

FOR THE GOIN'-UP ENTERTAINMENT INDUSTRY

PUBLISHED TWICE MONTHLY

PLAYMETER

FISCAL

DECEMBER 15, 1984



GEMINI

LIBRA

ARIES

VIRGO

SAGITTARIUS

CAPRICORN

SCORPIO

1984

THE YEAR IN REVIEW

LEO

TAURUS

CANCER

AQUARIUS

THIS NEW CONVERSION KIT IS ABOUT TO MAKE YOUR PAC-MAN® A WINNER AGAIN!

IT'S AN INEXPENSIVE SUBSTITUTE THAT'LL DARE THOSE WHO THINK POLE POSITION II IS THE ULTIMATE RACING GAME!

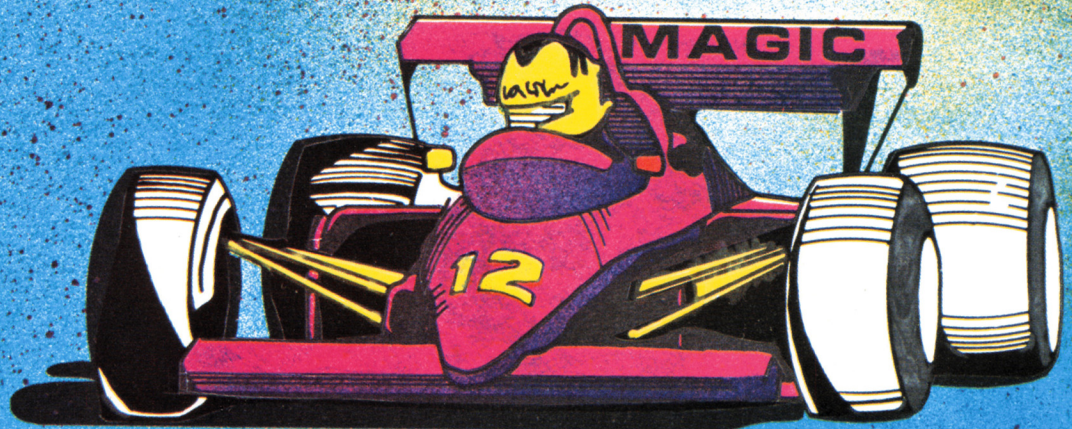
THEY'LL BE BACK TIME AND TIME AGAIN TO MEET THE CHALLENGE AND YOU'LL MAKE THE MONEY YOU DESERVE!



Copyright by Taico Electronics
Licensed to USA for Magic Electronics
DRIVING FORCE™

PAC-MAN®
MID-WAY CORP.

POLE POSITION II™
ATARI



DRIVING FORCE™

KIT INCLUDES OVERHAULING FOR THAT 'NEW-AGAIN LOOK'

KIT INCLUDES: SIDE DECALS, HEADER, FRONT PANEL, CHIPS AND MODULE, NO SOLDERING OR WIRING!

PRICED
FOR
QUICK RETURN
ON
YOUR INVESTMENT!

MANUFACTURER
Magic Electronics Inc.
1391 Park Avenue
Cranston, RI 02910

MAKE YOUR PAC-MAN A WINNER AGAIN!

DISTRIBUTOR

MONEY-BACK
GUARANTEE!

PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry

 BPA Member Business Publications Audit

Member



CONTENTS/ Volume 10, Number 23/December 15, 1984

FEATURES

Special Year in Review Section

Even Orwell Couldn't Predict How Bad It Was 23

1984 was not a year to write home about in the coin-op amusement business, but the editors have compiled a yearlong summary of industry events for those with the morbid sense of re-reading all the gory details about the year the video boom turned to bust.

Guide to Play Meter 1984 29

A complete index to all feature stories, news articles, regular departments, and product introductions appearing in the pages of *Play Meter* during the past year.

Every Which Way But Up 39

Correspondent Roger C. Sharpe takes an overview at the year's uneven introduction of new equipment and draws some conclusions about the industry's direction in 1985.

The Economics of Leasing Vehicles 40

Correspondent Joseph Arkin explores the feasibility of operators leasing their company vehicles.

Cigarette Vending, Minors, and the Role of NAMA 52

The ubiquitous decal forbidding the sale of cigarettes to minors was the work of the national vending association (N.A.M.A.).

DEPARTMENTS

6 Up Front
7 Letters to the Editor
9 News
12 National Play Meter
44 Coinman Interview

54 Tax Tips
57 Frank's Cranks
59 New Products
60 Aids to the Trade
62 Classified Advertising

Cover Design: by Margret Vincent. If one can tell the future by examining the past, then this "Year in Review" Issue should serve as the industry's astrological guide to 1985 and thereafter.



PEACH STATE Distributing Co.

For 31 years The Dependable Supplier to the Coin Machine Industry,
with Quality Parts and Supplies at the Lowest Possible Prices. For . . .

- VIDEO . . . • INTEGRATED CIRCUITS . . . • PHONOGRAPH
- AMUSEMENT GAMES . . . • SOCCER & POOL TABLES
- ELECTRONIC SUPPLIES . . . • VENDING MACHINES

"We Guarantee Satisfactory Service"
PARTS CATALOG AVAILABLE UPON REQUEST.

PARTS DIVISION . . . 1040 Boulevard S.E.
Atlanta, Georgia 30312
Phone 404-622-4401

Toll Free Phone . . . 1-800-241-1346 (except in Georgia)

NOTICE:

ABSOLUTE PUBLIC AUCTION of 150 videos and flippers

Everything will be sold regardless of price!!

Auction will be held at:
6400 Frankford Avenue
Baltimore, MD

on
Saturday, November 24 at 10:30 a.m.

Any questions can be answered by phoning:

301/485-3700 (collect)

Machines supplied by:
Columbia Vending, Inc.

Publisher and Editor:
Ralph C. Lally II

Associate Editors:
Valerie Cognevich
David Pierson

Art Director:
Katey Schwark

Typographers:
Jo Ann Anthony
Diane Cooper

Graphics Designer:
Margret Vincent

Technical Writer:
Frank Seninsky

Correspondents:
Dawn Adorno
Mary Claire Blakeman
Laura R. Braddock
Bill Kurtz
Gene Lewin
Charles C. Ross
Roger C. Sharpe

Advertising Manager:
Karen Gray

Circulation Manager:
Renee' C. Pierson

Accounting Manager:
Susan Diggs

European Representative:
Esmay Leslie

Counsel:
Rufus King

PLAY METER, December 15, 1984.
Volume 10, No. 23. Copyright 1984 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
office: 6600 Fleur de Lis, New Orleans,
La. 70124; **Mailing address:** P.O. Box
24170, New Orleans 70184, U.S.A.;
phone: 504/488-7003. 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 with-
out expressed permission.** The editors
are not responsible for unsolicited man-
uscripts. **Play Meter** buys **all rights**,
unless otherwise specified, to accepted
manuscripts, cartoons, art work, and
photographs. Second-class postage
paid at New Orleans, LA 70113 and
additional mailing offices. **Postmaster:**
Send Form 3579 to **PLAY METER**, P.O.
Box 24170, New Orleans, LA 70184.

European Office: **PLAY METER** Pro-
motions, "Harescombe" Wafford Road,
Northwood Middx. England, North-
wood 29244.



THIS IS A BACK POCKET

While walking the aisles at the AMOA, check what those exhibitors have in theirs. If you look closely, you'll probably see a distributor or two in every back pocket. But you won't find us in any of them. That's because Central Distributing is one of the few independent distributors left in the industry.

Family-owned, committed to the operators—we do business the old-fashioned way—with seat-of-the-pants advice based on 40-plus years of experience.

**CENTRAL
DISTRIBUTING COMPANY**

3814 Farnam Street • Omaha, Nebraska 68131

402/553-5300



UP FRONT

NO WAY TO GO BUT UP

One day my son came home from kindergarten and said, "Mom, I have a new girlfriend. Patricia and I are in love."

Surprised at his use of the term, I asked how he knew he was in love.

"She told me," he replied matter-of-factly.

— Donna C. White, Readers' Digest, October, 1984

The industry has hit bottom. How do we know? *Everyone* told us so. No matter how good or how bad things are, you can always count on someone to say things are worse...and someone else to claim things are far far better. But this time, there was pretty much a consensus from all sides. Why?

Because the industry has hit bottom. Maybe because everyone has learned that operators are healthier than they've been in quite some time, or maybe it's because the manufacturers and distributors are finally listening to instead of talking at operators, or maybe it's simply because there's nowhere to go but up. Whatever the reason, there's more optimism in the coin-operated amusement industry than there's been in a long time.

Now that the industry has definitely hit bottom, operators know it's time to pick up the pieces of their businesses and get on with the future. For the past two years, manufacturers and distributors, madly scrambling to survive, have created a buying climate where operators would be insane to buy. And operators are a whole lot smarter than that. By nature, operators don't run their businesses based on what *might* come along. And manufacturers and distributors alike were constantly promising the future was only a game away. "Don't buy videos, laser games will be here tomorrow." "Don't buy laser games, videos are cheaper." "Don't buy videos, conversions for all the games will be available next week." "Don't buy conversions, pins are coming back!" Seems there's always something better coming along.

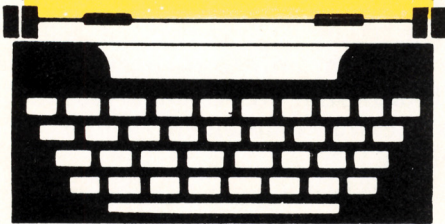
In an old Model T automobile manual, owners were informed, "There are so many improvements on the newest models that we foresee no new additions possible. Therefore, this manual should be complete for all automobile owners in the future." It sounds absurd now; but, at that time, the car manufacturer truly believed the best had come, and so did his buyers. Today, by contrast in the coin-op amusement industry, the industry feels the exact opposite—that the best product is still ahead of them and yet the future is somehow behind.

You see, the industry has indeed hit bottom, and that's why everyone has a more positive outlook for the future. There's no more looking over one's shoulder, half-expecting that, as soon as you buy, things will have changed making your buying decision a big mistake. Operators are getting back to the basics, and that means simply that they're thinking like they did in the old days. If they needed equipment, they went out and got the best equipment available to suit the location's needs. No longer does the operator feel forced to buy because of a competitor's mad scramble to have the latest hit game. Those dollars are still in the industry, and they're where they belong, in the operators' pockets. If he needs a new video game, he knows where he can get it. And if he needs a pinball, he knows where to get that, too. But, more importantly, if he needs to update his route with a new pool table or jukebox, he's not going to feel he can't because he's got to have some money left over in case tomorrow brings a must-buy video game. There are no more must-buy games out there, and that's why operators can finally get back to updating their routes sensibly.

Valerie Cognevich

Valerie Cognevich
Associate Editor

Letters to the editor . . .



