

PLAY METER

SEPTEMBER 15, 1983



GAMBLING

F.B.I.

JUSTICE DEPARTMENT

GRAY AREA GAMES

LIQUOR CONTROL AGENTS

ORGANIZED CRIME

MULTIPLE COINS

DISTRICT ATTORNEY

PAYOUTS

KNOCK-OFF SWITCHES

CREDIT POKERS

BLACK AND WHITE OR GRAY ALL OVER? GAMBLING IN THE AMUSEMENT INDUSTRY

LEGISLATIVE ACTS

COURT RULINGS



This Summer it's Pinball!

The temperature's heating up and so are pinball earnings. Across the country and around the world, players are rediscovering pinball. That means better than ever earnings—even better than some videos! And the best pinballs come from Bally Midway; your earnings reports and our market research prove it. Need more information on pinball in your profit picture? Contact your authorized Bally Midway Distributor today!

Show the world your pinball vision with these great looking sunglasses. Send check or money order for \$5.50 to: Great Ideas, 1633 Ravine Lane, Highland Park, IL 60035
Illinois residents add 6% sales tax. Allow 2-3 weeks for delivery. Void where prohibited.



Bally MIDWAY™

PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry

 BPA Member Business Publications Audit

CONTENTS/

Volume 9, Number 17/September 15, 1983

FEATURES

Video Gambling Devices 36

"Gray area" game operation is on the rise. A typical credit poker can average \$400 a week, and there are an estimated 50,000 machines on location. Mike Shaw examines the gray area game industry, offering possible explanations on why the business is flourishing and how the games affect amusement only operators. On page 44, Valerie Cognevich reports the results of a questionnaire on gray area games sent to state associations, and on page 46, Dawn Adomo interviews operators at random about the gambling industry. Roger Sharpe explains why action needs to be taken on gray area games on page 48.

Exidy's 10th Anniversary 50

Exidy's Pete Kauffman guides Exidy to its 10th anniversary this year by making correct business moves and following his work philosophy: "If it ain't fun, don't do it." Mary Claire Blakeman reports.

DEPARTMENTS

- | | |
|------------------------------------|----------------------------------|
| 6 Up Front | 60 For Promotion |
| 7 Letters to the Editor | 62 Tax Tips |
| 8 AOE '84 | 63 Puzzle Answers |
| 11 News | 64 Frank's Cranks |
| 35 Snapshots | 69 Technical Topics |
| 40 Equipment Poll | 71 New Products |
| 54 Gene's Gudgments | 73 Aids to the Trade |
| 55 Legal Hints | 75 Classified Advertising |
| 56 PR Problems/PR Solutions | 92 News Briefs |
| 59 Our 'Cades | |

Cover Credit: Play Meter Graphics Director Margret Vincent.

WANT 1ST CLASS SERVICE?



Anyone will sell you Kiddie Rides
...but who will service you?

*We have the largest selection & variety of
Kiddie Rides in the country.*



524 2ND STREET
ROCK ISLAND, ILLINOIS 61201
309/788-0135



THE SOUTH'S REPAIR CENTER

FOR VIDEO GAMES, PINBALLS & MONITORS

- ☆ 24 HOUR TURNAROUND ☆ 90 DAY WARRANTY
- ☆ \$ 25.00 PER HOUR PLUS PARTS ☆ NO MINIMUM
- ☆ 65 YEARS COMBINED COIN INDUSTRY EXPERIENCE



VIDCOMP ELECTRONICS, INC.

2312 TIFTON ST., KENNER, LA. 70062 - (504) 468-9824

Publisher and Editor:

Ralph C. Lally II

Editorial Director:

Valerie Cognevich

Managing Editor:

Laura R. Braddock

Associate Editor:

Mike Shaw

Editorial/Research:

Dawn Adorno

Art Director:

Katey Schwark

Typographer:

Jo Ann Anthony

Graphics:

Margret Vincent

Technical Writers:

Randy Fromm

Frank Seninsky

Correspondents:

Mary Claire Blakeman

Bill Brohaugh

Mike Bucki

Carol Kantor

Bill Kurtz

Charles C. Ross

Roger C. Sharpe

Paul Thiele

Advertising Manager:

David Pierson

Classified Advertising:

Karen Gray

Circulation Manager:

Renee' C. Pierson

European Representative:

Esmay Leslie

Counsel

Rufus King

PLAY METER, September 15, 1983.
Volume 9, No. 17. Copyright 1983 by
Skybird Publishing Company. **Play
Meter** (ISSN 0162-1343)(USPS 358-
305) is published twice monthly on the
1st and 15th of the month. Publishing
offices: 508 Live Oak St., Metairie, La.
70005; **Mailing address:** P.O. Box
24170, New Orleans 70184, U.S.A.;
phone: 504/838-8025. For subscrip-
tions: 504/837-7987. Subscription
rates: U.S. and Canada—\$50; foreign:
\$150, **air mail only**. Advertising rates
are available on request. **No part of this
magazine may be reproduced
without expressed permission.** The
editors are not responsible for
unsolicited manuscripts. **Play Meter**
buys **all rights**, unless otherwise
specified, to accepted manuscripts, car-
toons, art work, and photographs.
Second-class postage paid at Metairie,
La. 70002 and additional mailing
offices. **Postmaster:** Send Form 3579 to
PLAY METER, P.O. Box 24170, New
Orleans, La. 70184.

European Office: **PLAY METER**
Promotions, "Harescombe" Warford
Road, Northwood Middx. England,
Northwood 29244.



You'll Pay A Higher Price For Illegal Imitations Of Digital Controls' Little Casino.

Digital Controls, Inc. will prosecute manufacturers, distributors and operators involved in the sale of illegal imitations of our Little Casino video card game. Digital Controls, Inc. holds the sole audiovisual and program copyrights, manufacturing rights and trademark rights for Little Casino.

Other companies have illegally copied our technology and are

marketing imitations of Little Casino under various names. These imitations are no bargain. Along with them comes the hidden cost of fines and jail sentences for violating federal copyright laws.

Digital Controls, Inc. will aggressively protect our rights through civil and criminal prosecution to the maximum extent of the law. Illegal imitations are subject to confiscation.



DIGITAL CONTROLS

Digital Controls, Inc., 5555 Oakbrook Parkway, Suite 200, Norcross, Georgia 30093

GRAY AREA GAMES BLACKEN INDUSTRY'S IMAGE

Anyone with his heart in the business is painfully aware the coin-op industry is struggling through some very difficult adjustments and changes.

Groping for a life preserver to keep businesses afloat, operators have clung to conversion kits, but they are waiting for the ship of technology to rescue them. On the horizon, the ship, in the form of laser disc equipment, looks promising. Operators hope it is not a mirage.

But another life preserver (or business preserver) looks more and more inviting to those feeling they are at the end of their rope—yep, you guessed it—gray area games.

Many argue that the games are clean—they are adult fun for those who can't play videos. "Let's give the adults a fun video game; what's the harm of a little ol' card game in a bar?" they argue.

But, and there is always a but when you try to convince yourself that you are doing no harm, gray area games are putting the coin-op industry right back where it was in the days of Al Capone and Elliot Ness.

For years, the industry has suffered from an image problem, so severe that the AMOA even changed plans for holding its show in Las Vegas two years ago. The show was moved back to Chicago because manufacturers, and many other groups, insisted that they had spent too much money and effort getting away from the gambling image. They did not want it even hinted that the industry had anything to do with gambling. Since Las Vegas is the gambling capital of the United States, the association between video and gambling would have been too keen.

That was only two years ago. Now look at that same image that has been so painstakingly guarded. The number of video card games is dramatically increasing. A video card game is worse than a slot machine. People know a slot machine is positively a gambling machine. But a video card game is borderline—a video game with subtle hints of a gambling game.

Who is anyone trying to kid? Video card games, by their very nature, imply betting and gambling. Gray area games are not confined in bars and taverns with adults. They are showing up in arcades, and I don't think anyone would agree that the Ronnie Lamms will let the issue stagnate and go unnoticed.

In this issue, gray area games and their impact and effect on an already ailing industry were researched with meticulous detail.

This issue explains why the gray area market has become so profitable. Who is buying the equipment; who is selling it? How are gambling games going to affect amusement-only operations? Most importantly, it attempts to look into the future of the coin-op industry. Experts tell why gray area games will blacken the industry's image.

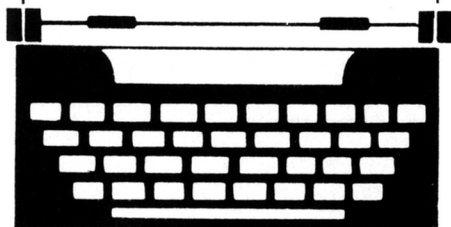
State associations were also polled to get leaders' viewpoints, and operators were contacted at random and asked how the gambling games affect their businesses.

Selling gray area games is like selling dope—you know it's illegal and not the best way to get rich—but the money is so alluring that many will compromise their values for the profit.

Valerie Cognevich

Valerie Cognevich
Editorial Director

Letters to the editor . . .



real skill and perseverance. We would like to see more video-pinball combinations such as Gottlieb's *Caveman* and Bally's *Baby Pac-Man*. It does mix the best of both worlds

This industry began with the pinball machine and thrived on its performance and appeal for decades. It would be a tremendous disservice to thousands of operators and players throughout the world if pinballs were to be phased out.

Sharon Harris
Public Relations Coordinator
Stan Harris & Co. Inc.

Something on your mind you want to vent? Got a gripe? Full of praise? Have a question? If you have comments on the coin-operated entertainment industry, write to Play Meter. Our "Letters to the Editor" columns are dedicated to you, the operator/reader.

All letters must be signed; if requested, only initials will be used or the name withheld from print. Please include return address (although, for the sake of your privacy, addresses will not be printed). All letters are subject to standard editing. Be concise.

Parental guidance

In reference to the column "Ban Author Critiques Industry," (*Play Meter*, August 1, p. 12) with great guys like Thomas Jackson protecting the world from evil, kids don't need parental guidance, just Mr. Jackson.

Arleen Goodman
Nashville, Tennessee

Long live pinball!

In response to Bill Brohaugh's article titled "Is There a Glimmer of Hope for Pinball?" (July 15, 1983, p. 48), Stan Harris & Co. Inc. of Philadelphia wholeheartedly agrees with his plea. Manufacturers *must* continue to produce pinball machines and keep them in the public eye.

When operated and maintained properly, these flipper games have more staying power, both in investment return and overall entertainment value, than those few video games that have been successful. The hundreds of video game failures are almost too painful to discuss.

I am amazed whenever I speak to operators around the country who lament their almost non-existent pinball market. In the Mid-Atlantic region of the United States, our pinball players are very much alive. Pinball machines constitute approximately 35 percent of our total game placements, 45 percent of our game dollar volume, and actually outearn the videos alongside them almost one-third of the time.

However, successful operation and good maintenance is absolutely vital. With some of the newer types (e.g. combination video-pinball), it takes



Audio Visual Amusements

Offering the finest new and used equipment

REPRESENTING LEADING FACTORIES

• SALES, PARTS, SERVICE •

IN STOCK FOR IMMEDIATE DELIVERY

Dragon's Lair • Cosmic Chasm
Gyruss • Mario Bros.

YOU'VE TRIED THE REST,
NOW TRY THE BEST

WE'RE EAGER TO SERVE

1809 Olive Street
St. Louis, Missouri 63103

(314) 421-5100

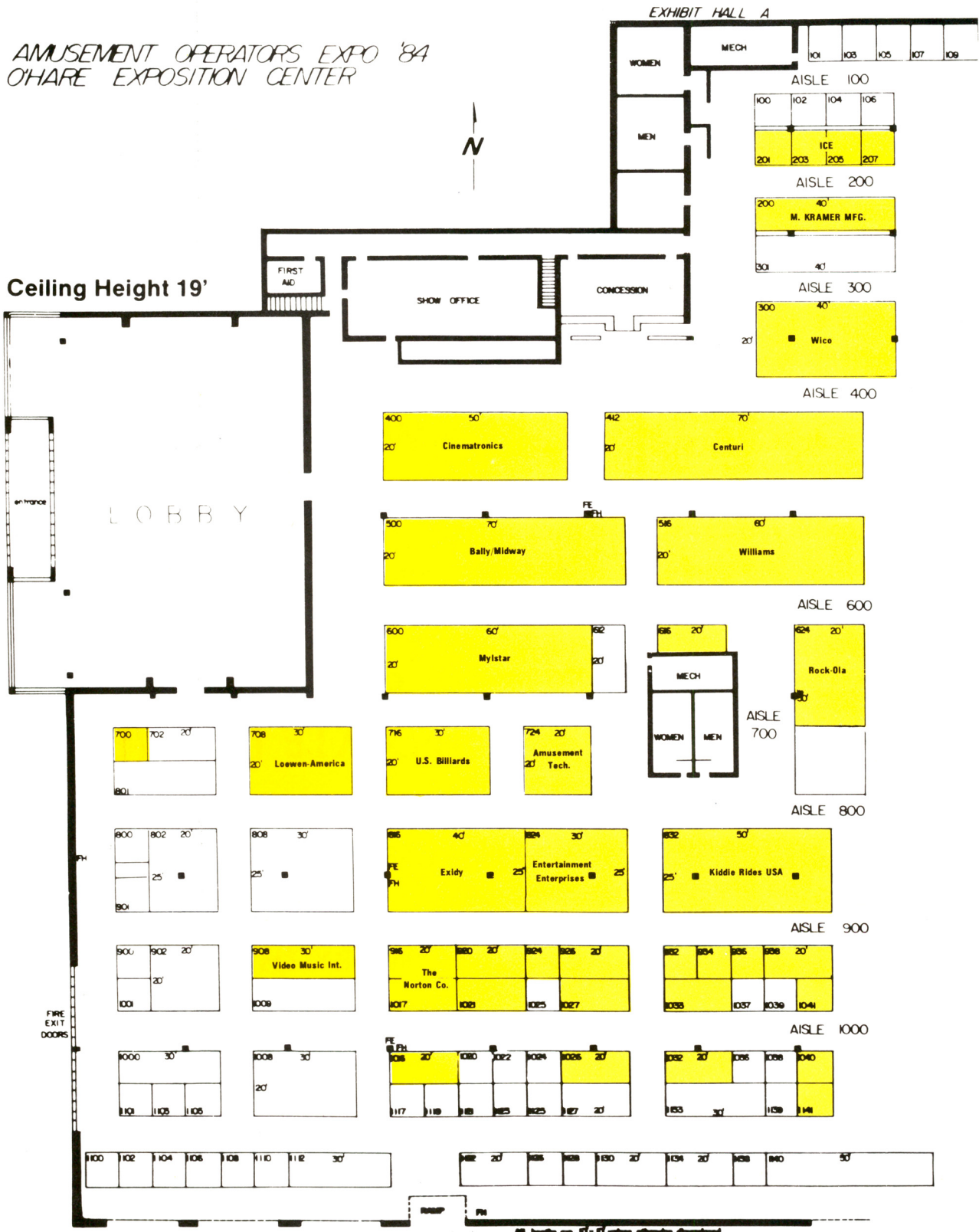
For further information, call Pete Entringer
(collect)

AOE '84

HERE IS A FLOOR PLAN OF EXHIBITORS' BOOTHS FOR AOE '84. BOOTHS SHADED IN YELLOW ARE ALREADY RESERVED. SOME OF THE LARGER EXHIBITORS (THOSE RESERVING THREE OR MORE BOOTHS) ARE INDICATED ON THE MAP. FOR A COMPLETE LISTING OF EXHIBITORS TO DATE, SEE PAGE 10.

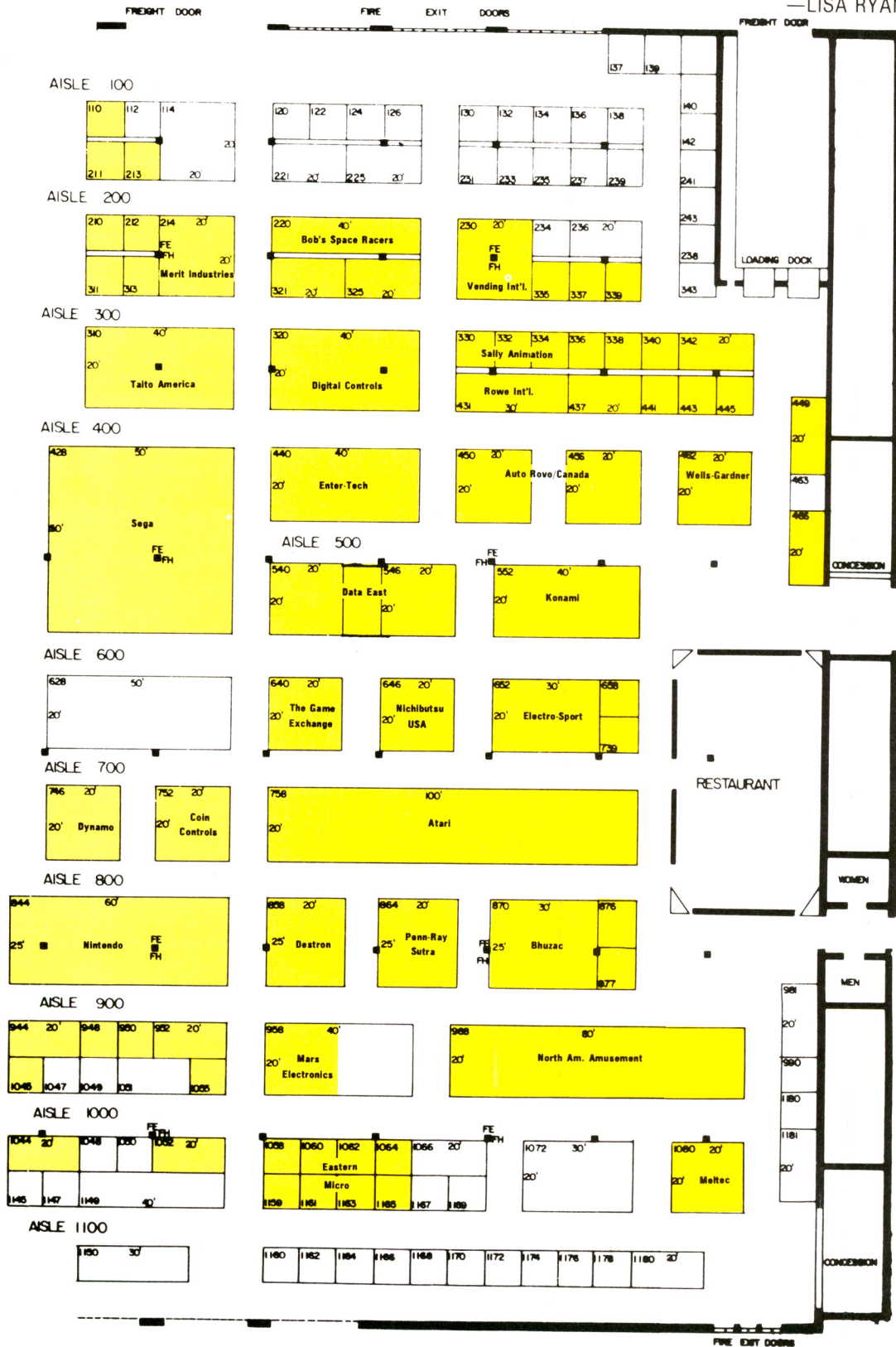
AMUSEMENT OPERATORS EXPO '84
O'HARE EXPOSITION CENTER

EXHIBIT HALL A



AS SENIOR ACCOUNT EXECUTIVE FOR AMUSEMENT OPERATORS EXPO, I HAVE FOUND THE RESPONSE OVERWHELMING FOR OUR FIFTH ANNUAL EVENT TO BE HELD MARCH 9-11 AT CHICAGO'S O'HARE EXPO CENTER. THREE-QUARTERS OF THE EXHIBIT HALL HAS BEEN RESERVED! OUR SALES ARE UP MORE THAN 80 PERCENT AS COMPARED TO LAST YEAR AT THIS TIME WHEN ONLY 10 PERCENT OF THE BOOTHS WERE TAKEN. BY SEPTEMBER WE ANTICIPATE THERE WILL BE A WAITING LIST OF COMPANIES IN NEED OF EXHIBIT SPACE. THE OUTSTANDING SUCCESS OF OUR '83 EVENT, FOR BOTH EXHIBITORS AND ATTENDEES, COMBINED WITH THE REACTION TO DATE PROVES THAT AMUSEMENT OPERATORS EXPO IS TRULY THE INDUSTRY'S EVENT!

—LISA RYAN



AGE 84 EXHIBITORS

EXHIBITOR

BOOTHS

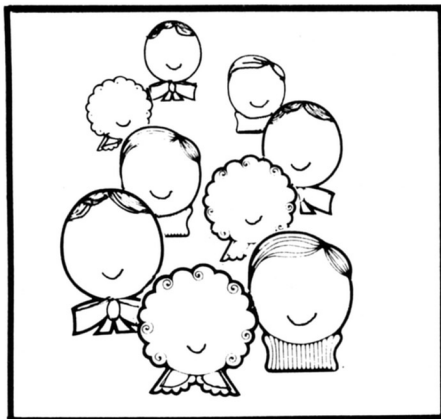
A-1 Ash Tray Company	924	Kiddie Rides USA	832
ABC Warehouse—Happy Sign Div.	120	Konami, Inc.	552
Air-Vend, Inc.	920	M. Kramer Manufacturing	200
Alter Enterprises, Inc.	437	Kurz-Kasch Electronics	932
American Lock Company	445	Loewen-America, Inc.	708
Amusement Emporium, Inc.	325	Marantz Piano Company, Inc.	658,739
Amusement Technology, Inc.	724	Mars Electronics (Money System Div.)	958
Arachnid, Inc.	1027	Meltec, Inc.	1080
Atari, Inc. Coin-Operated Games	758	Merit Industries, Inc.	214
Automated Production Equipment Corp.	443	Miracle Recreation Equipment Company	1141
Auto Rovo/Canada Ltd.	450,456	Movie Hut, Inc./Wright Corp.	339
Bally/Midway Manufacturing Company	500	Mylstar Electronics, Inc.	600
Bhuzac	870	National Ticket Company	441
Bob's Space Racers, Inc.	220	Nichibutsu USA Corp.	646
Brandt, Inc.	700	Nintendo of America	844
Business Builders Promo & Marketing Service	934	Nomac Ltd.	449
Carousel International Corp.	1055	North American Amusement	968
Centuri, Inc.	412	The Norton Company, Inc.	916,1017
Chicago Lock Company	990	Omaco Enterprises, Inc.	936
Cinematronics, Inc.	400	Penn-Ray Sutra Corp.	864
Coin Acceptors, Inc.	466	Products International	1045
Coin Controls, Inc.	752	The Robot Factory	1052
Convertible Video Systems Ltd.	944	Rock-Ola	624
Data East, Inc.	540,546	Roger Williams Mint	950
Destron, Inc.	858	Rowe International	431
Digital Controls, Inc.	320	Sally Animation, Inc.	330,332,334
Don Taylor Sales	211,213	Scan Coin, Inc.	110
Dynamo Corp.	746	Sega	428
Eastern Micro Electronics	1058,1060,1062,1064 1159,1161,1163,1165	Skee-Ball, Inc.	938
Electro-Sport	652	Standard Change-Makers, Inc.	1033
Enter-Tech	440	Super Ball, Inc.	1026
Entertainment Enterprises, Ltd.	824	Taito America Corp.	310
Exidy, Inc.	816	Tech Vend Marketing	337
Game Connection International	1021	Tommy Lift Gate Manufacturing Company	1040
The Game Exchange, Inc.	640	U.S. Billiards, Inc.	716
Game Plan, Inc.	321	The Valley Company	210
Gametecniks Div.	1032	Vending International Corp.	230
Gold Metal Products Company	977	Venture Line, Inc.	1044
Green Duck Corp.	1041	Video Music International, Inc.	908
Greyhound Electronics, Inc.	952	Wells-Gardner Electronics Corp.	462
House of Cards, Inc.	1016	Wico Corp.	300
Imperial International	926	Wildcat Chemical Company	876
Innovative Concepts in Entertainment	201,203,205,207	Williams Electronics, Inc.	516
Intrepid Marketing, Inc.	440		

NEWS BY MIKE SHAW

OPERATORS HELP FIND MISSING KIDS • 'DRAGON'S LAIR' PRODUCTION SLOW • DETROIT COUNCIL WANTS SECURITY GUARDS • UL LISTING PUZZLES MANUFACTURERS • PIZZA TIME WILL CLOSE 10 STORES • BALLY STILL MAKES PAST HITS • DIGITAL CONTROLS CLAIMS PIRACY • BALTIMORE OPS FIGHT CITY HALL • ELECTRONIC CIRCUS FOLDS ITS TENT • WILLIAMS OFFICIALS GET PAY CUTS • ARCADES WANT FEES JUSTIFIED

OPERATORS HELP FIND MISSING KIDS

Oregon amusement and vending operators will participate in a state-wide program to help locate missing children.



The program, devised by three Oregon operators and announced to the public through the Multnomah County Commissioner's office July 28, will support the work of state agencies for missing, runaway, and abused children through the circulation of children's pictures and hotline phone numbers.

The program, called VOCAL (Video Operators Children's Alert Line) involves every coin-operated equipment location in Oregon and some in Washington, according to Bob Hasson of Coin Machine Sales & Service in Portland, one of the program's founders.

"Each month a picture of a missing child will be given to us by the Multnomah County Police Department. We'll be responsible for printing copies and distributing them to each location," he said.

Additionally, every video game on location will carry a VOCAL sticker containing hotline phone numbers for runaway, abused, and missing children.

VOCAL represents a collaboration between the Multnomah County Commissioner's office and the two Oregon amusement associations, the Oregon Amusement Operators Association and the Skill Game Operators of Oregon, but is primarily the product of an idea initiated by Hasson, Glen Kalhar of Dunis Distributing, and Chet Thompson of Beaver Amusements. They developed the program as an alternative to a county proposal to tax video games in order to support child services programs.

"We wanted to help the kids, but the industry was so depressed we couldn't afford another tax or license fee," Hasson reported. "When we came up with this idea, and presented it to Commissioner Caroline Miller, it solved both problems."

August's missing child is Belinda Kauffman. Police suspect foul play in the youngster's disappearance. •

'DRAGON'S LAIR' PRODUCTION SLOW

Just a few months ago, Cinematronics had to apply for bankruptcy status because it couldn't sell its video games.

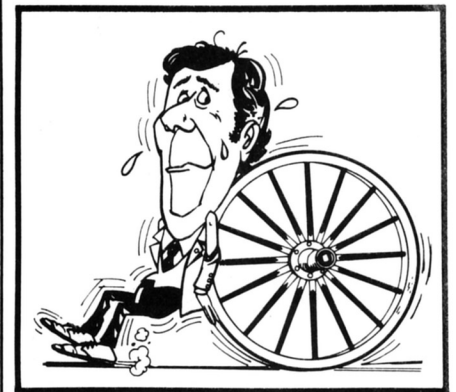
Now, the company faces just the opposite problem. It can't keep up with the demand for its new hit laser disc game, *Dragon's Lair*. As of August 1, the company shipped about 2,000 *Dragon's Lair* games, but had unfilled orders for 6,000 more.

According to Cinematronics' Research and Design Director Steve

Bagby, disc maker Pioneer has not supplied as many video disc units as it promised.

"The discs we are currently using are no longer in production," Bagby told *Play Meter*. "We are working off an existing stock of about six to eight thousand, but some of those have been sitting on the shelf at Pioneer since 1980. Pioneer, being very quality conscious, won't let them go until they've thoroughly checked them out."

Bagby said the problem should be eradicated by mid-September when a new model video disc player will replace the current unit. In addition to being more readily available, the new model will be more reliable and longer lasting, Bagby said.



Doing repair work on returned disc players has also caused a slowdown in the flow of units. To date, the major problem with the units has been a tendency for the drive mechanisms to fall out of alignment while the games are being moved. Although it is a simple problem to fix, Bagby said, the work requires tearing apart the unit, which until August 1 could only be done at Pioneer headquarters. As of that date, five Pioneer-trained Cinematronics technicians started repairing the returned units at the Cinematronics location in El Cajon.

BIG AL'S END OF SUMMER SALE

BUY 1 FROM EACH COLUMN FOR A TOTAL OF \$4,395.⁰⁰

PACKAGE A

COLUMN 1

Sega/*Star Trek*
Sega/*Congo Bongo*
Sega/*Buck Rogers*

Atari/*Arabian*
Bally/*Baby Pac-Man*
Midway/*Bump & Jump*

COLUMN 2

Midway/*Ms. Pac-Man*
Midway/*Galaga*

BUY 1 FROM EACH COLUMN FOR A TOTAL OF \$4,095.⁰⁰

PACKAGE B

COLUMN 1

Taito/*Zoo Keeper*
Stern/*Bagman*

Nintendo/*Popeye*
Stern/*Minefield*

COLUMN 2

Midway/*Ms. Pac-Man*
Midway/*Galaga*

Atari/*Star Wars* \$2,495.⁰⁰ each.
Atari/*Star Wars* with Package A for a total of \$6,800.⁰⁰
or with Package B for a total of \$6,500.⁰⁰

All prices are cash in advance, F.O.B., Birmingham, Alabama

BIRMINGHAM VENDING COMPANY

540 Second Ave., N. • Birmingham, AL 35204
205/324-7526

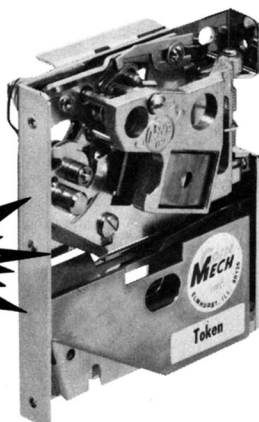


CALL COIN MECH

TOLL FREE 800/323-6498

We'll help you select the correct Coin Mech to make your conversion simple and problem-free.

Durable metal mechs
in all of the popular sizes
.800 .882 .900 .984
.984/25¢ Combo



COIN MECHANISMS INC.

817 Industrial Drive
Elmhurst, IL 60126
In Illinois phone 312/279-9150

You can depend on Coin Mech
For over 30 years...
QUALITY-ACCURACY-
EXPERIENCE in Coin
Mechanism design for the
Amusement Industry

Bagby said alignment problems could be averted if a set screw provided with the unit is locked down before the game is moved. He added that Cinematronics will conduct service schools on *Dragon's Lair* at selected sites nationwide, but that no schedule has been announced for those sessions.

Meanwhile, the nation's first volume buyer of *Dragon's Lair* games, ShowBiz Pizza Place, said it is pleased with the reliability of the new games. The food and games chain has 112 games spread throughout its company owned outlets.

"We have had to replace one disc player," commented Richard Way, ShowBiz director of purchasing. "I'm pleased with the new technology." •

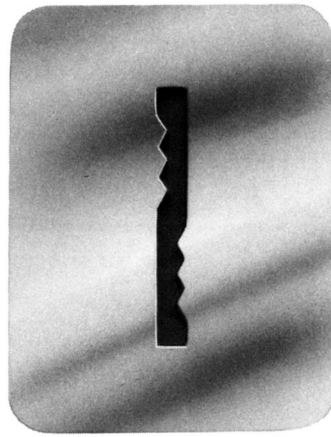
DETROIT COUNCIL WANTS SECURITY GUARDS

Two arcade shootings, some stolen video games, and an anxious group of senior citizens have led the Detroit City Council to draft a revised video game ordinance; but operators claim proper enforcement of the existing ordinance would accomplish the council's stated intention, to keep arcades from being "havens for young criminals."

Operators object to provisions in the new ordinance that require arcades (establishments with three or more coin-operated games) to hire security guards and to close at 10 p.m., except on Fridays and Saturdays when they would close at 11 p.m.



"The state already has an 11 p.m. curfew for under-17's," explained Jerry Carnaghi who heads a 60-member group of southeast Michigan operators. "The law only keeps us from competing with other businesses for adult business."



THIS COIN SLOT STOPS SLUGS

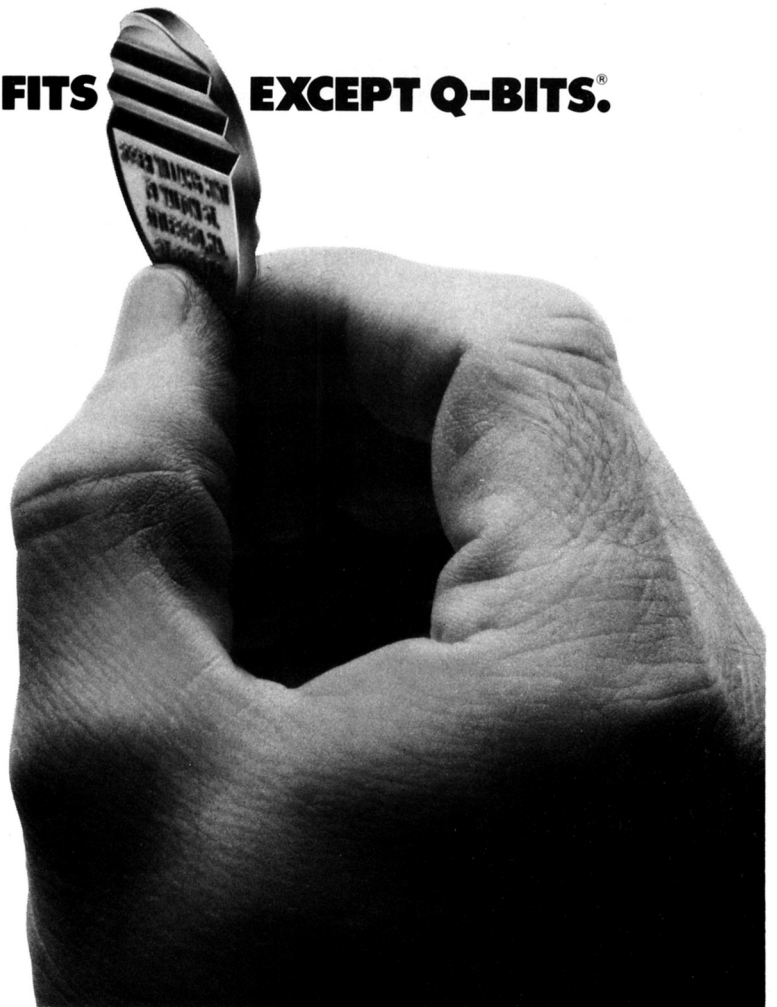
BECAUSE NOTHING FITS EXCEPT Q-BITS.[®]

Q-BITS[®] . . . the remarkable new keyed token system from Roger Williams Mint. It stops slugs, coins and unauthorized tokens. In fact, nothing will pass through it except a specially keyed Q-BIT token. There are a wide variety of key combinations available, and every buyer gets exclusive rights to one of them (within a 150-mile radius).

Conversion to Q-BITS is simple and inexpensive, whether you now use conventional tokens or not. Stock Q-BITS can be shipped immediately. Even personalized custom Q-BITS are available quickly. For prices and information, call toll free: (800) 225-2734. In Massachusetts, call (617) 226-3310. Or write.

Roger Williams Mint[™]

Northwest Industrial Park,
79 Walton Street, Attleboro, MA 02703





LOW COST ARCADE INSURANCE



- ★ Arcade Specialists
- ★ National A+ Companies
- ★ Premium Financing Plans
- ★ Nationwide Claims Offices

Call or write...

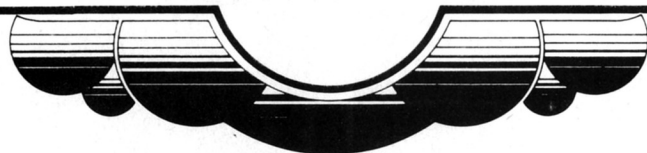
Jon Eisen

c/o CORROON & BLACK INSURANCE

4350 E. Camelback #B250

Phoenix, Arizona 85018

602-840-7100



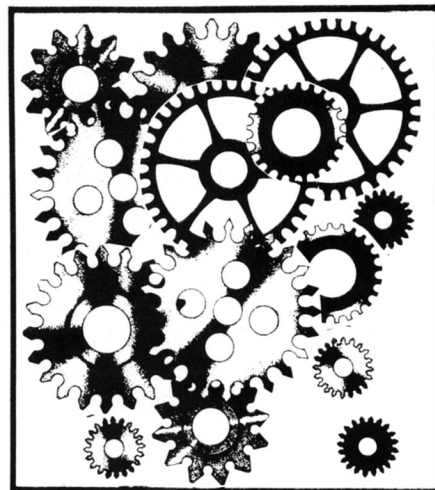
Operators are opposed to the security guard provision because it suggests arcades are dangerous places, Carnaghi noted. He said the provision might drive some operators out of business because of the costs of maintaining a guard and increased insurance costs that accompany the presence of security personnel.

"The problems have arisen with game rooms that have sprung up over the last year or two, with people who have no stake in the industry," Carnaghi added. "They open arcades with no more supervision than a change machine, or else they'll put a 17-year-old there to supervise other 17-year-olds."

But the existing ordinance already has a provision that requires adult supervision, he said. It has enough "teeth in it already," he noted. "It just lacks enforcement."

The new ordinance was drafted after Mayor Coleman Young, who favors strengthening controls over game rooms, refused to sign a 90-day moratorium on issuing new arcade licenses. Carnaghi predicted Young would sign the new ordinance into law.

