of tobacco products; (2) Prohibit the distribution of free samples of tobacco products; and (3) Limit the sale of cigarettes in vending machines to places where minors are not permitted. The topper comes in a proposal to increase the cigarette excise tax by 1-cent per pack to pay for the incentive grants!

Anti-tobacco groups and legislators who seek to make cigarette vending machines a target in their drive against teen-age smoking ignore the fact that the vending industry recognized its responsibilities as far back as 1962, when it adopted a self-regulation program designed to make sure that venders were not a source of cigarettes for minors. This program has been vigorously followed by operators since it was initiated 27 years ago.

Testimony by NAMA's Funk demonstrated that venders are the least likely source of cigarettes for purchasing by teenagers who smoke. Primarily, the machines are in locations where teenagers are not allowed to frequent. In addition, youngsters who know the value of money, are well aware that cigarettes are priced higher in vending machines then when the product is sold over-the-counter.

The recently completed *Response Research Study,* commissioned by NAMA (story, page 1), shows that of teenage smokers who purhase cigarettes often or occasionally, only one of 11 frequently buys cigarettes from vending machines. Of the group that buys cigarettes, over 3 out of 4 said they use vending machines "seldom or never". In fact, the 64% of teenagers who buy cigarettes — often or occasionally — buy them over-the-counter from a clerk in a convenience store (43%), in gas stations (29%), in grocery stores (11%) and in drugstores (6%). It ghus becomes apparent that vending machines have no discernable influence on teenage smoking.

It is also worth noting that not a single state prohibits the sale of cigarettes through vending machines, having long ago concluded that cigarette venders are the least likely source of cigarettes for teenagers.

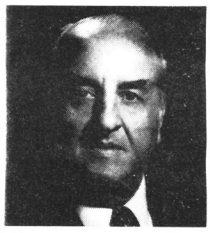
About three years ago, the House of Delegates of the American Medical Association (AMA) adopted a resolution that called for state medical societies to get their states to enact legislation that would prohibit the sale of cigarettes in vending machines. The argument was that such a ban would prevent minors from obtaining cigarettes.

At that time, we pointed out (V/T, February, 1986) that there would be fallout from this AMA proposal, and that operators had to fight with facts. While the AMA campaign never gained momentum, current efforts to pass federal legislation that would affect cigarette vending can be traced to that source.

The continued recurrence of assaults on cigarette vending raises two questions. First, are operators doing an effective job of communicating with legislators? In the context of an overall defense of the legitimate distribution of a legal product, we must let lawmakers know that the vending industry has a proud record of responsible conduct and compliance with the law.

Second, and perhaps more disturbing in the long run: Does a legislator who floats this type of proposal really think it can survive reasoned debate, or is it just introduced to score points with a well-organized and vocal minority? The vending industry, like the tobacco industry as a whole, has been remarkably effective in presenting its case when this kind of proposal actually comes to a vote. Unfortunately, the constant barrage of anti-tobacco bills tends to distort public perception; it is a form of propaganda. And legislators are adept at inserting anti-tobacco provisions into unrelated bills, preventing debate and short-circuiting the democratic process.

We must work together to improve the visibility of the vending industry. We must emphasize that this industry is not simply a collection of anonymous metal boxes, but a network of well-established, locally-based businesses providing valuable services and playing an important economic role in their communities. Only then can we put an end to serving as an easy target for legislative cheap shots.



TINY TALKS

The news that Coniston partners was acquiring TW Services, which includes Canteen among its subsidiaries, and that Service America had selected Steven Leipsner as its new president (V/T, June) called attention to changes taking place in some of the major operations in our industry.

And a page 3 story in this issue reports on the debut of Eagle Services in a tri-state area.

In addition, a number ot new enterprises have gotten under way over the past year. Some of these ventures are headed by individuals who have worked in the industry, while others are being started by so-called "small business men" who begin with a few machines and limited capital. And while it might seem that they are bucking the odds, we think that their chances for success are better than 50/50.

For this is a time of change, and the small enterprise often has that flexibility and location rapport that might be lacking in the national operation. A local vendor can evaluate the on-the-spot situation, set policy, and tailor his enterprise to the location's special needs, giving him an advantage.

Some new entrants in our business have succeeded just because they are "new" and not bound by the traditional way of doing things. Willing to try "something different", they will do more than just keep machines "clean, filled and working".