Making money

As vendors, we've told locations, "Hang on till Spring." As summer came, we told them, "Hang on till Fall." Oh, yes, it's slow around July fourth. The firecrackers catch all the quarters.

I hear the same lines doled out in newsletters from manufacturers and distributors. The reason the laser didn't revitalize the industry is the 50-cent play. So now we vendors have to downgrade to 25 cents.

I compare the claims of the video manufacturers to that of the petroleum distributors. They want the station operators to drop *their* profit price to compete with other stations. Nothing is mentioned about higher utilities, labor, and taxes the station incurs. Nothing is

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 subject to standard editing. Be concise.

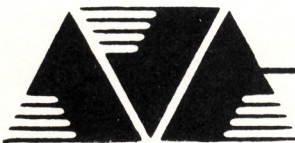
mentioned that they'll have to pay for this out of less profit if they drop their prices.

Let's take another look at our customer. He's the same one who said, "If cigarettes go to 40 cents, I'll quit." And that customer said the same thing at 50, 60, even 75 cents. And now cigarettes are \$1! Has he quit?

If gasoline goes up ten cents per gallon, will that customer quit driving?

I say make all your 25-cent videos into 50-cent videos. Then the lasers will get the same play, and the operator can make some real money off his other videos. What video market we have is hooked in the same way that what market the movie theaters have is hooked. And the movie theaters have no qualms about raising their ticket prices.

The way to stay in business is to make money, and the way to make money is to go to a national 50-cent



Audio Visual Amusements

Offering the finest new and used equipment

REPRESENTING LEADING FACTORIES

• SALES, PARTS, SERVICE •

NEW IN CRATE

(Cine.) <i>Dragon's Lair</i> (1000 disc) \$1595	(Nin.) <i>Donkey Kong 3</i> \$1045
(Myl.) <i>M.A.C.H. 3</i> \$1695	(Nin.) <i>Mario Bros.</i> \$1095
(Nin.) <i>VS System</i> call	(Zaccaria) <i>Farfalla</i> \$1795
	(Nin.) <i>Punch-Out</i> call

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)

"Quality Is Our Family Tradition"



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



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

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

HOFFMAN & HOFFMAN
P.O. Box 896, Carmel, CA 93921

video. The manufacturers can help by incorporating popular pin features—such as an extra man, a chance to win entire free games, or a chance to match features. And they can make kits to incorporate these bonuses also.

The 50-cent video will work.

Russ Morgan
Harrison, Arkansas

More high bull

The article by Charles Ross, "Alternatives for the Arcade Operator," (*Play Meter*, July 1, page 31) ignores the history of arcades and is way off base in its conclusions.

It is true that in today's market we must consider any and all changes, with no sacred cows. By settling, however, on "No Food, No Smoke, No Drink" rules as his primary target for changes, Ross has made a poor choice.

The High Tech/High Touch argument is an interesting one; but as applied to our business, it falls apart with the inaccurate statement that there is "...no High Touch...in the arcade..."

Ross then blames this purported lack of High Touch for the rebellion against arcades by parents and legislators.

The rebellion was actually born of the parents' and legislators' recollection of the arcades and pinball parlors of their own adolescent years. Without the very rules which Mr. Ross wants to abolish, these places were often smoke-filled hangouts.

Those recollections of the older generation were reinforced by the large numbers of new operators who entered the business in 1979, 1980, and 1981. The new guys were either unaware of, or uninterested in improving, the historically negative image of arcades.

In their ignorance, or in their quest for the fast buck, they had no rules and little supervision of their locations. The image which resulted confirmed the worst fears of parents and legislators and exacerbated the regulatory backlash.

The majority of operators who

survive today have done so in large part because they run clean operations *with* rules and supervision.

Those rules contribute to the key factors of a viable arcade business in today's climate: location, equipment quality, customer service, financial controls and good management.

The High Touch is important, but should be enhanced by elements such as people-oriented promotions and well-trained attendants schooled in customer relations and service. The polite enforcement of select rules can only contribute High Touch and are essential to the successful amusement center of today.

George P. McAuliffe
Regional Manager
Time-Out Family
Amusement Centers, Inc.
Manassas, Virginia

Fuss over foos

Our company purchased the registered trademark "Foosball" owned by a previous table soccer game manufacturer and distributor. This mark was registered in the U.S. Patent and Trademark Office in 1966 by Patterson International Inc. and has been actively in use since that time.

All rights in this mark for the entire United States and other countries where U.S. copyright and trademark registrations are upheld were obtained by an assignment from Patterson.

We would appreciate it, when referring to the generic name of table soccer, that you refer to it by its proper Germanic spelling Fussball unless, of course, you are referring directly to our registered trademark, our company, and its product. For your reference, the U.S. Trademark Registration Number is 816922.

I thank you for your kind consideration in this matter and should you have further reason for inquiry, I may be contacted at the address herein.

Michael P. Dickinson
Import Distributors, Inc.
Seattle, Washington

NEWS

SAN DIEGO OPERATOR FILES ANTITRUST LAWSUIT AGAINST BALLY AND OTHERS

A distributor of video game equipment in southern California, Cameron Musical Industries, has filed an antitrust lawsuit against Bally Manufacturing Corp., one of its distributors, and others, alleging a group boycott by the defendants against Cameron. But a spokesman for the distributing company claims it has never refused to deal with Cameron; it simply has required Cameron to pay cash with order because of Cameron's poor credit history with the distributor.

The suit, filed August 16 at the U.S. District Court for the Southern District of California, named as defendants Bally Manufacturing Corp. of Chicago; C.A. Robinson & Co., a Los Angeles distributor of Bally equipment; Sons Amusement Company, an operating company owned by two of the principals of C.A. Robinson & Co.; and the principals of C.A. Robinson & Co. (Leah, Ira, and Sandy Bettelman, and the estate of the late Al Bettelman).

The plaintiff in the suit, Cameron

Musical Industries, is a New York corporation doing business in the San Diego area as Bordy Music Company.

The suit alleges that Bally has sought to monopolize the coin-op amusement equipment market nationwide by unlawfully excluding local dealers and distributors. The suit further contends that Bally's vertical absorption of its distributors, its refusal to deal with certain distributors and dealers, and its pricing on its equipment and repair

(continued on next page)

KONAMI BUYS INTERLOGIC

Konami Industry Co., Ltd., one of Japan's largest software manufacturers, has purchased Interlogic, Inc., a video game company based in Elk Grove, Illinois. Under the terms of the agreement, Konami will close its Torrance, California, office and relocate at the Elk Grove address of Interlogic.

The joint announcement was made by Kagemas Kozuki, president of Konami, and Ben Har-El, former owner and president of Interlogic. Har-El will assume the position of president of Konami; and Frank Bundra, former vice president at Interlogic, will continue in his capacity as vice president of Konami.

"To be afforded this opportunity is truly a great honor," said Har-El. "All of us here in Illinois are ex-



Kagemas Kozuki



Ben Har-El

tremely proud to become part of the Konami family and have committed ourselves to carry on the Konami tradition of excellence and quality.

Konami and Interlogic have a long-standing tradition in joint

ventures. Together, they have produced and marketed such conversion kits as *Mega Zone*, *Roc 'N Rope*, and *Pandora's Palace*. Konami has also produced on its own or had marketed by other video game firms such games as *Time Pilot*, *Gyruss*, and *Time Pilot '84*.

"Ken Ichiki has done a fantastic job in promoting the Konami name in the United States," Har-El continued. "The joining of our forces will have a tremendous impact on this industry. Consolidating the two separate entities and relocating in the heartland, Chicago, will enable us to continue to bring more and even better games to the market."

Konami recently exhibited its newest game, *Super Basketball*, at the AMOA Show in Chicago. •

THE CALENDAR

November 15-17

1984 IAAPA Convention and Trade Show, Market Hall, Dallas, Texas. Contact IAAPA at 312/766-0881 for more information.

1985

January 17-21

Second annual Induferias Show, Valencia, Spain. For information, contact Induferias at Apartado 476, Valencia, Spain. Telephone: 364-00-11. Telex: 62435 Feria E.

March 1-3

Amusement Showcase International, Expocenter/Downtown, Chicago, Illinois. Telephone 312/771-3290.

March 4-7

AMOA Executive Development Program, The Center for Continuing Education, Notre Dame, Indiana. Telephone 312/654-2662

March 29-31

Amusement Operators Expo (AOE), New Orleans Convention Center (site of 1984 World's Fair). Flagship Hotel—Sheraton/New Orleans. Telephone: 504/488-7003.



Did You Know . . .



Van Brook offers these handsome Trade Stimulators . . . They're Vending Machines, and completely legal.

VAN BROOK OF LEXINGTON

P. O. BOX 5044 LEX, KY. 40555

606-231-7100

What was the talk of the AMOA?

See the

January 1 issue for the scoop.

NEWS

parts is exclusionary and unlawful.

The suit also contends Bally has violated the Racketeer Influenced and Corrupt Organizations Act of 1970 (RICO). According to the complaint, the RICO Act was violated by a pattern of unlawful acts that include "group boycott, discriminatory practices, predatory practices, and the unfair subsidy of competitors; and in an attempt to gain an unfair competitive advantage, monopoly, exclusionary acts, exclusive dealings, territorial restrictions, both vertically and horizontally, and fraud."

However, when contacted by *Play Meter*, Sandy Bettelman said his company has never stopped selling to Bordy and, in fact, is still selling to the company. Bettelman added that C.A. Robinson recently had to sue Bordy for debts the San Diego company had not paid.

"Bordy lost that suit," said Bettelman, "and they're now paying us for equipment that was purchased in the past. Even now we will sell to them, but we have put them on a C.O.D. basis because of their past history."

Joel Weinberg of Cameron did not want to talk about his company's current buying from C.A. Robinson, though he did admit his company was now paying C.A. Robinson for past debts as a result of the suit it lost.

Bordy also claims that Sons Amusement sold him a large route of Safeway stores and then, in a breach of a verbal contract, continued to compete in that area.

Bettelman, however, claimed Sons Amusement never agreed not to operate in the area. "We are both large corporations," Bettelman said, "and we would not have verbally agreed to things that did not appear in a written contract. It just wouldn't make any sense to do that."

He continued by adding, "Also, we do not solicit locations and still have the same ones we had before

they bought the route."

Bordy has also charged that C.A. Robinson has sold to Sons Amusement at a lower cost than it has to other operators, with the purpose of injuring competitors.

Bettelman also disclaimed this, saying that the contention was not based on any evidence at all since the only way Bordy could even base such a claim would be if it had access to C.A. Robinson's books.

"The fact is," said Bettelman, "we treat ourselves the same as other customers."

Bettelman also intimated that his companies may possibly file a countersuit. "We would do much better financially to settle this out of court," he said. "But the whole suit is so unfounded we just can't let them get out of it that easy."