UL LISTING PUZZLES MANUFACTURERS



Coin-operated game manufacturers are puzzled over how to comply with an Oregon State Electrical Board directive that all new games sold in that state carry the certification of an approved safety testing laboratory.

The board announced its decision in a special meeting July 14, in the wake of a March confrontation between the coin-op industry and a Portland electrical inspector who had called for a shutdown of the city's 4,000 games (*Play Meter*, June 1, p. 14).

Why Settle for a
1-TIME CONVERSION?

NEW!

Convert your
DEAD GAMES
with . . .

INCLUDES:

- Master PC Boards
- Cassette Deck
- Harnesses
- Control Panel Graphics
- Side Panel Decals
- Monitor Plex Modifications
- Marquee Modifications

Buy the DATA EAST
Multi Conversion Kit.
You're not converting to ONE GAME...
You're converting to ALL OUR GAMES...like:

the DATA EAST
MULTI CONVERSION KIT

Cluster Buster™
BurgerTime™ • Pro Bowling™
Bump 'n' Jump™ • Pro Soccer™

Call your DATA EAST distributor TODAY. Be a part of the CONVERSION WITH A FUTURE!

DE DATA EAST USA, INC.
470 Gianni Street, Santa Clara, CA 95050
Telephone: (408) 727-4490
Toll Free: (800) 538-5129
Telex: 172163 DATAEAST SNTA

Games already in the marketplace will not be affected, but video game manufacturers will have to proceed with the certification process for all new games it sells in Oregon, according to the board's pronouncement.

Although Oregon is the only state currently pressing the issue, similar requirements are written into the laws in several other states, according to Amusement Game Manufacturers Association Director Glenn Braswell.

"It takes an average of six to eight months to get a product through the process of certification," Braswell pointed out. "Because a video game can go through its life cycle in that

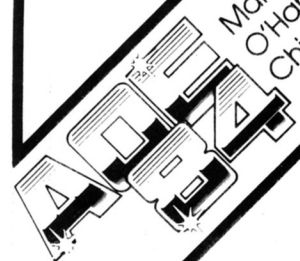
period of time, we are asking UL (Underwriter's Laboratories) to adjust its standards for video games, taking into account the particular nature of our business."

Of the industry's major manufacturers, only Atari games are UL listed. According to Braswell, Atari shares a special relationship with local UL inspectors, whereby any changes from previously approved products are examined at the Atari manufacturing facility.

Other manufacturers are grappling with the problem with limited success.

"It's quite lengthy and quite costly to get just one game listed," Bob Prinzing

EXHIBIT AT



March 9-11, 1984
O'Hare Expo Center
Chicago, Illinois

Sponsored by
Play Meter Magazine
Managed by
Conference Management Corporation

THE INDUSTRY EVENT FOR:

**Amusement Suppliers
Distributors
Manufacturers**

Be a part of the largest Exhibit Hall in the industry. Well over 500 booths. AOE '84 is sure to be the best show ever — attracting thousands of large volume buyers, qualified decision-makers. Meet these potential customers face-to-face as you "show off" your products and services.

Don't miss this opportunity to be a part of the most successful industry Event . . . Call Lisa Ryan TODAY to reserve your exhibit space.

(203) 852-0500



When It Rains It Pours...

Dick Shannon (left, top photograph) talks with two operators playing House of Cards' *House of Cards*. In the August 1 *Play Meter*, p. 40, the game was incorrectly identified as *Little Casino*. We apologize to House of Cards and Digital Controls for the error. Clare Teerlink of Universal was also incorrectly identified. He is in the bottom photograph (right) with Leo Droste of AMOA (left) and Allan Rhodes of Tago (center).



of Williams said, noting his company has spent more than a year and more than \$100,000 working on a UL listing for its games.

Manufacturers would like a generic listing for video games with UL, something akin to what Atari has been able to arrange for the review of its products, avoiding a preliminary review process for each new model. But according to Braswell, UL has not been receptive to industry requests.

At least, Braswell said, the Oregon Electrical Board is lenient toward the industry's products for now, satisfied that manufacturers are proceeding immediately with the certification process.

HOW MUCH IS ZERO?

Certainly 7-11's video game operating division has grown, but not quite as dramatically as reported in the August 15 article (p. 38) on video games in convenience stores. The Southland Corporation operates 5,300 video games in its 1,400 company owned stores, not 53,000. In order to stock that many videos, we determined scientifically, of course, the stores would have to eliminate candy and magazine displays, oversized boxes of Pampers, and all tuna fish. *Play Meter* apologizes for the error.

PIZZA TIME WILL CLOSE 10 STORES

Because a second quarter report reveals Pizza Time Theatre's 1983 earnings to date are disappointing, the company will close 10 of its company owned stores. Pizza Time Theatre, the originator of the combined restaurant, robotics, and video games concept, suffers from the competition of its imitators.

Half of the closings will be in the Dallas/Ft. Worth market where more than 30 Chuck E. Cheese-alikes are located. Other closings will be in California, Florida, and Colorado.

OVERSTOCKED WITH EXCESS INVENTORY? AUCTION IT!



Auction Sales by Jay Sugarman Auctioneers assures you of the highest in ethical standards and professionalism in auctioneering.

Dispose of part or all of your business or inventory. We'll even purchase your assets outright or sell for you on a commission basis.

You can be assured of success when you hear the sound of...

SOLD BY

**JAY SUGARMAN
AUCTIONEERS**

750 NE 195th Street
North Miami Beach, FL 33179

305/651-0101

LICENSED • BONDED • INSURED

MEMBER:
Certified Auctioneers Institute
National Association of Auctioneers
Florida Auctioneer Association
International Society of Appraisers
Greater Miami Chamber of Commerce

WE ARE SPECIALISTS IN HANDLING COIN OPERATED MACHINE SALES WITH YEARS OF EXPERIENCE

**FOR COMPLETE INFORMATION • WITHOUT OBLIGATION
CALL or WRITE**

305/651-0101



To close the stores, the company will incur \$3 million in losses, comprised of write-offs of leaseholder improvements and payoffs on rental property agreements. That loss, which the company included in its second quarter results, caused a net loss in the operations for the period although total revenues were 62 percent higher than the same period a year ago.

According to company Treasurer Jim Morgan, some company stores lost business when new food and games places got better locations. Also, Pizze Time Theatres discovered that games and robotics are not enough to keep customers coming back.

"We found we have not emphasized our food enough, that we were losing customers to other pizza restaurants," Morgan said. "So we are developing a pizza that can compete head-on with any pizza restaurant."

While the company tries to solve problems in its existing operations, it has also allocated investment capital for new endeavors. The company has spent \$1,059,000 in the first half of 1983 getting Sente Technologies, its new video game manufacturing division, and Kadabroscope, which is developing cartoons and animation, ready to market products.



Van Brook is #1 World Wide



Keeping our Customers Number One has made Van Brook the Number One Leader in the Amusement & Casino Token Industry. *No other supplier can offer you:*



- Immediate, same day shipment on Stock Tokens and Accessory Items.
- Buy-Back Agreement 100% on Stock Tokens.
- Special-Sized Token Wrappers.
- Wide array of all necessary Signs and Stickers.
- Accessory Items in stock for immediate shipment.



- * Token Mechs (Metal & Plastic, 48 different sizes and types).
- * Cradles & Cradle Kits.
- * Push Chutes (Complete, Single-Token & Double-Token), Replacement Slides.
- * English #515 Roll-Down Acceptors.
- * English 4 x 4 Replacement Cradles & Kits.
- * Klopp Token Counters.
- * Security Cash Controller
- * Kwik Koin Token Dispensers.



- Expert Technical Advice & Assistance, based on many years of experience.
- Professional Artwork & Design Service at no charge.
- Hundreds of attractive Stock Dies.
- NOTES & QUOTES Promotion Booklet (up-dated and revised periodically).
- Exporting Expertise -- We know the Export Market, and how to solve its complex problems.
- Product Excellence -- Van Brook Standards of Precision and Quality Control are the highest in the Token Industry.



Phone or write for catalog & samples



Copyright © 1982 • Van Brook of Lexington, Inc. • All Rights Reserved.

VAN BROOK OF LEXINGTON, INC. • P.O. BOX 5044, LEX. KY. 40555
(606) 231-7100

BALLY STILL MAKES PAST HITS

Bally Manufacturing is responding to the continuing demand for *Ms. Pac-Man* and *Galaga* videos with occasional production runs, but some industry members complain remakes eat away at the resale values of used games—resale values that have remained high despite falling used video game prices.

"On July 1, we were selling used *Ms. Pac-Man* games for \$1,895," noted one large eastern distributor who asked not to be identified. "That price dropped to \$1,595 by August 1.

"Flooding the market with these games is just what Mullane said Bally

wouldn't do," he added, noting Bally President Robert Mullane's May 23 speech to the National Coin Machine Institute. In that address, Mullane admitted Bally treated the marketplace indifferently during the video boom years and vowed changes in company strategy. He promised that "when it comes time to trade this game, there will be a reasonable market for the product."

According to a national chain operator, pressure from distributors and large operators recently convinced Bally to start production of the games again to the extent of two runs for *Ms. Pac-Man* and one for *Galaga*. But Bally marketing executive James Jarocki claimed the company had never stopped building those games. The company has continued occasional runs of about 1,000 machines at

a time since it shifted main production concentration away from those pieces, he said.

Jarocki said Bally had reached production totals of more than 40,000 *Galaga* videos and 110,000 *Ms. Pac-Man* games. *Galaga* was first introduced in December 1981, *Ms. Pac-Man* in February 1982.

"We tried to stop production of *Ms. Pac-Man* at under 100,000," he explained. "Then we tried to stop it at 106,000.

"The used games are keeping their value at around \$1,700 or \$1,800," he insisted. He added that prices of the remakes were at or above prices of the games when they were first released.

Jarocki said Bally will continue to take orders from authorized distributors for new *Ms. Pac-Man* and *Galaga* games. ●

THE EASIEST PROMOTION

"Probably the easiest promotion of all, and we do it several times a week..The arcade manager just takes a handful of tokens and walks around the arcade, handing each kid a few tokens for a few games "on the house"...The kids like it, and it's great for business. It doesn't cost us anything, and it makes a lot of friends and steady customers."

—"Notes & Quotes"

WORLDS LARGEST ASSORTMENT SPARE-PARTS over 20.000 different items for amusement -and gambling games

AMOA booth
809



world wide service

we ship all orders in less than 48 hours

ask for free catalog 250 pages information



SUZO TRADING COMPANY BV

pieter de hoogstraat 40

rotterdam · holland

tel.: 0031-10 76 63 99 - telex 24392

DIGITAL CONTROLS SECRET ACTIVITIES DISCLOSED IN BEHIND-THE-LINES PHOTO

DIGITAL CONTROLS/COUNTERCADE



Intelligence reports indicate Digital Controls is planning a major counter attack on the video market. For continuous updates, call Counter Command at **1-800-554-4123** or report to Booth 736/738, AMOA, October 28. Use the code name COUNTERCADE.

Mr. Deed!

GOES GOLD . . .

TM

by **UNIVERSAL**

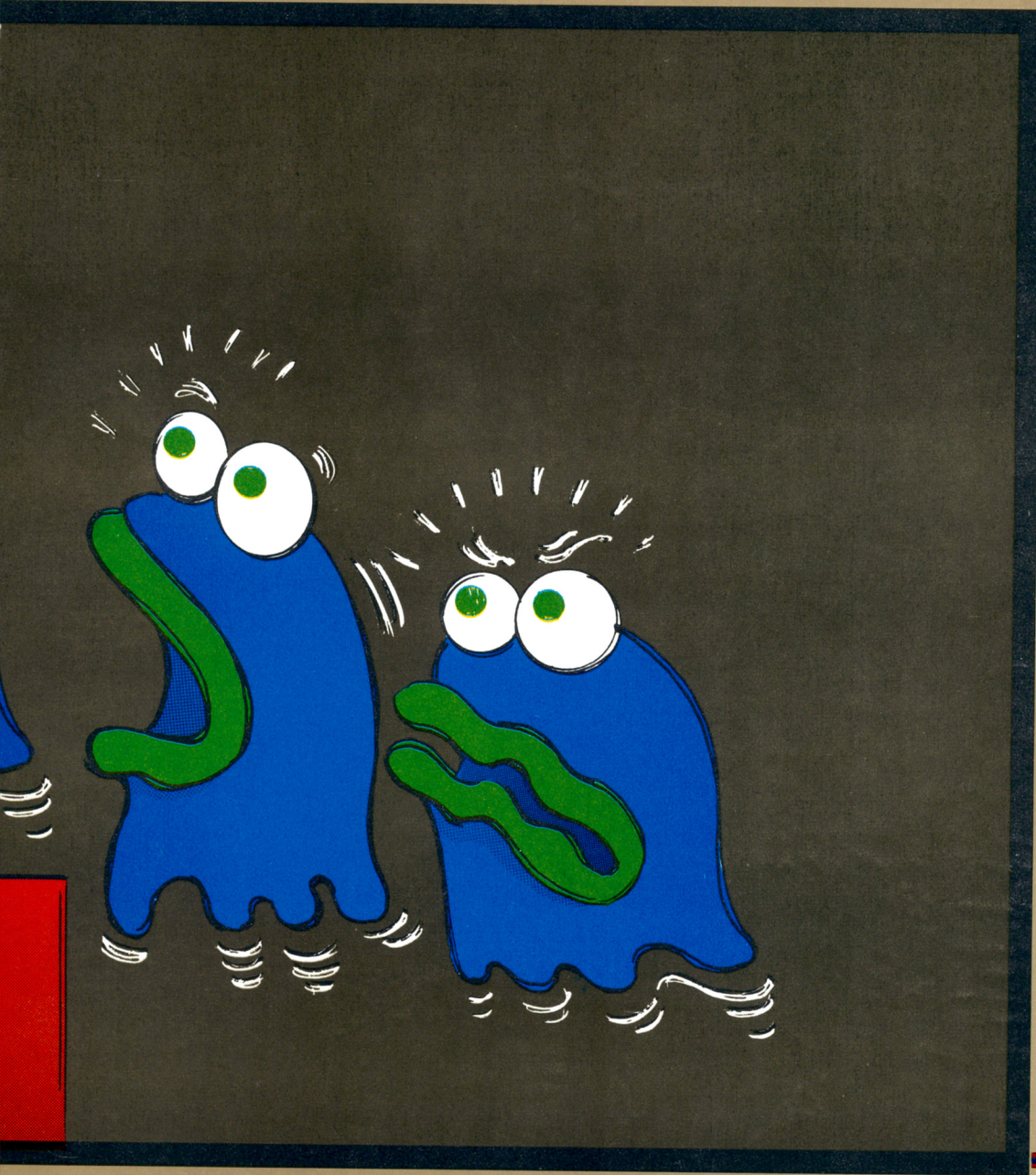


and so will your cash box!

Mr. Do! has been setting sales records across the country, and no wonder—new earning records are being reported constantly.

Mr. Do! . . . the first and still the only top earning conversion kit.

Contact your local distributor for details.



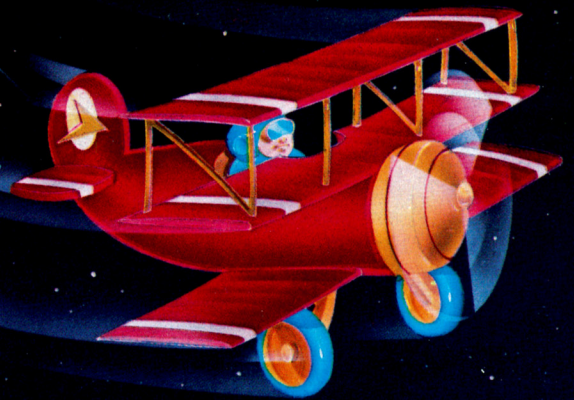
UNIVERSAL

Universal U.S.A., Inc.
3250 Victor Street
Santa Clara, CA 95050
Tel: (408) 727-4591
Telex: 172247

Mr. Do!

WATCH YOUR PROFITS

ZOOM



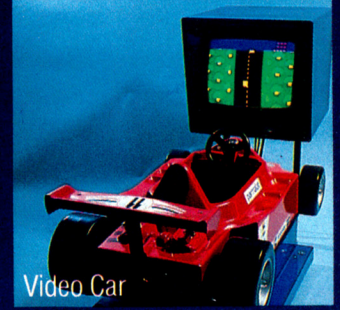
Helicopter



Santa Fe Train



Scout Ball



Video Car

AMERICA'S LEADER. KIDDIE RIDES USA.

If it's new and *money making*, Kiddie Rides U.S.A. has it and has it **FIRST**. We represent the leading U.S. and European ride manufacturers. **FIRST** with hydraulics, and consistently **FIRST** in the Children's Amusement Industry.

We maintain the largest inventory of the latest, best *money making* rides in the marketplace. Our selection is unparalleled in the industry. Immediate delivery on most rides.

Best in service. Largest parts inventory in the business with 8 full time technicians to assist you. Call **TOLL FREE** for same day service and parts.

We are **NEVER UNDERSOLD!** *Lowest prices* in the country. Custom design planning.

11 years in the Children's Amusement Industry.



Kiddie Rides USA
604 Main · Davenport IA · 52803
1-800-553-8000 · TOLL FREE

DIGITAL CONTROLS CLAIMS PIRACY



Digital Controls has begun what company President Mike Macke promised will be a series of measures against allegedly unauthorized copies of his *Little Casino* electronic card game.

On July 20, the Atlanta manufacturer first filed a suit in U.S. District Court in New York charging Entertainment Enterprises' *Reno* card game violates *Little Casino* copyrights, then appealed to U.S. Customs agents to halt the import of *Reno* games and parts from Japan.

"The board, the software, the hardware, everything is copied," Macke said. "*Little Casino* was the industry pioneer in countertop (card) games because of its pure amusement concept. We are taking this action against companies manufacturing machines that are obviously knock-off, counterfeit equipment."

Entertainment Enterprises President Jed Forman denied *Reno* is an exact copy of *Little Casino*. "We took a lot of existing card games into consideration when we designed *Reno*," he noted. "Besides, how can you copyright poker? It's been around a lot longer than *Little Casino*."

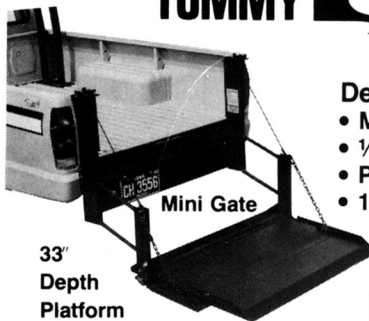
Macke said he will follow the *Reno* action with suits against *Reno* distributors and operators, as well as pursue infringement rulings against other games, including a Taiwan product marketed as *Little Genie*.

Even before the suit was filed, Macke was sending letters threatening legal action against distributors and operators of *Reno*. One of the *Reno* distributors, Ron Markis of Games Galore in Dallas, was hot about the communiques.

"How can he send threatening letters before he gets a court order of some kind?" Markis posed. "It's scaring operators away from the game and costing me sales."

PLAY METER, September 15, 1983

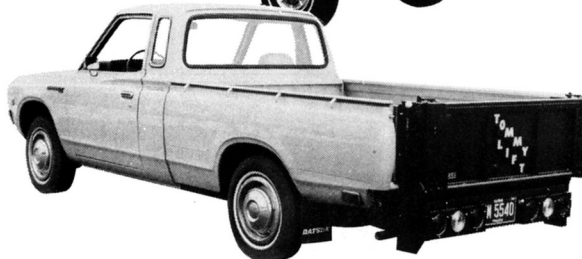
TOMMY GATE



33"
Depth
Platform

- Designed for
- Mini Compact Pickups
 - 1/2 Ton to 1 Ton Trucks
 - Pick-ups and Walk-in Vans
 - 1 Ton Stake Beds & Van Bodies

Model 64
Fleetside Chevrolet, All GMC Fleetside, Ford and Dodge with 64 to 65 inch opening, International wide box 1969 and later.

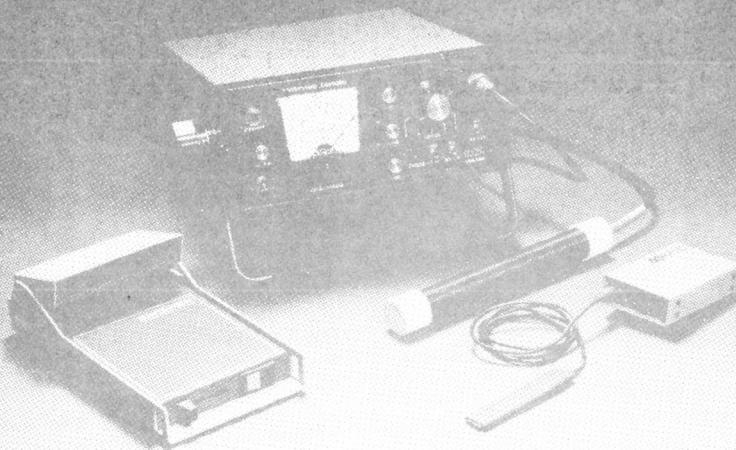


WOODBINE MFG. CO.

WOODBINE, IOWA 51579

PHONE (712) 647-2050

Electronic Insurance



Does your competition know more about your business than you do? Are your secrets common knowledge? Possibly someone's eavesdropping!!

Research Electronics, Inc., manufactures the most discrete technically advanced anti-surveillance equipment: EMOTIONAL STRESS MONITORS, COURIER ELECTRONIC BRIEFCASES, TAPE RECORDER DETECTORS, SECURE TELEPHONE SYSTEMS AND BUG-DETECTORS-to protect you from these types of losses. Clients include business and professional industrial leaders, governments, national defense systems and private individuals.

PROTECT YOURSELF AGAINST INVISIBLE INTRUDERS



1570 BROWN AVENUE, COOKEVILLE, TN 38501
Phone (615) 528-5756 Telex 786592

Call for information, or send \$10.00, for Catalog (refundable upon purchase)

BALTIMORE OPS FIGHT CITY HALL

Baltimore arcade operators have organized to battle for survival in the face of excessive licensing fees and a barrage of anti-video game campaign rhetoric.

Three downtown arcades, unable to cope with \$300 per game licensing fees, have already closed, and if Mary Pat Clark, an aspirant to the presidency of the City Council, has her way, the rest of the city's arcades will be zoned out of existence.

Clark, a council member, is sponsoring a bill inspired by objections to video games made by the Downtown Merchants Association. The merchants want to eliminate video games from all retail districts because youths make some patrons of nearby establishments uncomfortable with "sometimes disruptive behavior."

Another proposal would eliminate games from residential districts and limit the number of games that can be located in convenience and grocery stores.

To combat negative community feelings about video arcades, opera-

tors have joined under the umbrella of an Arcade Owners Association, an informal group of city operators who are "policing our own," according to Bruce McDonald, general manager of Arcade City.

Tired of "taking the same flack" as the operators of poorly supervised game rooms, the Arcade Owners Association has talked with owners of game rooms and in some cases has even gone to the city with information about poorly run game locations.

"We are trying to get people to run their arcades like family amusement centers, the way they're supposed to be run," McDonald explained. He said the effort has made his own business more profitable. The improved reputation is bringing in an older crowd to the 115-game Arcade City, people who stay longer and spend more dollars.

McDonald hopes the better image will convince the city to ease its licensing fees. Arcade City has not paid the fees which were due January 1.

"In 1982, our arcade license cost us \$3,000," he noted. "This year it is \$27,000. We may be the only arcade making money in Baltimore, but we wouldn't be if we paid the fees."

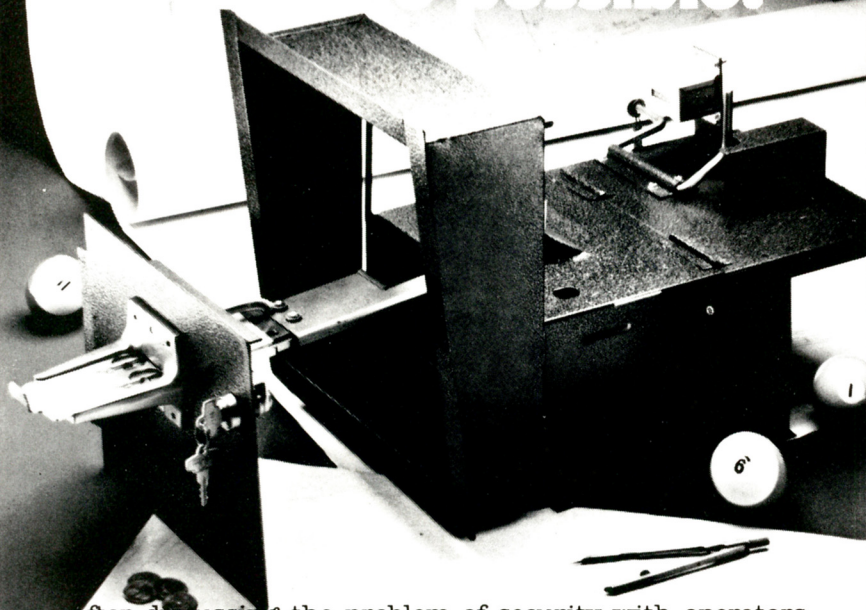
By not paying its fees, Arcade City has forced Baltimore into the courtroom. There, amusement industry attorneys will plead the case for the arcades in Baltimore.

"They are struggling," Michael Kaminkow, the attorney representing the arcade owner said. "Like any good business, they have the right to exist."

Kaminkow suggested the city reinstate the old flat fee for arcades. The \$3,000 flat rate would automatically save arcades money since arcades are classified as establishments with 15 or more games.

"We would like to have a new comprehensive regulation of the games," Kaminkow added. "The video game laws are not well organized because they have been installed in piecemeal fashion, one at a time, to deal with individual problems. We think it is the sense of the council that they do not want to put arcades out of business."●

We dropped some change building the best pool table possible.



After discussing the problem of security with operators, Dynamo decided to protect their total investment rather than just their daily income. By constructing the coin-box housing out of steel, vandals are less encouraged to attempt a break-in. But if a break-in does occur, the table remains unharmed, and the coin box housing can be easily repaired or replaced by the operator.

Dynamo's Big D pool table is more than a game. It's a solid, secure, maintenance-free investment.

Call Dynamo today for the best coin-operated pool table ever built.



Dynamo Corporation

1805 S. Great Southwest Parkway
Grand Prairie, Texas 75051

(214) 641-4286 1-800-527-6054 Telex: 732432

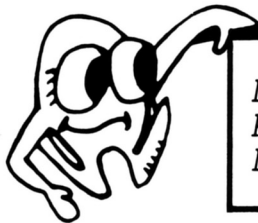
Kurz Kasch reprints dating from March 1, 1981 through August 1982 are available from *Play Meter* in sets only for \$20 (pre-paid).

CLEARING EXCESS INVENTORY AT AUCTION PRICES!!!

JUST SO YOU WON'T BE CONFUSED,
NO REASONABLE OFFER REFUSED!

- 30-DAY GUARANTEE ON LOGIC, MONITOR, & POWER SUPPLY •

SUPER DUO SPECIALS:



Donkey Kong & Zaxxon	\$1100
Popeye & Defender	1525
Defender & Asteroids	475



Donkey Kong	\$ 645
Popeye	1295
Jungle Hunt.....	1195
Pac-Man	995
Stargate	445
Tempest	345
Frogger	695
Defender	345
Ms. Pac-Man	1895

Centipede	\$1245
Robotron	895
Zaxxon	545
Kangaroo.....	645
Galaxian	445
Berzerk	295
Battlezone	245
Asteroids	175
Tron	1045

5% OFF ON ALL PURCHASES OF 3 GAMES OR MORE

(DOES NOT APPLY TO SUPER DUO SPECIALS)

Quantity Discounts. Call for Details. Let us know your needs.

48-HOUR SHIPMENT ON ANY GAME IN STOCK!

Games **UNLIMITED**

9059 Venice Blvd.
Los Angeles, CA 90034

WE SHIP ANYWHERE!

213/836-8920

SUPERBALL

Winner and New Champion!

Ladies and Gentlemen, introducing
your new champion . . . SUPERBALL

Your new champ is in tip-top shape and ready to knock out all challengers. SUPERBALL is strong enough to go the distance and tough enough to finish the fight. Just try SUPERBALL . . . you'll never want any other game in your corner.

These are just a few of the outstanding benefits that make SUPERBALL The NEW CHAMPION.

●AVAILABLE IN 3 SIZES

According to your needs, we offer SUPERBALL in 14' and 10' for adults and a 6' game designed especially for children.

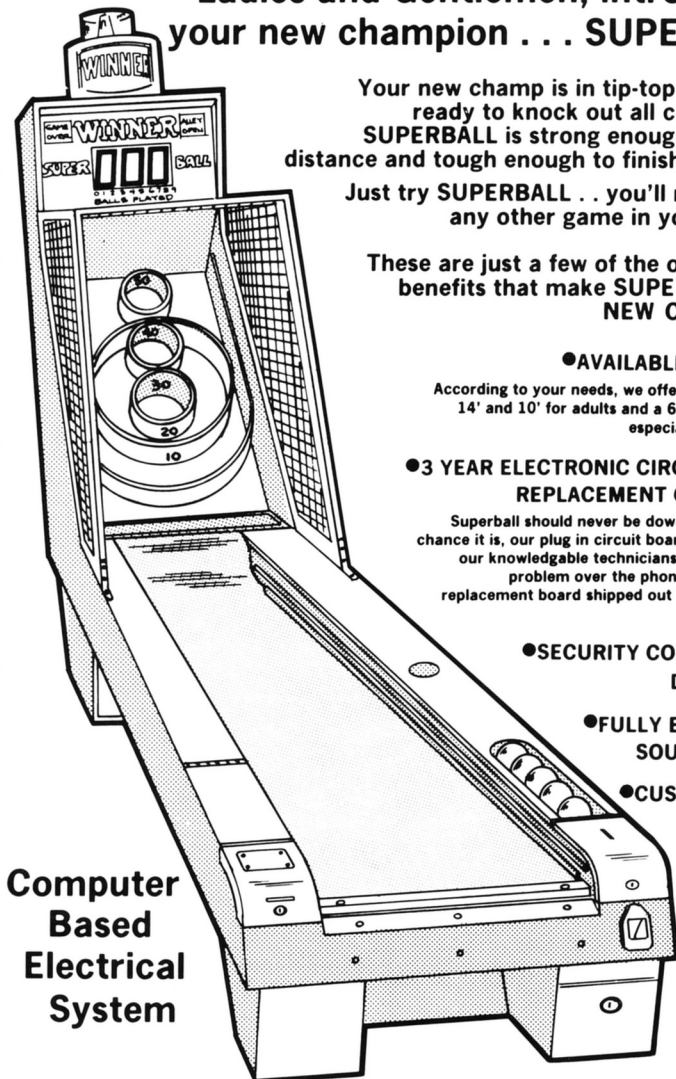
●3 YEAR ELECTRONIC CIRCUIT BOARD REPLACEMENT GUARANTEE

Superball should never be down a day but if by chance it is, our plug in circuit board system allows our knowledgeable technicians to diagnose the problem over the phone and have your replacement board shipped out for delivery that very same day.

●SECURITY CODED TICKET DISPENSING

●FULLY ELECTRONIC SOUND SYSTEM

●CUSTOM COLOR AND FRONT PANELS AVAILABLE



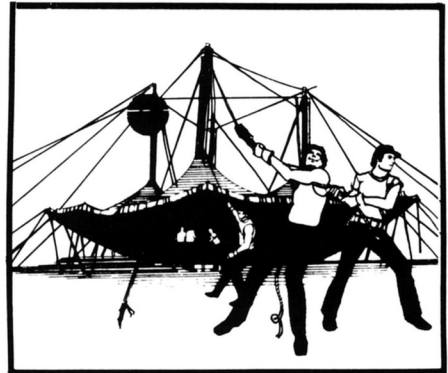
Computer
Based
Electrical
System

Give the Champ a Call . . . You'll be Surprised at our Low Prices.

SUPERBALL

1 Vanderbilt Avenue, Pleasantville, N.Y. 10570
(914) 769-0435

ELECTRONIC CIRCUS FOLDS ITS TENT



The Electronic Circus, a video game extravaganza featuring "professional" players, rock bands, and 500 video games set for free play, abruptly ended July 15 in Boston, just five days after its opening on the first stop of a scheduled 48-city tour.

The show's early closing left unnamed private investors with an estimated \$2 million loss and participants angry over poor planning by the event's producers, Superstar Productions.

A spokesman for the Electronic Circus claimed the sudden closing was due to financial disputes with an electrical workers union and the management of the Bayside Expo Center. But apparently disappointing attendance figures played the most important role in the show's failure.

Circus planners had expected the event to attract 10,000 people a day, but the crowds never materialized despite live entertainment ranging from Congo the Gorilla and talking robots to rock and gospel bands; 515 new and classic arcade videos set for free play; the video game superstars; a slick TV, radio, and newspaper ad campaign; and an "Electronic Circus Week" proclamation from Mayor Kevin White.

Even Circus estimates that up to 2,000 people per day paid the \$9 entrance fee were characterized as out of line by Expo Center officials who claimed paid attendance might have been closer to 25 percent of the Circus figures.

Even if the Circus estimates are correct, revenues could hardly have exceeded \$70,000. Meanwhile, the \$2 million debt incurred by the show's sponsors includes an as yet unpaid \$1 million owed to Bally Northeast in Norwood, Massachusetts, for purchase of the games. According to a Bally

spokesman, the firm is "in good position" to be paid, having held at least one Circus principal personally liable for payment.

Center ring of the Electronic Circus was to be reserved for competition between paid video game superstars, captained by Steve Sanders of Ft. Worth, Texas, and teams of local challengers assembled by local arcade operators in the 48 cities on the tour. The Boston team was selected by a city-wide competition sponsored by the Dream Machine and Teddy Bear arcades and WCOZ radio. Dream Machine's Al Mucci said the Electronic Circus was good for business, providing media coverage for the arcades involved and promoting the video game industry as a whole.

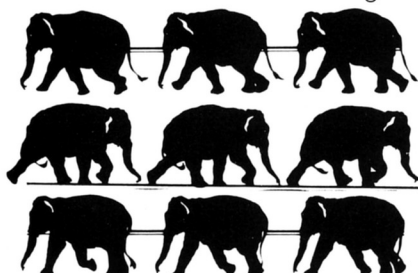
"If any arcade chains are considering getting involved in something like this," he cautioned, "the thing to be concerned about is the amount of lead time given for organization. I am sorry it failed."

The meager attendance is blamed on the poor location, high admission fee, and a record-breaking heat wave. Speaking for many of the disillusioned participants, Walter Day of Twin Galaxies International Scoreboard in Ottumwa, Iowa, also attributed failure of the Circus to its being "under organized, under advertised, and under financed."

Players, who had been gathered on the promise of weekly earnings in the range of \$1,000 to \$6,000, have regrouped under Day for another less ambitious national tour. The superstars are traveling the country in a van equipped with seven games. They hope to climax their tour in late August in Washington, D. C., with an endorsement from President Ronald Reagan. Day said they also plan to challenge top Japanese gamers in an international competition.

Superstar Productions, whose principal partners are James Riley, Frank Benedetto, and Steve Robb, has declared bankruptcy. They were not available for comment at press time.

By Lee McKnight and
Diana Gagnon



HOW TO PUT A HUNCHBACK IN YOUR CASHBOX



The great success of Hunchback on CVS (Convertible Game Systems-Century Electronics) has created considerable demand to put this "hit" game on to Galaxian Scramble type boards.

That's why Century Electronics have developed and Crown Vending is selling PLAYPAK. A very cost effective means of putting Century's unique games within the reach of non-CVS operators.

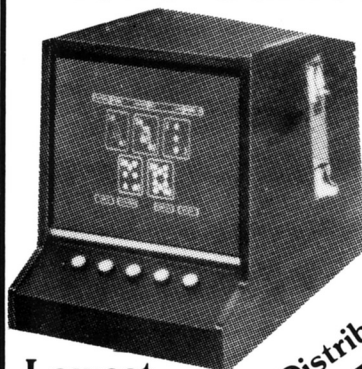
AVAILABLE IN THE UNITED STATES—ONLY—FROM:

CROWN VENDING CORPORATION

111-59 44th Ave., P.O. Box 19 • Corona, NY 11368 • 212 592-7070

For complete details, return the postage-free postal card.

Reno Games—4 Games in One



- Draw Poker
- Black Jack
- Red Dog
- Dice
(Craps)

Lowest
Price
Available

(Distributors Wanted)

Hockey
Action

In Stock!
Always dollars less.