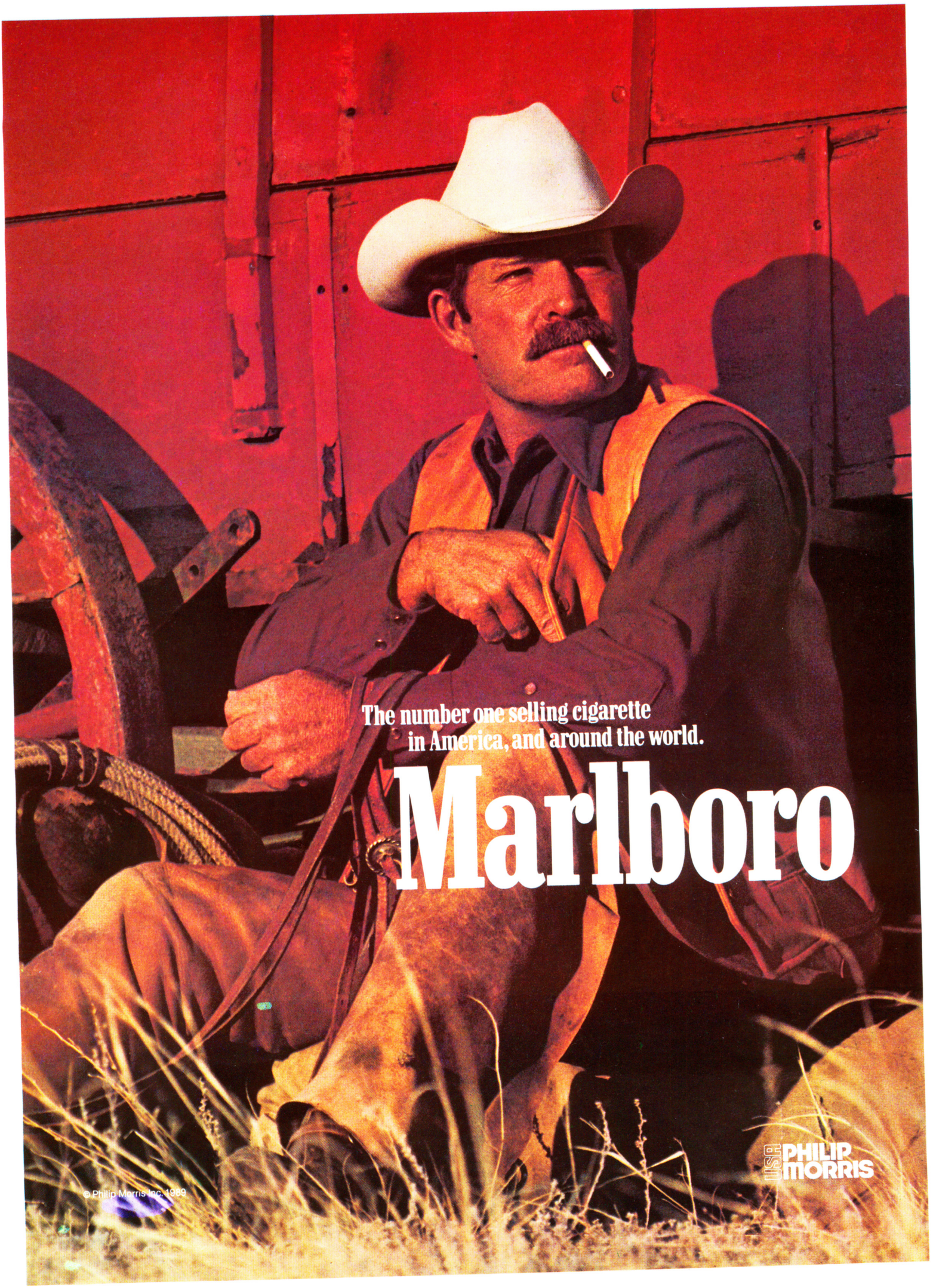
Their extra effort in merchandising brings more patrons to the vending area and maximizes returns from each location.

Well aware of economic conditions, new operators in the field know they have to move with the times. More interested in sales growth than in paying unreasonable commissions, they seek to work out strategies for expansion. Rather than attempting to "steal" locations, they look for and find outlets that can build a business.

Inquiries we receive show a willingness to explore new vending concepts. We find enthusiasm on the part of newcomers, eager to become part of an industry they regard as having unlimited potential — in contrast to the know-it-all attitude that prevails among some old-timers in our business.

One attractive feature of this "new breed" is their effort to merchandise higher-priced products. For example, selling service rather than commission, they have brought new thinking to vending in some territories. Where older operators once contended that food vending was a nuisance, the new generation proved that it was not only practical but profitable, selling the steak as well as the sizzle.

We welcome change. It's the "something new" that drives this business, and the "new blood" that will continue to make the vending industry grow.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