Bettelman suggested that Bally must have been included in the lawsuit because of the industrywide rumor that Bally was going to take over C.A. Robinson.

"And that isn't even true," Bettelman said. "Otherwise, I can't see why other manufacturers were not included in the suit because we sell other lines of equipment."

Bettelman's reference was to another charge in the suit that Bally illegally designated C.A. Robinson as their distributor and would not sell direct to Bordy.

When asked why he was singling out Bally for this common practice of appointing regional distributors, Weinberg stated, "Other manufacturers may also be subject to this litigation."

He added, "This suit is definitely not the nickle and dime lawsuit Bally has said it was. I don't even want to make further comment except to say that C.A. Robinson is known for what they're known for, and this case will be fought in court to the end. I think they all know it is a substantial lawsuit because Bally hired the best lawyers in Chicago to fight this." ●

Smithsonian to have coin-op display

Through the coordination efforts of AGMA, a presentation of coin-op equipment was made to the Smithsonian Institute in Washington D.C.

Nolan Bushnell donated *Pong*, Bally Midway donated *Pac-Man*, Cinematronics contributed a *Dragon's Lair*, Game Plan donated a *Sharpshooter II*, and Video Music International donated a *Star Time Video Jukebox*.

Each game represents a milestone in the history of the coin-op entertainment industry. Of course, *Pong* was the game that began it all, *Pac-Man* became the symbol of video games and their significant impact on the public, *Dragon's Lair* was the first laser disc game, *Sharpshooter II* encompasses the marriage of solid-state electronics to pinball,



Sharpshooter II



Dragon's Lair

and *Star Time* represents the video jukebox.

The Smithsonian is interested in making a permanent display outlining the history of the coin-op industry and is looking to increase its collection of games. They now have a 1930 Jennings pinball and a 1946 Wurlitzer jukebox.

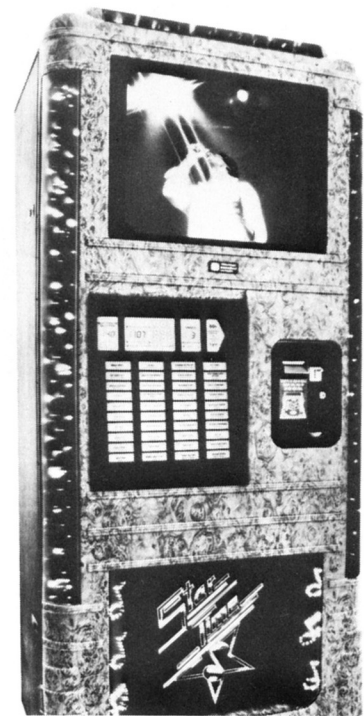
Lynn Pearson, AGMA director of communications, said, "This is something that all in the industry should be very proud of. This week (October 1) was declared High Tech week by Congress, and it was appropriate that we should make this presentation at this time. Anyone who has a piece of equipment they would be interested in donating, please contact me about it."

The Smithsonian is approached daily by people interested in donating things, but it is very selective and screens everything to make sure it is a viable piece of American history. For now, the games will be a part of the research department.

"We hope this is just the beginning of a long relationship with the Smithsonian," Pearson said. ●



Pac-Man



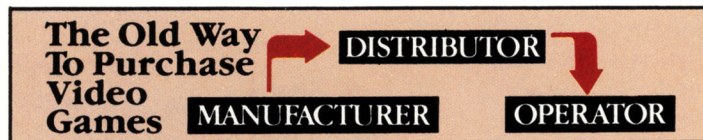
VMI's Video Jukebox

ATTENTION VIDEO

You Can Direct Fro

The Shortest Distance Between Two Points.

It's always been a straight line, so why should things be different when you purchase video games? Centuri's Direct Connection is just that, a direct line between you and one of the industry's leading manufacturers.



The New Way



So What's In It For Me?

Cost savings . . . big cost savings. Now that you can buy video games direct from Centuri (both dedicated and full PCB conversion kits), you will be paying prices equal to or below distributor cost . . . that's a savings of up to 40%. In today's competitive market, what more can you ask for?

What About Service?



With a smile and a great deal of speed. Centuri's nationally recognized Customer Service Department will assist you with any problems that should arise, very often right over the phone on our toll-free service hotline. And, of course, there is fast turnaround on any repair

problems sent to the department.

All Right, Let's Talk Product.



Remember, we are the company that has brought you such blockbuster hits as Time Pilot,[™] Gyruss,[™] Track & Field[™] and Hyper Sports.[™] Proven money makers and proven quality. And now, to add to this collection of video game favorites, meet **Mikie,[™] High School Graffiti** . . . the



smash hit of the recent JAMMA and AMOA shows. **Mikie[™]** is a fast paced, challenging, comical character game that will capture the hearts of just about anyone who has ever stepped foot inside a classroom. **Mikie[™]** is a player's game and it shows where



GAME OPERATORS

Now Buy in Centuri



it counts, in the cashbox. It's now available in both dedicated and full PCB conversion kits at prices almost too good to be true.

I'm Convinced, What's Next?

If you want to start buying video games direct from Centuri and save up to 40%, then join the Direct Connection by filling out the coupon and receive a FREE Direct Connection Starter Kit. It contains everything you'll need to begin maximizing your profit potential. To learn more about the Centuri Direct Connection or place an order immediately, call:

U.S. (except Florida) 1-800-624-6334
Florida & Outside U.S. 1-305-558-5200

All prices are F.O.B. Hialeah, Florida. Product subject to availability and prices subject to change without notice. Mikie, Hyper Sports, Track & Field, Time Pilot and Gyryss are registered trademarks of Konami Industry Co., Ltd.

centuri™

1780 W. Fourth Ave., Hialeah, FL 33010
 Telex: 803694 ANSB Centuri • Cable CENTURI

Okay, What's The Bottom Line?

Here it is, plain and simple:

NEW GAME	Full PCB Conversion Kit	Dedicated
Mikie™, High School Graffiti	\$725 upright \$750 cocktail	\$1695
Hyper Sports™	\$695 upright \$720 cocktail	N/A
Track & Field™	\$645 upright	N/A
Badlands™ (laser)	N/A	\$1795



Okay, the Centuri Direct Connection makes a lot of sense, please rush me a FREE Starter Kit so I can start making more dollars & cents. Send to: Starter Kit, Centuri, 1780 W. 4th Ave., Hialeah, FL 33010.

Name _____

Company _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone () _____

TAKE ONE—TWICE MONTHLY



Preventative measures, taken on a regular basis, can maintain your coin-op business at a healthy level.

In an industry where sudden changes in market activity can put great stress on your individual business, you need up-to-date input from all areas that contribute to achieving and maintaining maximum business health.

A subscription to PLAY METER magazine is the best prescription for success.

DEPEND ON A SOLID INDUSTRY INSTITUTION.

PLAY METER

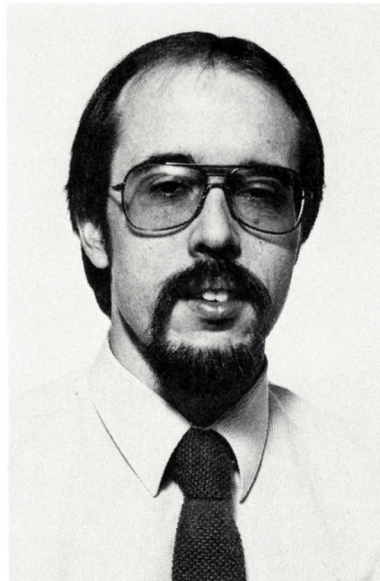
P.O. Box 24970, New Orleans, La. 70184

**CALL OUR SUBSCRIPTION LINE COLLECT!
504/837-7987**

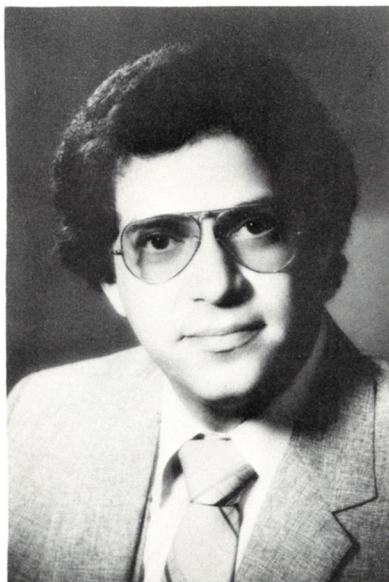
SNAPSHOTS

David Klimek has been promoted to manager of research and development at **Digital Controls, Inc.** As an electronic engineer for the past two years at DCI, Klimek has been involved in design and quality control, helping develop *Little Casino II*, *Little Casino III*, and the *Countercade* video game system.

"David will be the information source on all projects we are planning or working on in research and development," said Michael Pace, DCI vice president/engineering director. "Of particular importance will be his role as liason between our department and the DCI manufacturing division."



Marty Glazman has been named vice president of marketing for **Digital Controls, Inc.**, an Atlanta-based manufacturer of countertop video games. His responsibilities include world-

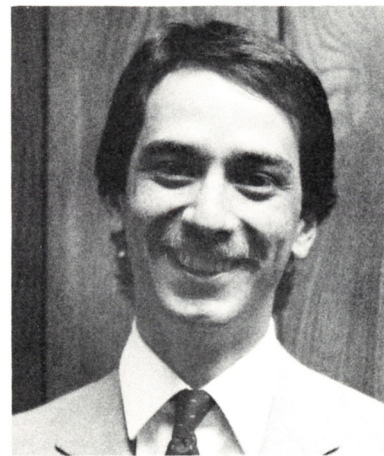


wide marketing of the firm's coin-operated amusement games and videodisc training hardware and software systems.

Glazman, 34, comes to Digital Controls with 12 years coin-op experience in management and executive positions that span all three major segments of the industry. Most recently, he has been serving as vice president of sales and marketing for Sente Technologies, and as a manufacturing consultant.

Glazman was with Williams Electronics from 1980-1983 as sales manager.

As an operator, Glazman managed a string of 15 arcades and an extensive street route in Chicago in the late 1970's. He will move to Atlanta from Chicago where he has resided for the last 15 years. He is married and has two children.



Richard S. Cardinale has been promoted to vice president/marketing at **Entertainment Enterprises**, a Lynbrook, New York game supplier.

"This is a newly created post," said Jed Forman, president of the firm. "The rapid acceptance and expansion of our product line made it obligatory for us to have a fulltime top-flight marketing administrator, and Richard fills the bill admirably."



Mike Shaw has been named director of public relations and communications for **Digital Controls**.

"We are particularly pleased to have Mike Shaw on our staff," said Mike Macke, chairman of the board of Digital Controls. "His understanding of the needs of the coin game operator and his dedication to the advancement of coin-op amusement are important to our goal of playing a leading role in ensuring success and strength in our industry."