NEW
'CHEXX'



NATIONWIDE GAMES GALORE

Dallas, Texas

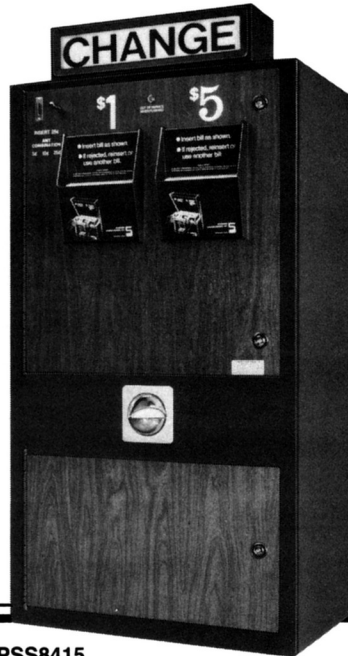
1-800/221 GAME (4263) • In Texas: 214/247-GAME

Standard's COMPUTER Changers

provide
amusement
operators with

...more capacity
...more flexibility
...more protection

than any other
bill changers
ever built



MODEL PSS8415

- S** They can change \$1 bills or \$5 bills, or both \$1 and \$5 bills, plus quarters, and even accumulate dimes and nickels to 25¢.
- S** They can return quarters or tokens (from 1 to 124 per vend). Owners can change the number of coins or tokens dispensed with a simple switch.
- S** Available in models with 1, 2, 3 or 4 bulk-loading direct-action hoppers.
- S** They can hold from 3,200 to 12,800 (\$800 to \$3,200) quarters or tokens of similar size.
- S** Handsome heavy steel maximum security cabinets are finished in rich brown with wood grain paneling, lighted cap kit and separate locked storage area in base.

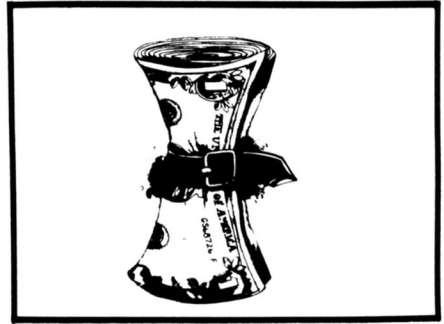
Standard Change-Makers COMPUTER Changers are micro-processor controlled. They add, subtract, totalize, accumulate, audit every transaction and even self-diagnose problems. A 6-digit read-out provides the information. COMPUTER Changers carry a

limited 2-year warranty. Both the changers and their money can be insured under a special policy written by one of the nation's leading insurance companies. For full information and prices on these versatile new bill changers, call or write today.

**Standard
Change-Makers**
422 E. New York St.
Indianapolis, IN 46202
Tel. (317) 639-3423 • Telex STANCHANG IND 276073

Sales offices and complete factory service centers in Indianapolis, Los Angeles, Philadelphia and Montreal.

WILLIAMS OFFICIALS GET PAY CUTS



Williams Electronics' stockholders, who complained the company's top officials were making too much money, were satisfied July 11 when the company announced a settlement which provided for salary reductions to President Michael Stroll, Chairman of the Board Louis Nicastro, and Executive Vice President Norman Menell.

Stockholders had filed a suit in the Delaware Court of Chancery against the company in April, charging executives' salaries were excessive and a waste of corporate funds.

Stroll's 1982 salary plus bonuses was \$1.7 million, Nicastro made \$1.3 million, and Menell was paid \$450,000.



The settlement, which has been approved by the court after notice to Williams' stockholders, provides for salary modifications, but according to a company spokesman, the amount of the salary cuts will not be public until they are released to stockholders at the end of fiscal 1983.

"The defendants in the action denied the allegations of the complaint and any resultant liability, but agreed to the settlement to avoid the expense, inconvenience, and distraction of prolonged litigation," a company release read.

MANUFACTURERS REQUIRE MONEY UP FRONT

Manufacturers of the first laser disc video games are requiring their distributors to pay for the high demand games before they are built. This has led to inequities in disseminating the pieces, and some distributors without large cash availabilities fear they will not be able to participate in the technological revolution.

Cinematronics has required advance payment for *Dragon's Lair* games since it began taking orders at the Amusement Operators Expo '83 in Chicago in March. Getting front money was viewed by bankrupt Cinematronics as a survival tactic, but the

Cinematronics marketing executive Tom Campbell refused comment on his firm's agreement with Bally but discussed other aspects of *Dragon's Lair*.

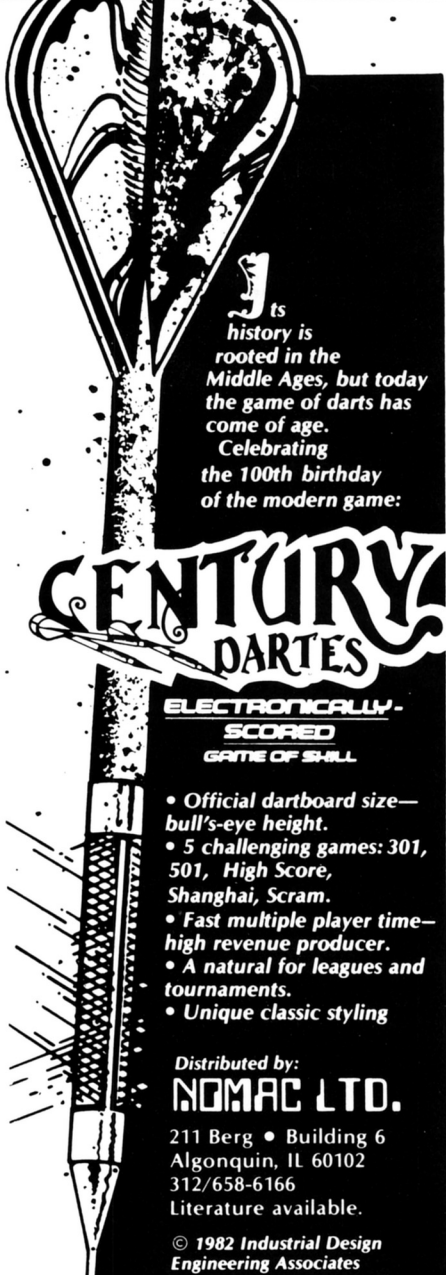
"We are very grateful to all our distributors who complied with our requests for advance payments," Campbell said. "We are way behind what we have scheduled to ship, and it has been a big headache. You're supposed to have a lot of fun when you have a winner. We're not having any fun."

Meanwhile, a New York distributor who wishes to remain unnamed told *Play Meter* he had a tentative order for 140 of Data East's laser entry *Bega's Battle*, but, unable to get more than a half million dollars, he was going to lose the order. He said the usual arrangement is to pay for manufacturers' products within 30 days after he receives them, an industry standard.

move has backfired on the El Cajon, California, manufacturer. An inability to produce enough *Dragon's Lair* games (see p. 11) has left the company with angry distributors nationwide. Their anger is heightened by what several distributors claim is unfair treatment in the wake of a Cinematronics' agreement with Bally Distributing.

They charge Bally is receiving a high percentage—as much as 75 or 80 percent—of the initial production of *Dragon's Lair* games to satisfy an advance payment of several million dollars. When *Dragon's Lair* production slowed, they complained, Bally's orders were filled while other distributors' were virtually ignored.

Bally distributing executive Paul Malloy said Bally has received the games it had paid for, but declined to discuss the amount of money involved.



Its history is rooted in the Middle Ages, but today the game of darts has come of age. Celebrating the 100th birthday of the modern game:

CENTURY DARTES

ELECTRONICALLY-SCORED GAME OF SKILL

- Official dartboard size—bull's-eye height.
- 5 challenging games: 301, 501, High Score, Shanghai, Scram.
- Fast multiple player time—high revenue producer.
- A natural for leagues and tournaments.
- Unique classic styling

Distributed by:
NOMAC LTD.

211 Berg • Building 6
Algonquin, IL 60102
312/658-6166
Literature available.

© 1982 Industrial Design Engineering Associates

FINALLY, a superior choice:

CENTURY DARTES™

WITH TRU-SCORE™

- Tru-Score is a sophisticated, copyrighted software technique designed to minimize scoring errors.
- CENTURY DARTES provides one of the best values in the amusement game industry. The initial cost (less than most video games) plus no recapitalization makes it a sound investment. Within six months, most video games lose their popularity; in contrast, the CENTURY DARTES game increases indefinitely!
- Low maintenance costs because this game is made with such care that each unit carries a one year warranty.
- Modular construction for fast field servicing.
- Want to know more? Call NOMAC collect at 312/658-6166.

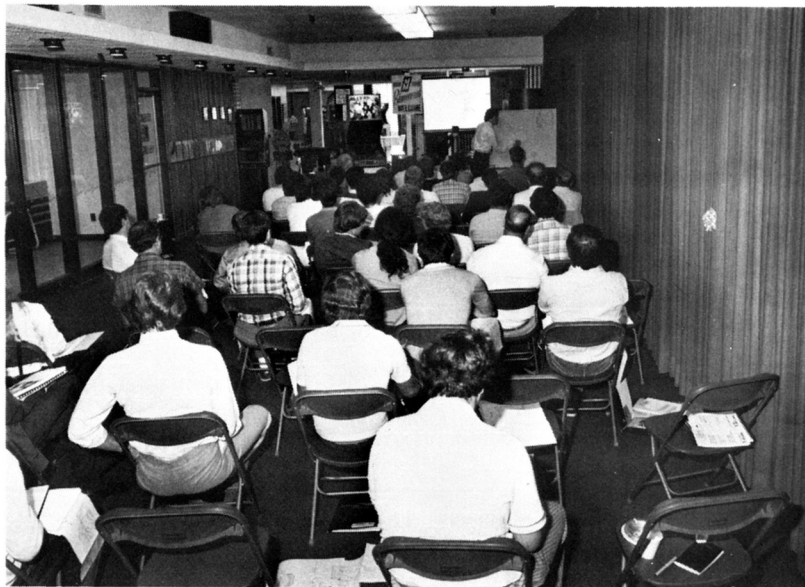
"The technology has to pay for itself," Data East Sales Vice President Mark McCleskey explained. "We can make laser games available to our distributors; we can provide the engineering, manufacturing, and management. We are simply asking them whether or not they want it."

Data East distributors will show they want the games, McCleskey confirmed, by accompanying the initial orders with bank letters of credit, a cash equivalent, for the full amount of their purchases. In turn, Data East is promising delivery on those orders by November 4.

Data East was to take orders for its *Bega's Battle* at a distributor meeting in San Diego August 13. The day before the meeting, Audio Visual Amusements chief Pete Entringer told *Play Meter* he wouldn't pay up front money.

"I'm not going to do it," Entringer promised, "and I don't think others will either."

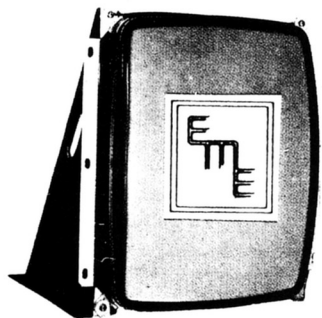
McCleskey said he expected Data East to return to its traditional financing arrangements when industry acceptance of, and other manufacturers' commitment to, laser disc technology has been established. ●



About 50 operators and technicians from eastern Canada attended the Bally/Midway service seminar at Laniel Automatic Machine in Montreal June 29. According to instructor Bob Norton, typical seminars last six to eight hours and include circuit by circuit instruction on the electrical systems at the core of Bally games. Bally service personnel are gearing up for their September 26-31 session at Bally in Chicago. Monday and Tuesday will be devoted to pinball, Norton said. The rest of the week is reserved for instructions on servicing videos. There is no charge for the five-day school. Registration is open, but the class is limited to the first 100 applicants. For reservations, call toll-free, 1-800/323-7182.

PICTURE A CHANGE

*** CONVENIENCE * RELIABILITY *
* SAVINGS ***



EM201

19" Raster Scan Monitor
UL approved



SPECIAL FEATURES:

1. **MAGIC REVERSE SCANNING:**
Invert picture instantly by simply repositioning a connector.
2. **FLEXIBLE MOUNTING:**
Horizontal or Vertical mounting—
or without frame. Frame easily removable, allowing chassis to be mounted to sidewall of cabinet.
3. **COMPATIBILITY PLUS+:**
Both physically and electronically interchangeable and fully compatible with Electrohome and Wells-Gardner units—at a lower cost to you.
4. **ISOLATION TRANSFORMER:**
A matching isolation transformer with AC cord and plug is mounted on the frame. (optional)

**Call Your Local Distributor
or Contact Us for Details**

Eastern Micro Electronics, Inc.

12D WORLD'S FAIR DRIVE
SOMERSET, NJ 08873
201/469-9690 • Telex: 642284 ESTRNELEX

Coin-Op Industry Software

Two companies offering computer software for the amusement industry are The Option and Advantage Systems Inc. For a listing of other computer software available, see *Play Meter*, July 1, p. 64-65.

Here is a listing of the software programs' functions.

The Option

119 West Magnolia
San Antonio, TX 78212
Telephone: 512/735-8784

Graphs

Shows full quarter past performance of machine, location, category, or total route.

Machine Master

Contains purchase, income, cost, depreciation, location, permit, other information for each machine.

Location Master

Contains permit requirements, addresses, phone numbers, income, 1099

form, split, other information on each of locations.

Machine History

Machine's location
Machine's previous location
Kind of machine
Machines in a location
Previous machines in a location
Income ranking of machines, type of machines, category of machines

Specialized Reports

Route revenue
Machine inventory
Income comparison
Location report
Depreciation report
Cash flow report
Return on investment
Movement journal, service journal, collections journal.

Depreciation (Six methods)

Straight line
Double declining
125 percent and 150 percent
Sum of the years
ACRS

ROI/Payback

Monitors performance of machine and location
Assumes profitability of route
Assigns costs
Reflects actual assets' decline in earnings and marketability

Runs on CADO computers, subsidiary of Contel Corporation.



Introducing the *Singalong*[™] Entertainment System from Marantz

A Unique New Form of Musical Entertainment

Now you can delight and fascinate your guests with the fabulous SINGALONG[™] Entertainment System which plays their favorite music and lets them sing along by displaying the lyrics of each song in time with the music. This revolutionary development in club entertainment combines the famous PIANOCORDER[®] reproducing system with our versatile new SUPERSCAN[™] display console, an electronic screen composed of solid state light emitting diodes (LED's).

Using factory encoded tape cartridges, the SINGALONG system operates the piano keys and pedals, producing an amazingly lifelike performance, while the song lyrics dance across the screen. Each song is programmed with its own dazzling light and motion effects to delight your guests. Our long playing cartridges contain about 67 old and new favorites each, and additional tapes are available from our extensive Pianocorder tape library, giving you an almost limitless supply of music.

We'll also, program into your system an advertising message of up to 200 words which will be displayed on the screen continually while the SINGALONG mechanism isn't playing.

The SINGALONG system is available in both coin-op and free-play models, installed in our handsome Ragtime Piano. It can also be installed in any other piano quickly and easily, without impairing the piano's structural integrity or tone. The SUPERSCAN console can be placed anywhere, in single or multiple unit displays, and it can be used independently of the system as one of the most versatile user programmed message centers on the market.

The SINGALONG system is virtually service-free; in the unlikely event that you ever have a problem with it, help is as near as your phone. If there's trouble with the console, simply ship it back and we'll send you a replacement while yours is being repaired.

The MARANTZ SINGALONG system is unique in club entertainment. It will captivate your patrons play after play, night after night, at a substantial savings to you in entertainment costs. And because it's self operating, all you have to do is change tapes.

It'll pay YOU to take a look at the MARANTZ SINGALONG entertainment system. Call us toll-free at 1-800-438-7023 for more information.

marantz[®]
Marantz Piano Company • Post Office Box 460 • Morganton, North Carolina 28655 • (704) 437-7135

Advantage Systems Inc.
395 Totten Pond Road
Waltham, MA 02154
Telephone: 617/890-2400

Customer File

Detail identifying information on each customer
Provides alphabetical and numerical customer listings
Includes total collections, contract dates
Assigns collection day, route number, collection frequency

Machine File

Details identifying information on each machine
Lists machines by machine ID number, customer, model type, machines for specific customer
Reports on installation dates, total

revenues, meter information
Maintains record on cigarette inventory

Daily Collection File

Computes customer commissions, shortages or averages, refunds, slugs, etc.

Accounts for and compares meter readings with monies received

Distributes cash to proper account, i.e., licenses, taxes, ASCAP

Prints out collections by location

Shows each machine's collections at location

Produces Suspect Meter Report for each route each day

Produces Machine Skipped Report for each route each day

Accounts for cigarettes and add-ons.

Commission File

Gives commission reports weekly, biweekly, monthly, quarterly

Reports show gross, net, vends, refunds, slugs, over/short

Customer and machine ID information

Biweekly Game Summaries

By customer collection

By model comparisons with like models

By machine averages

By dollar collections

By dollars and averages from time purchased and date placed in present location

Customer History File

Machines presently at location and all machines ever at the location and their collections and averages

Collection on all machines ever at location including gross, commission, net, short/over

Advance File

All customer advances and collections applied to advance by collection dates. Printout for total route and/or individual customers

Remote Diagnostics

On-line approach to systems' supports
Technical staff services system from their offices to the operator

THE CALENDAR

August 27-28

Music and Vending Association of South Dakota, Holiday Inn, Spearfish

September 8-11

North Carolina Coin Operators Association (NCCOA) Convention and Trade Show, Hyatt House & Convention Center, Winston-Salem, NC

September 22-25

West Virginia Music and Vending Association, Ramada Inn, South Charleston, WV

September 23-25

The New York State Coin Machine Association (NYSCMA) Annual Membership Meeting, Holiday Inn, Lake Placid, NY

September 26-30

7th Annual Bally/Midway 5-Day School, Howard Johnson O'Hare International, 10249 Irving Park Road, Schiller Park, IL

October 7-8

Amusement and Music Operators of Virginia "Silver Jubilee" Trade Show, John Marshall Hotel, Richmond

October 13-15

Amusement Operators Western Conference, Biltmore Hotel, Los Angeles, CA, sponsored by Play Meter and managed by Conference Management Corp.

October 13-16

12th ENADA (National Exhibition of Automatic Amusement Machines) Congress Building, EUR, Rome

October 13-16

National Convention-Exhibit of Vending and Foodservice Management, McCormick Place, Chicago

October 20-22

Spanish Amusement Trade Exhibition, Congress and Exhibition Palace, Sun Coast (Torremolinas, Malaga-Espana). Sponsored by the Spanish Association of Manufacturers and Marketing of Amusement and Gambling Machines.

October 27-30

AMOA Exposition 1983, The Rivergate, New Orleans, LA, Hilton Hotel, headquarters

November 18-20

1983 IAAPA Trade Show (International Association of Amusement Parks and Attractions), The Rivergate, New Orleans, LA

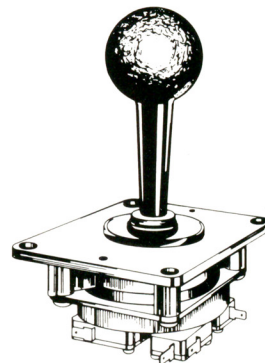
November 23-25

INCOMAT '83 (International Coin-Operated-Machines-Exhibition and Congress) Vienna Congress-Center, Oberlaa, Vienna

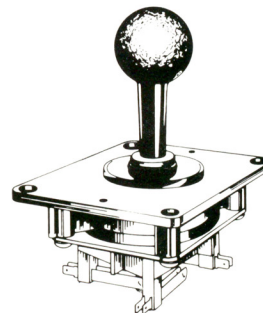
January 19-21

IMA 84, International Amusement and Vending Trade Fair, Hall 1, Frankfurt exhibition grounds, Germany

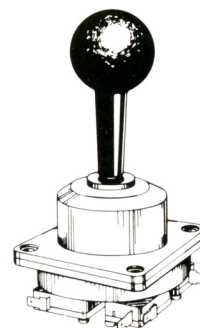
COIN CONTROLS



MICROSWITCH



LEAF SWITCH



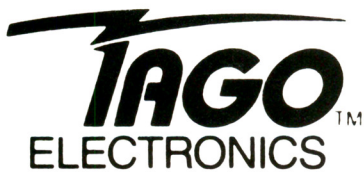
COCKTAIL STYLE

- All joysticks made in U.S.A.
- Free catalog upon request

Coin Controls Inc.
2609 Greenleaf Ave.
Elk Grove, IL 60007

800-323-8174

(312) 228-1810 Telex: 254708



AND THEY THOUGHT VIDEO CONVERSIONS
WERE A TEMPORARY SOLUTION...

Look out LASER-DISC here we come!

349 Exchange Drive
Arlington, TX 76011
800/527-3639
817/860-8481 (Texas)

HEADLINERS

Contrary to current happenings, local lawmakers appear interested in installing video games in parks, recreation centers, and other government owned property, according to officials of the **Amusement Game Manufacturers Association**. Delegates to the National Association of Counties convention visited the AGMA booth at the convention held in Milwaukee July 16-19. "I urge every operator to consider government owned and operated property as potential—and as yet untapped—location sites," **Glenn Braswell**, executive director of AGMA, stated.

Bally Manufacturing reported a loss in revenues for the second quarter 1983 as compared to the same period in 1982. The 1983 revenues for that period were \$317,386,000, compared to revenues of \$397,457,000 last year. Net income dropped from \$35,225,000 in the second quarter of 1982 to \$5,177,000 this year. **Robert Mullane**, chairman of the board at Bally, said that the losses are partly due to the "continuing extreme softness in the coin-operated amusement game business." Mullane added that he sees "no firm sign of a turnaround" in the market.

Data East is holding conversion seminars in distributor showrooms nationwide. **Mark McCleskey**, Data East vice president of sales, along with regional sales managers **Jolly Backer** and **Steve Walton**, is managing the seminar program.

Exidy Inc. is sponsoring a contest to find new questions for its *Fax*

game. Prizes will be awarded in October to contestants who submit 15 questions the company will use. To receive an entry form and rules packet, write Exidy Inc., 390 Java Drive, Sunnyvale, CA 94089, or call 408/734-9410. Entries must be submitted by September 15.

Leisure Development Corporation of America Inc., a subsidiary of Atari parent Warner Communications, has opened a chain of Gadgets restaurants. Gadgets features a varied menu, a retail shop, and futuristic entertainment including robotics centering around Looney Tune characters. Leisure Development plans to establish 24 games/store franchises nationwide. Five Gadgets restaurants are currently in operation in New Jersey, New York, Maryland, Ohio, and Pennsylvania.

Nintendo of America donated several video games specially adapted for the handicapped to the 1983 Muscular Dystrophy Association summer camp in July. Nintendo also donated prizes for winners and runners-up.

The Game Exchange in Columbus, Ohio, has been named distributor of *Rifle*, a novelty piece manufactured by **Streets Manufacturing Group Ltd.** in England.

"Saturday Supercade," a children's series scheduled to premiere in September on CBS will feature **Mylstar Electronics Inc.'s** (formerly D. Gottlieb & Co.) Q*bert character and his friends.

—By Dawn Adorno

SNAPSHOTS



Sega Electronics Inc. recently dedicated a *Champion Baseball* game to the Ronald McDonald House in San Diego. On hand were (l-r) Emelie Allen, house manager, Ronald McDonald House; Steve Garvey, San Diego Padres; **Frank Fogelman**, vice chairman and chief operating officer at Sega; and Ballard Smith, president of the Padres.



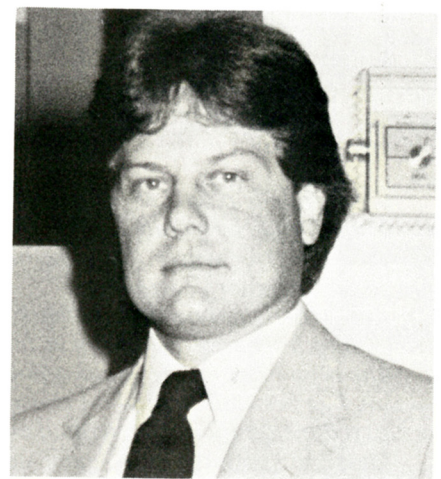
Industry veteran **Joe Gilbert** has been named southeast regional manager at **Rowe Distributing**. He is responsible for directing all phases of Rowe's distributing offices in Kenner, Louisiana; Columbia, South Carolina; Tampa, Jacksonville, and Hollywood, Florida. Gilbert is the former manager of the Florida Division of Belam Florida Corporation and served on the Board of Directors of the Florida Amusement Vending Association for nine years.



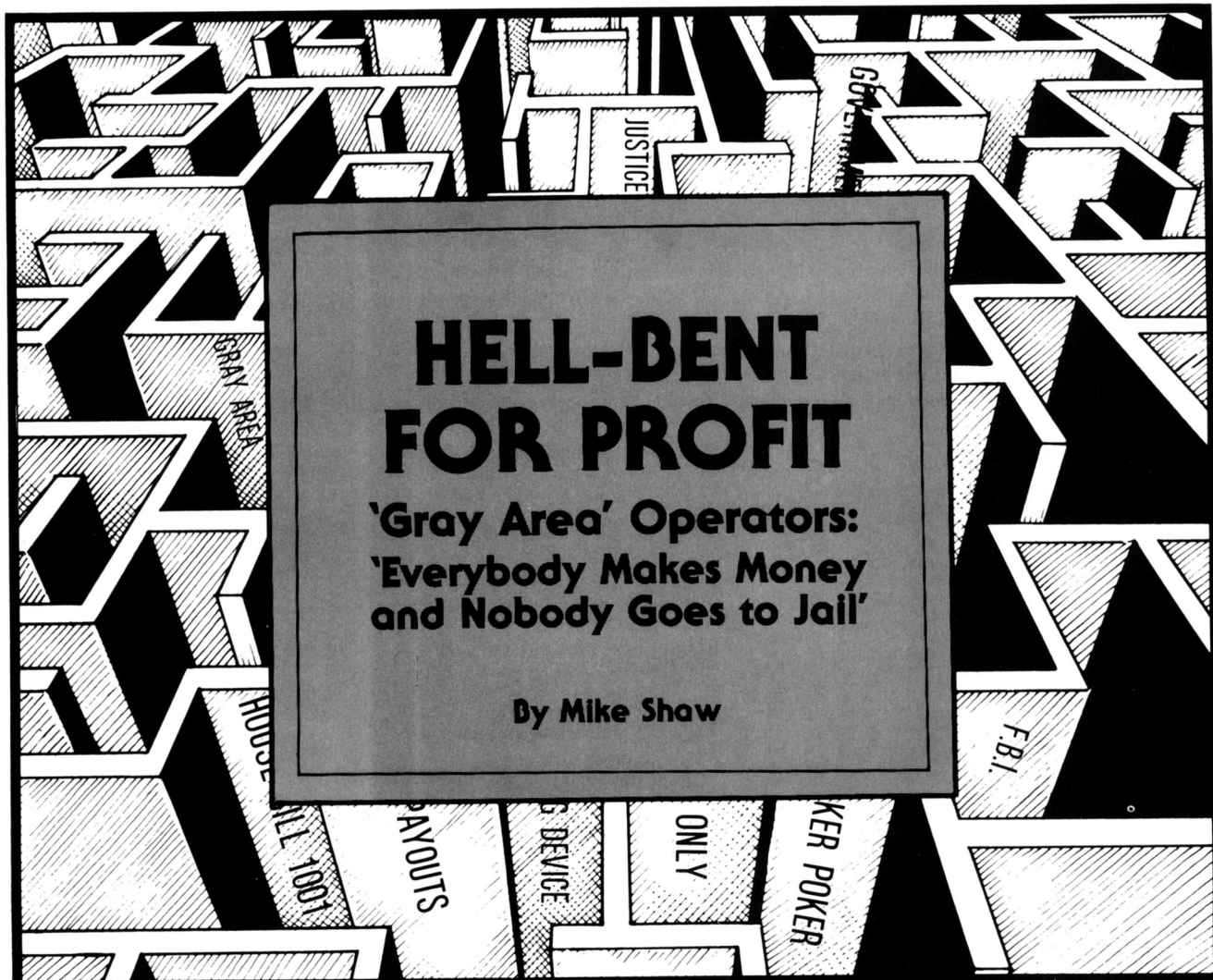
Jolly Backer has been named western regional sales manager at **Data East Inc.** Backer, formerly of Betson Distributing in Los Angeles, will call on distributors and operators in his territory to educate them about Data East's products.



Rodger Haldenby is the new special projects manager in the southeastern United States for **Cleveland Coin**. He will manage the company's Everglades Recreation division and will be headquartered in Fort Lauderdale, Florida. Cleveland Coin recently opened another special projects office in Tampa headed by **Rick Dee**.



Steve Walton has been appointed eastern regional sales manager at **Data East Inc.** He previously owned and operated a route and game room in Atlanta and also served as a sales representative for Peach State Distributing. Walton and Jolly Backer were added as regional sales managers to accommodate the growing number of Data East distributors, company officials said.



HELL-BENT FOR PROFIT

**'Gray Area' Operators:
'Everybody Makes Money
and Nobody Goes to Jail'**

By Mike Shaw

A Detroit suburbanite told police he lost \$20,000 playing video poker at a service club near his home. "At first I found it hard to believe," said a state police investigator. "Then he brought in canceled checks and bank withdrawal receipts. He would run out of quarters, then run down to the automatic teller and get another \$25."

In a Philadelphia bar where liquor control agents seized an illegally operated video poker game, agents described the floor where the game had stood as layered with discarded quarter wrappers.

At a Mississippi truck stop, truck drivers put \$20,000 a week into a bank of credit poker machines.

The economic impact of video poker games that offer payouts has been substantial on consumers' pocketbooks and incredible on the coin-operated amusement industry.

Desperate with the video game decline and unsure of the industry's ability to hold onto its new expanded market, many operators are turning from coin-op amusements to gambling devices to exploit the industry's original customer—the adult; but new and larger forces that the industry may not be able to control are already stalking this floundering business.

Manufacturers, distributors, and operators have taken to the video card game. As a gambling device, the game has proven to be the most productive piece in coin-op history, taking advantage of the nation's love affair with video games and humanity's greed.

It is easy to understand how the call for video card games rose out of the mass of videomania that has swept the country for the past three or four years. When the

world's youngsters tired of *Pac-Man*, and its persistent derivations, coin industry veterans were ready to return to a less fickle and more financially supportive audience, the adult. Adults like games that don't humiliate them. Ask Mike Macke of Digital Controls. Even with a "pure amusement" game, he has captured big sales numbers in a very depressed industry. Sales of *Little Casino* have climbed consistently, month-to-month, over a year, culminating in a record June when Macke moved 810 of the bartop videos.

Macke's games are profitable to operate, he said, because they allow a casual approach to playing. But not so profitable, even Macke will admit, as the electronic card games used for gambling, ones that offer payoffs to winners.

It is illegal to use the games for gambling—even states that license credit videos, or "gray area" games, do so for amusement purposes only—but despite warnings from within and without, the industry is moving, hell-bent for profit. Bar locations demand the games. They are inspired by weekly windfall takes and satisfied that, so far, there has been little threat to themselves or their businesses from law enforcement agencies. The bottom line is, one manufacturer boasted, everybody makes money and nobody goes to jail.

A poll of 137 operators who maintain street routes shows gray area game operation is on the rise. Twenty-seven percent admit to locating gray games—up about threefold from last year's *Play Meter* "State of the Industry" report (November 15, 1982, p. 43). Two-thirds of the respondents said the games are operated

in their area.

In Tennessee, South Carolina, and Pennsylvania, there are few operators who do not have some of the games on location. In New York, where local police are pulling their hair out over what to do about the games, it is estimated that almost every bar in the Bronx, 75 percent of the bars in Brooklyn, 60 percent of those in Manhattan, and 40 percent of the liquor licensed establishments in Queens carry the games.

An informal survey of game manufacturers, operators, and law enforcement officials suggests an average of about \$400 a week for a typical credit poker game. (But it is not uncommon for them to gross \$1,000 to \$2,000.) With an estimated 50,000 machines on location, the weekly deposit nationwide is \$20 million. The figures explain why some amusement operators are willing to gamble on operating devices that offer payouts. They also explain why local and federal governments are interested in this aspect of the underground economy and why criminals are licking their lips over the covert coin catchers.

While the weekly gross of gray area games nears a third of the current weekly gross of more than a million amusement games on location, manufacturer sales of video gamblers to the amusement market may be outdistancing dedicated video games by a four to one margin, according to Status Games President Irving Yaffa (AKA Irv Jeffries).

Although Jeffries may be slowed by his recent arrest for manufacturing video gambling games, (*Play Meter*, August 1, p. 14) his sales for the year ending May 31, 1983, increased to \$2.5 million from \$1 million in the previous year. Status Games' before-tax income increased sixfold thanks to video card games. The originator of the credit poker craze in the Northeast, M. Kramer Manufacturing, "literally started in our garage," according to Brenda Kramer, and now is spread around 20,000 square feet in a Lakewood, New Jersey, plant that employs 50. While Kramer and SMS Manufacturing of New Jersey are feeding the burgeoning New York market, Merit Industries in Pennsylvania has been shipping well in excess of 500 pokers a month mainly to operators in Pennsylvania, according to company officials.

There are signs that traditional manufacturers unable to sell traditional games are joining the underground revolution. Stern—unable to sell pinballs, unable to sell jukeboxes, unable to sell video games, unable to sell even conversion kits—has announced its entry into the credit poker field with two poker "kits" that convert amusement videos to gambling devices. "Times have changed," Stern announced upon entering the gambling arena. "It's time for a major manufacturer to step in, one who will be around tomorrow to stand behind the games."

Eyeing an estimated 2,000 new card videos being grabbed by distributors each month, Stern was reacting to a popular opinion that "distributors know that (a lot of operators are earning their livings on these games) and are catering to those needs—even some of the largest distributors."

New York City distributors together were moving about 200 video pokers a week, the hottest item during the mid-July heat wave. In June, county agents caught Bay Coin selling games adapted with chutes and hoppers (*Play Meter*, September 1, p. 14).

Art Warner of Betson said his New York and New Jersey branches don't like dealing the games—"we were one of the last to go into it, and we still don't display them on the floor." But Betson had to deal them to sell any

PLAY METER, September 15, 1983

games at all.

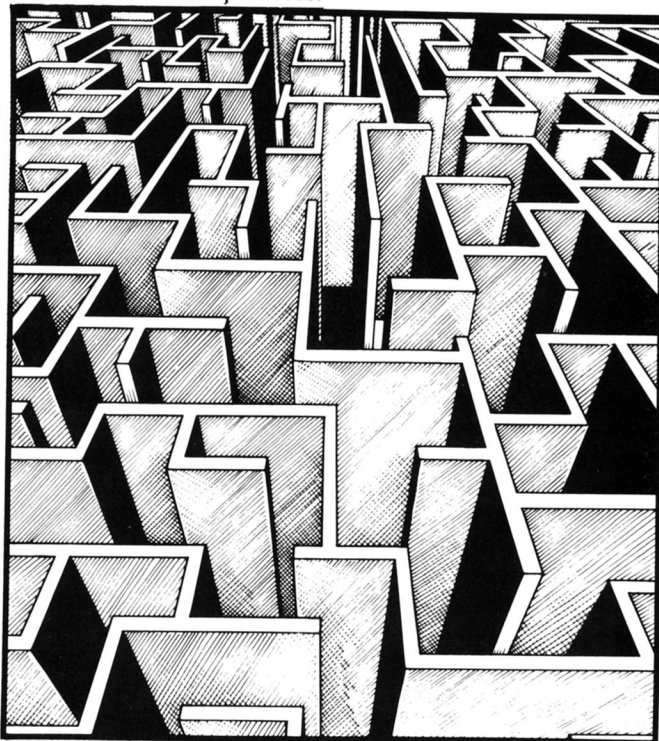
"Seven out of every 10 games I sell are card games," said a Dallas distributor. A distributor who doesn't accede to operator requests for the games admits: "These games are helping the operator make his long overdue payments." In fact, they are sufficiently successful, another adds, to enable the operator to buy amusement pieces for his youth oriented locations.

Even after payouts that return—according to how they are programmed—anywhere from 20 to 85 percent of the amount pumped into the gamblers, the weekly split on video gambling devices is extremely attractive, so attractive, some would contend, that many operators are dismissing their futures for a quick dollar fix.

"We cannot survive in a gambling environment," New York operator Steve Hochman explained. "We know our machines cannot stand next to gambling devices and be profitable. The best example of that is the game rooms in Atlantic City and Las Vegas. They look like graveyards; the video games are monuments of the past."

"I'm taking a hard line with my locations, but it's tough. I've already lost six who want the games," said Larry Powell of C & L Music in Sacramento. "New operators who are after the quick buck are getting into the bar locations with these games. It's a horrendous problem to the legitimate operator."

"It is an open door to organized crime," industry attorney Thomas Laverne believes. Laverne, a former New York state senator, heads a statewide anti-gambling effort called No Dice. "Here we see lots of new people (operating the video gambling devices). Some seem to have surreptitious connections. They are muscling people around. The out-of-state gambling interests are here, and what that means is that every law enforcement agency in the state is looking over our shoulders and getting ready to close in on coin operators."



Credit video protagonists would confuse the issues of gambling and amusement by promoting legislation that legalizes the operation of the games. Tennessee operator association officials confirmed they got credit pokers included in the list of coin-operated games to be

licensed in trade for agreeing to pay a \$100 per machine license on all coin-op games.

But although legislators view gray area games with varying degrees of uncertainty, the bottom line everywhere—except in Nevada and Atlantic City, New Jersey—is that cash or cash equivalent payoffs to winners constitute gambling and are illegal.

The Tennessee sanction has lessened the pressure from authorities on operators of credit pokers in a state where coin-op gambling has been a tradition. (Until just last year, Tennessee operators were still locating bingo pinball games.) Still a Memphis area operator who has been employing credit pokers since they have been available—"The public demands them," he has said—has been charged with "professional gaming," on the strength of investigations by the Tennessee and the Federal Bureau of Investigation.