GRAY AREA GAMES DECLARED ILLEGAL IN WISCONSIN

Gray area games have been declared illegal by Attorney General Bronson C. LaFollette of Wisconsin. The legal status of these games has been in doubt and in early September, LaFollette made his ruling to end the doubt of these games.

Previously, LaFollette's office made the statement that the games may not be illegal gambling machines *per se* and successful prosecution may depend on observed payouts on the games.

However, LaFollette stated that in light of more recent information on the games, these video gambling games are illegal and most are illegal *per se*.

LaFollette made the following

distinctions between illegal video gambling games and legal amusement games: Illegal games accept multiple coins where amusement devices usually accept only one coin; illegal games take only seconds to play where amusement games take some time; illegal games determine winners solely on chance where amusement games depend on skill; illegal games reward winners with points or games that are paid off in cash, amusement devices allow extra playing time or free games.

"They (gray area games) are not amusement devices," LaFollette said. "The amusement in video gambling comes from trying to beat the odds and win some money, and that is gambling."

LaFollette advised operators to have local law enforcement officers review the games they have to make sure they are legal.

According to Joe Phillips, executive director of the Wisconsin Amusement and Music Operators Association (WAMO), Merit's *Pit Boss* has already received a clean bill of health in Wisconsin. "There may be some others, but that is the only one that I know by brand name."

Phillips also said that WAMO has accumulated evidence to find out the extent of the proliferation of gray area games. "This is not a wide spread problem in Wisconsin," Phillips said. "However, there were some areas that had many of the games." ●

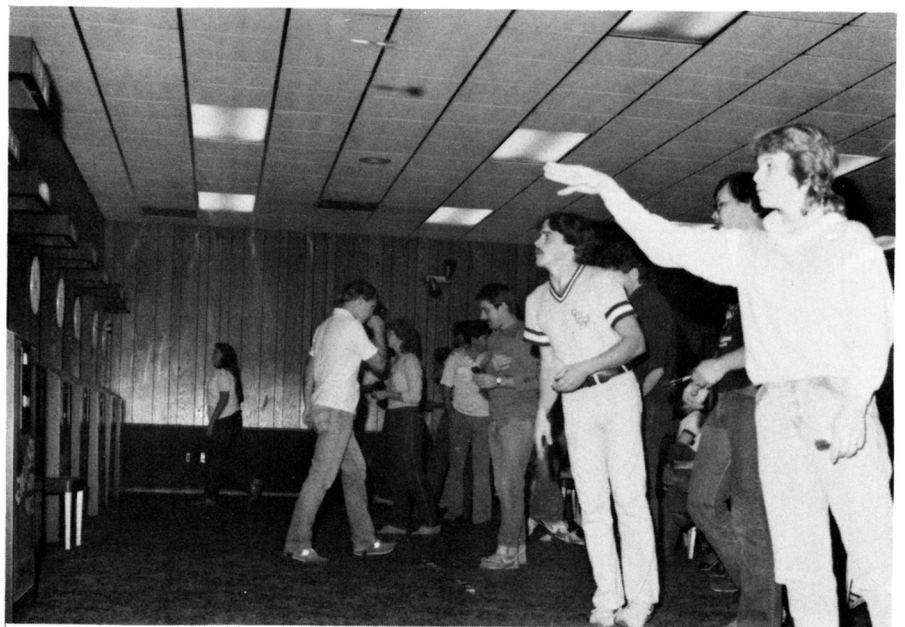
DART TOURNAMENT

TBI Games, an operating company in Rockford, Illinois hosted its Third Annual \$5,000 English Mark Darts Open September 29 and 30 at Tabala Towers in Rockford. Twenty brand new *English Mark Darts* games loaned from Arachnid Inc. were used in the 237-player tournament.

Sam Zammuto of Arachnid praised the effort, saying, "It was a very successful tournament with the best of the plastic-tipped players coming together. This league concept is guaranteed play for operators. If they put forth the effort, they will make money at it."

The tournament was the centerpiece competition in an area which has more than 1200 league players and 194 teams.

Lane Helgeson of St. Paul,



These darters enjoyed the smooth performance of the 20 series 5000 English Mark Darts machines.



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**

NEWS

Minnesota won Most Valuable Player honors, shooting one six-dart-out and several seven-outs while on his way to winning four of the five events. Helgeson also shot the top Count-Up score of the tournament, a 1091, which paid a

\$10 prize. In all, Helgeson collected four first place checks totaling \$650, four trophies, and a wall plaque.

In the \$500 Open Singles event, Helgeson took the \$150 first place prize. Bill Pelisher from Green Bay, Wisconsin, won \$100 for second,

and Stan Wartman of Excecior, Minnesota, who traveled the farthest for this tourney, took third for a \$60 prize.

The Open Doubles prize package was \$1,000, and Helgeson and his partner Rick Brinkman of St. Paul, Minnesota, split the \$400 first prize in the event. The \$200 second place purse went to Craig Barlement and Gary Scanlan, both of Green Bay. Third place and a prize of \$100 was awarded to Sam Zammuto and Steve Johnson from Rockford, Illinois. Dale Person and Herb Healy of Rockford finished in fourth place, just out of the money, despite Person's two six-dart-outs in one match.

Nancy Swanson and Millie Smith from Rockford won the \$150 first place in the \$500 Womens Doubles. The Swanson-Smith team finished second in last year's TBI Open. The Fond Du Lac, Wisconsin, team of Geri Speers and Peggy Ann Feyen won \$100 for second place this year, and third went to Nadine Rocha and Olivia Cruz of Rockford.

\$1,000 was awarded in the Mixed Doubles event. Helgeson and Shirley Berg, both of St. Paul, Minnesota, took the \$400 first place. They had finished second in the event last year. Wayne and Judy Roewer from Crystal Lake, Wisconsin, were awarded \$200 for second this year, and Zammuto and Swanson finished third for a \$100 prize.

A new event this year, the \$1,200 Four-Person Team, provided the most exciting and competitive matches of the weekend. Helgeson and Brinkman teamed with Barlement and Scanlan to take the \$400 first place. Pat Weir, Tom McInnis, Mike Brawner, and Gene Swetlik, all of Green Bay, won \$250 for their second place showing. Third position paid \$150 to Spencer Pettigrew, Jim Dickison, Steve Johnson, and Dave Schultz, all of Rockford. ●



Nancy Swanson and Millie Smith accepting 1st place checks for Womens Doubles from Bob Hodges.



4-Person Team winners Gary Scanlan, Craig Barlement, Bob Hodges of TBI, Rick Brinkman, and Lane Helgeson.

KING KONG TOPPLED

The U.S. Court of Appeals for the Second Circuit has unanimously affirmed the dismissal of a "King Kong" trademark infringement suit brought by Universal City Studios, Inc. against Nintendo of America, Inc. and its parent corporation in Japan, Nintendo Co. Ltd.

One of the world's leading manufacturers of video games, Nintendo introduced *Donkey Kong* in July of 1981. It quickly achieved popularity in the arcades and became a lucrative licensing property in the United States of companies like Coleco and Atari. Universal, which claimed that it had succeeded to all trademark rights to the "King Kong" name, character, and story, sued, arguing that *Donkey Kong* violated its alleged rights.

The District Court denied the claim, granting summary judgment for Nintendo, and holding, not only that *Donkey Kong* could not be an infringement of "King Kong," but that Universal could not claim trademark rights to "King Kong."

"King Kong" first appeared as a

book and magazine serial in 1932. The giant ape was raised to mythic status in the 1933 RKO movie starring Fay Wray. In his decision, the District Court judge described "King Kong" as "a ferocious gorilla in quest of a beautiful woman, who goes on rampages, chases people, crushes them under foot, or throws them to the ground, and fights with dinosaurs, giant snakes, airplanes and helicopters, all culminating in his tragic and bloody death."

The District Court contrasted this to the video arcade game *Donkey Kong* in which the gorilla uses such obstacles as "pies, cement tubs, birthday cakes and umbrellas," in an effort to thwart Mario the carpenter who, guided by the player, attempts to climb a structure of pink girders in his effort to reach the top of the screen and free the pig-tailed girl Pauline from the hands of the playful *Donkey Kong*.

In granting summary judgment and dismissing the complaint, the District Court found that "no reasonable jury could find likelihood of confusion," between the two char-

acters. The Appellate Court agreed, finding that the "two properties have nothing in common but a gorilla, captive woman, a mere rescuer and a building scenario," and that "the two characters are so different that no question of fact was presented on the likelihood of consumer confusion."

Howard Lincoln, senior vice president of Nintendo, Inc., said, "Nintendo is extremely pleased with the decision. We were astonished that Universal would claim any confusion between *Donkey Kong* and "King Kong," and we are, of course, gratified that our position has been vindicated. Nintendo will now pursue its counterclaims against Universal to recoup damages sustained as a result of Universal's actions."

The Appellate Court stated that because it affirmed the District Court's holding on the possibility of confusion, it did not need to, and did not decide, if the District Court was correct in finding that Universal had never acquired any trademark interest in "King Kong." ●

INDUSTRY VETERAN RALLIES TO 'DEAL ABBY' PLEA

Industry veteran Philip Roth of Roth Novelty Company in Wilkes-Barre, Pennsylvania, was recently singled out for praise in the nationally-syndicated column, "Dear Abby," for his coming to the aid of three disabled children in need of a jukebox.

A writer, identifying herself only as Gertrude B., wrote to the columnist, Abigail Van Buren, asking for assistance in a family problem. She said she was the mother of three disabled children who had enjoyed music from an old Wurlitzer jukebox which had recently broken

down and, unable to find the parts, wanted to know if any "Dear Abby" readers could help her.

One operating firm, H and G Amusement Company in Milwaukee, Wisconsin, was in the process of starting a collection at work in order to send a rebuilt jukebox to Gertrude B.'s children.

But Roth Novelty was even faster to respond. He offered the family the best rebuilt jukebox he had at no cost. Saying also that he had represented the Wurlitzer line for 25 years, he agreed to service the unit free of charge forever.

The columnist later talked with the family, which reported that they were overwhelmed by the generosity shown them.

"Now," wrote the columnist, "who says we're living in a cold, selfish society where people care only for themselves?"

She could also have asked if Ronnie Lamm and the other self-styled anti-coin-op vigilantes read the "Dear Abby" column; and, if they do, how does this coin-op generosity fit into their perception that the coin-op amusement industry is only out to harm children? ●

**FREE
FREIGHT OFFER**
(CALL FOR DETAILS)

VIDEO GAMES

Karate Champ call
Return of the Jedi. call
Spyhunter (new & used) call
Punch Out!! (used). 2095
Vs. System call
Turkey Shoot call
Gaplus call
Pole Position I . . . \$1595
Pole Position II . . . 1995
Track & Field 1195

KITS

*Super Basketball . . . 795
*10-Yard Fight 695
*Hypersport 725
Super Punch Out!! call
Vs. Golf & Pinball . . 295
Vs. Tennis 295
Vs. Baseball 295
Mega Zone 645
Time Pilot '84 395
Tag Team Wrestling 595
Pandora's Palace . . . 445
Seicross 545
(* fits any horizontal
monitor cabinet)

NEW GAME SPECIALS

M.A.C.H. 3 (ck/p) . 1095
Eight-Ball Deluxe
Ltd. (pin) 1995

**The Industry's
Bottom Line**

**INTERSPACE
VIDEO
SALES**

5931 Power Inn Rd.
Sacramento, CA 95824

916/386-0100

(orders **1/800/221-7088** only)

NEWS

WICO TO DISTRIBUTE TAITO PARTS

WICO Corporation, a designer, manufacturer, and distributor of parts, supplies and accessories for the coin-operated machine industry, has been selected by Taito America Corporation of Elk Grove Village, Illinois for exclusive national parts distribution and board repair service for all Taito games.

According to Taito President Paul Moriarity, "We expect this arrangement to further improve the high level of after-sale support our customers have come to expect for Taito products. WICO was chosen because of its outstanding reputation with the distributors and operators across the country and its strong service capabilities."

Four months ago, WICO created its own board repair service at its Niles, Illinois headquarters to support sales of its *Champion Baseball I and II* and *Regulus* conversion kits.

WICO will be using the Taito phone number, 1/800/323-0666, for board service. Boards will be repaired at WICO's Niles location only.

They should be sent to WICO Corporation, 6400 West Gross Point Road, Niles, IL 60648. When ordering parts, operators should continue to use the WICO customer service number—1/800/323-0765.

Wico entered the coin-op game market in January 1984 with distribution of Century, Royal, and All-American Darts. The company introduced two in-house manufactured games—*Treasure Cove*, an electro-mechanical gun game and *Af-Tor*, a pinball game—at the October AMOA Show in Chicago.

Founded by Max Wiczer in 1940, WICO operates sales and distribution centers in Niles, Illinois (corporate headquarters), California, New Jersey, Georgia, Nevada and Texas. International offices are located in Taiwan and Japan.

WICO distribution centers are linked by an IBM on-line computer which provides immediate access to inventory levels, product data and delivery times. ●

GAME PLAN APPOINTS AUSTRALIAN DISTRIBUTOR

Game Plan Inc. of Addison, Illinois, has appointed Solid State Imports as an exclusive distributor for Australia.

Solid State Imports is located at 2-10 Point Street, P.O. Box 27, Pyrmont (Sydney) 2009, Telephone 660-8942, Tlx. Fine AA 24454.

In discussing the new exclusive distributor arrangement, Game Plan's Vice President of Marketing Hugh Gorman commented, "It is with a great deal of pleasure and pride that we expand our interna-

tional market exposure and coverage through this fine organization. Headed by Brian Cowan, this prominent and well-qualified distributing outlet will offer local operators in Australia the optimum in sales and service assistance."

"This company is staffed by well-experienced industry professionals," Gorman added. "Operators in Australia will find most beneficial the guidance and expertise provided by Solid State Imports." ●

SCHAFER MOVES TO V.P.



Alan R. Schafer has been appointed vice president of marketing of The Valley Company. Valley, the world's largest manufacturer of coin-operated pool tables, is based in Bay City, Michigan.

In his new position, Schafer will have responsibility for the marketing of the company's full line of both coin-operated and home-use

products. This includes the *Cougar* coin table, the *Tiger Cat* bumper pool coin table, the *Jaguar* home table, as well as Valley's line of American-made "Contender" and one- and two-piece cues.

His duties include market development, pricing, distributor supervision, advertising and sales promotion, and new product development.

Schafer, formerly vice president/finance and management for Valley, said "The challenge is exciting and so are the opportunities."

Said Chuck Milhem, president of the firm, "This new alignment in our executive staff is in keeping with Valley's program to maintain our position as the leader in the coin-operated pool table industry." "Alan Schafer has the right combination of fifteen years of experience with our products, plus a broad understanding of the industry and business in general. The coin-operated games business is changing rapidly, and we are moving ahead of the pace."

"Alan will be instrumental in

planning and implementing our strategy for the years ahead, both in our traditional pool table business and in new directions, as well," Milhem concluded.

A native of Bay City, Schafer is a graduate of Michigan State University, with a major in finance, and minors in marketing and management.

ROCK-OLA APPOINTMENTS

Rock-Ola Manufacturing has appointed two new distributorships to represent its product line.

Universal U.S.A. has been appointed to represent the Chicago manufacturer in the Portland, Oregon area. With its office at 10220 S.W. Nimbus, Suite K5, Universal U.S.A. will represent the full line of Rock-Ola products.

Representing the Rock-Ola phonograph line in western Canada is Pacific Vend. Pacific Vend has its office and showroom at 1618 S.E. Marine Drive, Vancouver, British Columbia. ●

NINTENDO RANKED SEVENTH

The Japanese video game company, Nintendo, best known in the United States as the creator of *Donkey Kong*, has achieved a top ten ranking in a review of more than 1,600 publicly held Japanese companies.

In an article published by the *Japan Economic Journal*, August 24, 1984, Nintendo was ranked seventh, ahead of such companies as Nissan (Datsun), Honda, and Pioneer.

The evaluation is based on factors such as profitability, financial strength, and growth potential. The top ten companies were as follows: Kyosera, Fanuc, Toyota, Tokyo

Electron, Hitachi Maxell, TDK, Nintendo, Fuji Photo Film, Seven Eleven

of Japan, and Computer Service Corporation. ●

SENTE APPOINTS GAME DESIGNER

Rich Adam has been named game designer for Bally Sente, a video game subsidiary that specializes in the creation of conversion systems for coin-operated arcade games.

As a game designer, Adam is responsible for the design, programming and management of

various Sente Arcade Computer (SAC) games and game conversion systems.

A former senior engineer at Atari, he worked on several video game projects including *Pipe Shoot*, *Missile Command*, and *Gravitar*.

He and his wife currently reside in the San Francisco Bay area. ●

Coming from Tonk-A-Phone, the recognized leader in the industry, in November, 1984 . . .

Digital Read Out Phones • Outside Pay Phones
Pre-Paid Pay Phones • Dine-A-Phone®—call while you dine

Now Legal In Most States
LONG-DISTANCE PAY PHONES

FCC Registration No.
D9W6HK13748-CX-T

FINALLY! FCC REGISTERED!

- For local & long distance calls
- Free emergency "911" capability
- Timed local calls
- Timed long-distance calls
- Touch tone
- Adjustable time on calls
- Works on standard business lines
- Capable with MCI, Sprint, etc.
- LED indicator lights displaying remaining time
- Free "800" call capability
- Time per coin accumulation
- Stainless steel construction
- Full one year warranty

See us at Booth # 2709 at AMOA Show!

We also feature the cordless Rent-A-Phone® that can be taken to the customers. Also, ask about our Air Talker®, the industry's first talking Air Vendor—excellent for recordable sales message.



OWN YOUR OWN
PAY PHONE®

Phone: 612/471-0126

Dealer and Distributor inquiries invited!



TONK -A-PHONE, INC.

P.O. Box 388, Spring Park, N 55384

1984— EVEN ORWELL COULDN'T PREDICT HOW BAD IT WAS

1984—the year of the crunch. Much worse than the devastation of 1983, the crash penetrated not only the operating sector but the distributing and manufacturing as well.

Laser games were loudly ushered in at the beginning of the year; but, within months, were quiet disappointments as the industry scrambled unsuccessfully to find its salvation. By default, conversions grew to capture a larger and larger percentage of total video game sales, as most dedicated video games could not even justify their asking price. But conversions hardly proved to be the answer the industry was looking for either, for video revenues continue to decline.

Soaring costs and short life spans forced operators to rethink their positions on other equipment types that had been relegated to the alternative equipment category. Jukeboxes, pinballs, pool tables—as well as other alternatives like kiddie rides, foosballs, shuffle alleys, and electronic darts—started to draw

more attention if not more purchasing activity. And operators even showed an attraction to a new coin-op equipment type that wasn't even in the amusement category—pay telephones.

With the spread of illegal video poker games paving the way for video lotteries—the gray area games controversy reached a new dimension. And the creation of an ASI show by the manufacturers' association to compete directly against the five-year-old AOE show raised antitrust questions about the manufacturers' association and so embroiled the industry in new controversy that attendance at any springtime show was greatly diluted.

State of the Industry

Gross collections for the industry were nearly halved from the industry's earnings of just two years ago. According to this year's State of the Industry report, industry collections were at \$4.5 billion. In 1982, it was gauged at \$8.9 billion. The

drastic decline reflected, of course, how video game collections had done, averaging a mere \$53 per week in 1984 compared to \$140 per week in 1981. As a result, the number of arcade locations dropped accordingly. And new equipment purchases plummeted from over 500 million two years ago to only 149,000 this year. And total equipment sales of all types including videos was just over 260,000.

AOE vs. ASI

AGMA, the Amusement and Games Manufacturers Association, held its first ASI show only three weeks before the firmly established and highly successful fifth annual AOE show. When AOE first began, some manufacturers scoffed claiming two shows (the other being 35 year old AMOA) in one year were not needed. However, AOE became a success drawing 8,000 plus attendance in its most successful year, 1983.

The ASI turned out to be a



The manufacturers' ASI Show (left) cut the industry in half, diluting attendance at both the ASI and AOE (right) springtime shows.

manufacturer and distributor show. Manufacturers claimed they were pleased that they could spend more time with *their* customers, the distributors. However, distributors said they would like to have had their customers there also.

The AOE, on the other hand, was an operators show attended by only several major manufacturers and a scant handful of distributors. This brought irate comments from operators about why distributors didn't come.

Representatives of AOE and ASI met during the summer to reach a fair compromise. Though an agreement was reached in principal, contract disagreements ended with no compromise leaving the future of both shows seriously in question.

Shake-Out hits distributors

Atari opened its first and only distributorship in Chicago and, before year's end, closed it. When the office opened, officials said it was "to get closer to our ultimate customer...this will also give us buying power for (our) arcades as well as help us dispose of used equipment." However, there was a dispute with Bally when Bally refused to let them handle its equipment even though Bally distributors had been handling the Atari line. When the office shut down, a company spokesman said, "We felt like one distributorship didn't give us an impact on the industry."