In South Carolina, where a special \$365 annual state tax is applied to "devices that can be adapted for gambling" (a tax won by politically strong gray area game operators), 75 percent of the state association membership operates credit pokers, according to an association official. Despite their clout, there is still no sanction in the law for using the games in any other fashion than "for amusement only."

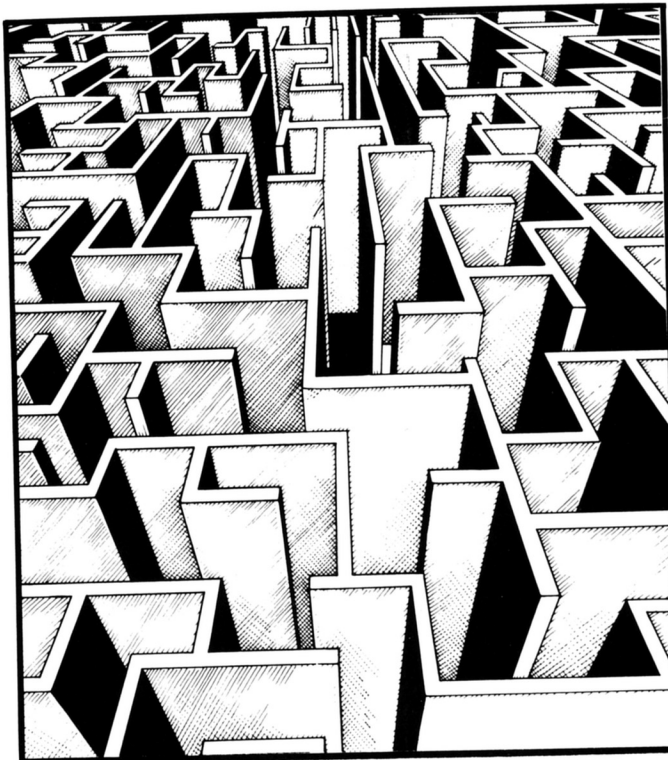
If any state is building confusion over the right to pay off on credit pokers, it is Montana. There it is legal to play poker for "pots" that do not exceed \$100, and in some counties, enforcement officials consider video poker in similar fashion. Other counties are not so sure video poker and decks of cards are to be regulated by the same laws. The issue is significant. The state Supreme Court may soon hear a case to decide it.

In two states, Pennsylvania and Michigan, credit poker operators have managed to put bills condoning operation of the games before the legislatures. Pennsylvania's Senator Tom Petrone's House Bill 1001 was written to legalize payoffs. (*Play Meter*, September 1, p. 20) The Gaming Commission that would be created by Petrone's proposal would require each game to pay back 83 percent of its take in winnings. The commission would also collect an annual tax of \$1,000 for each game.

But some operators who fear sanctioned gambling will not be acceptable to state legislators are amending the bill to include a ban on the distribution and use of modifications "that transform the amusement devices into gaming machines."

It has been said there are virtually no operators in Pennsylvania who do not handle at least some credit games. Pennsylvania operators are mainly intent on ensuring they will have the right to continue to locate the games as amusements, Petrone said. They are also afraid a pending state Supreme Court ruling will find the machines are gambling devices under current Pennsylvania law.

A bill that would legalize gambling type modifications on video card games—unlimited replays, knock-off switches, credit information storage—was introduced into the Michigan House of Representatives by a lobbyist for two Ohio brothers who place gray area games there and in several states nationwide, according to industry sources. Walter Lazuka of Walter Music & Vending in Mentor and Sal Lazuka of Automatic Music and Vending in Painesville laid the groundwork for their bill when they beat the Michigan Liquor Control Commission in a couple of court battles over the games. Passage of that bill might make it nearly impossible for Michigan authorities to keep the games from being operated there, but still would not legalize payoffs.



* * * * *

Industry anti-gambling champion Rufus King has written, "In short, gray area machines are black-and-white gambling devices, indisputably designed only for illegal gambling and always and everywhere instruments of crime."

From the U.S. Senate to the local sheriff, those who make the laws and those who enforce them are becoming increasingly aware of the illegal operation of credit pokers.

Except for its tie-in with organized crime, gambling is usually considered a local problem and enforcement of gambling laws rests in the hands of liquor control boards, normally unsophisticated and old fashioned agencies that are ill-equipped to deal with high tech criminality. Their main concern is still keeping youths under 21 from getting drunk in the bars they license. Threats to licenses rarely result from the presence of video gambling devices. Liquor control agents don't as a matter of course seek out gambling activity in bars. They react to complaints from customers who have lost big bucks, or more often, from non-gambling establishments that have lost customers to bars that offer the games.

"In this matter the industry usually polices itself," a Florida Alcoholic Beverage Control officer told *Play Meter*.

"I really don't think there is any problem with the games in New York," a liquor control agent in Albany said of his state where there are an estimated 12,000 video pokers providing illegal payoffs.

In Philadelphia, the games were the focal point of an investigation into police corruption which resulted in federal grand jury indictments for five policemen who took money from bar owners to ignore payoffs to poker players. Still, the state liquor control board was difficult to interest in the subject of bars offering payout games.

"We don't have a computer, so it's impossible to come up with statistics on this kind of thing," Liquor Control Board spokeswoman Beverly Eager said from her office in Harrisburg. "When we get a complaint, we send an agent by the bar to see if he can witness a payoff." Even if payoffs

(continued on page 43)



FAX
ELEGANTE

LONGEVITY

TOP R.O.I. PER SQUARE FOOT

HIGH EARNINGS

APPEALS TO PLAYERS OF ALL AGES

- Are these words missing from your locations vocabulary?
- Are you having to move "HOT" games to lesser locations too frequently?
- Are you tired of "FLASH IN THE PAN" games at your location?



HAS THE SOLUTION to operators "FLAT EARNINGS" with FAX™... it'll stick like glue to your location for years!

Also available FAX upright

SPECIAL FEATURES

- ONE OR TWO PLAYER CAPABILITY
- 4 CATEGORIES AND 3 DIFFICULTY LEVELS
- FULL COLOR VIDEO AND GRAPHICS
- VANITY MODE
- NEW QUESTION/ANSWER PCB AVAILABLE
- HARDWOOD CABINET
- FOREIGN LANGUAGES AVAILABLE



EXIDY 390 JAVA DRIVE, SUNNYVALE, CALIFORNIA 94089 (408) 734-9410 TELEX 357-499

Exidy Ireland Ltd. Gortlandroe Industrial Estate, Unit 8, Nenagh, County Tipperary, Ireland 067-34555 TELEX 70009

©1983 Exidy, Inc.

Single Source Reliability-Delivery-Service

“Only Coinco builds a *complete line* of Game Doors; Noryl, Metal or Electronic Acceptors; Illuminated Push Button Switches and Timers. Your ONE SOURCE for quality and reliability.”

Coinco's
National Spokesman
Ed McMahon



Coinco Game Door Features:

1. Optional features available on all models, including illuminated coin inserts, blockout coils, custom harnessing and choice of locks.
2. All manufacturing done in USA. No troublesome Metric threads.
3. Coinco manufactures 3 types of Acceptors: Noryl, Metal and Electronic.
4. Exclusive cash box security enclosure available in three sizes.
5. Off-center coin slot on coin return button facilitates bent coin removal and coin-slot cleaning.
6. All metal bezels and doors throughout.
7. Quick release for Coinco Acceptor removal.
8. Exclusive Slam Switch optional on all Game Doors.
9. Built-in Coin Switch Tester and Key Hook, all standard.
10. All internal components mounted on separate inner panel.
11. Quick price-change provision on buttons for token conversion.
12. UL & CSA listed anti-bounce coin switch.

How much do you know about Coinco?

Coin Acceptors, Inc. is a multi-dimension company capable of supplying all your Game Door related needs. For 25 years, under the trade name "Coinco", the company has been the world's leading manufacturer of coin equipment for the automatic vending industry.

Coinco does its own design, engineering, tooling and manufacturing in four modern USA plants to control quality and assure prompt delivery. We have our own Coinco Sales and Service Network, with 31 Branch Offices and more than 100 Distributors to serve you.

For information, call TOLL FREE, today: 1 (800) 325-2646



Coin Acceptors, Inc., 4946 Daggett, St. Louis, MO 63110
In Canada: 868 Progress Avenue, Scarborough, Ontario

are observed, the likelihood is that no action will be taken against the bar owner.

In most jurisdictions, a lengthy review by a board of officials results in nothing. Only after several offenses is a bar owner's license revoked or even suspended.

Most of the effort to stop the spread of video gambling has come from district attorneys. A state district attorney issues an opinion that certain models are illegal, and police seize those games. A challenge from a bar, operator, or even manufacturer of a game seized usually ensues, resulting in a trial court judge's ruling on whether that game violates the state's gambling statutes. Unfortunately, the entire process often leads to nothing but increased confusion because the cases usually deal with a specific game rather than with the problem of video gambling. It doesn't mean much to rid a Kansas county of *Draw Poker* if a *Joker Poker* is there to replace it.

Also, because judges are unsure about how to interpret the nuances of high technology, different judges in the same state can come up with conflicting rulings on the same basic issue. Many states—Kansas, Montana, Illinois, Pennsylvania, Ohio, Michigan, to name a few—have produced court rulings on both sides of the video gambling issue. Only Ohio has achieved a ruling from the state's Supreme Court, although the high court in Pennsylvania now mulls over its decision in a case it heard several months ago. But even in Ohio, where the industry achieved its most important victory against the gambling invasion, the Supreme Court only declared games with poker themes illegal devices, refusing to rule on other video machines simulating gambling themes like blackjack, hi-lo, and acey deucey. District attorneys in Tennessee, Montana, Kansas, and Michigan are also driving the issue toward the state's top courts.

Credit videos have literally forced the industry to the federal examining table to be poked and prodded by those hoping to find an organized crime figure or two lingering amid the royal flushes. Not since the McClellan Committee sought to tie vending to organized crime in the late 1950s have federal watchdogs been so interested in the coin-op industry, noted Simon Wynn, an attorney with the National Institute of Justice, the research arm of the Justice Department.

The interest is apparent in an organized crime commission under the direction of Senators Strom Thurmond and presidential aspirant Oren Hatch. An attorney counseling the commission told *Play Meter* it was just beginning to look at this "new aspect of gambling," but Wynn insisted federal agents are already aware of the use of video games for gambling purposes. By nature, racketeering investigations are "very secretive," he said, "but they are looking for organized crime connections. Inquiries have started and won't stop."

Even if the federal government's understanding of how the games work is sketchy, the FBI is developing a clear view of gray area games as gambling devices. The Washington bureau's technology division, in an effort to bypass having to determine the legality of each game, model after model, has settled on a list of gambling characteristics which include multiple coin acceptance, awarding more credits than can reasonably be played, and awarding a set percentage of the take in credits. An FBI coin industry expert, who has served as a witness in video game piracy as well as gray area cases, warns that gray area games "will kill the amusement industry off." He blames the amusement manufacturers for letting it happen.

"The games are out of the closet," he said. "If the manufacturers had listened to what we were telling them a year ago, we could have stopped them, but it's too late. We told the manufacturers in September 1981 to get together an effective association with an investigative arm to handle civil suits. We advised them to coordinate and finance an effort to get legislation going that will classify these as gambling games. But they haven't done a damn thing. They're not pushing Congress or anybody to act. Now they've missed the wagon because they didn't educate city hall."

The Amusement Game Manufacturers Association, the manufacturers' association, was formed, according to its original counsel Rufus King, to keep gambling from infiltrating the amusement arena. It sought out the places where the issue was being debated and acted aggressively to keep the two industries separate. Now, the AGMA's stance on gray games is admittedly much less energetic. AGMA opposes gray area games, according to the association Director Glenn Braswell, by keeping gray game only manufacturers out of its ranks.

If the industry continues its affair with gambling, it is some amusement operators' greatest fear there will be government intervention. Even legislation that would legalize credit videos calls for gaming commissions to control payout percentages and collect large licensing fees. Senator John DeCamp wants to legalize operation of credit pokers in Nebraska, not so much to raise revenues for the state, but more to keep coin game operators from taking advantage of the public. "You don't know how much money went in, how much was paid out, whether anybody attempted to tamper with them," he said.

The most frightening risk to operators who see video gambling games as their route to the adult market is in changing their profession. There is a vast expanse between entertainment and gambling. Though it might seem easily negotiated, those with an understanding of gambling and what it brings on those who are connected with it issue warnings for operators to look before they leap.

Wynn, upon completion of his study of organized crime in the vending industry, a study which cleared coin-op from any such connections, predicted this scenario would be the next chapter in the video gaming story.

"When law enforcement agencies move in on illegal gambling operations, only the strong and corrupt will be able to protect themselves," Wynn said. "The big guys won't get touched. The fallout will take place among a lot of legitimate operators, guys who for 10 or 15 years have built good amusement businesses will be getting burned. Even those known to operate the games who don't go to jail will be in the files (of federal investigative agencies). Once there, they'll routinely be under surveillance for years. Even their kids will be checked because of their fathers' gambling connections."

It is ironic, that while the industry has been spending a lot of time and money to clear the public's mind of anti-game sentiment, so many members of the industry have decided to involve themselves with gambling and therefore open themselves to a possible connection with organized crime. It is a tired and unfair accusation that organized crime controls the coin-op industry, but it is one that is being revived with every quarter pumped into a credit video. It has taken the industry 25 years to come just a short way from the damage the McClellan hearing did to its image, now like the thornbird, it is impaling itself on a deadly bramble, going for the big kill, ignoring the consequences.

YOU'VE PUSHED TOO FAR!

Associations Speak Out on 'Gray Area' Games

By Valerie Cognevich

Play Meter Questionnaire on 'Gray Area' Games

1. How many operators are there in your state? _____
How many are members of your association? _____
How many do you estimate operate gray area games?
_____ not in association _____ in association
2. What is your association's position on subterfuge gaming devices?

3. Does your association have a membership policy concerning subterfuge devices? Yes _____ No _____
What is it? _____
Will your association expel a member or refuse to accept a candidate for membership if he is known to operate subterfuge gaming equipment?
Yes _____ No _____
4. To your knowledge, has your state attorney general, or any legal governmental officer, taken a position on the devices? Yes _____ No _____
What was the position? _____
Do you agree () ; disagree () ; or are you neutral about it () ?
5. Do you think subterfuge gaming devices are necessary for the coin-op industry to survive? Yes _____ No _____
6. Do you think the games are a threat to the coin-op amusement industry? Yes _____ No _____
7. Do you have any additional comments about subterfuge gaming devices? _____

Play Meter polled state associations (see sample) on their position on "gray area" equipment. The results show three associations favor the use of gray area equipment,

five states are undecided about its use, and seven associations are against the games.

Thirty surveys were mailed and 15 associations responded to the ques-

tionnaire. As requested, no names are used in this story.

Here are the responses to the poll and examples of how associations are facing the gray area issue.

In favor

Of the responses received, only three associations responded "no" to the question, "Do you think the games are a threat to the coin-op industry?"

These three states have a common legal concern toward the gaming devices and feel that they are not a threat to the industry. The main obstacle seems to be that the fine line between legal and illegal has not been properly defined.

The government in these states has taken a position on the games, though some positions are not very clear.

In one state with approximately 200 operators, 110 are members of the association. There the county court upheld that gray area equipment is not gambling devices. However, various county prosecutors seize games where payoffs are observed or when a game offers more than 15 replays.

The state is officially against the games, but many operators would enter the field once legality is decided. Many state association members are concerned about the viable future of pinballs, videos, etc. and feel that gray area games might be the industry's next thrust.

In a city association of 35 members, the members feel that gray area games are necessary for the coin-op industry's survival. The local government has taken the position that they are legal if there is no gambling.

This association states "The national association should fight for equality among states so members can survive."

In a state where 35 of 50 operators are members of the association, the sentiment is that gray area games are necessary for the survival of the coin-op industry "if everyone does it or the state permits."

In this state, gray areas may be legal under certain conditions, depending on the type of machine. The association feels the games will only be a threat to the industry "under certain conditions."

The association stated that it would "work for legislation permitting certain lottery or video gaming devices if operators are permitted to make a desirable profit."

Against

Those seven state associations who have taken a definite stand against gray area games stated they don't feel the games are necessary for the survival of the coin-op industry but are a threat to it.

The associations are looking at the long term effect of gray area equipment on the industry, agreeing that the games could be a threat to the coin-op industry as it is known today.

One state that has taken a decisive stand against the games said, "The more the distributors push the gambling devices, the sooner we will all see tougher laws against the whole coin machine industry. It's very important to keep a good image of the industry."

Departments of Liquor Control have taken a position on the games in several cases. The machines are legal if there are no awards or incentives, and liquor licenses can be lost if the games are used illegally in taverns of one state.

One association against gray area games commented that "no machines picked up by police are being claimed by owners for return."

"The more distributors push gambling devices, the sooner we will all see tougher laws against the whole coin machine industry."

Undecided

All five states that are undecided about the games agree that they are a threat to the industry but they have not taken an official stand.

One state association has not taken an official position because some members are for and some are against them. However, the president of the association offered this comment: "If the so-called gray area games are operated, it will take the operators out of the amusement business and into the gambling business. This will create a new influx of operators hoping to capitalize on the expected upsurge.

"The problems that will follow will make the video game problems seem like minor problems in comparison."

This association also has indecisive laws "approved one time and disapproved another. The games are not approved for locations serving liquor, but the officials are ambivalent on games in other locations."

Another association, though no official position has been taken, intends to have a policy considered at its next annual meeting.

Now it feels the games are a threat to the industry. The Alcoholic Beverage Control Board in this state has taken the position that subterfuge games with

knockoff buttons are considered gambling machines.

In other states where no official association position has been taken, the feelings are that the gray area games are not necessary for the industry to survive and are a definite threat to the industry.

Operators must know

State associations were formed to be an alliance—a partnership. They are organizations of persons sharing a common interest and purpose.

Many operators believe the gray area game issue should be addressed by these associations so members can make decisions about whether they want to get involved with these games.

Industry members feel these games teeter on a thin wire between legal amusement only games and illegal gambling pieces. Everyone seems to want to be on the legal side of the wire but is dangling dangerously close to the illegal side.

It's like a child standing outside his house sipping a Coke. His mother forbids him to step into the house on the new carpet. So he slips one toe in and his mother doesn't say anything. Then he sneaks one whole foot onto the carpet and gets a disapproving look but no command to get that foot off. So he starts slipping the other foot onto the carpet when the mother seems too busy to notice.

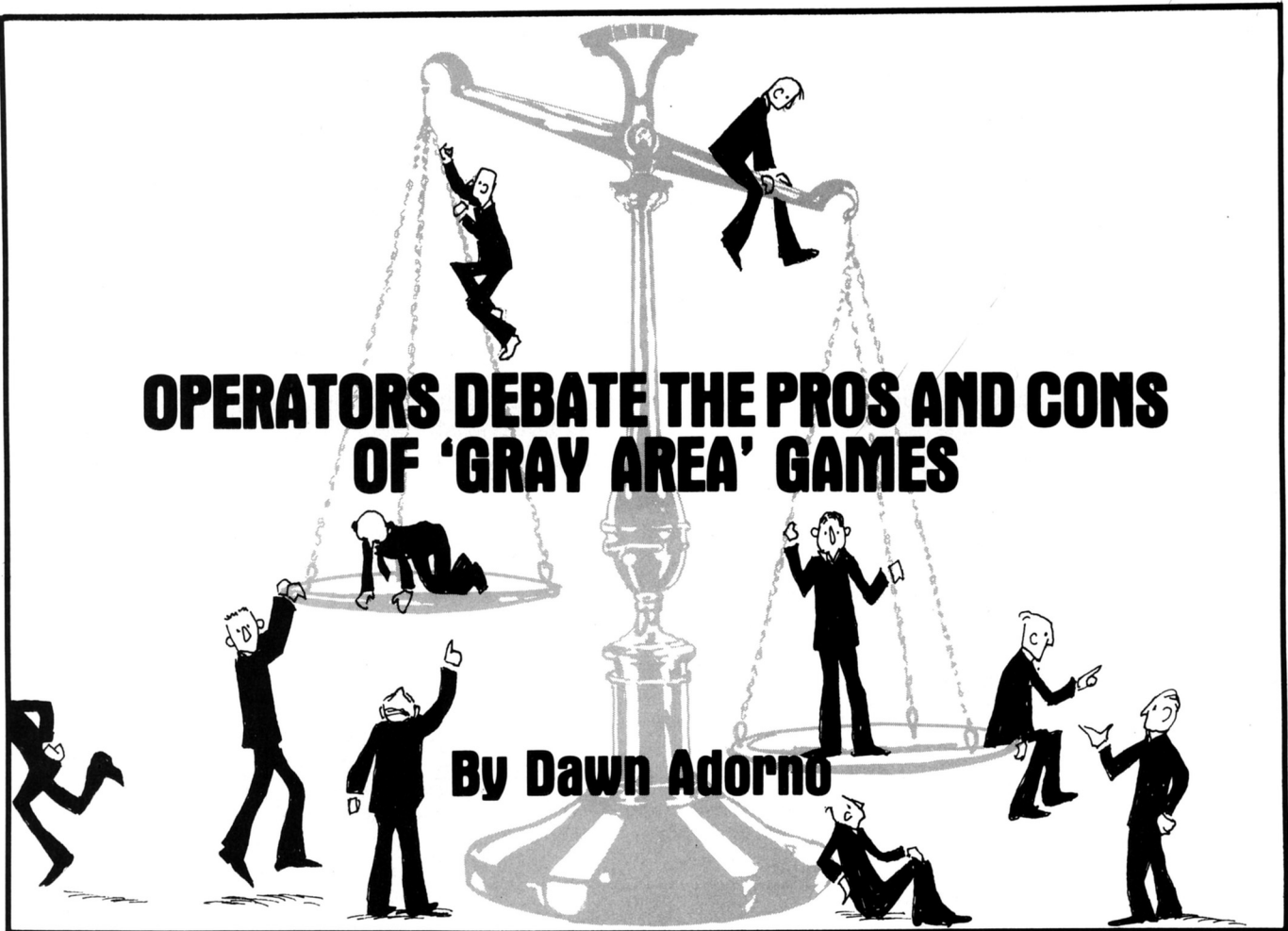
With that accomplished, he feels he has it made and will be inside any minute. However, the mother notices that he has pushed her just too far and then not only forbids him from coming in the house but orders him off the porch too!

So it is with gray area games. First, they are legal if they are for amusement only, so the game is promptly labeled with large signs claiming "For Amusement Only" (one toe in the door). Then the games must not have a receptacle for payouts, so they are taken off or never built in (the whole foot is in now).

Then the game must not have excessive replays, so they are stopped. (The other foot is in the door.)

Next the company ships a "legal" game by all rights (and tries to jump all the way in the house) by sending chips to convert it to everything built out of the game!

So mother (the government at all levels) may be pushed too far in the coin-op industry and not only order all the illegal games out, but all games—period. ●



OPERATORS DEBATE THE PROS AND CONS OF 'GRAY AREA' GAMES

By Dawn Adorno

Jan Brockelsby and her husband Jim legally operate 10 gaming devices in Nevada. Jan admits that these games bring in nearly three times as much as the 15 videos they also operate. "Being in Nevada, gaming is all that's important. Other machines are secondary," she says.

James Trout of South Carolina operates credit pokers, legal in that state if no payoffs are made. "They're the only things making us any money," he says.

With the current industry slump and public disenchantment with video games, are "gray area" games a possible means of survival for amusement operators? Or do they threaten the existing coin-op industry?

Operators randomly polled in a Play Meter survey had varying opinions. They also talked about their state laws regulating video card games and gambling, the operation of illegal games, and alternatives to surviving the industry slump.

 Operators primarily object to operating credit pokers and gaming devices because they are illegal in some areas. Some operators also find the games threatening to their amusement-only businesses. Others say the

gaming devices are not prevalent in their areas and are not very concerned about them.

"These games are detrimental to the amusement industry because the average operator doesn't operate them. These are sidelines," says Jack Appel of Appel Vending Company in Philadelphia.

Sidney Morris, of J. S. Morris and Son's Novelty Company in St. Louis, takes a stronger stance. "They are a menace to the business. The most stupid thing an operator can do is put out machines that will ruin the industry," Morris emphasizes. "I read in *Play Meter* (Aug. 15, p. 32) that Korea and Taiwan have banned arcades. They don't want them (videos) in their countries because of the gray area machines," Morris continues, raising the possibility that what happened in those countries could happen here too.

"I wouldn't touch them (gaming devices) with a 10-foot pole," says Lester Garson of Vendors Exchange in Cleveland. "They are a way to make fast money," he adds, "but I would rather operate a legitimate business."

A New York operator who asked not to be identified comments that the games are "a threat to the industry because they mean bad publicity.

Gambling gives the industry a poor image and makes us look like poor businessmen."

No fear expressed

Other operators polled, however, expressed no real fear or concern about illegal gaming devices infiltrating the coin-op industry. "Credit pokers haven't hurt our operation here," says Edward Carnegie of A & E Amusement in Denver. "If they were legal, though, they would hurt the amusement business," he adds.

"Bingo games weren't a threat to pinballs and jukeboxes, so I can't see how payoff games are a threat to the industry today," Buel Wortham of AA Amusement in Little Rock, comments.

James Trout of Trout Distributing in Columbia, South Carolina, comments, "They are not a threat to the industry in this state. It's legal to have them, but not to gamble on them."

Gambling statutes, however, differ from state to state, and are sometimes ambiguous. (See related articles.) Some operators polled explain why they feel the games should be made legal. Others say why gaming devices should not be singled out when other forms of gambling go virtually unchecked.

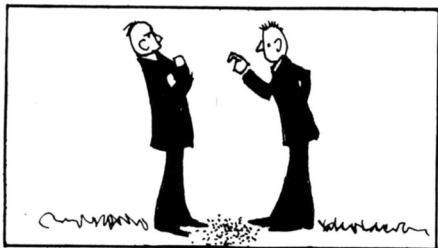
"I don't support the position taken

by the state," says Donald Montano of Montano Brothers Cigarettes and Amusements in New Haven, Connecticut. "The state has off-track betting, dog races—all types of gambling—but it is all controlled by the state. I'd like to see the games made legal," he states.

"The video card game problem is outside South Carolina," says Fred Collins of Collins Music Co. Inc. in Greenville, South Carolina. "There is greater concern here over pool tables. We've had problems with people betting on pool games. Location owners can be arrested if their customers are betting on pool games, yet we don't hear about gray area pool tables."

Jack Appel voices a similar complaint and offers this analogy. "Poker machines that pay off are illegal and can be impounded, but people in bars who gamble on baseball games shown on the bars' TVs are doing the same thing," he says. "They bet on whether the batter will get a strike or a ball, whether he will get a hit or not—that's gambling too. People bet hundreds of dollars in all types of legitimate businesses—cafes, restaurants, bars, department stores, etc. They should make TV illegal because people use it as a gambling device too."

Appel favors legalizing payoff machines in Philadelphia. "People in Philadelphia go across the bridge to play the gambling machines in New Jersey," he explains. "I think operators here would be willing to pay a license fee between \$500 and \$1,000 to operate the machines. If the machines were made legal, the cities and state could make millions of dollars from the licenses and from the taxes operators would pay on their profits," Appel adds.

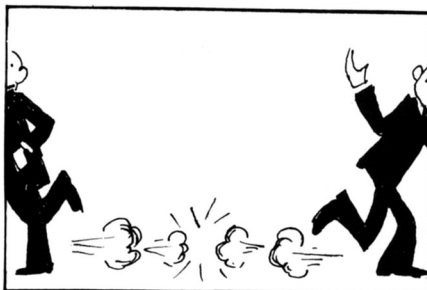


What makes gray area games illegal everywhere except in Nevada and Atlantic City is the cash payoffs that accompany their operation. Still, there are some regions in almost every state where credit videos are being illegally operated. Of the 10 operators questioned in the poll, only two were unaware of credit videos being operated in their marketing areas. Others offered speculation on the presence and profitability of the games.

"Operating credit pokers as amusement machines is legal in South Carolina," James Trout says. "They last longer than video games and make more money than amusement machines. We don't make enough money on videos to afford the state fees," he notes.

"Denver is pretty straight," Edward Carnegie says. "Some operate poker games, but they don't pay off."

However, Steve Hochman, a New York City operator, pointed to the secondary status of video games in Nevada and in Atlantic City, New Jersey, as an example of what gambling machines have done to coin-operated amusements. In those gambling centers, game rooms are generally unprofitable, he said. Operators cannot afford to buy the latest or most profitable games because they draw so little attention. Game rooms in those areas most often feature old, used equipment which spells financial disaster for the entire traditional marketing chain. Operators don't make enough profit to buy manufacturers' hits from distributors.



Most operators polled say that the percentage of gray area games in their areas is fairly low. "There are at least a couple of hundred operators in the Cleveland area," Lester Garson estimates. "I'd say five or 10 of them operate gray area games."

Sidney Morris speculates that approximately one percent of the games on location in the St. Louis area are gray area games. "Locations sometimes buy them themselves if operators don't supply them because they want to make money and can only do it if the machines are paying off," Morris adds.

Donald Montano who operates throughout Connecticut says that some operators there also operate the illegal machines, but "I would say that if the company has 300 machines, they probably operate 10 credit pokers. Most of them are in clubs where police don't have easy access to them," he adds. "About five years ago, a lot of operators ran them, and they were doing about \$1,000 per week. I'd imagine it's the same today."

In contrast, a New York operator says, "I know they operate gray area games—I'd say 65 percent of the operators in this area are doing it, and it's not legal. I've heard from different sources that gross receipts on these games are as much as \$700 per week and that the games are operated both in bars and in street locations."

"In Philadelphia and the surrounding area, between 25 and 50 percent of the bars and restaurants have gaming devices," Jack Appel asserts. "A lot of people lost revenue when the games were taken out—revenue that could have been the difference between staying in business or going out of business. People lost revenue and were given citations and had the machines picked up from taverns. From what I hear, a few machines every week in Philadelphia are picked up where people are found gambling on them," Appel comments.

Other operators cite similar incidents in their areas.

"Lots of people do it and get away with it and brag about it," says Lester Garson, "and when they get caught, they get their hands slapped. Recently, within about a 50 mile radius of Cleveland, one operator had about 200 poker machines confiscated," Garson recalls.

"Some operators were arrested just last week for having games that pay off," says a New York operator.

Don't need gray areas

Operators surveyed assert they run legitimate businesses and do not feel operating illegal games is necessary for the survival of the coin-op industry. Some, however, did offer what they feel are necessary steps for operators to become more profitable.

"We have *Little Casino*, *House of Cards*, etc. that are legal in Arkansas and are new to this area," Buel Wortham says. "They are doing better than the videos, and no one here uses the games that are against the law."

"Gray area games are not necessary for industry survival," Fred Collins states. "Operators getting sensible about their businesses is. They should stop giving away all of their money and start getting 60-65 percent from their locations. Better commissions are what we need. We should quit giving up our commissions to the location who doesn't have anything invested," he offers.

"Most operators don't need gray area games," Lester Garson summarizes, "because they are successful businessmen." ●

THE 'GRAY AREA' DILEMMA MUST BE FACED

By Roger C. Sharpe

In the '30s, the amusement/novelty business was still in its infancy. Crude and rather elementary pin games were the rage. The earnings for that period were strong enough to sustain and broaden an industry. But some saw even greater riches possible by marrying some entertainment principles. And the payout machine was born, borrowing heavily on the appeal and popularity of amusement games, but incorporating much bigger stakes.

Suddenly players could win money for a small investment and the variations on game themes opened up to include pin games, horse racing games such as Pace's Races, card games, dice games, and a slew of other creations disguised as mint or ticket vendors as well as straight pay-outs.

Legislators' response wasn't all that quick, although the judgments were basically the same from city to city. None were willing to accept this new entertainment form. Rulings were handed down to eliminate them, or at least to slow their growth. Before the damage could grow to outlandish proportions, the war interrupted the proceedings. However, the effect of these types of games was profound enough to remain.

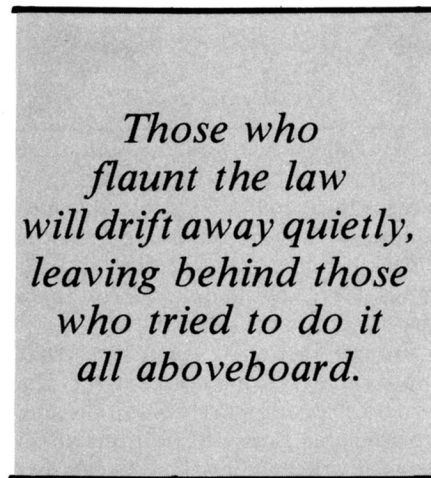
In the 1950s we found the bingo pinball machine and a ruling that went to the Supreme Court in the landmark Korpan Case of 1956. But even with the findings and guidelines that were established, the memory lingered.

Then attention focused on the development of pinball, the eventual rise of solid-state electronics, and the birth of the video game. A new technology and new individuals entered the picture. Boom times followed for a number of years as coin-op became firmly entrenched in the

public eye. The home market craze was one of the many side-effects, and this led to the surge in home computers as games predominate the lists of software and cartridges.

The next market?

However, as the public became inundated with games in advertising, restaurants, drugstores, movie theaters and all the rest, the saturation point was dramatically reached in less than five years. So how can business improve?



Operators look for new types of equipment which might bring back some excitement. The manufacturers try to develop new properties. Shortcuts are always a factor, remedies which might bridge slow periods.

Enter the mix of technology and basic coin-op entertainment. Given a potential market to tap, the movement is toward electronic gambling machines which attempt to steal some of the publicity from that old casino staple—the slot machine. First the old mechanical reels gave way to video technology as the one-arm bandits became elec-

trified. Next was the further adaptation of solid-state for state-of-the-art creations which could play poker, black jack, and a host of other standard games of chance. All an operator needed was the room for a machine.

Some tried to pass their products off as novelty games. There were no payouts, no gambling, just the chance to pit a player in a game of chance rather than an intergalactic struggle. On the surface, the premise seemed less than threatening. But given the opportunity to cheat a bit, some operators were more than willing to sweeten the pot and the draw by building an incentive for players. Players were able to win prizes for top hands or based on the amount of the pot.

It all might be considered innocent enough, but just as was the case almost five decades ago, the story can't possibly end there. We are, after all, a society bent on the gambler's instinct. There are state lotteries where, for the price of a ticket, people "invest" in the opportunity to gain a lifetime fortune.

Newspapers have their own types of bingo-type attractions that can mean instant wealth, if you're lucky (skillful?) enough to put all the pieces together. Off Track Betting parlors in New York City accommodate and even promote wagering on horse races, and parlay cards are found in almost every major business mail room during football season. We see the odds of fights, games, and other contests in almost every sports section, and someone like Jimmy the Greek gains national prominence as a football "analyst."

So how strange can it be for some to try to package video with a challenge that is less than a skillful maneuvering of a joystick and fire button? It's almost impossible, in fact, *not* to take advantage of the situation. The pro-

blem is that video has been on shaky ground ever since it got the spotlight and began "corrupting" the nation's youth.

Complete approval missing

Adults are still not comfortable with the games' accessibility. Games are accepted because they have become so prevalent, but the Good Housekeeping seal has always been out of reach.

An issue has emerged which can't be ignored. In fact, to let it pass is to commit a sin far more grievous in its long term effect on the public's attitude toward coin-op games. Introduce a new element into the coin-op picture, and the fine line becomes more difficult to determine. In New York City, one location has long featured card machines in the rear of the store which also offers the major manufacturers' newest efforts. Go to the back and it's a chance to win cigarettes, not just extended play or an extra ship.

Now move this scene to the bars and some restaurants. Off at the side is an innocent looking video game, only there's a difference. It's a card machine and the pay back is in dollars. Legal? No. But the owner probably saw the light the first week when he changed over from conventional video to this new attraction. It was the cash box which manifested itself as a conscience. And city inspectors weren't going to hit all the establishments which had changed their coin-op entertainment. The bet was almost too good to be real.

Where is all this leading? Some have already taken issue with the fact that these "gray area" games haven't been welcomed at all the trade shows and that there is some reluctance to associate them more closely with standard amusement fare. Is this a petty reaction or one based on very real fear of their potential hazards? The public tends to have a very narrow view of what constitutes coin-op fun from coin-op gaming.

I have testified in cases when the issues were free play vs. extra balls and other lunacies that had troubled various legislators. Can this be any different? The problem is based more on those who would flaunt the law. They'll drift away as quietly as they entered, leaving behind those who were trying to do it all aboveboard.

The issue is really less whether today's society can accept gambling as a very real enterprise and that video can be an integral part without detracting from the more popular forms of amusement entertainment. And I've

heard the arguments regarding those areas where these types of games are legal. That's not the problem if the activity were neatly confined to the invisible boundaries. But it isn't and never will be as long as one person thinks he can get away with it. And that's the real point along with the industry's ability to police itself.

Equipment placement rules

But this is where politics enter and tend to shade critics and proponents. Admittedly parameters should be set restricting the placement of the equipment to those locations which cater only to adults, but even this is nothing more than a naive approach to a much deeper dilemma.

The existence of the equipment is the issue and they're not anywhere near going away. Can society tolerate them? This isn't a yes or no answer, but rather a problem which needs to be solved before it goes out of control. The big cities will fall first, inner urban areas waiting to reap the profits.