Circle International and Continental Divide distributorships, owned by MorTronics saw drastic changes made. Because of tremendous losses, MorTronics entered into a management contract with Southgate Enterprises, a company it had tried previously to buy. MorTronics successful at operating fast food restaurants, wanted an outside opinion on why the coin-op divisions were suffering substantial losses; and MorTronics, not involved in daily activities of the coin-op industry or its coin-op divisions, was at a loss to explain why. All branch offices of Circle and Continental Divide were closed except the Los Angeles office of Circle and the Denver office of Continental Divide, and MorTronics wound up



Distributors felt the crunch as video games sales plummeted. Branch offices (like the one pictured above) were abandoned in attempts to cut losses.

filing suit against the former owner of Circle, Dean McMurdie, for misrepresentations upon which MorTronics relied on in purchasing Circle in October 1982.

Philip Moss & Company, with offices in Des Moines, Omaha, and Kansas City, sold its assets to Rowe which increased its number of distributorships to 20 with the purchase.

Sanders Distributing, a 40-year old family-owned firm, went out of business. "Those videos just killed us," said an employee who had worked there since its inception.

Bally increased its number of distributorships with the purchase of 67-year old family-owned Banner Specialty Company, the oldest distributorship in the United States operating under the same name and ownership. Al Rodstein, president of Banner, said, "The Bally relationship provides us with greater strength to serve our customers."

Shake-Out hits manufacturers

As distributorships closed branches, sold out, or simply closed their doors manufacturers were feeling the crunch too.

Cinematronics, operating under Chapter 11 of the Bankruptcy code, was unable to pay off debts even with the success of *Dragon's Lair*. The company introduced a kit for *Dragon's Lair* but met less than rave reviews, and is still in Chapter 11.

Stern Electronics filed for Chapter 11 because of debts accumulated during more lucrative years. Stern, formed in 1976 as a pinball manufacturer, jumped to cash in on the laser market with several laser disc games, none of which were well-received.

Williams was also hit hard. The company entered into negotiations with Bally for possible sale, but the deal never materialized. Despite hotel and casino holdings, revenues continued to decline. Williams introduced an unfinished laser *Star Rider* at the AMOA show last year. When it was shown complete at AOE, lasers were already suffering, and it disappointed buyers. Williams' future is still uncertain and plans to open after its usual summer rest are not assured.

Atari revenues plummeted 64 percent the third quarter of 1983, and plans to move and consolidate manufacturing facilities to El Paso did materialize. With rumors running rampant about its future, Warner Communications made a deal to sell the home computer and video game division. The buyer was not interested in the coin-op division, and it continues under Warner. The company has consolidated and plans to return to the Borregas Avenue, Sunnyvale offices it moved out of to go to Milpitas. Whether Atari will eventually be shut down or sold is still in question.

One of the most shocking news events came when Mylstar closed up shop. Earlier in the year, the company had changed its name from D. Gottlieb & Company. The name echoing more than a half century of industry recognition no longer seemed valid to the new owners (Columbia which is owned by Coca Cola). Their announcing the name change, the company said it was "preparing for a future even brighter and more innovative than our past." However, less than a year later, Mylstar (still Gottlieb to many) closed, emphasizing the dire straits of many manufacturers.

Taito also made news when they announced they would consolidate operations. Taito America President Paul Moriarity, in explaining the necessity of the move, perhaps summed up the state of most manufacturers when he said, "The video game business has no need for the production capability now available. To think that factories designed to build (up to) 1,000 games per day can be profitable in this market is

just unrealistic." In adapting to the present, Taito has announced plans to introduce a pinball machine.

Early this year, Nolan Bushnell promised to make another mark in the industry like he did when he founded Atari and invented *Pong*. His new company, Sente, named for the same Japanese game where the name Atari was derived, was supposed to conjure up the only play that could beat Atari. But it brought forth must less than what was hoped for. The Sente System and first game *Snake Pit* required up front money from distributors, but no winner ever materialized. Instead, a Pizza Time official admitted the advance money was used to cover Pizza Time debts.

Soon after, Bushnell's Pizza Time Theatre filed for Chapter 11 and Sente sold out to Bally with Bushnell going along with the deal. Bally claimed they would assume no liabilities to Sente Distributors. And Bally/Sente called distributors together once again to outline plans for the future of a system that would

promise more good games.

Several other manufacturers found themselves facing bankruptcy. Tuni Electro Service was taken over by Enter-Tech and Century Electronics of England, manufacturers of the convertible video system, was also forced to close.

On the brighter side, Nintendo introduced its VS. System that has continued to be a success with each new Nintendo Pak, and *Punch Out!!*, one game, still ranks high on the charts.

Centuri introduced *Track & Field* amidst laser games and found a winner on its hands as lasers failed to make a good impression.

Some other manufacturers seem to have bright futures. Data East, though *Bega's Battle* was often referred to as *Bega's "Boo Boo,"* have come back with a strong piece in *Karate Champ*. Their company's *Cobra Command* kit for *Bega's Battle* had higher ratings than *Bega's Battle*. Steve Hochman of Crown Vending, an operator, introduced *Superbike*, a kit, and it made



The long-awaited return of the video guru, Nolan Bushnell, was just another in the long line of great expectations that went sour. His new company, Sente, fizzled out of the box.

the National Play Meter on numerous occasions.

Malcolm Kauffman made a statement at the NCMI that the major manufacturers of tomorrow do not exist today and operators may get into the manufacturing business. He just may have something there.

Laser games

Laser games, once promising to bring life back into the industry, did not live up to expectations. As *Dragon's Lair* (the first laser on the market) proved lasers could be big winners, almost every known manufacturer was rushing to have its laser introduced. About 18 lasers hit the market and it wasn't long before high cost and severe maintenance problems were giving everyone second thoughts. As early as March, games that carried price tags up to \$5000 were going for half price and even then slowly. Chuck Farmer, of Bally Distributing said, "There's not

a distributor who's not trying to dump his laser inventories."

Operators found that replacing a single disc player cost as much or more than a conversion kit and vowed it wasn't worth it.

Conversion kits

Conversion kits remained the focal point of new purchases. Though many manufacturers belittled conversions labeling them as only a short term solution, most began offering kits. Williams brought two kits to AOE, Atari introduced *Pole Position II*, Bally offered kits, and kits were plentiful from Universal (*Mr. Do!* fame, the top selling conversion to date), and from smaller manufacturers such as the popular *Superbike* from Crown Vending, and several from Magic Conversions offered with money back guarantees.

However, though operators were willing to take chances on low

cost kits, the cost of some topped what a dedicated game cost several years ago. For example, *Pole Position II* topped \$1,100.

In early 1984 conversion kit sales peaked, leading some to believe the kit market would be less bright. Data East's Tom Petit said in June, "The kit market is a dwindling market...(the marketplace) is going to shift to competitively priced uprights. We're putting our emphasis on aggressively priced uprights."

Nintendo's Bill Cravens estimated that about 75 percent of all video sales were conversions at the peak and that kits would settle into the industry at about 50 percent of all video sales.

Nintendo's VS. System was an overwhelming hit for two reasons—good games and low price. Nintendo wanted operators to look on the system as an ongoing thing they could build libraries of games veering from the standard of keeping a game on location until all life was gone. Nintendo offered distributors no close outs and guaranteed that any cost reduction would be retroactive.

Some industry members feel systems may be the future of the industry. The Sente system got off to a bad start but company officials are promising better games, obviously the only way any system could be successful.

Alternatives

Back to basics described many philosophies this year. The pool tables, jukeboxes, pinballs, and shuffles, having taken a back seat since the video mania years, were being brought up on the list of priorities. Operators realized the \$60 per week pool table with a viable life expectancy of seven years looked more promising than almost any video game.

More operators took advantage of Valley's pool league program to promote pool play and win back location owned tables. Eleven percent of operators responding to *Play Meter's* annual survey said they participated in leagues and 83 percent of those said their collections had increased because of it.

Jukeboxes were gaining atten-



Video jukeboxes, spurred by the popularity of music videos, suddenly attracted the eyes of the industry.

tion. Ed Blankenbeckler, new owner of Seeburg said, "If jukeboxes have been in hibernation, watch out because the bear is waking up." Blankenbeckler obviously is sincere in his statement since he is resurrecting Seeburg. Rock-Ola, which tried its hand at video games is once again devoting itself to its impressive line of phonographs.

And Rowe introduced its first video jukebox. Ed Wiler of Rowe said, "This is the right generation, and we have the right machine."

"It's the up and coming thing," said Len Schneller of U.S. Billiards whose company also has a video sound system.

The AMOA continued its battle with the performing rights societies. A petition run in *Play Meter* brought in excess of 28,000 signatures in protest of the increasing royalty fees. A bill suggesting a \$50 one time fee on jukeboxes is still pending, and AMOA has attended meetings in Washington, but no decision is scheduled for the near future.

And America renewed its love affair with flippers. The industry began buying pins once again. Some claimed pinball revenues only looked good in comparison to sagging video revenues, but it was more than that, pinball is making a comeback. A new group of kids who were teething on video games look at a pinball as something new. Surprisingly, not just new pins are attracting attention, but used pins are also in demand. An auctioneer said they "can't get enough pins." A distributor said, "We have been benefitting most from the tremendous demand for used pinballs." Even the new pins are taking on familiar characteristics reminiscent of the pins before the video boom. The multi-everything pins were competing with video, and they needed all the gimmicks they could come up with. Now pins are pins and are increasing in demand.

Other alternative equipment such as foosball, shuffle alleys, and darts also drew more attention. Dart leagues are gaining in popularity bringing in more new players.

Private pay phones should soon prove to be a viable alternative piece



Operators started checking into alternative pieces of equipment—even non-amusement devices like private pay telephones. Deregulation helped pave the way.

of equipment for operators. Minnesota led the way when several pay phone manufacturers sued Northwestern Bell for the right to place their phones. The FCC approved allowing private phones to be licensed and given a registration number. However, the FCC ruling only affects long distance calls and each state will still be required to make its own ruling on local calls like Minnesota has. Other states were looking at Minnesota and its outcome before making rulings however, about ten more states are expected to rule private pay phones legal for long distance and local calls.

Gray areas

Gray area games continued to be a major industry issue. The National Coin Machine Institute (NCMI) became the only major association to take a strong stand in opposition to the illegal operation of gray area games. The Florida Amusement/Vending Association (FAVA) also issued a statement against gray area games that said, "...we as an association oppose games of chance that offer rewards for anything other than skill." Games were seized in many states and several states made rulings making the games illegal.

Just last month (October) the U.S. Senate Permanent Subcommittee held hearings to find out the extent of the problem. Live testimony and statements were heard

from an FBI investigator, Bill Holmes; a location owner, Roger Baldwin; a district attorney in Tennessee, Clayburn Peeples; NCMI, Herb Beitel; commissioner of the department of consumer affairs in New York, Angelo Aponte; Steve Hochman and Millie McCarthy of New York State Coin Machine Association; and several Baltimore prosecutors. Senator William Roth delivered the opening statement on how high technology has moved into illegal gambling. He called the gray area machines, "Slot machines in sheep's clothing." He called money derived from these machines as "underground economy because the millions of dollars in profits go untaxed, which is a major drain on the economy at the expense of our law abiding citizens.

FBI agent Holmes gave a history of gambling saying that as early as 1902, plays and diversions were incorporated into the design of slot machines to disguise its true purpose, gambling. He demonstrated four gray area games pointing out ways they skirt the gambling laws.

The hearings also briefly discussed lotteries. Herb Beitel of NCMI summed up by saying, "The surge of state sanctioned lotteries and the proliferation of gaming activities under the banner of lotteries is indirectly moving the states into the gambling business as a purported monopoly.

The CBS TV program, "60 Minutes," devoted a segment called "From Pac-Man to Poker-Man" heightening awareness and intensifying activities of law enforcement agencies. It focused on bar owners and law enforcement officials in New York and Tennessee, painting a picture of corruption, extortion, and organized crime surrounding a \$2 billion illegal gambling industry. A New York state liquor authority undercover agent estimated 30,000 machines produced a \$.75 billion take annually. A Tennessee district attorney claimed his rural territory of 113,000 residents produced more than \$7 million in video poker gambling money.

Ironically, though many operators have said gray area games have kept them in business, video lot-



It's was almost an industrywide consensus—video lotteries posed a threat to operators nationwide.

teries have threatened to put them out of business. A publisher of a gaming newsletter said the ground work for video lotteries was laid by the illegal operation of poker machines. Nebraska led the way when a video lottery was allowed in the state. However, in a unanimous vote less than a year later, video lottery machines were ordered out of locations by January 1, 1985. The Coin Operated Industries of Nebraska (COIN) opposed the video

lottery. Ted Nichols, president of COIN sat on several panel discussions over the year explaining the effect of the machines. The games "take millions out of the economy and produce nothing."

Bally drew severe criticism when it gave the state of Illinois \$1.5 million to locate and test 300 video lottery machines during a six month period, promising \$7 million in profits. Bally provided the games free with no guarantees that Bally

would be awarded the contract should the test be successful.

The Illinois Coin Machines Operators Association (ICMOA) activated a vigorous campaign to stop video lottery gambling in Illinois. Alex McConnell, president of ICMOA said, "The coin-op industry has never before faced anything with the awesome potential to wreck our business as does the video lottery machines."

The test began in Illinois in August, but by October all 300 test machines were still not placed. Dock Ringo of AMOA said, "The problem may just solve itself if the test fails."

AMOA took an official stand against video lotteries. At the time, officials stressed that gray area games, which AMOA never made an official statement for or against, and video lotteries, "...are two entirely different problems."

NCFMI has been at the forefront of the problem since the beginning. Herb Beitel of NCFMI participated in and organized numerous seminars and panel discussions voicing NCFMI's concern about the devastating potential of video lotteries. And the position of *Play Meter* magazine has remained unchanged condemning the operation of gray area games as well as the devastating potential of video lotteries. •



So-called "gray area" games received increasing governmental and media attention, and painted a picture of corruption in the coin-op business.

Guide to *Play Meter* 1984

A comprehensive and categorical listing
of 1984 *Play Meter* articles follows.

NEWS & EVENTS

AMOA

Calls for timely effort on juke bill 12/31/83, p.10
Dock Ringo assumes AMOA presidency .. 12/31/83, p.20
Establishes scholarship fund 12/31/83, p.112
AMOA scrutinizes cigarette vending 1/15, p.20
Education Program, Convention and Funding.. 1/15, p.51
AMOA accepts White House invitation 6/1, p.18
AMOA recruits members 6/15, p.18
AMOA responds to jukebox article 6/15, p.20
AMOA takes stand against video lotteries 7/1, p.10
AMOA lowers foreign rates 7/15, p.21
David Rockola to receive first merit award ... 10/15, p.19

OTHER ASSOCIATIONS

Gray area ops hide behind association 12/15/83, p.19
NCMI adopts gray area stand 12/31/83, p.83
AOE-ASI cease legal fire in hope of truce 1/15, p.8
AGMA proposals unrealistic says U.S. Customs 1/15, p.15
Bid for dollar coin difficult 1/15, p.20
Virginia ops hold silver jubilee 1/15, p.32
FAVA takes stand on gray areas 1/15, p.35
Illinois assoc. employs management 1/15, p.35
NCMI establishes operator hotline 1/15, p.35
NCMI writes Bureau of Mint about coinage ... 1/15, p.35
Keep confrontation within the industry 1/15, p.78
AGMA discusses UL standards 1/15, p.94
NCMI approves sponsorship of S.A.D.D. 1/15, p.94
Nowak named chairman of NAMA 2/1, p.39
NCMI responds to '60 Minutes' report 3/15, p.11
S.C. ops celebrate poker ruling 4/1, p.32
Associations comment:
Are home videos a scapegoat? 4/1, p.84
AVMDA offers free legal advice to ops 4/1, p.39
IAMOA to assist in tax suit 4/1, p.39
Sandler named MOM president 4/1, p.39
ASI: An operator no-show 4/15, p.24
NCMI forms arcade division 5/1, p.19
Montana plans annual 8-ball tournament 5/1, p.24
California Assoc. schedules 1st convention 5/1, p.24
WAMO convention slated 5/1, p.26
FAVA officers elected 5/1, p.30
Trade slurred in Britain 5/15, p.14
Coinman Tom McAuliffe 5/15, p.50
AGMA names Pearson
director of communications 6/15, p.18
PAMMA hires Kline
to handle management duties 6/15 p.23
PAMMA preparing membership survey 6/15, p.23
WAMO to sponsor darts tournament 6/15, p.23
Mid-Atlantic regions associations meet 6/15, p.23

OMAA working on fees settlement in Toledo . 6/15, p.23
OMAA protests cigarette ban on planes 6/15, p.23
OMAA to work with
Organized Crime Consulting Committee 6/15, p.23
LAMOAO holds second meeting 7/1, p.26
ICMOA forms campaign to stop video lotteries . 7/15, p.8
AGMA's "Digest" to monitor legislation 7/15, p.11
Coin-op data to reflect economic activity 7/15, p.20
Video Slaughtery (OMAA) 7/15, p.22
OMAA presents successful show 7/15, p.26
AGMA elects officers 8/1, p.8
Video copyright protection sought 8/1, p.13
AGMA awards dinner honors Osborne 8/1, p.18
WAMO sets records 8/1, p.19
AGMA and AOE compromise 8/15, p.8
AMOT members gather for legislative update . 8/15, p.28
Associations battle adverse cigarette legislation 8/15, p.40
FCC to give copy game information 9/1, p.12
Blundred outlines AVMDA goals 9/1, p.32
Industry supports Homefree Program 9/15, p.14
Coin-op safety standards submitted 9/15, p.16
Survey shows vending upswing 9/15, p.18
AGMA promotes coin-ops 9/15, p.24
NCMI elects officers 9/15, p.26
WAMO committee studies gray area law 9/15, p.27
The winners meet at NCMI's Survival Seminar 9/15, p.30
Stop drunk driving 10/15, p.16

CRIME

Smuggled videos head Midwest 1/15, p.18
Illegally imported pokers seized 2/1, p.20
Companies under investigation
for failing to ship equipment 2/1, p.42
New York City sting nets results 2/1, p.47
Stolen videos found in Arizona 4/15, p.14
Atlantic City has highest U.S. crime rate 4/15, p.73
Policemen indicted for extortion 5/15, p.13

DISTRIBUTORS-GENERAL

Rowe to buy Phillip Moss 1/15, p.18
Meet me in St. Louis/AVA 1/15, p.27
Hanson helps ops slay laser apprehensions ... 1/15, p.38
Industry, mob tied in New York sting 2/1, p.9
Atari opens Chicago distributorship 2/1, p.19
Peach State holds open house 2/1, p.43
Distributors quiz Bushnell 2/1, p.59
Bally Advance open house 3/1, p.23
MVS and Williams donate games 3/1, p.88
Post boom losses close Sanders 3/15, p.13
Betti celebrates 50 successful years 3/15, p.23
Lessons learned from the burning of Royal ... 3/15, p.32
Coinman Chat McMurdie 4/1, p.94
Stolen videos found in Arizona 4/15, p.14
Bally takes on Banner 5/1, p.18

The Entringer Method 5/1, p.31
 Banner showing draws 1,000 attendees 6/1, p.20
 Distribs and ops adapt to changing market 6/1, p.27
 Equipment sales increase in New York 6/1, p.36
 Distributors report expansion 6/15, p.15
 Wico distributes games 6/15, p.21
Track & Field counterfeits seized 7/1, p.10
 Distrib. sues to place private pay phones 7/15, p.11
 Bally turns back on *M.A.C.H. 3s* 7/15, p.16
 Distributors discuss conversions 7/15, p.33
 Cleveland Coin develops universal test fixture 8/1, p.30
 MorTronics sues former Circle owner 8/15, p.8
 Atari expands U.K. network 8/15, p.19
 Continental Video opens office 9/1, p.11
 Greater Southern holds open house 9/1, p.23
 Coinman Tommie Chatten 9/1, p.26
 Old debts bring new approaches to financing 9/1, p.30
 Blundred outlines AVMDA goals 9/1, p.32
 Service Schools: A definite plus for distributors 9/1, p.34
 Diversified companies offer options 9/15, p.32
 Atari closes distributorship 10/15, p.9
 Bally Distributing holds annual meeting 10/15, p.17
 Australian firms merge 11/1, p.11
 Bally's European distributors meet 11/1, p.14
 Brady Distributing draws large turnout 11/1, p.29

KIDDIE RIDES

Kiddie Rides and Mother Love 2/1, p.8
 Kiddie ride manufacturers join forces 2/1, p.20
 Autorovo opens Virginia office 4/1, p.27
 A bit of nostalgia 6/1, p.26
 Operators offered kiddie ride guarantee 7/1, p.18

LASER DISC TECHNOLOGY

Laser discs pose dilemma for British ops 12/15/83, p.60
 Cinematronics holds laser disc seminar 12/15/83, p.79
 But don't expect laser overproduction 12/31/83, p.46
 Massive memory videos draw big response 12/31/83, p.62
Dragon's Lair's success draws manufacturers
 into laser disc market 12/31/83, p.85
 Hanson helps ops slay laser apprehensions 1/15, p.38
 A technical look at AMOA '83 1/15, p.69
 Latest *Dragon's Lair's* have Pioneer units 1/15, p.94
M.A.C.H. 3 soars above the pack 2/1, p.30
 Williams hangs in on *Star Rider* 3/15, p.26
 Laser discs aren't in the home..yet 4/15, p.47
 The 25-cent dragon 6/1, p.78
Star Rider earns medal 7/15, p.16
 Manufacturers take cautious approach
 to laser disc conversions 7/15, p.38