Somehow the need arises to put things in perspective and come up with an industry standard which can rule over day-to-day activities without the need for outside interference.

I can't stress this enough with the election year battles looming. An issue such as illegal video games (which just happen to be gambling machines as well) will be chosen all too willingly by some public official looking for a gimmick to hype his campaign. It will happen unless we can react to the issue and find a solution.

Aren't there enough associations and organizations to handle the problem? Isn't this just as important as the ramblings of a Ronnie Lamm when video first became a hot topic for the media? I think so and wish that others might band together for a united front which wouldn't quickly ignore the issue in hopes that it might disappear.

Leisure time entertainment can take many different forms and appeal to a variety of users. But does this justify every creation on the basis that because it exists, it should then be allowed to find its place? It will only mean the old problems of image and how accepted the industry is.

Is the nature of the business to always push to the farthest limit, to always test just how far any of us can go? Will you be content just to wait for the outcome, or has it reached a stage where you're willing to take an active part in your future? That really is the issue. ●

OWN YOUR OWN PAY PHONE



- New concept for today's market
- Local calling only
- 93% of all pay phone calling is local
- 25¢ per call
- Own, sell, lease, or vend
- Return on investment is usually 2 to 3 months
- 100% stainless steel cabinet
- 1 year factory warranty
- All components are made in America

DEALER OR DISTRIBUTOR
INQUIRIES INVITED

FOR FURTHER INFORMATION
CALL OR WRITE TO:

MATRIX MARKETING CORPORATION

4166 Meadowbrook Lane
Minneapolis, Minnesota 55426
1-612/935-3574

EXIDY HOLDS ITS OWN AFTER 10 YEARS IN THE VALLEY

By Mary Claire Blakeman

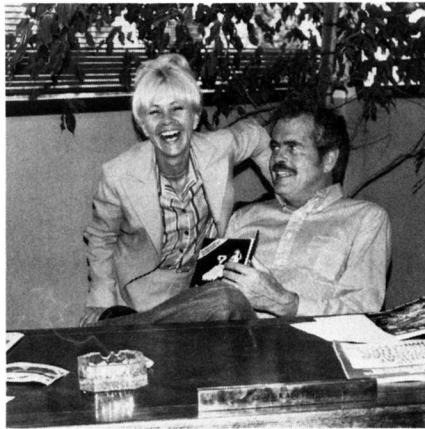
Pete Kauffman did it on a dare. He knew there was more to coin-operated entertainment than shooting down spaceships. So, going against the advice of people within his own company, Kauffman decided to produce *Whirly Bucket*, a ball roll-up type game which was introduced at the AMOA. Of course, as the founder and president of Exidy manufacturing company, he could get away with such decisions.

But the development of *Whirly Bucket* was not just based on executive whim. Kauffman has made enough correct business moves to guide Exidy to its 10th anniversary this year by following his work philosophy: "If it ain't fun, don't do it." Located in Sunnyvale, California, the firm is one of the last, privately-held coin-op game manufacturers in Silicon Valley, and it has produced such video games as *Tailgunner* and *Pepper II*.

While the move to produce non-video *Whirly Bucket* has not proved wildly profitable, the game has held its own and fills an important need for operators who are dealing with product gluts, shakeouts, and the slow economic pace of the past year. Kauffman explains that it was just these conditions which set the stage for *Whirly Bucket*.

"We wanted to get away from that 'me too' type situation with videos," he says. "The market needs to be stabilized in the area of games that are not 90-day wonders so we got into *Whirly Bucket* for that stability factor, and it's worked out fairly well.

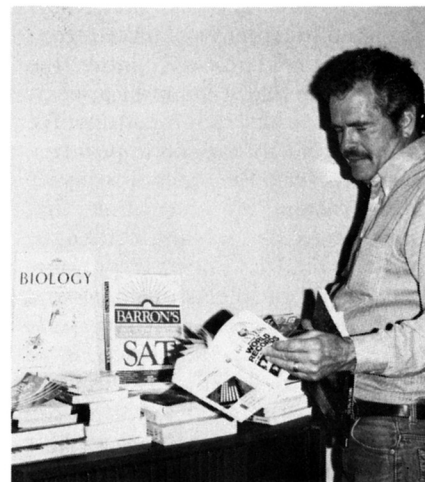
"The old-timers are looking for long-term stability, not here today, gone tomorrow games," Kauffman adds. "And now that the stability is beginning to happen, people will start reinvesting in the business. They are going for perhaps not the highest earning games but these types of products that will be around for a long time."



Zinter and Kauffman share a laugh over some of the humorous questions in Fax.

Longevity important

Lila Zinter, Exidy director of marketing, says that longevity is important to operators. "*Whirly Bucket* makes operators money, and it's a very good investment because they will have it for 10 to 15 years or longer," she says. Zinter has also added her own bit of appeal in the game: her voice was used to produce the "oink" sound on one level of *Whirly Bucket* play.



Kauffman points out some of the books where he found questions for Fax.

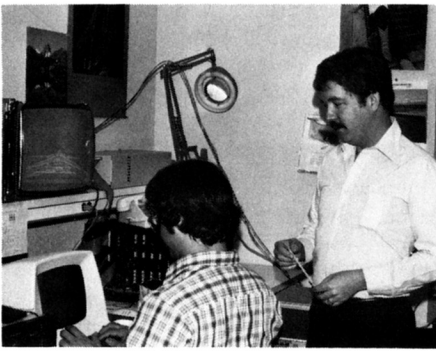
Zinter says that since *Whirly Bucket* is more of a mechanical game than the videos Exidy has produced since 1973, employees have had to "learn all the new jargon and buzz words." Also, she adds, questions from operators are different: "I've had people ask me about leveling the game or balancing the game because on other machines of this type, all of the game balls drop at once, and players can go along and pick them up even if they aren't playing at that particular machine." *Whirly Bucket*, Zinter points out, drops only one playing ball at a time. Other features of the machine include a "beacon and bell" option or a ticket dispenser.

Operators may like *Whirly Bucket*, but Exidy found that distributors did not react in the same way. Exidy ended up selling the game directly to operators because, Kauffman says, "The distributors just didn't know what to do with it." But he emphasizes that only *Whirly Bucket* will be marketed direct from the manufacturer. Exidy's current video entry, *Fax*, and any new video games will go through regular distribution channels, Kauffman says.

"With *Fax*, I think we've gotten back into the good graces of the distributors," Zinter adds. "The best thing about *Fax* is the fact that an operator can acquire locations with it that previously frowned on video games," said Louis Boasberg of New Orleans Novelty.

While *Fax* is a video game, it also does not follow the formula of most coin-op games of recent years. Rather, it harkens back to the game of *Trivia*, (produced by Ramtek). *Fax* is a question and answer game with 3,700 queries in four categories at three skill levels.

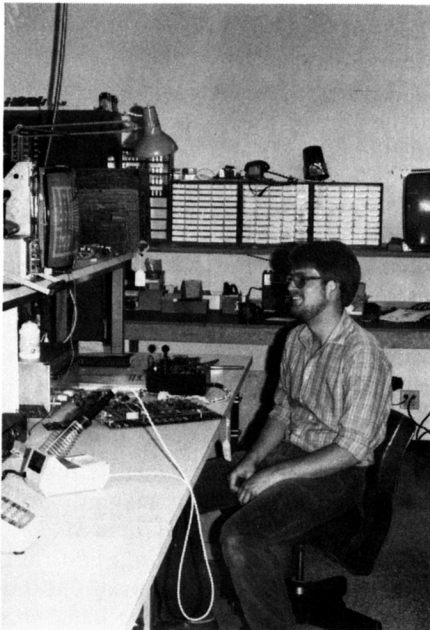
It may be reminiscent of *Trivia* but some important distinctions between the games demonstrate just how far the technological developments in the



Much of Exidy's ability to produce innovative games rests on Vice President Howell Ivy's (standing) shoulders.



Bill Cannon (standing), chief mechanical engineer, supervises work on Exidy's next offerings.



Paul Hayes, with customer service, keeps an eye on questions about Whirly Bucket and Fax.

industry have gone. Kauffman explains that "Trivia was a tape recorder-type game which did well until the tapes wore out." Fax, on the other hand, has a solid-state memory board with 65K EPROMS (that is it can store 65,000 bits of information in its Erasable Programmable Read Only Memory). "That's probably the largest solid-state memory of any game ever built," Kauffman says.

Special model

Kauffman also points out that Exidy will provide a new set of questions and answers for Fax every six months. The game is offered in a standard upright cabinet or the solid oak Elegante model. "The cabinet is solid oak and plywood. It is unique to the industry because all you need to update it is some sandpaper and oil," Kauffman says. "We designed the

'Fax' has received distributor support because it can go in many locations that were previously closed to videos. Here is an information sheet written by Louis Boasberg of New Orleans Novelty for his clients.

SPECIAL BULLETIN

FACTS ON FAX

FAX MEANS ENTERTAINMENT AND EDUCATION AND CAN BE OPERATED ANY PLACE WHERE INTELLIGENT PEOPLE GATHER. IT IS POSITIVELY NOT THE USUAL PAC MAN OR SPACE AGE TYPE VIDEO GAME THAT APPEALS TO KIDS ONLY.

FAX IS A SOPHISTICATED COMPUTER GAME THAT TESTS THE KNOWLEDGE AND INTELLECT OF ADULTS AND STUDENTS OF ALL AGES WHO LOVE TO INDULGE IN GAMES THAT TEST THEIR INFORMATION ON A VARIETY OF SUBJECTS.

FAX IS AN EDUCATIONAL GAME APPEALING ESPECIALLY TO THE STUDENT OR LITERARY SET AND CERTAINLY WOULD HAVE THE APPROVAL OF THE PRESS, PARENTS, SCHOOL TEACHERS, PUBLIC OFFICIALS AND EVERYONE INTERESTED IN IMPROVING LEARNING AND EDUCATION.

FAX IS A BEAUTIFUL, CONSERVATIVE GAME MADE OF CRAFTED HARDWOOD OAK. THE CLASSIC DESIGN OF FAX ENHANCES THE DECOR OF THE FINEST MALL, HOTEL LOBBY, STORE OR ANY TYPE OF PRESTIGE LOCATION.

FAX IS AN EXCITING, EDUCATIONAL CHALLENGE FOR INTELLECTS OF ALL AGES - MALE OR FEMALE - AND PROVIDES INFORMATIVE, STIMULATING COMPETITION FOR EVERYONE WHO HAS A THIRST FOR KNOWLEDGE.

FAX CHALLENGES THE QUICK REFLEX OF THE PLAYERS ON SUBJECTS SUCH AS HISTORY, SPORTS, ENTERTAINMENT AND GENERAL KNOWLEDGE.

FAX NOT ONLY PROVIDES THE PLAYER WITH A CHOICE OF SUBJECTS, BUT ALSO GIVES THE PLAYER A CHOICE OF SELECTING ONE OF THREE LEVELS OF QUESTIONS - FROM VERY EASY TO VERY HARD. (PLAYERS CAN COMPETE AGAINST EACH OTHER AT THE SAME LEVEL OR THEY CAN COMPETE AT DIFFERENT LEVELS, IF THEY SO DESIRE.)

FAX MEANS PARTICIPATION - MORE FUN THAN WATCHING A POPULAR TV QUIZ SHOW.

cabinet to last, and it's a long-term investment for the operator. It's also the basis for the conversion kits to come because you don't have to fool around with decals. This game will look brand new when it's converted, and it will shine in any location."

Besides the classy cabinet, Kauffman says the nature of the game will open new areas for operators. "You could put this game in the Hyatt Regency," he says. "And if you take a *Fax* game to show your legislators or local council, you can say this is the direction our industry is going with technology—it's fun, but it's also educational. It's a positive type of

game you can use to sell people who are negative on games. You can point to it and say 'Here is our industry.'" But then Kauffman adds with a laugh, "They might pull out a *Death Race* game and say 'No, here is your industry.'" (*Death Race*, an Exidy game produced many years ago, earned a notoriety all its own.)

Whatever the possibilities of *Fax*, the proof of a game is in the coin count and so far, it is among the top three novelty performers in most locations that carry it. *Fax* placed second behind *Chexx* in *Play Meter's* August 15 "Equipment Poll."

Lila Zinter also reports that one

reluctant operator in Fairfield, New Jersey, (one of the poorest cities in the U.S.) did not want to take *Fax*. But he changed his mind after putting the game in his arcade. "He didn't think people in his area could read or write, much less like a question-and-answer game," she says. "He said that *Fax* is his second highest earner—only \$5 behind *Pole Position*."

To gather the thousands of questions used in the game, Exidy employees poured over almanacs, encyclopedias, and textbooks. Jeneane Harter, Kauffman's assistant, has double-checked questions to make sure duplications are eliminated. Kauffman reports that "no one can beat Jeneane at this game."

To keep the pool of questions challenging, Kauffman says he is hiring a teacher as a consultant. Also, Exidy is offering a European version to be produced at its plant in Tipperary, Ireland. Since Europeans would be unlikely to know, or care, about U.S. presidents or the Civil War, questions on those areas have been eliminated from the overseas version of *Fax*.

Customer response

Some video games generate operator comments about technological features, but *Fax*, like *Whirly Bucket*, is giving Zinter a new set of questions. "We've gotten a lot of calls about the answer to a question on Big Ben," she says. "There's a multiple choice question which asks if it is a clock or a bell. The correct answer is that it's a bell."

Kauffman adds that one question he wanted to put into *Fax* about the proper definition of a wild goose got rejected. However, another employee's question which asked "What is a brassiere?" was left in the game along with one of the multiple-choice answers: "A bust stop." "Some people have told me the engineers must have gotten bored so they threw that one in," Zinter says.

The educational appeal of *Fax* makes it a natural for the home market. This fall, Exidy will offer it for microcomputers produced by companies such as Apple, IBM, and Coleco, but Kauffman affirms that the company's first responsibility is to the coin-op market. "Our general rule of thumb is to let more than one year elapse between producing the coin-op version and the home version," he says. Zinter adds that the home sales have often helped boost arcade play. "When Coleco released *Venture* at

HITS THE TOP OF THE CHARTS*!!

SUPER RIDER CONVERSION KITS!



VENTURE LINE, INC. 800-528-1442

3731 E. LaSalle • Phoenix, Arizona 85040
(602) 243-6289

**Play Meter* "Equipment Poll"
September 1, 1983 issue

home, locations saw a renewed interest in the game."

With the experience of *Whirly Bucket* and *Fax* under its belt, Exidy may produce other electromechanical games in the future, because Kauffman says, "There's a whole new generation of players who have never seen the old games."

But for this fall, he says, "We're going back heavily into video—we have four new games in process, and we will show one or two of them at the AMOA show."

While he offers no specifics, Kauffman also says the company is "working on an area which could possibly leapfrog video discs entirely." In his opinion, research and development into new technology will be the real stabilizing factor for the industry. He points out that Exidy still spends 25 percent of its budget on research and development rather than licensing games from other manufacturers,

'Resident genius'

Much of Exidy's ability to produce innovative games rests on the shoulders of Vice President Howell Ivy who has been with the company since 1974. Kauffman calls him "our resident

genius." "He's the reason we can do more than Atari with our five engineers than they can with 300."

Ivy is a bit more modest about his achievements. "As a small company, Exidy has the flexibility to explore a lot of areas and take chances in a lot of areas that a large company may not want to spend time looking into," Ivy says. "We can change direction almost immediately. If a game is working out, we can apply all our resources to it, and if it's not, we can drop it immediately."

Viewing the industry from the technical end, Ivy sees little threat from the home game market, a possible return to electromechanical games, and an expansion of video disc technology. "Video discs will be around a long time, but it will be hard to develop a good game on it because of the cost of development," he says. "You can only have one or two losers. This fall we'll see five or six video disc systems, and only the top one or two will do well."

Ivy adds that the industry will have to adapt to an aging population. "The age group playing games is getting older and, as a result, they are getting more sophisticated," he says. "Games must get more sophisticated because

the level of game play now is 100 times beyond where it was three years ago. You might even see the arcade industry having some cyclical trends like pinball has had."

Exidy will survive any such trends the way it always has, Ivy adds. He attributes its relative longevity to "a lot of hard work." Kauffman agrees, but he also adds that Exidy has made it because it is privately held and profits have been reinvested into the company.

"We don't have the problems of Warner Brothers or Gulf and Western," Kauffman says. "We don't have to do anything we don't want to do. Those guys have such a big animal to feed. We can do our \$10-\$15 million a year and be as profitable as anyone."

That kind of independent spirit captures much of the essence of Exidy, but perhaps it is revealed even more by "Teddy," a stuffed bear that several company executives got as Christmas presents one year. By pulling a string on Teddy's back, the toy will spout positive, encouraging slogans. Pete Kauffman received a special, personalized version of the toy. His Teddy says: "You are one of a kind—you've got what it takes." ●



**IT ALL
ADDS UP!**

- Seminars!
- Workshops!
- Distributor's Preview!
- Industry Leaders!
- Media Corner!
- 600 Booth Exhibit Hall!



March 9-11, 1984
O'Hare Expo Center
Chicago, Illinois

**THE
INDUSTRY EVENT!**

Call Tina at (203) 852-0500
for your complete brochure

Sponsored by *Play Meter Magazine*
Managed by Conference Management Corporation

COMPLETE SCREENING FACILITIES FOR



POLYCARBONATE CONTROL PANELS
PLASTIC PANELS ● SIDE DECALS
4 COLOR PROCESS ● ULTRA VIOLET CURING
REFURBISHMENT KITS
VACUUM FORMING OF PLASTICS

"WHERE TO CALL"
FOR

DECORATIVE PARTS FOR THE
ELECTRONIC VIDEO GAME INDUSTRY

SCREEN PRINT

1379 N. RABE AVE. FRESNO CA. 93727

(800) 344-7321

IN CALIFORNIA CALL (209) 255-1871

ONE OF THE LARGEST
MOST DIVERSIFIED SCREEN PRINTING
PLANTS IN THE UNITED STATES!

GENE'S GUDGMENTS

By
Gene
Lewin

Mappy: 'a confusing game'

Mappy: Bally

Play: The player is represented by a mouse named Mappy. The object is to pick up objects such as TV sets, radios, safes, etc. which are located on different floors of a building. Mappy can jump to different floors by jumping on trampolines. The enemies are cats named Meowky and Goro. Mappy's defense is to open doors at the right time to zap the cats. A very confusing game.

Controls: A two-way version of the *Pac-Man* joystick is used, which I assume will be as reliable as the four-way version.

Graphics: Cute, but only average as far as being detailed. The marquee is unusual, as it is very large.

Sound: The average musical sounds are used. They fit the game well.

Originality: *Mappy* is just another clear-the-screen and get-the-enemies-before-they-get-you type of game.

Opinion: *Mappy* is a cute game, but it is too hard to figure out how to play. The confusion will hurt this game's earnings and make it only an average game.

Rating: 5

Mario Bros.: Nintendo

Play: One or two can play at the same time just as in Williams' *Joust*. Mario is the left player, and Luigi is the right player. The pests are Shell-creepers, Sidesteppers, and finally, in the higher sets, Fighterflies. The pests come out of the two pipes at the top. The object is to jump up and hit the pest from under the floor to flip it over, and then kick it into the water. After several rounds there is a bonus round in which the player grabs coins for extra points in a limited time. As in a challenging stage, there is no risk of losing a life.

Controls: A joystick similar to the one used on *Donkey Kong* is used in a two-way version. This joystick has

been fairly reliable in the past with the exception of the handle breaking. Controlling the man is difficult due to a simulated slippery floor. I feel this makes him too hard to control.

Graphics: Disappointing coming from Nintendo. It is a cute game but not as detailed as *Popeye* or *Donkey Kong Junior*.

Sound: Very similar to its previous games, which have always been good.

Originality: The stun-the-enemy and then kill it theme is not new, but it isn't used that often.

Opinion: Considering Nintendo's track record since *Donkey Kong*, this game is a big disappointment. It's just not fun and exciting as its previous games. The two-player feature is nice, and I would like to see more games with this feature. While it makes the game better, *Mario Bros.* still is just an average game.

Rating: 5

Krull: Gottlieb

Play: The player is represented by Colwyn, a character in the movie "Krull." The object is to rescue the princess, which is a five-screen process. In the first screen, Colwyn picks up objects while avoiding rocks coming down a hill in an avalanche. The second and third screens have Colwyn rescuing his army while fighting off white enemies. In the fourth screen, Colwyn breaks down a wall of a pentagon. He finally rescues the princess in the fifth screen. Then it's back to screen one with the action quickened a little.

Controls: Two joysticks are used, one for controlling Colwyn and the other for firing in eight directions, as in Williams' *Robotron*. The joysticks have a bat type handle not previously found in Wico joysticks. Another different item is the switch mounting plate on the joystick. It is similar to the old

style where the switches are secured by screws. This allows the operator to use a variety of different replacement switches without being limited only to Wico's.

Graphics: Not having seen the movie (It is not out at this time.), it is difficult to rate the graphics. I will say they are lacking somewhat in detail and clarity.

Sound: Again, if the sound effects are from the movie, it will help this game. Otherwise they sound like Gottlieb's previous game *Mad Planets*.

Originality: Basically it's another shoot-'em-up game with five different screens.

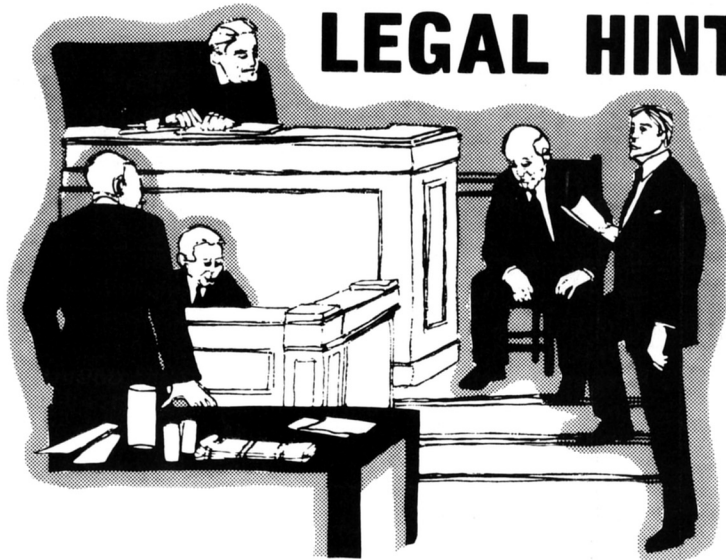
Opinion: The success of this game will be somewhat determined by the movie's success. If the movie is a big hit, the game will do fairly well. If the movie bombs, it will be just another average game.

Rating: 6

RATING SCALE

- 10 Fantastic. Cream of the crop. Should make Number One on the chart.
- 9 Great. Will make the top 5 in the chart.
- 8 Good. Should make the top 10 in the chart.
- 7 Better than average. Might make the top 10 but won't stay there for very long.
- 6 Slightly above average. It's lucky if it makes the top 10. A good investment as a conversion only.
- 5 Just average. Only worth considering at a bargain price or as a conversion.
- 4 Slightly below average.
- 3 A 30-day wonder.
- 2 Poor. Not worth considering at all.
- 1 Absolutely terrible. Not even worth playing.

LEGAL HINTS



DO YOU KNOW WHO YOUR REAL BUSINESS PARTNERS ARE?

BY HAROLD I. GOULD and LAURENCE D. MERRITT

Businessmen usually assume that they know with whom they are in business. Unfortunately, all too frequently they learn they are wrong.

Businessmen assume that they are only in business with the person(s) who contributed capital and services to help start and operate the business. If their partnership (or corporation) agreements have been properly drawn, that assumption is probably correct. If the documents are not properly drawn, here are some examples of what can go wrong. (For simplicity, we will continue to refer to those who are in business with you as your "partners" although in your particular case it may be that they are shareholders.)

1. Your partner goes through a divorce. A court might declare that your partner's former wife is now your business partner! She may now have the right to join you in making all business decisions. She may have the right to have your records examined. She may even have the right to bring you and your company into the divorce case. You might be required to testify in court or by deposition. You might also be required to permit her attorneys and accountants to examine all of your business and personal records.

2. Your partner dies. His heirs may then, so to speak, become your partners. Do you know who they are? Can you operate your business with them?

3. Your partner becomes insolvent or files for bankruptcy. His creditors and the IRS may become your new partners. Alternatively, those creditors may sell an interest in your business to some unknown third party.

Dissolve business

The above examples can also lead to another serious problem for you. Divorce, death, or insolvency of your partner, or his desire to dissolve his relationship with you, may cause a court to order that your business be dissolved. That is, the assets will be sold, creditors paid off, and the balance divided between you and your partner or some other third party.

An alternative to having your business sold against your wishes, would be for you to buy out your partner's interest in the business. However, would you have the cash resources to do this? Also, what if his ex-wife or heirs refuse to sell to you and insist on selling only to a third party, or they insist that you sell out to them? This can happen.

There are many steps that can be taken to avoid these problems. Here are some suggestions:

1. A written partnership contract (or if it is a corporation, a buy-sell agreement) should be made. It should provide that if your partner dies, divorces, becomes insolvent or files for bankruptcy, that you have the right to buy out his interest at a stated fair price. Insurance can be obtained to pay that purchase price in case of your partner's death. The agreement might provide for some payment plan to enable you to buy out that interest over a reasonable period of time.

2. The partnership contract (corporate buy-sell) can state that the partner's wife has no interest in the business. This way, if there is a divorce, she cannot make a claim for part of the business. Generally, for this type of an

agreement to be valid, the wife would have to sign the agreement. Careful attention must be given to how this type of an agreement is drawn or it may not be enforceable.

3. In the event that you and your partner decide to terminate the relationship, the partnership agreement (corporate buy-sell agreement) should provide for a manner in which the business assets will be divided, preferably so that the division will not disrupt your ability to continue in business.

Attorney's help

As is so often the case, some preventive measures can avoid serious problems. A small amount of your attorney's time can result in the proper documents to help you avoid problems. That is indeed a very cheap form of insurance. If you end up in a dispute with your partner, his wife, heirs, or creditors, you may face years of litigation and thousands of dollars in court costs. Another way of saying it is the adage: "An ounce of prevention is worth a pound of cure." •

Gould & Merritt law firm is located at 1888 Century Park East, 6th Floor, Los Angeles, California 90067. Telephone: 213/552-9364. Harold Gould has served as Judge Pro Tem of both the Los Angeles Municipal Court and the Beverly Hills Municipal Court.

Laurence Merritt has been appointed as court mediator by the Los Angeles Superior Court and to the Panel of Arbitrators of the Los Angeles Superior Court.

If you have any legal problems or questions about your business, please contact Gould & Merritt.

PR PROBLEMS/ PR SOLUTIONS

What to say when...

Many of the objections raised nationwide have come from educators and religious groups. Educators and PTA members see video games as the preferred alternative to school for many children, and often the religious community sees video games as evil. Both groups, however, are potential allies.

Use a technique called "getting in step." Many of the objections raised by both the education and religious groups can be solved.

1. Religious Groups. The religious community within your local area is often one of the few examples of an organized political force. Religious groups are concerned about young people's futures. They speak out and take a stand on issues they interpret as important to the community. Often the religious community will attempt to impose its solutions to problems on the entire community—based on one interpretation of what is right and wrong and what is good and bad. Yet, the religious community is potentially one of the greatest community allies you can have.

To "get in step," understand the objections religious organizations may pose to your operation. They may object to your hours of operation. They may claim that if young people congregate, they will get into mischief. They may claim that video games promote the use of drugs. What you as the owner and operator need to do is provide the religious community the facts.

Invite the religious leaders to your place of business. Show them that it is clean and well-supervised, and the young people gathering there don't drink or smoke—they don't even chew gum. Explain that these are your rules of operation; they simply make good

business sense. A church leader may object to smoking and drinking on moral grounds; you object for different reasons, but *you still are in step.*

2. The Educators. The primary objection raised by the educators also is one with which you can get in step. Most educators don't like to compete with video games for the attention of children—they often lose. So as a solu-

*If you are opening
a new location,
talk with managers or
owners of neighboring
businesses. Find out
how they feel
about games.*

tion, they may try to close your operation during school hours.

You can get in step not by closing the facility, but by restricting access to school age children during the hours school is in session. You may want to emphasize that after school is out, your facility provides a perfect opportunity for adult-supervised play for school age children—many of whom

may go home to unsupervised play.

By restricting access, you aren't shutting the games off from your other customers who enjoy them—businessmen on their lunch hours, shoppers with a few minutes to spare. But you are restricting access to a group that will cause the most complaints: truant children.

School officials may be brought around another way: when a suburban Milwaukee high school added a few video games to its recreation room, officials found that vandalism and loitering actually went down. "A lot of kids who would leave and cause trouble in the neighborhood stick around here instead, because of the games," said Douglas Irwin, principal of 1,800-student Nicolet High. Some money from the games is funneled into other school programs, and students whose grades drop are barred from the game room.

You and the Local Lawmen

Police chiefs are usually homegrown products. They enter the department in one town and work their way to the top. They got there by being cooperative. They have strong roots in the community and strong opinions about who and what causes crime—especially juvenile crime. In some areas of the country, juvenile crime constitutes more than half of the police department's contacts with the public. The role of parents in controlling their children and how the police handle juveniles are constant points of friction in many communities. You must prevent your video games and locations from becoming part of the friction.

Law enforcement officials will fall into two groups on this issue: those

who don't care as long as your facility poses no problems or extra work for them, and those who see your video games as a crusade they can take on and win.

Why is winning a crusade important to some police chiefs? First of all, many chiefs serve at the pleasure of the board or council. Their effectiveness is often evaluated by changes in the crime rate although the police can hardly be held responsible for the root causes of crime.

Police chiefs have little tenure. On the average, they don't last more than about three years. A crusade by the police chief offers a chance to say to the council or board, "See, I'm doing my job. I just prevented a whole lot of crime."

An important first step in dealing with any police chief is to sit down and talk with him. Explain your rules and hours of operation. Explain how you plan to "police" your own facility. Chances are you can do a better and more efficient job of policing yourself—and can save the chief political turmoil in the process. He usually will take the path of least resistance.

Another important point in dealing with police chiefs is to keep the lines of communication open with the entire department. Don't assume the chief's policies extend all the way down to the patrol officer who will have to respond to calls for service and complaints. Talk with the officers in your area. Get to know them. Encourage them to work with you when a problem comes up.

Most police chiefs, given the option of having young people hang out on street corners or having them congregate at an adult-supervised facility, will choose the supervised facility. And once the coin-op locations are in business and the brouhaha dies down, most police chiefs will tell you they've had no trouble.

Natural Allies

The first step toward using natural allies effectively is to figure out who they are. Following are the most common natural allies for people in your business.

1. Location Owners. Location owners are your most important allies. Many operators emphasize how diffi-

cult it is to activate location owners. Successful operators—the ones who've won their cases—often have been successful *because* they've motivated their location owners.

Here are some suggestions you can use:

- a. Figure out what it is they can do for you—can they testify on your behalf? Write letters or set up appointments with elected officials they know? Do you want them to circulate a petition?
- b. You have to ask them for help. Location owners may not be aware of what problems you face. Tell them. Illustrate, in dollars-and-cents terms, what the impact will be on them if you are charged exorbitant licensing fees or if an age restriction is enacted.
- c. Give your location owner something *specific* to do. Give him a task and follow-up to see that he does it.

Location owners are your best source of community information. If you have route men, have them solicit

WE'VE GOT THE TRAINING YOU'RE LOOKING FOR!

Video Games?

YES!

Micro Processor?

YES!

T.V. Monitors?

YES!

You'll receive "hands-on" training on Video Games, Electronic Pin-ball Machines, Juke Boxes, T.V. Monitors & Micro-Processors.

- We're Approved For The Training of Veterans
- Tuition Financing Plans Available
- Day and Evening Classes Starting Now
- Government Loans & Grants For Qualified Students
- Will Provide Placement Assistance Upon Graduation

For complete information call or write today!

NEVADA GAMING SCHOOLS, INC.

3100 Sirius Ave., Suite PM, Las Vegas, Nev. 89102
(702) 873-2345

"Helping People Say Yes To Success Since 1972"

**Don't
Be Short
Changed**

Get all the facts about CHANGE-MATE 500.
The bill changer that keeps you in charge
of your cash wherever you may be.

Call Toll Free 1-800-CHANGER

CHANGE MATE™
GAMETECHNIKS®

10501 Delta Parkway Schiller Park, IL 60176
312-671-6700
Toll Free 1-800-242-6437

STAR WARS®

**From the people with the
#1 deal on Pole Position.**



**Guaranteed immediate
delivery on upright and
cockpit models.**

©1983 Lucasfilm, Ltd. and Atari, Inc. All rights reserved. Trademarks of Lucasfilm, Ltd. used by Atari, Inc. under license.

**Representing
all major lines**

**CENTRAL
Distributing Company**

3814 Farnam St.
Omaha, Nebraska 68131
402/553-5300

information from the location owner when they collect or service the machines. The owner knows who has been complaining (if there have been complaints) and why. You should, every so often, go in and chat with your location owner. Not only will you develop a personal relationship with the owner, but also you are demonstrating that you value his opinion.

Location owners also are potential sources of valuable financial information. You can use the economic benefits to locations owners in your appeals to local officials in towns considering restrictive action. If you're trying to open up a town, you need the location owner to speak up and say he wants the games. Use the economic benefits to location owners in surrounding towns as a sales pitch to sell the location owners.

2. Neighboring Businesses. Your neighboring businesses can be a wealth of support or a source of constant problems—depending on how you handle your relations with them.

If you are opening up a new location, go and talk with the managers or owners of the neighboring businesses. Find out how they feel about the games. If they fear shoplifting and vandalism by kids, you should stress your positive experiences in other areas. Tell them you are cooperating fully with the police department and already have met with the chief to discuss working together. Point out how your business will increase traffic in their businesses—and actually remove loitering youths from the premises, reducing the potential for shoplifting.

Meet with each manager personally. It is easier for them to fight a nameless corporation than someone they've shaken hands with. Find out who among your neighbors are the complainers, the source of potential problems, and who you can count on for support.

Timing with your neighbors is important. Don't let them read in the paper of your plans; go to them first. By doing so, you are telling them their opinions matter and that you want them to know what your intentions are. Firsthand and advance knowledge is flattering. And you may quell some opposition by answering their questions personally. It's a lot better to answer them before there's a public hearing on your license application.

3. Local Chamber of Commerce. If

you have locations in more than one community, join the chambers of commerce in *each* community. You're demonstrating through joining that you care for more than just making a buck; you have a commitment to the betterment of business in the local area.

Remember your fellow members of the chamber are not only businessmen, chances are they are also parents. They are not just concerned with a profit; they are also concerned with the welfare of their children.

4. Suppliers and Employees. Keep these people informed about what is going on with your business. They need to know the good news as well as the bad. Good news can raise morale and confidence; bad news can turn these vested interests into strong and active supporters.

Make sure your employees are registered to vote and that they are aware of the political situation in each location. They have a stake in your success, so don't hesitate to remind them tactfully of their stake.

If you do need some support, give them a specific task: circulating a petition, writing a letter, testifying at or attending a hearing, or talking with a group of parents. If they are PTA members, have them talk with the PTA.

A word about your suppliers: it isn't always possible, but when you can, use local people. You are contributing to the economy in your area by doing so, and their business succeeds if your business succeeds.

Your banker also could be a very important ally. He's got a stake in your business, too, and he wants you to succeed. In suburbs and small towns, bankers know about everybody's business—because that's their business. You have to win your banker over to secure a loan; make sure he keeps fighting for you in the court of public opinion. Give him something specific to do—arrange an appointment with a local official, speak personally with an opponent, or sign a letter of endorsement. •

This information was reprinted from "A Community Relations Manual for the Coin-operated Amusement Games Industry" by the Amusement and Music Operators Association, Amusement Game Manufacturers Association, and Amusement and Vending Machine Distributors Association.

ANNOUNCING THE FIFTH ANNUAL

AOE 84

"Worth its weight in gold!"

"...an experience that any game owner or operator should attend!"

"Super learning experience!"

"Excellent! Encore! Encore!"

"It is necessary that people in an industry meet at conventions and exchange ideas."

It all adds up!

**THE industry event —
bigger & better than ever!**

March 9-11, 1984
The O'Hare Expo Center
Chicago, Illinois

THE AMUSEMENT OPERATOR'S CHOICE!

- ★ More New Seminars!
- ★ More Exhibits — Over 600 Booths!
- ★ Watch for Exciting Announcements!

Sponsored by *Play Meter Magazine*
Managed by Conference Management Corporation

To receive your **FREE brochure**, send in the coupon below
or phone Sally at 203 852-0500.

AOE c/o Conference Management Corporation
17 Washington Street, P.O. Box 4990
Norwalk CT 06856
203 852-0500

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

TELEPHONE _____

Technical Topics

POWER SUPPLY DESIGN COURSE PSD-1

Lesson 11: Emitter Follower Regulator

Programmed Test

Editor's Note: The material below is a serialization of the Kurz Kasch correspondence course for electronics, designed specifically for the coin-operated amusement industry. This course is copyrighted and owned by Kurz Kasch of Dayton, Ohio, and its reprinting is being sponsored jointly by Kurz Kasch and Play Meter magazine. This material is authorized for publication exclusively in Play Meter magazine.

INSTRUCTIONS: The purpose of this test is to guide you step-by-step thru actual circuit design problems. Also, many of these tests will provide you with additional design technique. Most important, these tests will provide you with a gauge to establish your degree of understanding of the material covered in the text. The test is programmed. Start at block one and then follow the numbered instruction associated with your answer.

1

The basic operating principle of a series regulator is to adjust the series resistances _____ proportionate to the load resistance.

- a. Directly GO TO BLOCK 16
- b. Inversely GO TO BLOCK 28

2

$$V_Z = 11.0V + 0.8V = 11.8V$$

Did you get the same result? If not, refer to the text and then recheck your math.

Diode D_1 is a 12V zener and operates with the stated specifications.

What is V_{CE} for the transistor?

$$V_{CE} = \text{_____}V \quad \text{GO TO BLOCK 18}$$

3

YOU ARE CORRECT!

Design an emitter follower regulator with the following specifications:

$$\begin{aligned} V_O &= 11V, \pm 1V \\ V &= 18V \\ I_{L(min)} &= 100ma \\ I_{L(max)} &= 200ma \end{aligned}$$

Use D_1 of the preceding test and a 40310 for Q.

What is $I_{E(min)}$ and $I_{E(max)}$?

$$\begin{aligned} I_{E(min)} &= \text{_____}ma \\ I_{E(max)} &= \text{_____}ma \end{aligned}$$

GO TO BLOCK 25

5

YOU ARE INCORRECT!

A zener diode cannot be used as a series regulator.

RETURN TO BLOCK 16

8

$$I_Z = 10(10ma - 5ma) = 50ma$$

Did you get the same result? If not, refer to the text and then recheck your math.

Since the load current varies by only 5ma, I_Z can be adjusted to a lower value. Also, the value of 50ma is considerably higher than the value of 20ma for I_{ZT} . I_Z can be adjusted to any value from 25ma to I_{ZM} .

Since the value I_Z equals 30ma will satisfy efficiency and safety, it will be used.

What is the value of R?

$$R = \text{_____}\Omega$$

GO TO BLOCK 17

$$I_{B(min)} = \frac{100ma}{20} = 5ma$$

$$I_{B(max)} = \frac{200ma}{20} = 10ma$$

Did you get the same result? If not, refer to the text and then recheck your math.

What is V_Z ?

$$V_Z = \underline{\hspace{2cm}} V$$

GO TO BLOCK 2

15

YOU ARE INCORRECT!

Refer to the text and then return to BLOCK 30.

16

YOU ARE CORRECT!

A series regulator will most commonly use a _____ as the regulating element.

- | | |
|---------------|----------------|
| a. Zener | GO TO BLOCK 5 |
| b. Transistor | GO TO BLOCK 30 |

17

$$R = \frac{18V - 12V}{30ma + 5ma + 2.5ma} = 16\Omega$$

Did you get the same result? If not, refer to the text and then recheck your math.

You have completed the test for this lesson. Before going on, be sure to review the material covered.

18

$$V_{CE} = 18V - 11.2V = 6.8V$$

(The value 11.2V accounts for D_1 being a 12.0V zener.)

Did you get the same result? If not, refer to the text and then recheck your math.

What is I_Z for the zener?

$$I_Z = \underline{\hspace{2cm}} ma$$

GO TO BLOCK 8

25

$$I_{E(min)} = 100ma$$

$$I_{E(max)} = 200ma$$

(The values of I_L and I_E are the same.)

Did you get the same result? If not, refer to the text.

What are the values of I_B ?

$$I_{B(min)} = \underline{\hspace{2cm}}$$

$$I_{B(max)} = \underline{\hspace{2cm}}$$

GO TO BLOCK 12

28

YOU ARE INCORRECT!

Refer to the text and then return to BLOCK 1.

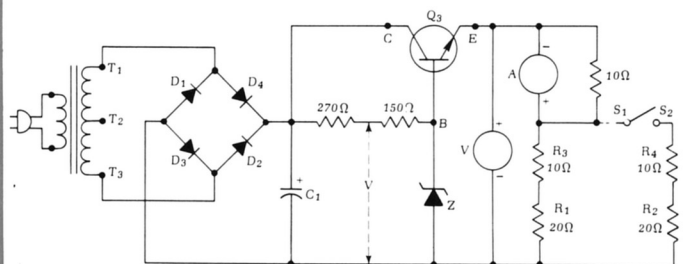
30

YOU ARE CORRECT!

When used as a voltage regulator, the transistor is connected as an...

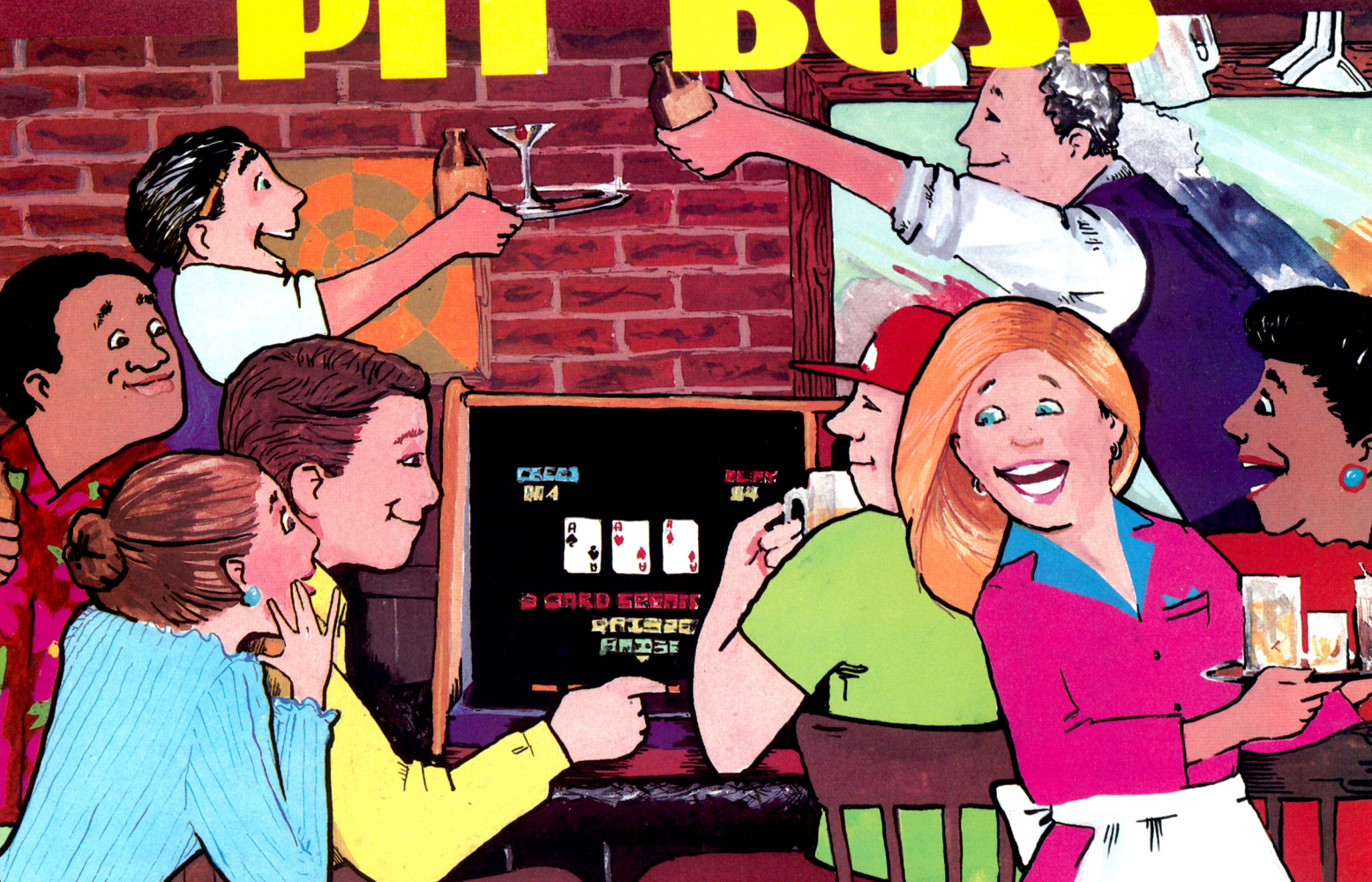
- | | |
|---------------------|----------------|
| a. Inverter | GO TO BLOCK 15 |
| b. Emitter follower | GO TO BLOCK 3 |

BREADBOARD PROJECTS



1. Wire up the circuit shown in the diagram.
2. Be careful to observe proper polarity when connecting the meters into the circuit.
3. This circuit is identical to the emitter follower regulator in the text. Since the load current is greater than the range of the ammeter, a shunt has been used. "Shunting" the meter is a useful device to extend the range of the meter. And, this technique is useful particularly when a meter is to be switched into two or more circuits.
4. Set the switch into the "open" position.
5. Apply power.
6. Observe the values of load voltage and current.
7. Set the switch to the "closed" position.
8. Observe the values of load voltage and current.
9. The applied voltage (12V) is measured at the dotted line.

The Industry's Fastest Selling Counter-top . . .
the PIT BOSS®



FOR ENTERTAINMENT ONLY
 No Replays, Credits or Hassles. . .
 JUST GREAT FUN AND GREATER PROFITS!

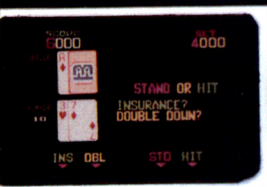
4 GREAT GAMES
ALL WITH DOUBLE-UP!



DRAW POKER
Jokers Wild



THE DICE GAME
Casino Action



BLACKJACK
Vegas Style



ACEY-DEUCEY
Hi-Lo Fun



- Dazzling Graphics on 13" Full Color Monitor
- Large Secure Cash Box
- Complete Warranty
- Reliable Factory Backup
- One or Two Players
- 3, 4 or 5 Hands per Coin, Adjustable
- High Score "Heavy Hitters" Club

It doesn't take long to discover a winner, and the Pit Boss® from Merit Industries is winning new customers every day!

The natural wood swivel base cabinet is jam packed with super play appeal features. . . a dictionary of humorous callouts, the top players' "Heavy Hitters" Club, where your name appears in lights, great graphics and on-screen location advertising.

The Pit Boss® is the ultimate counter-top. Just ask our customers. . . they're all winners!



merit industries inc.

P.O. Box 213, 630 Woodland Ave.
 Cheltenham, PA. 19012
 (215) 379-1000

Contact Your Local Distributor or Call Toll Free 1-800-523-2760

OUR 'CADES

By
Bill
Kurtz

Test locations expect risks

One of the most common operator complaints is "I can never get any of the hot new games. By the time I get a popular machine, it's not hot or new anymore."

For operators of test arcades—game rooms that feature prototype machines before they go into full production—getting new games is no problem. The catch is, these arcades also get the flop games along with the hot ones.

Mike Pacak, director of operations for the 60-arcade Ohio-based Fun-N-Games chain, operates four test arcades. He said earnings reports from these test locations have been "fairly accurate" in helping him decide what games to buy for the rest of his arcades.

"I'm much more comfortable with the test results on my own games than with reading about games in other locations," he said. "I like concrete facts, and I can call and check with any of my managers on a particular game."

According to Pacak, when Monroe Distributing in Cleveland gets a prototype game, it's shipped immediately to the Fun-N-Games test location in nearby Randall Park Mall. Usually Monroe sends the game to the arcade the same day it arrives from the manufacturer, especially if the game comes in on a Friday—just in time for the arcade's weekend rush.

"They (Monroe Distributing) have a standing rule. They send us one of everything that comes in, and whatever they send us, I take," Pacak said.

According to Pacak, Randall Mall was selected as a test site mainly because of the game room's size. The arcade has nearly 80 games, about one-quarter of which are test pieces.

Pacak said the large number of players was more important in the site's selection as a test location than the variety of customers. "The makeup

of players doesn't affect the choice of a test market," he said.

Being close to Monroe Distributing (and to Cleveland Coin International, which also supplies prototype games) is another advantage for the Randall Mall test arcade. Since unexpected service problems may crop up in prototype games before being corrected on later production models, prototype games can be more quickly repaired if the test location is near the distributor.

Pacak said he rents the prototype game from the distributor but has the first option to buy the game after its four or five week test run is over.

"It's in Monroe's favor having a large arcade chain like us (as a test location) because there's more likelihood of my keeping games than a smaller arcade," he said. "It's a mutual thing between the operator and the distributor to be a test location."

But one big disadvantage to being a test arcade is you can get stuck with bad games and lose big bucks, especially if you're buying for a chain.

Take the game *Food Fight*, for

instance. A few months ago, when it came out, it cost about \$2,500.

If you were operating a test arcade and received one of the first *Food Fights*, early returns were probably good enough that you'd have bought the game. But the flow of quarters quickly slowed down; now the game is an "overstock," according to one distributor, and selling for about \$1,000.

That's a difference of \$1,500 in a few months. If you bought *Food Fight* when it first came out for a chain of 10 arcades, you could have saved about \$15,000 by waiting.

Overall, though, Pacak said it's desirable to be a test location. You can see early earnings results for yourself rather than take another arcade's word for it.

True, test locations have their problems, but such arcades are necessary to give manufacturers an idea of how many units of each new game to produce.

Not every arcade can be a test location. But then, not every arcade should want to be one. ●

IN NEW YORK
NEW JERSEY,
CONNECTICUT,
& LOUISIANA,

**WE CAN SERVICE
YOUR NEEDS!**

(We're Arcade Specialists)

COIN MACHINE DISTRIBUTORS, INC.

- 425 Fairview Park Dr., Elmsford, NY 10523
914/347-3777
- 304 Murphy Road, Hartford, CT 06114
203/278-6626
- 11800-14 Industriaplex Blvd.
Baton Rouge, LA 70810
504/346-8918

NYC: 212/538-1285 ● LI: 516/222-4540
NJ & CT: 800/431-2112

FOR PROMOTION

By
Carol
Kantor

Games for traffic building promotions

Promotion games for traffic building are designed to bring customers to a location and give them incentives to continue to return. They work! And they can work well for coin-amusement game locations.

Promotion games are widely used by fast-food restaurants and grocery stores to build customer loyalty. Scratch-off games, complete the puzzle,

and bingo-type games are some of the most popular traffic building games. Each of these requires the customer to participate in the game and go to the store location for each chance to win.

Traffic building games must offer the right prizes or incentives to generate interest and participation. The prizes should always appeal to the

location customers and encourage them to play. The perceived value of the prizes will have a lot of impact on the results of the game. Cash prizes are always good. But a "luxury" gift targeted to the group participating is best. Multiple chances, or ways to win, and many less valued prizes also add to the game's incentive value. The instant winner is a popular game feature that

FORGET EVERYTHING YOU EVER HEARD ABOUT KIDDIE RIDES UNTIL NOW
AUTOROVO IS NOW AVAILABLE FOR
U.S. CUSTOMERS



BELLO

autorovo canada ltd.

MANUFACTURERS AND OPERATORS OF COIN-OPERATED KIDDIE RIDES

P.O. Box 668, Orillia, Ont. Canada L3V 6K5 (705) 325-4286 Benny Vos, President

successful in Europe for 15 years
now also built in Canada

hydraulic rides, animals, trains,
cars etc. all equipped with solid
state board with proven reliability
during the years

save, buy direct from factory in
cdn. dollars. You don't pay Canadian
taxes

CONTACT US NOW

for free documentation and find
out why operators with experience
appreciate our products



In Europe: autorovo automaten, P.O. Box 123, 7642 AC Wierden, Holland.

gives the promotion even more potential for building traffic.

Scratch-off cards

Scratch-off card promotions are one of the most common game formats. These are well liked because of the mystery of finding what is under the scratch-off area. This promotion is easy to understand and usually offers multiple ways to win.

The major drawback of a scratch-off promotion is that the special printers who make these cards require very high quantities. It is costly for a small location to take advantage of this promotion. Sometimes there are "stock" designs available in smaller quantities. However, with these you can't design your own game format to work with the location. If you do plan a scratch-off game, be sure that it includes sufficient incentives to encourage the customer to return often and try again.

Bingo games

Complete-a-puzzle or bingo-type games for traffic building promotions have the advantage of a built-in goal—the customer returns to the location to

try to complete the puzzle. To help build loyalty, this works well. Customers return to the location more often because of the promotion and enjoy the location's benefits.

The bingo-type promotion games usually use the standard bingo format or some similar card with the same easily recognizable object of filling in a row, column, diagonal row, four corners, etc. Since the customer must return to the location to receive new "pieces" for a win, this makes this a good long-term promotion.

The probability of a win is controlled by the number of pieces for each set of numbers. Different prizes can be awarded for each different way to win. This gives the customers multiple goals.

Puzzle promotions

Puzzle completion promotional games can work on a similar basis. The customer receives a piece of the puzzle on each visit to the location. When the puzzle (or a set part of the puzzle) is completed, it can be redeemed for the prize. The puzzle often contains several pictures of the prizes offered. The cus-

tomers win when each prize picture is completed.

Another approach to the puzzle promotion game is when the pieces must fit a "master puzzle" at the location. Customers must go there to see where their piece fits and if they have won. When using the master puzzle concept, the puzzle pieces may be obtained at different locations or by mail and must be brought to the promotion game site. Therefore, the incentive to go to the location is different but can be effective.

This makes a very good direct mail promotion for traffic building. The customer is sent a piece of the puzzle and a chance to win if he brings it to the location.

Scratch-offs, bingos, and puzzle completions are a few examples of traffic building promotion games that have been successfully used. Many other types of promotion games can also build customer traffic. Watch what the "big guys" (McDonald's, Safeway, etc.) are doing, and use their good ideas in your locations. Many of their ideas can be modified to fit a coin-amusement games location. •

TOKENS

Why pay more?

Even if you have custom dies now, call us first before you order custom tokens from another mint and we will **save you money!**

- Same day shipment on stock tokens
- Quality artwork and design at no charge
- Tokens are minted under rigid quality control standards
- We match old world craftsmanship with advanced technology

CALL NOW AND RECEIVE 1000 FREE TOKENS

ON YOUR NEXT ORDER OF 10,000 OR MORE* FOR LIMITED TIME ONLY.

*500 FREE ON 5000 OR MORE



CALL TOLL FREE 800-227-5813
IN CA 800-227-5814
OR 408-625-5333

"Quality is Our Family Tradition"

HOFFMAN & HOFFMAN
CARMEL-BY-THE-SEA CALIFORNIA 93921-0896

TAX TIPS

By
Irving L.
Blackman

An old tax friend becomes better—S Corporation

Every now and then, Congress comes up with a better tax idea. Our Washington representatives deserve a standing ovation for passing the Subchapter S Revision Act of 1982 (Act). The act is big.

In general, the new law is much simpler than the old law, but the new version has some mean streaks of complexity. The act builds on and improves the old law. Best of all, it gives every taxpayer a near perfect tax tool—it can help you; and, when used properly, it will not hurt you.

In a nutshell: An S corporation allows the corporation to be taxed as a partnership. The corporation limits individual stockholder liability, but it is not taxed, acting only as a conduit, just like a partnership. Each shareholder (just like a partner) includes on his return, on a pro-rata basis, each item of income, loss, deduction, or credit of the S corporation that can affect the computation of his taxability.

An S corporation is capable of performing an almost endless variety of tax-saving tricks. This article lists some of the more important ones.

Early Losses of New Business: Early losses of a new business can be used to offset the stockholders' income. Here's how. Since most new businesses lose money in the beginning, a high-bracket taxpayer can deduct these losses by owning the S corporation stock. This should become standard operating procedure when starting a new business.

Profits to Low-Bracket Taxpayers: The pass-through of earnings each

year makes a profitable S corporation an attractive method of income splitting among family members. By gifting stock to family members in low-tax brackets, the overall tax impact on the family can be lowered substantially.

Voting Control: Here's a new opportunity created by the act, which now allows voting and non-voting stock. While profits are shared based on number of shares owned, you can totally control the management of the corporation through ownership of the majority of voting stock or through a voting trust.

Shelter Investment Income: Under the new rules, an S corporation can shelter investment activities from taxes. Follow these steps: Transfer passive investments, which yield the likes of dividends and interest, to an S corporation. The transfer can be tax-free. The corporation would issue two classes of stock. You and your spouse would retain the voting shares. Gifts of the non-voting stock would be made to the low-bracket family members (usually children and grandchildren, but adults—like a mother or father—should not be ruled out). A husband and wife can gift up to \$20,000 per year without gift tax consequences each year to each donee (person receiving the gift).

Different Family Objectives: You could have more than one S corporation to accomplish different family objectives. For example, low-bracket children or grandchildren would own stock in the S corporation with taxable

income investments. On the other hand, if the S corporation owned tax-exempts, its shareholders might be your high-tax-bracket children, for example, a son who is a successful doctor.

Avoid Technical Tax Traps: An S corporation can be used to avoid a host of tax traps: an unreasonable accumulation of surplus, unreasonable compensation, the personal holding company tax, and removing the corporation as part of a high-taxed multiple corporation group.

The opportunities for using an S corporation to save taxes are bountiful. But be warned, this article does not attempt to cover all the opportunities, rules, exceptions, and tax traps. Consult a professional. •

Irving L. Blackman and James L. Harfield are partners in Blackman, Kallick & Company, Ltd. Certified Public Accountants, offices in Chicago (180 North LaSalle Street, Chicago, IL 60601), Miami, and Houston. Irv's firm has established a HOTLINE to answer the tax and accounting questions of Play Meter readers. Call Jim or Jerry Sauve' at 312/782-3424.

PUZZLE ANSWERS

By Bill Brohaugh

A Few Words

(Answer to puzzle appearing in September 1 issue, p. 91)

To say that coin-operated games have shared certain themes is a bit of an understatement. How many space games have there been? How many pins with card themes?

Coin-op games have shared words in their names, too. Below are the partial names of several different games and the manufacturers of the particular games. See if you can fill in the rest of the names. The puzzle solution will appear in a future issue of *Play Meter*.

1. *Red* _____ (Atari)
Red _____ (GDI)
 2. _____ *Patrol* (Williams)
_____ *Patrol* (Status)
 3. *Cosmic* _____ (Universal)
Cosmic _____ (Universal again)
Cosmic _____ (you guessed it: Universal)
Cosmic _____ (not Universal: a Williams pin)
 4. _____ *X* (Stern)
_____ *X* (Bally/Midway)
_____ *X* (Data East)
 5. *Moon* _____ (Stern)
Moon _____ (Sega)
 6. _____ *Seven* (Williams pin)
_____ *Seven* (Taito)
 7. *Lunar* _____ (Taito)
Lunar _____ (Atari)
 8. _____ *Man* (Bally/Midway)
_____ *Man* (more Bally/Midway)
_____ *Man* (Bally/Midway a third time)
_____ *Man* (Bally/Midway pin)
_____ *Man* (Gottlieb pin)
 9. *Solar* _____ (Gottlieb pin)
Solar _____ (Cinematronics)
Solar _____ (Bally/Midway)
Solar _____ (Williams pin)
 10. *Rip* _____ (Cinematronics)
Rip _____ (Exidy)
-

ANSWERS

1. *Red Baron*
Red Alert
2. *Moon Patrol*
Planet Patrol
3. *Cosmic Monsters*
Cosmic Guerilla
Cosmic Alien
Cosmic Gunfight
4. *Strategy X*
Rally X
Mission X
5. *Moon Wars*
Moon Cresta
Moon Patrol
Moon Shuttle
Moon Raker
Moon Alien
6. *Lucky Seven*
Colony Seven
7. *Lunar Rescue*
Lunar Lander
8. *Pac-Man*
Ms. Pac-Man
Kick-Man
Six Million Dollar Man
Spider Man
9. *Solar Ride*
Solar Quest
Solar Fox
Solar Fire
10. *Rip Off*
Rip Cord

FRANK'S CRANKS

By Frank "The Crank" Seninsky

Learning about power supplies

In the next four reviews, I will be summarizing six instructional VHS tapes from Randy Fromm's Arcade School. My reviews will be centered on power supplies, regulated power supplies, raster scan monitors, and X-Y monitors.

The lesson tapes are produced and sold by Wico Corporation. I enjoyed watching all six tapes, and although Randy is a terrible actor, he is an excellent teacher! The tapes are easy to understand, and one comes away with the feeling that almost all games are easy to fix. There's nothing wrong with being confident, although in some cases your confidence will have to last for many days at a time.

Many game problems are the result of a bad power supply. A video game requires a power supply because the circuits that run the games need a constant DC (direct) voltage. The power supplied from an electrical outlet measures approximately 110 volts and is, of course, alternating current. The first step in learning to repair video games is to understand how a power supply operates.

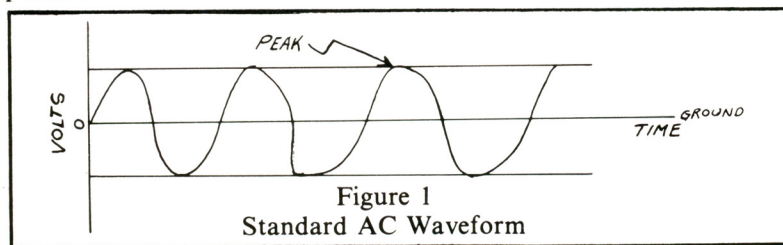


Figure 1
Standard AC Waveform

Figure 1 shows a standard AC waveform. You can see that the voltage fluctuates from 0 volts, to a peak positive voltage, to 0 volts, to a negative peak voltage, and back to 0 volts again. In the United States a supply will go through this path at the rate of 60 cycles per second.

A transformer consists of an iron core with coils of wire (primary and secondary windings). When AC is applied to the primary winding, a magnetic field is produced. This magnetic field generates or creates electricity in the secondary winding. (See Figure 2.)

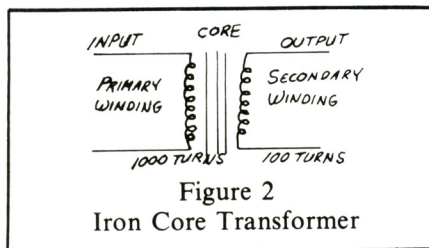


Figure 2
Iron Core Transformer

Transformer's use

In video games a transformer is used to reduce the voltage from 110 volts to the much lower voltage that is used by the computer, say 5 volts. A transformer can also increase the voltage, as is the case with the 190 volts needed to drive the pinball digital displays in some games. The number of turns (turns ratio) on the primary winding vs. the number of turns of the secondary winding determines the voltage ratio of the transformer.

Figure 3 shows a multiple winding transformer where more than one output voltage is present. Atari's *Asteroids*, for example, has 12 separate power supply voltages.

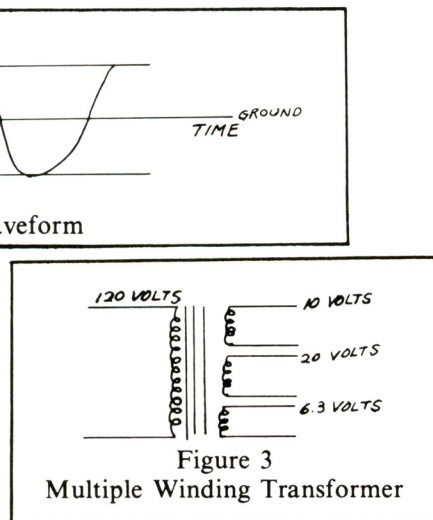


Figure 3
Multiple Winding Transformer

Figure 4 displays a typical center-tap transformer. This type of transformer is similar to a multiple winding transformer, but in this case, the center-tap is 0 volts or ground, and the two outputs are 12 volts each.

Remember: a transformer is an AC device. It is very reliable and is usually the last thing that can go bad on a video game. If one should short, it will smoke. You will be able to smell the core insulation burning. I've only seen perhaps a dozen transformers go bad in 15 years.

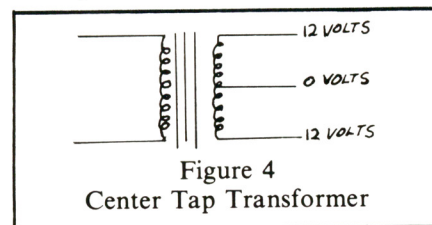


Figure 4
Center Tap Transformer

With the addition of just one diode, a "half-wave" power supply is created. Figure 5 shows a transformer and one diode attached to a battery. The diode will allow the current to flow only when a positive voltage is present at Point A. If the diode is reversed, current will only flow through the diode when the voltage is negative at Point A.

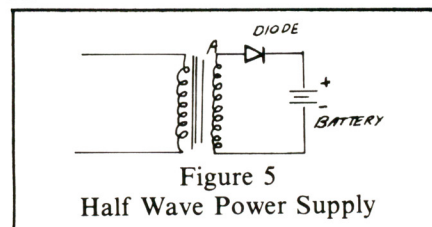


Figure 5
Half Wave Power Supply

When the voltage is negative at Point A (during the second half of a cycle), the diode "blocks" the current flow. At these times, the battery or load is not being charged because there is no current flow. This is illustrated in Figure 6. The half-wave waveform shows that when the voltage at Point A is positive, the battery is being charged, but this is the case only "half" of the time.

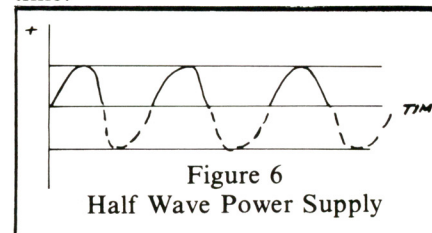


Figure 6
Half Wave Power Supply

Utilizing a "bridge"

A full wave bridge rectifier is shown in Figure 7 and its waveform graph in Figure 8. By utilizing a center-tap transformer and four diodes (commonly known as a "bridge"), current will always flow whether Point A or Point B is positive or negative. You can verify this by tracing the current flow yourself as an AC cycle of voltage is applied to Point A and Point B at the same time.

The circuit formation will always pass current flow except when the voltage is 0, every 1/120th of a second. With a bridge, the battery can be charged twice as fast, so a bridge circuit is more efficient than what we had previously. But we must get rid of the times that the current is not flowing.

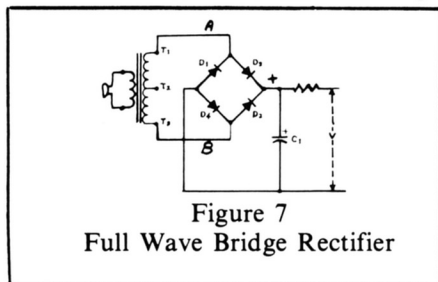


Figure 7
Full Wave Bridge Rectifier

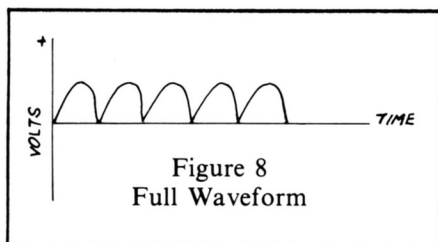


Figure 8
Full Waveform

The same result can be attained by using just two diodes and a center-tap transformer as shown in Figure 9. By reversing the diodes, a negative power supply can be created. Some areas of certain games need negative power supplies, and this is an easy way to add them into the circuit. A simple way to determine which is which is to note that the two cathodes of the diodes are connected to the positive output of the power supply when the supply is positive. The two anodes are connected to the negative of the power supply when the supply is negative.

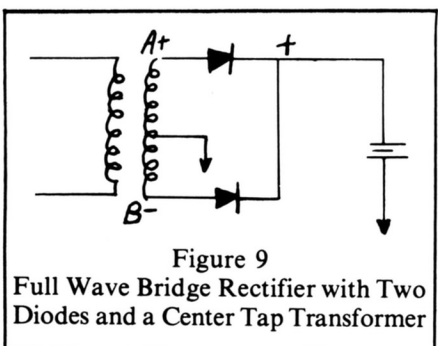


Figure 9
Full Wave Bridge Rectifier with Two Diodes and a Center Tap Transformer

There is also a formation called a "split supply" where four diodes are connected to a center-tap transformer, where one supply is positive and one supply is negative. Don't let this type of supply confuse you. It is just as simple as two separate supplies.

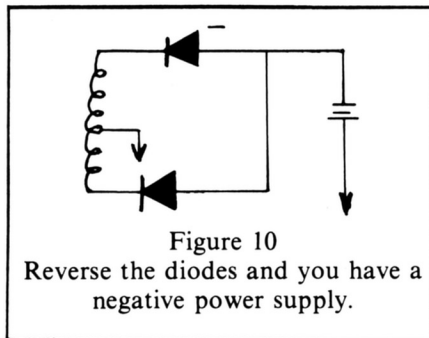


Figure 10
Reverse the diodes and you have a negative power supply.

With each of the power supply setups we have encountered so far, the output is still pulsating DC. (It is not constant by any means.) We must incorporate a "filter capacitor" to keep the output voltage fairly constant. The filter capacitor is like a short term battery.

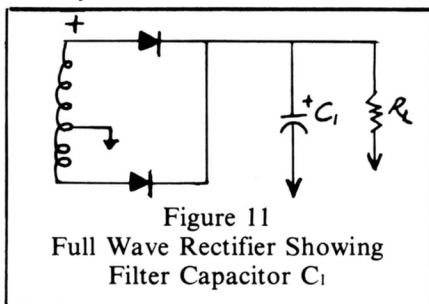


Figure 11
Full Wave Rectifier Showing Filter Capacitor C₁

In Figure 11, note that a filter capacitor, C₁, is "polarized," which means that it has a positive end and a negative end. R₁ is the load or circuit to be driven. The capacitor is both the load and the supply, depending on the point of the cycle you're in. In Figure 12, a filtered DC waveform is shown. The output is almost a constant +5 volts! You can still see that there is some "ripple" or "hum" (this is actually AC) along with the DC. The AC causes "dips" in the DC waveform below the +5 volts level.

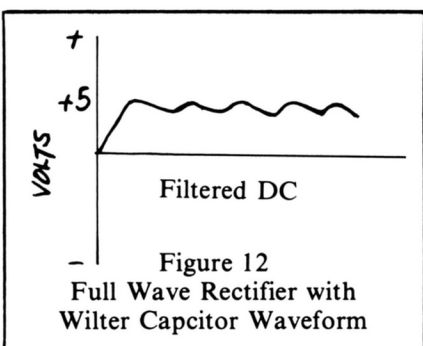


Figure 12
Full Wave Rectifier with Wilter Capcitor Waveform

Cause of "ripple"

If you ever have a power supply where the output voltage measures, say 4.5 VDC, when it should read +5.0 plus or minus .25, first switch your volt meter to the low AC scale and measure the AC or ripple voltage. Remember: if you see more than a few hundredths of a volt (.6 volts in the example), excessive ripple is present. The cause is almost always a bad filter capacitor. A bad filter cap will cause the picture on the monitor to have bars rolling across the screen or cause the picture to be totally distorted.

Capacitance is the amount of charge that a capacitor can hold. It is measured in micro (one millionth) farads (uf, MFD, or MF). Common capacitors on power supplies are 20,000 uf, 10,000 uf, 4,700 uf, and 1,000 uf. In addition to capacitance, each capacitor also has a voltage rating. This number is the maximum amount of volts that the cap can receive and still operate properly. It is *not* the amount of volts that the cap will put out. The cap will put out the number of volts that is put in, up to this limit, of course.

A rule you should be familiar with for capacitors is that you can always go up in voltage and/or capacitance when replacing a capacitor. If, for example, you have a bad 4700 MFD-16 VDC cap, it can be replaced with a 10,000 MFD-25 VDC cap. If you don't have the proper capacitor, you can add two or more capacitors together in a parallel circuit. When capacitors are parallel, their capacitance is added together. The voltage is unaffected. See Figure 13.

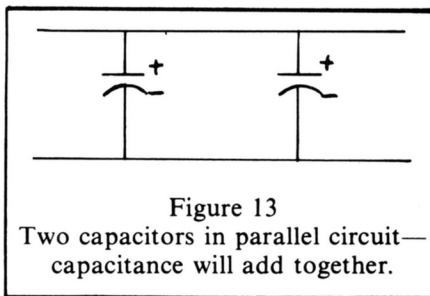


Figure 13
Two capacitors in parallel circuit—capacitance will add together.

Now that you have a basic understanding of power supplies, you're ready for the next article which will be on "regulated power supplies."

As always, "keep cranking!"

SERVICE TIPS CONTEST

Chuck Thomas of Cycles in Pittsburgh, Pennsylvania, wanted to share these tips with fellow operators.

1. On Williams' *Defender*, *Stargate*, and *Robotron*, the voltage supplied to the coin slot lights can surge above 6.3 volts. These surges, or just a higher voltage supply than the #47 bulbs can receive, cause most of the bulbs to burn. Try using 1813 bulbs or higher voltage lamps, and the lamps will last.

2. *Chexx Hockey*—On many games the coin settings mysteriously change from 50 cents per play to 25 cents per play. This happens if capacitor C12 (10 MFD) is either installed backward or goes bad. Check all games to make sure this capacitor is installed correctly.

3. Carry thumbtacks in your tool box. These come in handy when replacing the cardboard monitor shields. Most shields are installed with staples at the factory, and it's very difficult to reuse these staples. How many mechanics carry a staple gun in their tool box?

Bally/Midway Tips

(They are not eligible to win the "Best Service Tip Award," but I appreciate the tips.)

Mappy—Field testing reports show that when the difficulty level is set at "C," earnings will increase. To change the difficulty level to "C," locate dip switch "A" located at 5B on the main PC board. Set 1 to Off and 2 to On.

Eight Ball Deluxe—Problem: the fluorescent lamp fails after a short period of time. Reason: the lamp ballast is feeding excess power to the fluorescent lamp. Solution: replace the old ballast made by General Electric (these are colored black) with a new ballast (these are colored silver) made by Schumaker Electric. The new ballasts can be ordered from Midway. You will be billed for the new ballast and credited upon the return of the old ballast. The ballast part number is 0017-00003-0480.

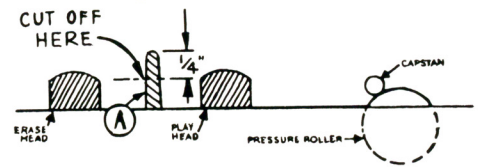
Game: *Journey*

Subject: Intermittent Shut-Off of Tape Cassette

1. During normal play the cassette tape tension may increase and trip the automatic shut off switch.

2. This can be eliminated by clipping the sensor tab in the tape cassette. (See Figure #1.)
3. All games shipped from Bally Midway as of June 15 will have the modification.

FIGURE #1



Removal of Automatic Shut-Off Sensor

1. Press Stop/Eject pushbutton to raise the cassette compartment. Remove the cassette if present.
2. Press and latch Play button to push heads and pressure roller into view.
3. Observe the nylon finger (marked A) located between the erase head and play head.
4. With a small wire cutter, cut 1/4 inch of length from the front of this finger. Be sure to remove the cut-off piece as it may cause a problem if it should fall into the mechanism.
5. Press Stop/Eject button. Insert cassette and play as before.

"Frank's Cranks" Service Tips

Name _____ Company _____

Address _____

Problem/Symptom _____

My Solution _____

Return to Frank "The Crank" Seninsky, Alpha-Omega Amusement Inc.,
3 Coral Street, Edison, New Jersey 08837.

Frank Seninsky and *Play Meter* are sponsoring a contest to find the best service tips for our readers. Each review will feature the two top service tips received. From the 40 chosen during the year, the authors of the best three responses (most helpful and most ingenious) will receive a free one-year subscription to *Play Meter* magazine.

Yes! I want to receive every issue of **Play Meter**. Please enter my subscription as shown below:

Payment enclosed Bill my company Bill me

United States &

Canada 1 year (24 issues) \$ 50 2 years (48 issues) \$90 3 years (72 issues) \$120
Foreign (via air) 1 year (24 issues) \$150

Mr.
Ms. Name _____

Signature _____ Date _____

Street _____

Title _____

City _____

Company _____

State _____ Zip _____

Check One
 Manufacturer Arcade Operator
 Distributor Support & Supply
 Route Operator Technician
 Other _____

Charge my Visa MasterCard

Card No. _____ Card Expire Date _____

This offer effective through
December 1983.



Yes! I want to receive every issue of **Play Meter**. Please enter my subscription as shown below:

Payment enclosed Bill my company Bill me

United States &

Canada 1 year (24 issues) \$ 50 2 years (48 issues) \$90 3 years (72 issues) \$120
Foreign (via air) 1 year (24 issues) \$150

Mr.
Ms. Name _____

Signature _____ Date _____

Street _____

Title _____

City _____

Company _____

State _____ Zip _____

Check One
 Manufacturer Arcade Operator
 Distributor Support & Supply
 Route Operator Technician
 Other _____

Charge my Visa MasterCard

Card No. _____ Card Expire Date _____

This offer effective through
December 1983.



Yes! I want to receive every issue of **Play Meter**. Please enter my subscription as shown below:

Payment enclosed Bill my company Bill me

United States &

Canada 1 year (24 issues) \$ 50 2 years (48 issues) \$90 3 years (72 issues) \$120
Foreign (via air) 1 year (24 issues) \$150

Mr.
Ms. Name _____

Signature _____ Date _____

Street _____

Title _____

City _____

Company _____

State _____ Zip _____

Check One
 Manufacturer Arcade Operator
 Distributor Support & Supply
 Route Operator Technician
 Other _____

Charge my Visa MasterCard

Card No. _____ Card Expire Date _____

This offer effective through
December 1983.



**ARE
YOU
READING
SOMEONE
ELSE'S
COPY?**

**Subscription Line:
504/837-7987**



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST-CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER

P.O. BOX 24970
NEW ORLEANS, LA 70184-9988



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST-CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER

P.O. BOX 24970
NEW ORLEANS, LA 70184-9988



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST-CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER

P.O. BOX 24970
NEW ORLEANS, LA 70184-9988



**ARE
YOU
READING
SOMEONE
ELSE'S
COPY?**

**Subscription Line:
504/837-7987**



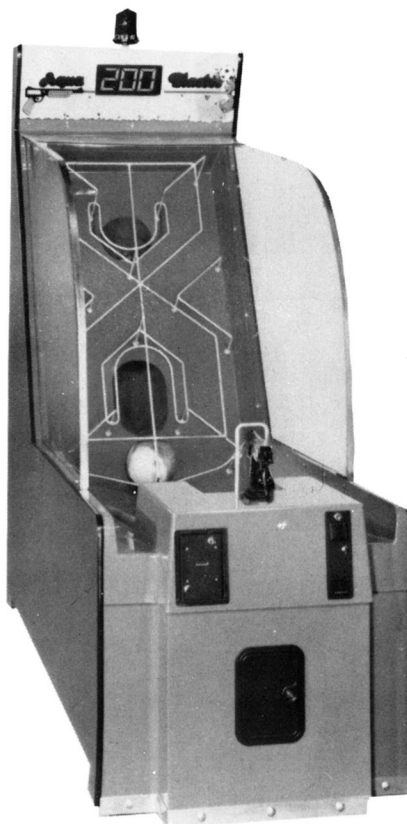
Sink it

Skee-Ball Inc. has added a water game, *Aqua Blaster*, to its line of amusement games. Using a high pressure water gun, players are challenged to sink a large 8-inch ball through the pocket at the end of the maze within a recommended two-minute play time.

Construction features include fiberglass panels reinforced with steel supports, molded tuffax protective siding, and an aluminum criss-cross maze.

Aqua Blaster features a large 5" high LED digital score readout, an adjustable timer (0-15 minutes), programmable audio, and an automatic ticket dispenser that is activated each time a player successfully sinks the ball into the scoring pocket. Target panels are available in light blue, orange, lime green, yellow, and red.

Aqua Blaster measures 9'6" long × 36½" wide × 99" high and features a ½ hp pump and a gun nozzle of 50psi. Available as a single unit or in a bank, *Aqua Blaster* features fold-up for mobile operations.



Cross-country ride

Motorace USA from Williams Electronics is a cross-country motorcycle race against time, featuring an emptying gas tank, honking cars, slippery wet spots, roadways that twist and turn, and obstacles that block the player's path.

From Los Angeles, through checkpoints in Las Vegas, Houston, St. Louis, and Chicago, to the finish in New York, the player must improve his rank to earn a high score by zooming past as many cars as possible.

"The 25-cent continued play option on *Moon Patrol*," says Ron Crouse, vice president and director of marketing at Williams, "was incorporated into *Motorace USA*."

"When the game ends, the player's next quarter can start the game over from the beginning or continue play from where it left off. It gives the expert a chance to start over and build a better score. The novice has the opportunity to test his skill on higher levels and travel through checkpoints he wouldn't ordinarily accomplish."

Motorace USA comes in upright and cocktail table models.



Shortcut to fun

An opportunity for children to play and for adults to achieve new short-distance rolling skills is now available from Skee-Ball Inc. with the introduction of *Mini Skee-Ball*.

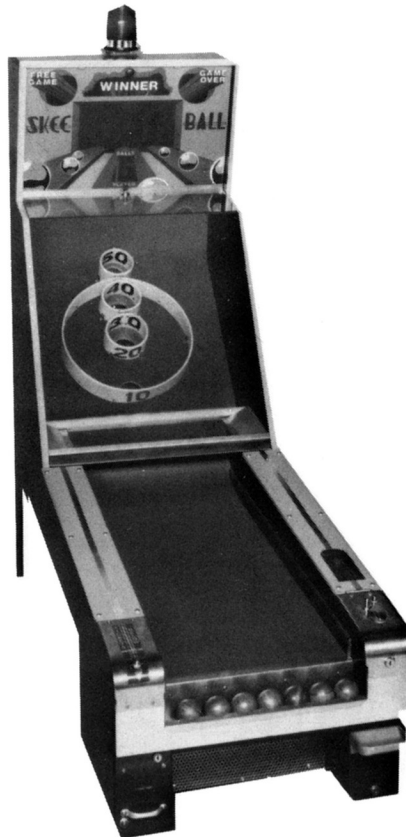
Mini Skee-Ball, a 6'3" version of the 13' audio *Skee-Ball* alley, is designed for use in taverns, amusement parks, kiddielands, restaurants, shopping mall arcades, and other smaller entertainment facilities.

Mini Skee-Ball features a one-piece cabinet, a modular assembly, and adjustable height to permit child participation.

Mini Skee-Ball is constructed of laminated hardwood, weather-proof plywood, and heavy gauge steel. The unit measures 75" x 25½" x 70½" and weighs 265 pounds.

Mini Skee-Ball is equipped with an automatic ticket dispenser, a coin mechanism that can accept a wide variety of coins or tokens, a welded sheet steel coin box, a beacon flasher, new colors, and audio.

Other features include incandescent-lit scores readable in direct sunlight, built-in winner light to indicate first winning score, game over/alley open lights to indicate last ball played, a six or nine ball selection, and a ball indicator display that registers each ball played. *Mini Skee-Ball* is available as a single unit or in a bank.



Coin-op gets 'The Force'

Players can now experience the magic and adventure of the "Star Wars" movie in the Atari *Star Wars* coin video game, the first of a trilogy of "Star Wars" related games.

As Luke Skywalker, the young Jedi warrior, the player must blow up the seemingly indestructible Death Star before the battle station uses its frightening power to eliminate the forces of the rebellion. Fortunately, Princess Leia's Rebel Force has discovered a flaw in the design of the Death Star: a direct hit with a proton torpedo into a small exhaust port will cause a chain reaction explosion that destroys the battle station.

In his Y-Wing fighter, Red Five, the player must find the exhaust port and fire the shot that will save the Rebel Forces. Adding to the fantasy is a flight controller specially designed to respond like the original. Voice tracks from the movie heard throughout the game include bits of dialogue from Luke Skywalker, Darth Vader, Obi Wan Kenobi, and R2-D2.

As play begins, Red Five must battle Imperial Tie Fighters. While in this space confrontation, R2-D2 controls the movements of Red Five, leaving the player to concentrate on blasting the Tie Fighters and fending off lethal fireballs.

In the second wave, the player must navigate through deflector towers and bunkers on the face of the Death Star in search of the trench where the exhaust port is. On the surface, the towers fire lasers at Red Five, and the player must return fire. He must also be careful his ship doesn't hit a tower which will knock him sideways.

In the third and final wave, the player is in the trench, surrounded by gun turrets also firing lasers. He must destroy them and block the fireballs they send his way while getting closer to the exhaust port target. The turrets disappear and there it is, the exhaust port—split seconds remain to drop the proton torpedo and hope it finds its mark.

Aids to the Trade

Liquid crystal display

The Industrial Products Division of Industrial Electronic Engineers Inc. (IEE) introduces its Daystar Nova line of alphanumeric liquid crystal display modules.

A special fluid allows these modules to operate over a wide temperature range—from -30 to +85 C. Large dot matrix characters and electroluminescent backlighting, powered by +5VDC, makes characters easy to read. Combining all drive, refresh, and character generation functions onto a single compact board, these models make it possible for the system designer to add a low-power alphanumeric display to almost any microprocessor-controlled device.



These display modules accept parallel ASCII data and control codes over either an eight-bit or four-bit data bus, thus interfacing to almost any microprocessor with a minimum of additional hardware. Special features include 80 characters of scrollable character RAM and up to eight user-programmable character patterns. Logic circuitry is powered by +5VDC at 3 mA max. The optional electroluminescent backlighting draws only an additional 5 mA.

The first models available provide one line of 20 characters, 0.5" (12.7mm) in height. The 3803 series models are not backlit, while the 3805 series include the EL backlighting option. Models 3803-01-020 and 3805-01-020 are designed to be viewed from 20 degrees below perpendicular, while models 3803-02-020 and 3805-02-020

are optimized for viewing from 20 degrees above perpendicular.

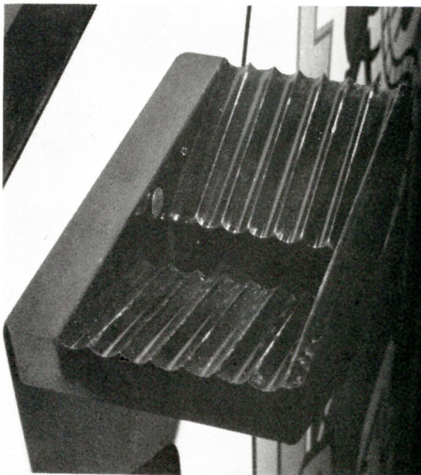
All four models use a 5 × 7 font, which includes the 96 standard ASCII upper- and lower-case letters, numbers, and symbols. Availability is two to six weeks ARO. Prices range from \$105 to \$124 each in quantities of 100.

For additional information, contact John Sutton, Product Marketing Specialist, Industrial Products Division, IEE, 7740 Lemona Avenue, Van Nuys, CA 91405. Telephone: 213/787-0311, ext. 233.

Ashtray Number Two

Ashtray Number Two, the second style of ashtray manufactured by A-1 Ash Tray Co., may be used on various types of games. This ashtray has grooves on both sides for cigarettes. This permits operators to place it on either the right or left side of a video game, or on either side of a pinball game.

It may also be placed on the side of a cocktail table between both players, or on both ends of a pool, hockey, or foosball table without getting in the players' way. The patented design of this ashtray allows easy removal for cleaning. To prevent theft of these ashtrays, A-1 has an optional (T.S.) Top Secret device.



A-1 Ash Tray Co.'s products are sold by a limited number of distributors nationwide.

For more information, contact Stan Pearson at A-1 Ash Tray Co., 333 N. Queen St., Kinston, NC 28501. Telephone: 919/527-8241.

Motion Fluid 60

TDP Inc. introduces Motion Fluid 60, a product suited for micro-fitting precision mechanisms.



Motion Fluid 60 provides lubrication and cuts down on the need for disassembly during repair. Its penetrating spray reaches the deepest recesses of any mechanism, making it particularly useful to the vending and coin-op machine industry, company officials said.

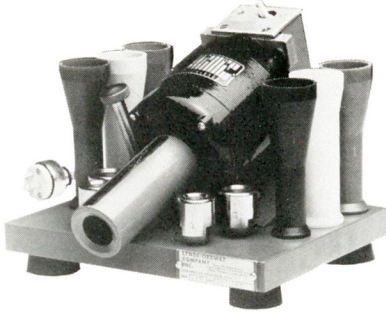
For further information, contact TDP Industries Inc., P.O. Box 277, Dept. P, Zieglerville, PA 19492. Telephone: 215/287-7851.

Crimping machine

A machine for crimping wrapped rolls of coins is available through the Lynde-Ordway Company of Santa Ana, California.

The Model 125 Crimper is a companion piece to any wrapping machine that utilizes shotgun shell or crimped

Thomas Hanger



tubular wrappers. It can more than double coin wrapping production, company officials said. It is complete with a steel base, angle mounted motor, tube organizers, and quickly interchangeable crimping heads for any size coins.

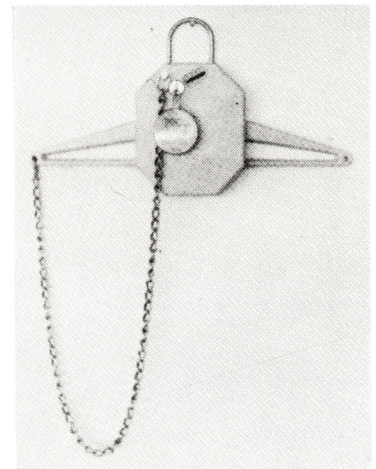
For more information, contact Lynde-Ordway, 309 Santa Monica Boulevard, Santa Monica, CA 90401. Telephone: 213/393-9424.

Individual coin-operated coat hangers secure jackets and coats for people while shopping, dining, bowling, or other activities.

The coin-operated Thomas Hanger is made with a plastic case and arms. The hanger has a rugged steel chain that loops through one coat sleeve and locks into the case.

The hanger is maintenance free with low overhead and no obsolescence, according to Elwood Associates Manager, Bernie Elwood. "The income potential of the Thomas Hanger is surprising. Even with poor management, one quarter every nine days in the hanger will still yield a 20 percent return on investment," Elwood said.

Regular price for 10 or more hangers is \$50 each with discounts for volume purchases.



A sample Thomas Hanger is available for \$100. After testing the market, the hanger can be returned for a full \$100 refund.

For more information, contact Elwood Associates, Box 35, Belle Plaine, Iowa 52208. Telephone: 319/444-3944.

"Coupons are the lifeblood of promotion. They stimulate the customer to respond....A coupon entitling the holder to free plays is one of the best promotion tools you can use....Also, the number of coupons redeemed from any promotion, together with an increase in collections, is the best way to measure the response."

—"Promoting Your Game Center" by Carol Kantor



WHAC-A-MOLE

You'll profit from our experience. We have been building unique games that appeal to people of all ages for 12 years. Games like Whac-A-Mole give you high traffic, excellent profits and minimal down time. Call and let us tell you more.

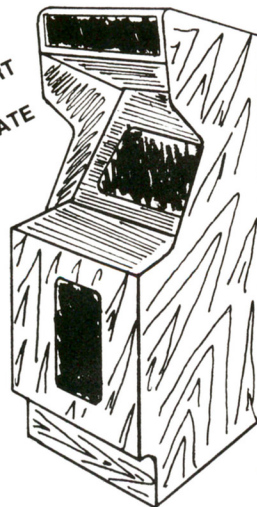


Bob's Space Racers
427 15th Street
Daytona Beach,
Florida 32017
(904) 677-0761

VIDEO CABINETS

- Control Panel Adapts to any Game
- Includes Hardware
- High Quality

CONVERT
or
RENOVATE



1805 S. Great S.W. Pkwy.
Grand Prairie, Texas 75051
(800) 527-6054 or (214) 641-4286
Telex 732432

- Seminars!
- Workshops!
- Distributor's Preview!
- Industry Leaders!
- Media Corner!
- 600 Booth Exhibit Hall!

IT ALL ADDS UP!

AGS March 9-11, 1984
O'Hare Expo Center
Chicago, Illinois

THE INDUSTRY EVENT!

Call Tina at (203) 852-0500
for your complete brochure

Sponsored by *Play Meter Magazine*
Managed by
Conference Management Corporation

JUST LIKE YOU...

America's most consulted news sources rely on Play Meter as their source for current and accurate information on the coin-op industry...

USA TODAY
TV GUIDE
PHILADELPHIA INQUIRER
MIAMI HERALD
CHICAGO TRIBUNE
MEMPHIS COMMERCIAL APPEAL
PITTSBURGH PRESS
LOS ANGELES TIMES
CHICAGO SUN-TIMES
SEATTLE POST-INTELLIGENCER
ABC (20/20)
PLAYBOY
WALL STREET JOURNAL
WASHINGTON POST
LOUISVILLE COURIER-JOURNAL
SAN FRANCISCO CHRONICLE
DETROIT FREE PRESS

ATLANTA CONSTITUTION
CBS (60 MINUTES)
NEW YORK DAILY NEWS
NEW YORK TIMES
TORONTO STAR
MIAMI NEWS

.....and many, many more

PLAY METER

P.O. Box 24170, New Orleans, La. 70184
504/837-7987

COMING

AUCTIONS

CONDUCTED BY
COLONIAL AUCTIONS, INC.
Marietta, Georgia

300+ GAMES

Including a large selection of the **NEWEST** games:

*Pole Position • Ms. Pac-Man • Galaga • Time Pilot
Millipede • Star Wars • Chexx • Zoo Keeper • Mappy
Krull • Gyruss • Bump 'N' Jump • Q*Bert*

A large selection of other *Pac-Man* and many conversion-type games.

IMMEDIATE AUCTIONS

Atlanta, GA
3-Day Spectacular
September 8-10

CALL FOR INFORMATION

THIS CALL IS **FREE** 1-800/241-2237

In Georgia: 404/434-6199 • 404/688-3507 • 404/887-7580

ONLY LEGAL GAMES WILL BE ACCEPTED AT THESE AUCTIONS.
GAMES FURNISHED BY DISTRIBUTORS, OPERATORS,
AND FINANCIAL INSTITUTIONS.

COLONIAL AUCTIONS, INC.

291 Pat Mell Road, Suite 105
Marietta, GA 30060

AUCTIONEER: Col. H.C. Thomas • TAL#1235, SCAL#996-R, AAL#474, GAL#363

CLASSIFIED ADVERTISING

AUCTIONS

PRESENTED BY

NATIONAL AMUSEMENT GAME AUCTION
"THE INDUSTRY AUCTION LEADER"

**100'S
OF THE LATEST GAMES**

* ATARI * WILLIAMS * TAITO * SEGA *
* MIDWAY * STERN * BALLY * NINTENDO *

UPCOMING AUCTIONS

PITTSBURGH, PA

Aug. 27, 1983
Conley's Motor Inn
US Route 22
Pittsburgh, PA
(Monroeville)
412/824-6000

DENVER, CO

Sept. 10, 1983
Contact Naga for details

INDIANAPOLIS, IN

Sept. 24, 1983
Big Red Auction
Old US Route 52
Whitestown, IN

CHARLOTTE, NC

Oct. 8, 1983
Metrolina Fairgrounds
7100 Statesville Rd.
Charlotte, NC

We specialize in the sale of new or used games by auction due to distributor overstock, operator liquidation and bank repossessions.

NAGA 1919 14th St., Suite #405, Boulder, CO 80302 **NAGA**
303/440-9999

CONVERT THOSE DEAD GAMES

We carry everything you need to make new or recondition your old games.



Master harnesses/accessories
 Latest popular games/quality guaranteed!
 Large selection/quantity discounts
SAVE \$\$\$\$\$\$ HUNDREDS \$\$\$\$\$\$

SYSTEMS CORP. NEW PLYWOOD CABINETS

516/643-6033

Mon. - Fri./9:30 - 5:30 Sat./10am - 1pm
 (In New York)

??WHY PAY MORE??

Pop	\$1495
Joust	1295
Centipede	1295
Donkey Kong	995
Donkey Kong Junior	1095
Galaga	1625
Pac-Man Plus	1295
Omega Race	295
Defender	495
Stargate	695
Tempest	450
Turbo	1645
Robotron	995
Zaxxon	695



flipper mcgee
 amusement company
 6260 Commerce Rd., W. Bloomfield, MI 48033
616/925-8115



FREE CATALOG AND SAMPLES
 showing vending machine labels, truck signs, and badges. Shipping address: Seton Name Plate Corp., 20 Thompson Rd., Branford, CT 06405. Mailing address: Seton Name Plate Corp., P. O. Box 1331, New Haven, CT 06505. Tel: 203/488-8059.

BOSTON GAME TRADER: We buy, sell and trade used reconditioned videos. We pay cash. We accept anything including cars, boats, land, etc. G.S.I. 617/933-1529

O.K. YOU WERE RIGHT!

Our game does weigh only about 40 pounds. And you don't need a hand truck to move it. And, it is true that we have only four (4) games in our machine that are not new and trendy (poker, craps, blackjack, and Hi-Lo). They are very old games that have been played for over 1,000 years. You were also right about our game's cost. It does cost a little less than the heavier, big name games. However, if you disregard our shortcoming just mentioned, you can receive that famous "Kiss on the Courthouse Steps" if our cashbox doesn't weigh as much or more on collection day.

"LITTLE CASINO"

The bar top game that lives forever



New or Slightly Used
---CALL FOR BOTTOM DOLLAR PRICES---

SPACE ENTERPRISES, INC.

Joseph C. Orecchio, President
 Direct Factory Distributor
 7135 State Road 52, Hudson, Florida 33567 (813)862-3559

LOCATION READY!!

BurgerTime	\$1500
Dig Dug	800
Donkey Kong	900
Donkey Kong Junior	900
Front Line	1700
Galaga	1700
Gravitar	500
Joust	1700
Jungle King	1200
Kangaroo	700
Moon Patrol	1600
Mr. Do!	1200
Ms. Pac-Man	1700
Mr. & Mrs. Pac-Man Pin	1100
Q*Bert	1700
Robotron	1000
Roc 'n' Rope	1200
Satan's Hollow	1700
Solar Quest	400
Stargate	600
Super Pac-Man	1600
Tempest	500
Tron	800
Tutankham	1000
Zaxxon	800

NEW JERSEY

201/729-6171

LARRY CAPLAN SIGN CO.

11613 Reisterstown Road
P.O. Box 218
Reisterstown, Maryland 21136

\$399.00

COMPLETE
FREE
DELIVERY

125.00 DEPOSIT

301-833-5941

Without Arrow 359.00 Free Delivery



BOARD PROBLEMS???

Can't keep your imports running?
Is your distributor's service
department putting a crimp
in your profit?

**DON'T WAIT ANOTHER MINUTE!!
CALL US NOW**

Expert, reliable service
servicing all games: foreign & domestic

GOLDEN DIGITAL SERVICE

3001 Luana Dr., Oceanside, CA 92056
(619)724-1718

"NORTH AMERICA'S LOWEST PRICES" ALL MAKES NEW OR USED

ATARI
Pole Position
Millipede
Quantum
Xevious

**CONVERSION KIT
CLOSE—OUTS**

MIDWAY
Baby Pac-Man
Super Pac-Man
Satan's Hollow
Kosmik Krooz'r
Journey

PLUS!!
Q*Bert
Front Line
Time Pilot
Bagman
Mad Planets
Zoo Keeper
Gyruss

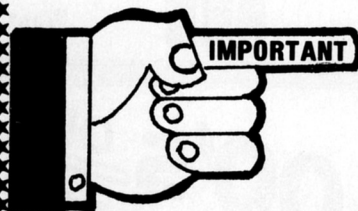
WILLIAMS
Joust
Moon Patrol
Sinistar
Bubbles

HOT!
Little Casino
Legal Casino Games
Inquire....

INTER-SPACE VIDEO SALES

5320 Power Inn Road 'A', Sacramento CA 95820

Phone: 916/386-0100



WE NEED TRADES!

Galaga's; Ms. Pac-Man's—u/r or ctv's
TOP DOLLAR REWARD

ATARI
Tempest \$ 595
Dig Dug 1095
Kangaroo 795
Space Duel 895
Centipede 1395

MIDWAY
Tron \$1695
Pac-Man 1395
Ms. Pac-Man 1995
Omega Race 795
Kickman 795
Satan's Hollow (new) 1895
Super Pac-Man 1895
Galaga 1995

NINTENDO
Donkey Kong \$1295
Donkey Kong Junior 1395
Popeye 1895

STERN
Bagman (new) call
Tut \$1495
Dark Planet 995

SEGA
Zaxxon \$ 995
Frogger 1095
Turbo 1695
Turbo (sit down) 1995
Sub Roc 3-D (new) 1995

TAITO
Jungle Hunt \$1695
Qix 695
Wild Western 1095

WILLIAMS
Joust \$1995
Moon Patrol 1895
Robotron 1495
Stargate 995
Defender 695

WHOLESALE SPECIALIST

LOOKING FOR A GREAT DEAL? UNIVERSE HAS IT!!

Bump 'n' Jump
Star Trek
Buck Rogers
Gyruss

Pole Position
Mr. Do!
Millipede
Star Wars

Zoo Keeper
Congo Bongo
Xevious
Arabian

Super Close out prices

We ship from our east coast/west coast warehouses

BRAND NEW IN THE CRATE

We supply conversion kits

Largest supplier of redemption / prize equipment
Assorted USED games available for immediate delivery

CALL COLLECT



FOR PRICES

Universe Affiliated Int'l., Inc.
314 West First Avenue
Roselle, New Jersey 07203
East Coast (201)245-4222

U.A.I. Pacific Ltd.
693 So. Magnolia Ave.
El Cajon, California 92020
West Coast (619)440-5785

100'S OF USED GAMES FOR SALE!

Locations throughout the United States. Videos and Pinballs always available at good prices from our chain of game rooms!

Call or Write:

Shelley Smilen
Malibu Grand Prix Corp
21300 Califa Street
Woodland Hills, CA
91367
(213) 703-0022
(800) 423-5487



MALIBU FUN CENTERS

ARCADES FOR SALE

- 2 profitable first class arcades
- top locations
- adjoining Baltimore Metropolitan area
- each has 70 plus machines & outstanding decor

\$225,000 each
301/484-4167

VIDEO GAME BUSINESS: in northern California. Good income and good place to raise a family.
916/529-3050 or 916/527-6685

SCHOOL FOR ELECTRONIC GAMES

Two-week course covers video and pins. By Schematics! Our 11th year!
CAL'S COIN COLLEGE, P.O. Box 810,
Nicoma Park, OK 73066. 405/769-5343

WHOLESALE GAME SALES (RECONDITIONED)

All Legal/No Copies

Donkey Kong \$1395.
Tempest 595.
Pac-Man 1395.
Defender 795.
Asteroids 395.
Centipede 1395.

Many More To Sell!

For New Game Prices, Call:
(408)946-4263

!!! ANNOUNCING !!!

THE NATIONAL VIDEO NEWSLETTER

—starting September—

offering a **WEEKLY** report on:

- Actual Nationwide Weekly Earnings On The Top 150 Videos
- Actual Nationwide Weekly Earnings On The Top 25 Pinballs
- New Product Review And Ratings
- Weekly Video Game Index

FOR SUBSCRIPTION INFORMATION
& FREE SAMPLE COPY CALL OR WRITE:

The National Video Newsletter

P. O. Box 10672, Pensacola, Florida 32504

**** 904/476-6387 ****



PUT YOUR IDLE GAMES BACK TO WORK OR YOUR MONEY BACK

Is your **Defender**, **Zaxxon**, or similar video game collecting more dust than coins these days? Just add our Rapid Fire technology and watch your machines jump back into action! If you are like most of our customers, these games will get 33 percent more play with Rapid Fire, and you will recoup your costs in just four days. So why delay? Each day without Rapid Fire is costing you money in lost play.

We are so sure of our product that we are now offering you a no-risk deal. Try Rapid Fire on your machines for up to **7** days. If you are not completely satisfied, simply send it back to us with the original sales receipt. **Your money will be refunded in full, no questions asked.***

Don't watch your potential money makers sit idle. Order Rapid Fire today and get more coins tomorrow.

\$18.⁹⁵ each or 3 for \$39.⁹⁵

(Calif. residents add 6% sales tax.)

Mail check or money order to our new address:

RAPID FIRE

1827 Haight St., Suite 81
San Francisco, CA 94117

*Offer applies to units purchased directly from Rapid Fire only. Units purchased through distributors are not covered by this guarantee.

KLOPP COIN COUNTERS

U.S.A. QUALITY
... and proud of it!

- Metal Construction ... no plastic
- One-Year Warranty... not just 90 days
- Manufactured in America - not foreign made
- Parts always available - not imported
- Proved reliable thru the test of time



1983 is our 53rd year!
Call or write for information

KLOPP®

KLOPP INTERNATIONAL, INC.

P. O. Box 708
Pinellas Park, Florida 33565
(813) 522-9425



FOR SALE

Split Second Reaction Machine

NEW \$1200

USED \$600

Maxine LaMuneon

405/735-2125

P.O. Box 528

Buffalo, OK 73834

UPGRADE YOUR PAC-MAN OR MS.

PAC-MAN! This new conversion gives players a choice between the original game and the faster, more challenging **EXPERT LEVEL**. Guaranteed to increase collections! Game labels and instructions included. Five minute installation. Write for free information or send \$79 per kit to: M.B.N. Electronics Dept. 2, 262 Courtland St., Painesville, Ohio 44077. (In Ohio add 5.5% sales tax)

Chips

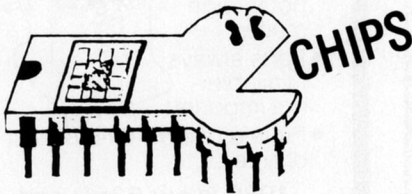
TECHNOLOGY INC.

48 Farrand Street, Bloomfield, N.J. 07003 (201) 429-0855 (800) 526-1374

SPECIAL ANNOUNCEMENT!

BY POPULAR DEMAND, CHIPS PARTS PRICE LIST IS NOW AVAILABLE! SEND OR CALL FOR YOURS NOW!

ASK ABOUT OUR SPECIALS!



GOBBLES UP HIGH PRICES!!!

MEMORY

2716
2516
2732
2532
2708
4116

SOUND

AY3-8910
AY3-8912
A-D converters
AD561J
DAC80
CPU
Z80
Z80A

TRANSISTORS

2N3716
2N3792
SE9302

TTL SCHOTTKY

74LS245
74LS393

& SO MUCH MORE ...
WE CAN'T START TO LIST THEM!

HOT LINE
(800) 526-1374

*• \$50 minimum order. Quantity Discounts
95% of our orders
are shipped the same
day!*

LOW COST LIFE INSURANCE FOR AMUSEMENT INDUSTRY MEMBERS

Non-Smoker/First Year Annual
Premium for \$100,000:

age: 35 - \$96
45 - \$139
55 - \$261

call: 212/245-4497 (collect)

or write: EBS Group
250 W. 57th Suite 1229
New York, NY 10107

** We Underwrite As High As \$10 Million **

COMPLETE BOARD & CRT REPAIR FACTORY

Now open serving the
Washington D.C. area
Compare our prices &
turn around time!!!

703/437-0627

COLOR MONITORS

- High Quality
- Best Value
- Stock In

San Francisco: 415/364-8314
New York City: 516/567-6854
Chicago: 312/441-7666

ALGOL TECHNOLOGY, INC.

SEEBURG JUKEBOXES —FOR SALE—

1ST COME 1ST SERVED
Working/Complete
Ready for Location

LPC1	\$395
LPC480	425
SS160	495
LS1 Spectra's	595
LS3 Apollo's	695
USC Bandshell's	750
DBV2's	250
FC1 Regency	795
STD2 Entertainer's	895
STD3 Sunstar's	995

717/632-7205

NORTHERN CALIFORNIA'S VIDEO CONNECTION

For lowest prices
used games & boards
BUY • SELL • TRADE
916/678-5189

—FOR SALE—

Donkey Kong (while they last) \$750;
Bubbles \$1175; Mario Bros \$1495;
Food Fight \$1295; Star Trek (sd) \$2400;
and others...

BLOOMINGTON, IN

** 812/332-0568 **

WANTED TO BUY

Dig Dug	Ms. Pac-Man
Indian 4 pl good cond.	Super Pac-Man
Amidar	Pac-Man
Centipede	Donkey Kong
Kangaroo	Donkey Kong Junior
Moon Patrol	Tron
Stargate	Galaga (ur)
Turbo	Bally Twin Joker Wild
Monaco CP	Galaxian 2 pl (ur)
Pole Position	Night Driver

- * Used PC Boards & Mr. Do! Boards
- * Need experienced mechanic to work on video and music boxes

ALSO: Rockola, Rowe, Stern, Seeburg, NSM, Willis 1050 Jukebox

TAYLOR SALES COMPANY
2208 Deschaumes Street
Houston, Texas 77026
• 713/222-2625 •

ARCADE FOR SALE

Prime location in Jacksonville, Florida suburb. Area includes approx. 40 games & 2 Rowe changers. Call today for details
904/284-7078

WE NOW DISTRIBUTE COLOR MONITORS

19-inch & 13-inch

CALL US FOR THE BEST PRICES. WE ALSO HAVE ALL LEGAL CONVERSION KITS AVAILABLE & ALL CONVERSION SUPPLIES.

SUZO JOYSTICKS

with micro-switches
POWER SUPPLIES

SOO VALLEY DIST.

440 6th St. N.W., Sioux Center, IA 51250
(712)722-3807

LOWEST PRICES IN NORTHERN CALIFORNIA



CAPITOL DISTRIBUTORS

3718 J Street
Sacramento, California 95816

916/451-6113 916/451-5122

"ATTENTION"

**Operators and Arcade Owners
INVEST IN THE LATEST PROVEN
INCOME GAMES NOW**

**** EXAMPLES ****

DRAGON'S LAIR—Cinematronics
STAR WARS—Atari
CHEXX—Ice
BASEBALL—Sega
POOL TABLES—Dynamo

CONVERSION KITS TOP MONEY MAKERS
Mr. Do! * Mouser * Zoar
Pop Flamer * Star Trek

"PIT BOSS"

This exciting new and LEGAL bar machine is a first in the history of AMUSEMENT CARD VIDEOS. Location tested to bring in more money than any other countertop game on the market. Also available in Cocktail Table Models.

DISTRIBUTORS FOR:

**Dynamo / GDI / Universal / Standard Coin
Changers / Venture Line / Merit
American Communication Labs**

USED GAMES BOUGHT AND SOLD ***

This Month's Special: **MRS. PAC-MAN - Upright and
Cocktail Models \$1845.00**
(While they last)

**WE OFFER THE ULTIMATE IN SALES AND SERVICE
WITH 18 YEARS EXPERIENCE IN THE AMUSEMENT
INDUSTRY.**

—OTHER FEATURES FOR YOUR CONVENIENCE—

- complete parts department
- complete service (no job too small or too large)
- pick-up and delivery service available

\$\$\$\$\$\$\$\$\$\$\$\$

**FINANCING PROGRAMS AVAILABLE
FOR QUALIFIED APPLICANTS**

LOWEST PRICES IN NORTHERN CALIFORNIA

LOWEST PRICES IN NORTHERN CALIFORNIA

LOWEST PRICES IN NORTHERN CALIFORNIA

LOWEST PRICES IN NORTHERN CALIFORNIA

LOWEST PRICES IN NORTHERN CALIFORNIA

AUCTION

—VIDEO GAMES—

AUGUST 27, 1983

10:00 AM

INSPECTION DATE:

Friday, August 26

101 S. Lincoln

Amarillo, Texas

One block from Civic Center

UPRIGHT, COCKTAIL

& PINBALL

Ms. Pac-Man

Tempest

Dig Dug

Donkey Kong

Van Guard

Battlezone

Approximately 175 Games

All games checked by

Authorized Technician

For Information, contact:

Wayne Cox, P.O. Box 8290,

Amarillo, TX 79109

806/358-7453

ARCADE VIDEO SALE - PACKAGE

Bought New \$60,000 - 2 yrs. old

**** excellent condition ****

24 pieces—asking \$23,500

313/335-0270 Ask for Ralph

Rowe 3 hopper coin - token (ur) machine

Frogger (ct)

Frogger (ur)

(2) Centipede

(2) Pac-Man

Tempest

Donkey Kong

Pleiades

Red Alert

Black Hole (pin)

Pharoah (pin)

Omega Race (sd)

(2) Galaga

Defender

Stargate

Battlezone

Asteroid Deluxe

Super Cobra

Qix

Van Guard

Wizard of Wor

* LOCATION READY *

NEW & USED GAMES

Time Pilot

Turbo

Pole Position

Millipede

Kangaroo

Dig Dug

Pac-Man Plus

Congo Bongo

Zoo Keeper

Eight Ball

Deluxe

Fast Freddie

Gravitar

Satan's Hollow

Phoenix

Ms. Pac-Man

Buck Rogers

Stargate

Jungle King

Mr. Do!

Defender

Lady Bug

Tempest

Tron

Super Pac-Man

Space Duel

Pengo

Super Zaxxon

Moon Patrol

* CALL FOR CURRENT PRICES *

**Complete repair service/
Legal Conversions**

**LEARN TO REPAIR VIDEO GAMES
VHS or BETA — \$395**

CPI AMUSEMENT

East Windsor, NJ

— 609/448-0008 —

WANTED

• **Old Seeburg Dollar Bill
Acceptors.**

• **Service Man For Kiddie
Ride Route.**

Sam Holland, 273 Lanakila Road

Kapaa, HI 96746

808/822-5122

GAMES FOR SALE

*** Unbeatable Prices ***

*** All In Excellent Condition ***

MS. PAC-MAN \$1695 * GALAGA \$1595

Asteroid	Galaxian	Qix
Bosconian	Gorf	Robotron
Carnival	Joust	Stargate
Centipede	Make Trax	Super Cobra
Defender	Pac-Man	Tempest
Dig Dug	Pac-Man Plus	Tron
Donkey Kong	Pengo	Turbo
Donkey Kong	Phoenix	Tut
Junior.	Popeye	Van Guard
Frogger	Q*Bert	Zaxxon
Front Line		

- Trade-ins Welcome
- We Ship Anywhere
- We BUY Your USED Equipment

CALL FOR LATEST AVAILABLE GAMES

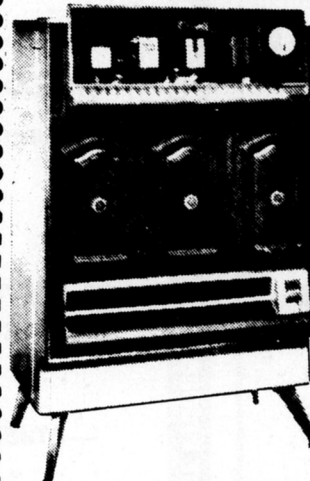
409/569-9649 * 318/462-0225

Houston Area

NEW

PRICE CONVERSION BREAKTHROUGH!!

FOR ROWE CIGARETTE MACHINES



- Will vend up to \$1.75 in increments of 5c.
- Same mechanical dependability using your present totalizer. No electronic components.
- Accepts any combination of nickels, dimes and quarters.
- 4-minute installation on location **OR**
- Send us your totalizer - we will convert it (\$5.00 service charge).

PRICES REDUCED:

\$29.⁹⁵ (in lots of 10) \$34.⁹⁵ (in lots of 1-9)

All orders shipped UPS/C.O.D.

TELEPHONE:

516-928-6868

Coin Up-Date Industries, Inc.

14 Hulse Road

E. Setauket, N.Y. 11733

CABINET SALE

Interchangeable
Upright Model

**ALL PARTS WITHOUT
A PC BOARD**

*** QUANTITY DISCOUNT ***

CALL FOR BEST PRICES:

**213/ 868-8308
929-6575**

If its sitting around collecting dust

\$\$\$\$\$ TURN INTO CASH \$\$\$\$\$

**We are buying the following items:
Call with condition, price, etc.**

- Bally Eight Ball Deluxe accepting bad play fields
- Rowe digital wall boxes
- Seeburg discotheque speakers
- Chicago Coin Ball Bowlers
 - * Gold Medal
 - * Holiday
 - * Monte Carlo
 - * Mardi Gras
- Rowe R-84, 85, 86, & 87 Jukeboxes

**Fairfield Vending Company
614/654-8393
Lancaster, Ohio**

COLLECTORS FOR SALE

**Bally Fireball
\$1250**

• • •

**Williams Sidewalk Engineer
\$1000**

**Working Condition
Original Owners**

609/399-3919

LARGE GAME ROOM

**Excellent Location • 50 Games • Lit Dance Floor with all
Stereo Equipment • Tables • All Equipped Snack Bar
Horse & Pony Rides**

**MUST SELL BECAUSE OF OTHER INVESTMENTS
\$95,000 no down payment**

504/344-9559

ALL TOP VIDEO GAMES

- UPRIGHTS
- COCKTAIL
- P.C. BOARD
- I.C. SPARE PARTS

**Quick Follow-Up
&**

Prompt Delivery

Contact us for lower price & list.

**NASA TRADING
CO., LTD.**

**2-9-8 Higashi Shibuya-Ku,
Tokyo, Japan
Tel: (03)4079603, 4079639
Telex: NASAT J 32243**

**Bank:
The Dai-Ichi Kangyo Bank
Nakameguro Branch
A. C. No. 0111451**

PINBALL MACHINES WANTED FOR CASH

Old, Older, and Oldest

***** Also Parts and Literature *****

CALL A COLLECTOR:

**Steve Young 914/223-5613
Dane Smallwood 206/885-3829
Russ Jensen 805/482-3875
Donal Murphy 312/235-3360
Joe McCarthy 314/532-8386**

**New York
Washington
So. California
Illinois
Missouri**

or Write: Richard Conger, 1947 Coffee Lane, Sebastopol, CA 95472.

**SAVE
THESE
NUMBERS**

707/823-7532

DON'T SIT ON YOUR "ASTEROIDS"!!

CONVERT TO NEW HOT FULL COLOR GAMES
WITH XC-100 ASTEROIDS CABINET CONVERSION KIT

All you need is a PC Board

★ **\$469.00** ★

KIT INCLUDES:

- * 19" color monitor
- * Clear header
- * Monitor mounting bracket (allows both vertical & horizontal picture tube mountings)
- * Picture tube bezel
- * Joystick, buttons, and switches included
- * Tinted plastic safety screen

- * Choice of control panels
- * Monitor bracket template for easy mounting
- * All required hardware
- * Easy instructions
- * All you need is a PC board

other
kits
available

**THIS IS A SUPER KIT! IT IS WELL ENGINEERED & CAN BE
INSTALLED IN LESS THAN 2 HOURS
"YOUR TOTAL SATISFACTION IS GUARANTEED"**

VIDEO GAME OUTLET, INC.

15000 Main Street
Gardena, Calif. 90248

213/516-9525

WANTED ARCADES

Wish to purchase video arcades. Must be located in malls with long term lease. Will consider anywhere in the United States. Send details to:

Play Meter • P. Box 24170 • New Orleans, LA 70184 • Dept. GAC

WILLOW ENTERPRISES

"35 years of experience"

WE BUY, SELL, and TRADE
ALL TYPES OF VIDEO GAMES

We handle: Atari • Bally • Taito • Centuri • Antiques
—and all forms of coin machine equipment—

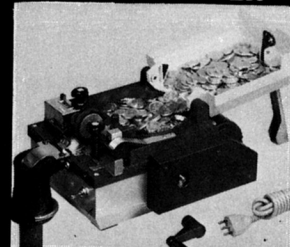
HAVE TRUCK WILL TRAVEL

Call us! Let's Talk Business!

LOU WILNER, LARRY WILNER
in Maryland • 301/768-3400
outside Maryland • 800/638-7879

BELITA

Lightweight portable
COIN COUNTER



BELITA

LIGHTWEIGHT PORTABLE
COIN COUNTER
Manual or Electric

- AUTOMATIC STOP
- INEXPENSIVE
- COIN TRAY SUPPORT
- BAG HOLDER
- FAST
- ONLY 9 POUNDS
- LONG LASTING

R.H. BELAM CO., INC.
1 Delaware Dr., Lake Success, NY 11042
516/488-5600
800/645-6573

(Visa or Mastercard welcome!)

REPLACEMENT MARQUEES

For all current games

\$25

O.E.M. prices available

E-PROMS

2764's - 8.50 each

2732's - 5.00 each

SUZU JOYSTICKS

with micro switches

\$15.00 each

Power Supplies - KGD - 23

\$45.00 each

+5V / 6 amp -5V / 1 amp

+12V / 1 amp

—Used Draw 80 Boards \$100.—

NEW WAY VIDEO SYSTEMS

21 Langdon Street

Everett, Ma. 02149

617-322-2033

GAMES FOR SALE

—Top Quality—

- Videos
- Pokers
- Pool Tables
- Bill changers (Rowe BC-25)
- Jukeboxes

803/873-8063/8072

Xevious \$1695; Millipede \$1625; Food Fight \$1595; Liberator \$1225; Sinistar \$1595; Bubbles \$1525; Joust \$1425; Mappy \$1875; Wacko \$1295; Ms. Pac Man \$1595; Satan's Hollow \$1095; Super Pac-Man (minD) \$1325; Pac-Man (ct) \$1225; Bump 'n' Jump \$1525; Galaga (minD) \$1325; Kozmik Krooz'r \$1395; Mazer Blazer (Video Gun) \$1525; Poo-yan \$925; Cosmic Chasm \$1695; Front Line \$1375; Jungle King \$995; Popeye \$1125; Star Trek \$1595; Super Zaxxon \$825; Congo Bongo \$1495; Subroc 3D \$1325; Monster Bash \$895; Whirly Bucket (ticket mode) \$1625; Grand Slam \$1195; Time Fantasy \$1095; 2-player Marksman Rifle \$975; Star Trek (sd) \$1975. CALL OR WRITE:

New Orleans Novelty Co., 3030 No. Arnouk Rd., Metairie, LA 70002

504/888-3500

FULLY RECONDITIONED VIDEOS

Anteater \$ 895	Jack the Giant Killer . . . 795	Solar Fox (ct) . . . 795
Asteroid (ct) . . . 295	Jungle King . . . 1695	Seeburg 100
Bandito 895	Kangaroo 995	Juke 995
Battlezone 395	Lady Bug 995	Space Duel . . . 895
Centipede 1295	Looping 895	Spider \$ 795
Defender 795	Make Trax . . . \$ 950	Stargate 995
Dig Dug 1095	Moon Patrol . . . 1795	Super
Donkey Kong	Mr. Do! 1295	Pac-Man 1595
Junior 1595	Naughty Boy . . . 795	Tac Scan 1495
Eyes 1250	Omega Race . . . 695	Tempest 895
Frenzy 795	Pac-Man Plus . . 1695	Thief 995
Football 395	Pepper II 895	Time Pilot . . . 1995
Frogger 995	Phoenix 750	Targ 395
Frogger (ct) . . . 895	Phoenix pin . . . 295	Tron 1295
Gorf 795	Ponpoko 1195	Tutankham . . . 1495
Grand	Popeye 1895	Turbo (mini) . . 1795
Champion 1400	Pot of Gold . . . 895	Victory 995
	Qix 895	Warp Warp . . . 775
	Q*Bert 1895	Wild
	Rapid Fire 395	Western 1195
	Robotron 1395	Wizard
	Satan's Hollow . . . 1595	of War 775
		War of the
		Worlds 695
		Zaxxon (ct) . . . 995

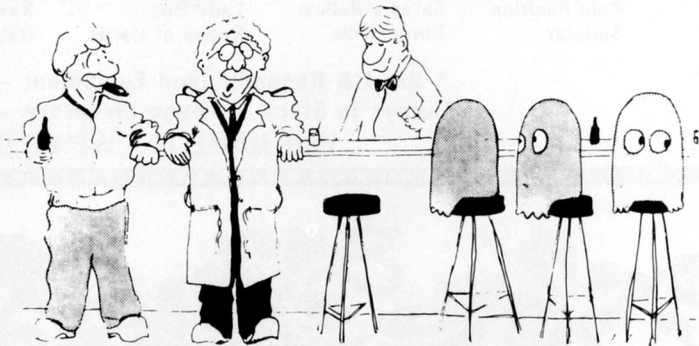


NEW VIDEOS, POOL TABLES,
COIN COUNTERS, CHANGE MAKERS/CALL FOR PRICES

ZIP TRIP VIDEO GAMES, ETC.

821 N. 2nd, P.O. Box 1487, Seminole, OK 74868

(405)382-1000



I WARNED HIM THAT PUTTING IN THOSE ELECTRONIC GAMES WOULD CHANGE THE CLIENTELE HERE!

CONVERSION KIT HEADQUARTERS

MR. DO! \$550

GUZZLER 660

LOST TOMB 495

PAC-MAN PLUS . . . 250

POP FLAMER . . . \$645

ROC 'N' ROPE . . . 695

SINBAD 7 550

ZOAR 650

800/645-6573

516/488-5600

R.H. BELAM CO., INC.

1 Delaware Drive
Lake Success, NY 11042

**** ANYTHING YOUR ROUTE DESIRES! ****

IS IN STOCK NOW
AT'

— ABBEY AMUSEMENT, INC. —

The Operators Distributor — WE CARE!

CALL:

Houston, Texas
713/531-0465

Anniston, Alabama
205/831-8540

Sarasota, Florida
813/351-3797

Call Now For:
SAME DAY SHIPMENT

HUGE PARTS INVENTORY

- Roms & E Proms - Burned & Shipped on Date Ordered •
- NOW IN STOCK**

Journey \$2495;

Pole Position (u/r) \$3195;

Zookeeper \$2095

—PLENTY OF:

Ms. Pac-Man
Galaga
Pole Position
Sinistar

Domino Man
Popeye
Satan's Hollow
BurgerTime

Super Pac-Man
Centipede
Lady Bug
House of Cards

Time Pilot
Joust
Xevious
Baby Pac-Man

Millipede
Front Line
Q*Bert
Jungle Hunt

Looping
Nato Defense
Bubbles
Thief

* Used & Reconditioned Equipment — All Legal Kits
Always in Stock — Huge Inventory — Ready to Ship!

YOU NAME IT - WE'VE GOT IT!



COCKTAIL VIDEOS ONLY

MS. PAC-MAN (Ms.)
+
playmate

SPECIAL

- Ms. & BurgerTime .. \$2895
- Ms. & Donkey Kong 2195
- Ms. & Donkey Kong Junior 2295
- Ms. & Frogger 2245
- Ms. & Galaxian 1945
- Ms. & Joust 2995
- Ms. & Omega Race . 1995
- Ms. & Scramble 1995
- Ms. & Super Pac-Man 2995

All Freshened Up & Rarin' To Go!!!

Reilley Electronics Inc.
2046 Bramblewood Dr.
Atlanta, GA 30329

**** 404/320-1112 ****

RECONDITIONED VIDEOS

WITH 30-DAY WARRANTY

Baby Pac-Man	\$2200.	Popeye	\$2250.
BurgerTime	1600.	Q*Bert	2275.
Centipede	1500.	Robotron	1450.
Defender	750.	Satan's Hollow	1500.
Donkey Kong	1650.	Slither	1200.
Frogger	1200.	Stargate	1100.
Joust	2100.	Super Pac-Man	2075.
Kangaroo	1100.	Tron	1500.
Moon Patrol	1950.	Xevious	2350.
		Zaxxon	1100.

This month only:
15% off listed price
on all machines!

6424 Frankford Avenue
Baltimore, MD 21206



(301)485-3700

COLUMBIA VENDING SERVICE, INC.

NEW CONVERSION KIT

- Route proven money maker
- Convert clumsy track-balls on football and basketball
- 2 Joysticks
- Simple 10 minute installation

— ONLY \$99.⁰⁰ —

NATIONAL ELECTRONICS
414/643-7466

or write: 2740 So. 9th Place, Milwaukee, Wisconsin 53215

USE OUR
SUBSCRIPTION
LINE FOR
YOUR
SUBSCRIPTION
QUESTIONS
(504)
837-7987



CLEARANCE SALE

Ms. Pac-Man	Galaga
4-Player Football	Pac-Man Plus
Omega Race	Centipede
Battlezone	Tempest
Rowe BC25MC Coin Changer	Zaxxon
Frogger	Qix
Robotron	Berzerk
Tron	Donkey Kong Junior
Dig Dug	Defender
Stargate	Asteroids
Joust	Mr. Do!
Donkey Kong	Turbo (sitdown)

All arcade pieces very clean!

All 24 games "\$22,995." or 2 of each (48 games) "\$40,995."
C.O.D. & Freight Collect — other games also available.

11426 S. 98th East Avenue • Bixby, OK 74008

918/492-3476 • 918/369-2407

Marquees • Overlays
Power Supplies • Joysicks
Used PC Boards

Y. C. ENGINEERING
615/793-9142
Telex: 53-4623

Micon Industries, Inc.

introduces the new
A-10 Rapid Fire Module

Featuring:

- adjustable firing rate
- direct fire button hook-up
- withstands 5-15 volts

Hurry and increase
the productivity of your game
with the A-10 Module
for only \$11.95.

For more information, call or write:

MICON INDUSTRIES, INC.

1209 Old Hopewell Road, Suite B-7
Tampa, FL 33619
813/623-5327

PUTT-PUTT® GOLF & GAMES



● Clean ● Excellent Condition
GAMES FOR SALE

Alpine Ski	\$ 795	Pole Position (up)	\$ call
Anteater	595	Pop Flamer	895
Armor Attack	275	Popeye	1195
Asteroids	345	Q*Bert	1645
Asteroids (ct)	295	Qix	495
Asteroids Deluxe	295	Radarscope	345
Asteroids Deluxe (ct)	245	Rally X	795
Astron Belt	call	Red Baron (sd)	495
Baby Pac-Man	call	Rip Off	345
Bagman	1295	Robby Roto	595
Battlezone	350	Robotron	995
Berzerk	645	Satan's Hollow	1395
Bubbles	1295	Scramble	495
Buck Rogers (sd)	1795	Seawolf II	395
BurgerTime	1195	Sinistar	1695
Calypso	595	Solar Quest	295
Carnival	595	Space Duel	595
Centipede	1395	Space Dungeon	595
Champion	call	Space Firebirds	495
Chexx Hockey	call	Space Invaders (ct)	295
Congo Bongo	call	Space Invaders Deluxe	345
Crazy Climber	450	Space Panic	295
Defender	595	Space Wars	295
Dig Dug	1195	Spectar	295
Donkey Kong	995	Star Castle	245
Donkey Kong Junior	995	Star Trek	call
Dragon's Lair	call	Star Trek (sd)	call
Eagle	595	Star Wars	call
Extra Bases	595	Stargate	745
Fax	call	Star V (cockpit)	895
Food Fight	1295	Super Breakout	295
Frogger	995	Super Pac-Man	1245
Front Line	call	Super Rider	995
Galaga	call	Swimmer	1195
Galaxian	545	Tac Scan	995
Gorf	495	Tempest	545
Guzzler	895	The End	395
Gyruus	call	Time Pilot	call
Journey	1395	Tron	1045
Joust	1695	Tutankham	995
Jungle King	1395	Vanguard	495
Kangaroo	695	Warlords (ct)	295
Krull	call	War of Worlds	395
Lost Tomb	895	Wizards of Wor	495
Mad Planet	1795	Xevious	call
Mappy	1495	Zaxxon	995
Mario Bros	call	Zaxxon Super	1395
Mazer Blazer	1195	Zektor	995
Millipede	call	Zoar	1095
Missile Command	495	Zoo Keeper	695
Monster Bash	1095		
Moon Cresta	495	PINBALLS	
Mousetrap	495	Black Hole	\$ 595
Mr. Do!	1095	Black Knight	595
Ms. Pac-Man	1745	Caveman	995
Omega Race	395	Flash Gordon	495
Pac-Man	1295	Flight 2000	495
Pac-Man Plus	1395	Haunted House	795
Pac-Man Plus Kits	100	Hyperball	295
Pengo	795	Laser Ball	295
Phoenix	595	Lightning	395
Pleiades	495	Mars	595
Pole Position (sd)	call	Pac-Man	895
		Rapid Fire	295

Call 301-340-6844
 Putt-Putt® Golf & Games
 1010 Rockville Pike, Suite 204A, Rockville, Md. 20852

"OPERATORS" ATTENTION!

**We Buy All Machines
 TOP PRICES PAID**

Call us about our
 In-House Leasing
 Available.

Pole Position Congo Bongo
 Ms. Pac-Man Star Wars
 Galaga Q*Bert

Rain Bow SysCom

3314 Rain Bow Circle
 Charlotte, NC 28206

704/333-8681



**CHEXX ICE HOCKEY
 ASHTRAY with BRACKET \$6.
 DEAR A-1:**

Please rush (one) A-1 ashtray
 and bracket today before my
 CHEXX game is ruined.

Send by UPS -COD to:

 NAME _____
 STREET _____
 ADDRESS _____
 CITY _____
 STATE & ZIP _____
 PHONE _____

Place this order in envelope
 addressed to:

A-1 ASHTRAY COMPANY

333 N. Queen Street
 Kinston, NC 28501

919/527-8241

ALPHA-OMEGA SALES

PACKAGE DEALS ON MULTIPLE ORDERS!!

Game Specialists • Board Repair

Parts • Expert Consultation

- If it's new in the crate—we'll "split" the freight**
- Call for low prices on the HOTTEST new games.

NEW GAMES

Bubbles	Gyruss	Rowe BC 35 MC
Champion Baseball	Journey	Rowe 87 Jukebox
Chexx Hockey	Krull	Sinistar
Congo Bongo	Mappy	Star Wars
Crystal Castles	Mario Bros.	Time Fantasy Pin
Dragon's Lair	Millipede	Time Pilot
Fax	Pole Position	United Pool Tables
Grand Slam	Rock 'n' Rope	Zoo Keeper

MONTHLY SPECIALS

Greyhound Video Card Games
Countertops in stock!!!
 3 in 1 or 4 in 1; \$1495
Uprights - Any one game; \$1550
 3 in 1; \$1850

CHEXX new & in stock; call
 Bubbles \$1595
 Congo Bongo 1995
 Millipede 2095
 Zoo Keeper 1795

CLOSEOUTS - New

Mr. Do!	\$1495
Pengo	1100
Space Duel	650
Tron	1100
8 Ball Deluxe	1800
Ms. Pac-Man	2350
Solar Fox	875
Domino Man	875

CONVERSION KITS

Mr. Do!	595
Beezer	450
Calypso	495
Pac-Man Plus	275
Roc 'n' Rope	745
Star Trek	850

LOCATION READY SPECIALS

(No crating charge/30-day warranty on logic, monitor & power supply)

Amidar \$ 595	Mappy 1895	Tron 1095
Asteroids \$ 350	Moon Patrol 1895	Turbo (u/r) 1995
Asteroids Deluxe 350	Missile Command 500	Van Guard 595
Astro Blaster 495	Moon Cresta 495	Wacko 1795
Astro Fighter 495	Ms. Pac-Man 1895	Wizard of Wor (u/r & mini) 595
Baby Pac-Man 1995	Night Driver (s/d) 495	Zaxxon 995
Bagman 1695	Omega Race 550	Zoar 1295
Beezer 995	Omega Race (mini) 495	
Berzerk 595	Pac-Man 1295	
Blue Print 795	Pengo 1100	
Calypso 995	Phoenix 795	
Centipede 1395	Popeye 1795	
Defender 700	Q*Bert 2095	
Dig Dug 1250	Qix 695	
Donkey Kong 1295	Robotron 1295	
Donkey Kong Junior 1295	Rowe BC 25 MC 1995	
Football 200	Satan's Hollow 1395	
Food Fight 2000	Scramble \$ 495	
Frenzy 745	Space Duel 695	
Frogger 1095	Space Firebird 495	
Galaga 2050	Space Invaders 275	
Galaxian 695	Space Fury \$ 595	
Jack the	Stargate 895	
Giant Killer 495	Super Pac-Man 1795	
Joust 1795	Tempest 695	
Jungle Hunt 1495	Time Pilot 1995	
Jungle King 1550	Tournament Soccer 350	
Kangaroo \$ 850		
Kickman 895		

** Multiple Orders (5)

PINBALLS

Black Knight \$ 495
Flash Gordon 550
Haunted House \$795
Mr. & Mrs.
Pac-Man 995
Pharaoh 550
Silverball 595
Xenon 695

Many others
as is—\$245 ea.—

Cocktail Tables

Domino Man (new) \$ 850
Donkey Kong 995
Donkey Kong Junior 995
Joust 1695
Jungle King 1195
Stargate 795
Tempest 595
Tron (new) 1100

SPECIAL: .900 tokens only 5¢ each.

OUR REPUTATION IS \$OLID GOLD!!!

3 Coral Street
 Edison, New Jersey 08837
 201/738-1800
 Call Frank or Joe

A DIVISION OF
ALPHA-OMEGA AMUSEMENTS, INC.
 Serving the U.S. since 1969
 Frank "The Crank" Seninsky
PRESIDENT
 (Play Meter's featured technical writer)



ROUTE CLEARANCE SALE

Donkey Kong	\$ 650
Donkey Kong Junior	650
Ms. Pac-Man	1650
Pac-Man	895
Pac-Man Plus	995
Super Pac-Man	1100
Joust	1150
Defender	375
Tron	725
Dig Dug	775
Stargate	550
Robotron	675
Tempest	400
Donkey Kong (ct)	650
Pac-Man (ct)	850
Rowe BC 25 \$5 - \$1	
Bill Changer	1500

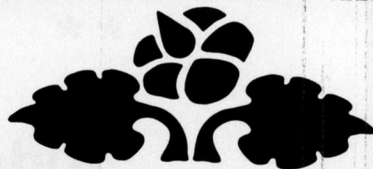
****30 DAY WARRANTY****

B & B VENDING

1560 Edison St., Dallas, TX 75207

(214)747-0041

OFFICES IN: Dallas; Midland/Odessa;
 Amarillo; El Paso; and Oklahoma City



—USED—
PC BOARDS

- TOP GAMES
- BEST PRICES

Call Leslie:

516/293-0087

CONVERSION CENTER

Leading Kits Available

Monitors

Iso. Transformers
 Power Supplies

ALL Game Parts
 COMPLETE REPAIR

S.A.D.I.
 Palm Bay, Florida
 305/724-8388

NEW KIDDIE RIDES

SUMMER CLEARANCE SALE

From: KIDDIE RIDES U.S.A.

	List Price	Clearance Price	Save		List Price	Clearance Price	Save
Crazy Ball Gun Game	\$2895	\$2315	\$580	Police "Chips" Motorcycle	\$2695	\$2155	\$540
Convertible Car	2595	2075	520	Aero Jet	2595	2075	520
Mini Fire Engine	1795	1435	360	Auto Buggy	2395	1915	480
Mini Police Car	1795	1435	360	Big Bronco Horse	2295	1835	460
Mini Bunny Ride	1795	1435	360	Dumbo Elephant	2495	1995	500
Submarine	2495	1995	500	Ferrari	2595	2075	520
Luigi (Dancing Pizza Maker)	1495	1195	300	3 - Wheel Honda	2595	2075	520
1 - Seat Ferris Wheel	2895	2315	580	Red Baron Airplane	2395	1915	480
Lotus Race Car	2495	1995	500	Musical Circus Horse	2595	2075	520
Team Lotus	2495	1995	500	Patrol Boat	2395	1915	480
Chopper	2295	1835	460	Roundabout	2495	1995	500
Sky Rider	2295	1835	460	Sante Fe Train	2595	2075	520
				Video Race Car	3395	2715	680

**** LIMITED SUPPLY ****

so call:

Kiddie Rides U.S.A. (Toll Free)

1-800/553-8000

GAME ROOM CLEARANCE SALE (All Games Excellent Condition)

VIDEO UPRIGHTS

ATARI	
Centipede (5)	\$1195
MIDWAY	
Ms. Pac-Man	1695
Galaga	1695
Super Pac-Man (2)	1395
GOTTLIEB	
Q*Bert	1750
NINTENDO	
Donkey Kong (2)	1095
Donkey Kong Junior (2)	995
Popeye	1395
WILLIAMS	
Joust (2)	1395
Robotron	1195
SEGA	
Frogger (2)	895
Zaxxon	695
Turbo (sd)	1195
Monaco (minD)	895
TAITO	
Jungle King (3)	1395
CENTURI	
Phoenix (3)	795
Vanguard	595

CHEAPIES

Tempest	\$ 495
Space Duel	475
Lazarian	395
Wizard of Wor	495
Defender	495
Berserk	495
Gorf	495
Blue Print	495
Solar Fox	595
Make Trax	495
Armor Attack	325
Omega Race	350

COCKTAIL TABLES

Super Pac-Man (2)	1295
Donkey Kong (2)	895
Centipede (2)	1095
Frogger (2)	795
Pac-Man	895

PINBALL

Mr. & Mrs. Pac-Man (2)	695
Speakeasy	595
Superman	195
Space Invader	450
Stellar Wars	195

MISCELLANEOUS:

Set of 4 Boom Balls (excellent condition). Perfect addition to a large Family Entertainment Center. *** \$9,500.00 ***

Set of 6 Remote Control Cars by Alter Tornado (Again a novel piece that really attracts the family). *** \$9,500.00 ***

An Alcohol Breath Analyzer / Coin Operated (A terrific service for your Accounts). *** \$995.00 ***

All Equipment Available After August 29, 1983

!! CALL NOW TO RESERVE !! 419/865-4354

MANY GAMES MANY PRICES

Centipede	\$ 895
Dig Dug	995
Donkey Kong	895
Jungle Hunt	1395
Ms. Pac-Man	1445
Pac-Man Plus	1095
Robotron	975
Stargate	745
Turbo	1745
Zaxxon	745

All original games (Street Ready)

** Limited Quantities **

U-NEEK ENT. Plymouth, Meeting PA
215/828-2330

PHOTO MACHINES

WE BUY AND SELL

CHEMICALS, FILM, PARTS
BEST PRICES GUARANTEED!

ED HANNA

P.O. Box 290777 Davie Florida 33329

305/474-5888

\$\$\$BUY NOW & SAVE\$\$\$

SPECIAL PRICES

19" Monitors \$210.00 ** Power Supplies \$37.50 ** Joy Sticks \$10.95

*** CONVERSION KITS ***

Mr. Do! \$549. ** Roc 'n' Rope \$745. ** Guzzler \$695

We Can Satisfy All Your Video Game Needs.



CALL NOW !!

LEISURE TIME AMUSEMENTS
266 Jericho Turnpike, Floral Park, NY 11001

516/326-1121 or 212/343-9848

Star Earnings with:

Star Wars * the game

Star Trek * the kit
(includes monitor, pc board, harness, power supply & graphics)

OTHER KITS AVAILABLE

used Pole Position - \$2850

AMS Distributors

8431 Mastin Drive
Post Office Box 4057
Overland Park, KS 66204
913/642-9744



WE BUY AND BARTER

Rain Bow SysCom will pay you top prices or Barter your Equipment for what you need. We Guarantee to BEAT any legitimate offer you may have.

WE NEED!!!

**Video Games
Ups / Tables
Pinballs
Gaming-Style Machines
Kiddie Rides**

**Novelty Games
Jukeboxes
Table Games
Change Machines
Food & Drink Machines**

**OPERATORS - Call about
our leasing available!!**

**All items must be in good
condition and original—No knock-offs.**

**RAIN BOW SYSCOM
3314 RAIN BOW CIRCLE
CHARLOTTE, NC 28206**

704/333-8618

NEWS BRIEFS

By Dawn Adorno

According to the New York Times, Atari's new chairman, James J. Morgan, plans to push the company more toward home computers and educational tools and to make Atari less dependent upon games. Home computers now account for approximately 21 percent of sales, while games bring in 77 percent of revenues. Morgan, former executive vice president of marketing at Phillip Morris Inc., told the Times, "the biggest challenge is to transfer the culture of Phillip Morris into a company that got too big too fast and hasn't yet understood how to be a big company and a successful company.".....

Video's declining popularity has dampened the Tennessee state legislature's hopes to raise \$4 million by imposing a \$100 per year tax on video games. Jack Sammons, president of the Amusement and Music Operators of Tennessee, said that the number of arcades in the mid-south area of the state has dropped from approximately 250 to 150 since last year. Jerry Porter, manager of Game Sales Company, a distributor, estimated that income from video games has dropped 50 percent since last year on the estimated 5,500 games in the mid-south. He added that videos' earnings have dropped nationwide from approximately \$160 per game per week to about \$80. Home video systems and the public's demand for new entertainment are among factors blamed for the recent decline. Sammons, however, feels that the industry will "rebound stronger than ever," according to the Memphis Mid-South Business newspaper.....

Businesses with four or more video games in Sunnyvale, California, will be considered entertainment and require a permit, the council decided in July. The permit costs \$325. Council member Larry Stone, who questioned the permit, said, "we ought not to lose sight of the fact that we are sitting in the heart of where that industry began. I'm a little bit queasy about too much regulation in that area.".....

In Riverside, California, the city planning commission denied a city permit revision to allow the Church of Sciologos to operate an arcade in its building. The church, which broke away from the Church of Scientology last fall, was operating the University Arcade without the city's permission.....

The New Westminster, British Columbia, council will send a resolution this fall to its provincial government requesting that it give municipalities the power to regulate the use of video games, especially by teenagers. The city's licensing and public solicitations committee proposed the resolution to aid a local operator who complained of unfair competition, according to the city newspaper, the Columbian. The city's amusement hall bylaw regulates arcades but not pool halls or grocery stores. Alderman Sandy Tompson, who opposes the resolution, said that the government should not try to regulate what people choose to play.....

C H A M P I O N

Baseball



**IT'S NOT THE SAME OLD THING. IT'S NEW. IT'S DIFFERENT.
CHAMPION BASEBALL IS YOUR CASHBOX "HOME RUN"
WITH GREAT LOCATION STAMINA.**

Choose your favorite team and play against the computer. Up to bat or out in the field, on the mound or tagging the base, Champion Baseball is so real . . . the only thing missing are the hot dogs!

All the great action of Champion Baseball is presented in two unique views showing both the ball field and a special "Isolated Close-up" of the batter and the pitcher — just like sports on television. Be a ball player. Be a manager. Everything that



happens in a real ball game happens in Champion Baseball.

Champion Baseball is the best street location piece to come along in years. Put all the excitement and strategy of America's favorite sport in your dugout and let the fans say thanks, over and over again.

See your SEGA distributor today, and get on the winning team.

Upright: 70.89" high, 25.4" wide, 31.87" deep, 335 lbs.



SEGA Enterprises, Inc.
5555 Melrose Avenue
Los Angeles, CA 90038
(213) 468-4800
TWX 688433

SEGA Enterprises, Inc.
16250 Technology Drive
San Diego, CA 92127
(619) 485-0910
TWX 910-336-1621



©1983 SEGA Enterprises, Inc.

SEGA Enterprises, Ltd.
#2-12 Haneda, 1-Chome
Ohta-ku, Tokyo
Japan
TLX 781-22357

SEGA Europe, Ltd.
15 Old Bond Street
Mayfair, London
England
W1X 3DB
TLX 851-22512

**D. GOTTLIEB & CO.
IS NOW**

**MYLSTAR
ELECTRONICS
INC.**



D. Gottlieb & Co. is preparing for a future even brighter and more innovative than our past.

To reflect these changes, we have chosen the new name Mylstar Electronics, Inc.

This name was created to evoke a vision that is brilliant, far-reaching and unique.

Mylstar Electronics is the magical world where exciting new entertainment products are being created to meet tomorrow's needs.

MYLSTAR ELECTRONICS, INC.

**165 West Lake Street
Northlake, Illinois 60164
Tel (312) 562-7400
Telex 72-8463**

**A Columbia Pictures
Industries Company**

**MYLSTAR
ELECTRONICS
INC.**

**THE NEW STAR IN
ELECTRONIC
ENTERTAINMENT**