MANUFACTURING

Dragon's Lair's success draws manufacturers
 into laser disc market 12/31/83, p.85
 Atari revenues continue to plummet 1/15, p.94
 Bally announces earnings 1/15, p.94
 Sale of *Mini-Vegas* halted 2/1, p.19
 Kiddie ride manufacturers join forces 2/1, p.20
M.A.C.H. 3 soars above the pack 2/1, p.30
The Glob features money back guarantee 2/1, p.34
 Bushnell unveils Sente system 2/1, p.56
 Gottlieb changes name, but the legacy endures 2/1, p.64
 Wurllitzer debuts video disc music box 2/1, p.71
 Konami to market *Gyruss* conversion 2/15, p.170
 Williams/Bally negotiations end 3/1, p.10
 Murdoch buy could lead to Atari spinoff 3/1, p.15
 Chip shortages confound game makers 3/1, p.16

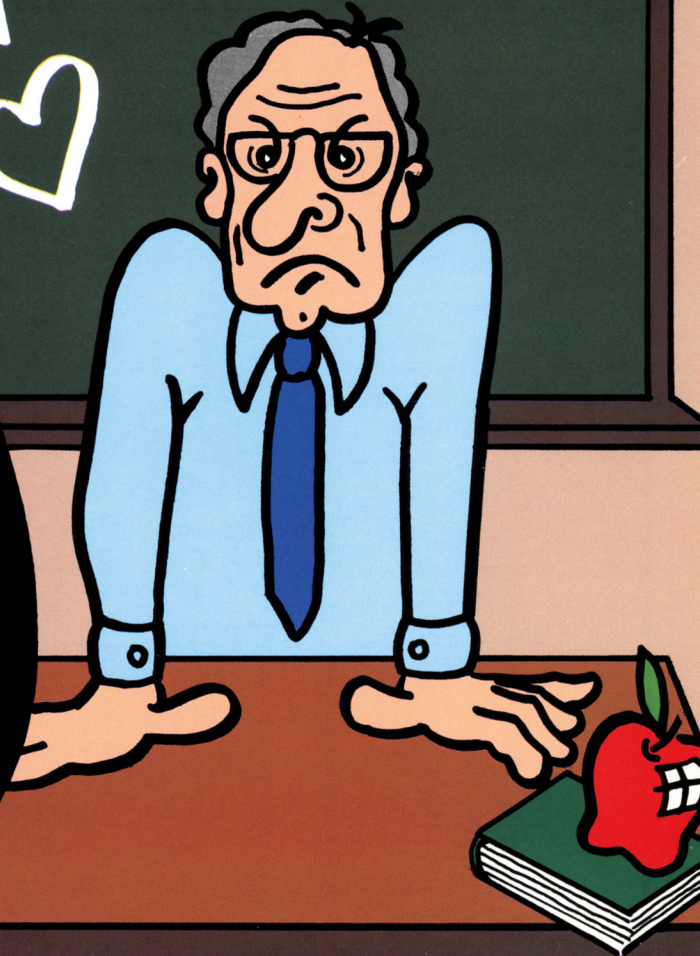
Pit Boss made conversion proof 3/1, p.17
Donkey Kong suit could be costly 3/1, p.20
Crossbow puts Exidy in the chips 3/1, p.36
 CVX Games manufacturer folds 3/15, p.14
 Enter Tech leaves Tuni bankruptcy shadow 3/15, p.15
 Face-Off enjoined by federal court 3/15, p.17
 Williams hangs in on *Star Rider* 3/15, p.26
 Autorovo opens Virginia office 4/1, p.27
 Bally has profitable '83 4/1, p.21
 Manufacturers discuss time span between
 coin-op and home releases 4/1, p.75
 Namco licenses home games 4/1, p.140
 Bally to test video lottery 4/15, p.11
 The Return of Seeburg 4/15, p.15
 IGT revenues increase 4/15, p.19
 Williams earnings slump 4/15, p.19
 Nintendo introduces the VS. System 4/15, p.20
 Data East offers conversion for *Bega's Battle* 4/15, p.28
 Innovations lead to bright future for jukeboxes 4/15, p.42
 Pavloff markets Bonanza card game 5/1, p.16
 Bally stretches copyright law 5/1, p.20
 Crown Vending to supply CVS game-paks 5/1, p.21
 Bally to buy Sente 5/15, p.11
 Centuri reports profits 5/15, p.15
 ITC publishes video study 5/15, p.16
 Atari plans to move offices 5/15, p.78
 Atari moves manufacturing division 6/1, p.15
Track & Field counterfeits seized 7/1, p.10
Elevator Action kits seized 7/1, p.14
 Taito wins piracy case 7/1, p.14
 Operators offered kiddie ride guarantee 7/1, p.18
 Williams slates TV show 7/1, p.24
 Status stops gray area games 7/15, p.8
 Merit stops New Way copies 7/15, p.10
 Rowe presents video jukebox 7/15, p.16
 Bally turns back *M.A.C.H. 3s* 7/15, p.16
 Bally to acquire Great America Park 7/15, p.17
 Williams revenues down 7/15, p.21
 Manufacturers take cautious approach
 to laser conversions 7/15, p.38
Face-Off suit settled 8/1, p.10
 Atari expands U.K. network 8/15, p.19
 Laser disc juke produced 8/15, p.19
 Konami opens U.K. office 8/15, p.19
 The *Saker One* lets players fly 8/15, p.22
 Stern files for Chapter 11 9/1, p.10
 Warner sells Atari home division 9/1, p.11
 Bally acquires Lifecycle 9/1, p.19
 Konami/Centuri holds international
Track & Field challenge 9/1, p.38
 Pavloff reports successful year 9/15, p.16
 Konami enforces copyrights 9/15, p.18
 Diversified companies offer options 9/15, p.32
 Collectors may increase collections 9/15, p.48
 Taito consolidates operations 10/15, p.10
 Nintendo sponsors VS. Open 10/15, p.20
 Seeburg to debut new phono and innovations 9/15, p.24
 Bally Sente distributors view new product 11/1, p.27

OPERATING

Rhode Island location, operators join forces 12/15/83, p.20
 Expensive products lead ops to conversions 12/31/83, p.36
 NCMI has hotline for ops' problems 1/15, p.35
 An operator's viewpoint of AMOA '83 1/15, p.76
 Auctions help ops survive in the 80s 2/1, p.67
 Handling income freight problems 3/15, p.42
 Develop better routing of sales & delivery calls 3/15, p.46



HE'LL STEAL YOUR HEART AWAY!



Konami®/centuri™

But He'll Put Cash Back Into Your Coin Box.

Mikie™, *High School Graffiti*, is a fast paced, challenging comical character game that will capture the hearts of just about anyone who has ever stepped foot inside a classroom.

Mikie is just your average high school boy who happens to run into a little difficulty every time he tries to get together with his girlfriend.

start hurling pies at our high school hero.



Poor Mikie finally encounters his beloved in the gym, only to find that the girls' gym teacher is not pleased with the intrusion.



Hand in hand our loving couple make it to the courtyard where they must sidestep several football players to make it to Mikie's awaiting car ... ah, all this in the name of love.



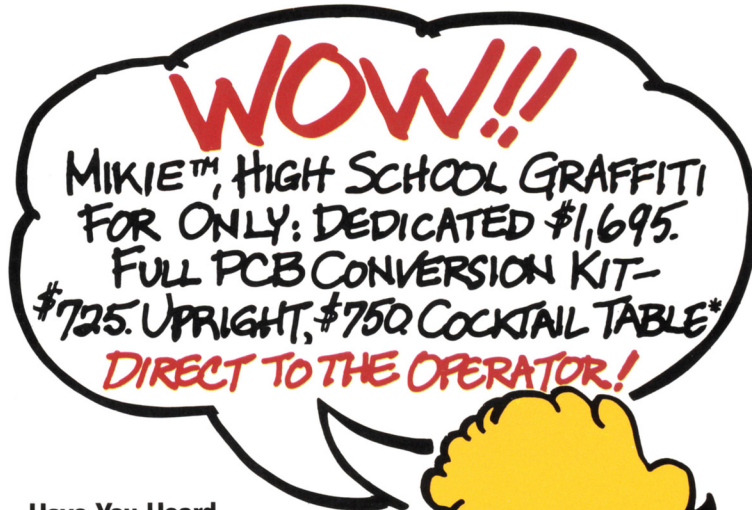
It starts in the classroom where Mikie tries to collect messages (hearts) from his sweetheart. You see, Mikie, with the use of his HIP ZAP, has to push the other students off their chairs to get those messages. This, as you can imagine, doesn't sit too well with his teacher. Things aren't much easier for Mikie once he makes it out of the classroom and into the locker room.



It gets downright messy in the cafeteria when the cooks

Mikie™, *High School Graffiti* Conversion Kit comes complete with:

- PCB Board
- Marquee
- Promotional Header
- Schematics
- Side Graphics
- FCC Shielding Cage
- Complete Harness with Connector
- Complete Instruction Manuals
- 4-position Joystick, 4 buttons & switches
- Control Panel Overlay with instruction, button & joystick decals



Have You Heard About The



The CENTURI DIRECT CONNECTION is a dynamic new method of purchasing video games. You, the operator can now buy direct from one of the industry's leading manufacturers at **prices equal to or below distributor cost**. For more information about the DIRECT CONNECTION and how to obtain a FREE DIRECT CONNECTION STARTER KIT, call:

U.S. (except Florida)
1-800-624-6334

FLORIDA AND OUTSIDE U.S.
1-305-558-5200



HIGH SCHOOL GRAFFITI

Mikie™

Copyright 1984, Konami Industry Co., Ltd. All rights reserved.

*FOB Hialeah, FL, product subject to availability and prices subject to change without notice.

centuri™
We're Inventing What The Future Will Bring.

WARNING

The Mikie™, *High School Graffiti* video game in the upright and cocktail table models is manufactured under license from Konami Industry Company Ltd., and sold in the United States, Canada, Central and South America, exclusively by Centuri, Inc.

Willful copyright infringement is a Federal Crime. Centuri, Inc. fully intends to take all legal action necessary to protect its proprietary rights against all parties manufacturing and selling Mikie™, *High School Graffiti* games, or games which imitate the Mikie™, *High School Graffiti* game, and which infringe upon Centuri's said proprietary rights.

The high cost of playing videos 4/1, p.8
 Good games, not token wars, attract players ... 4/1, p.101
 Challenges and basics of operating phonos 4/15, p.30
 Program jukeboxes to your clientele 4/15, p.34
 Lawyer issues liability warning 5/1, p.15
 NCMI forms arcade division 5/1, p.19
 Ops voice concerns about video lotteries 5/1, p.54
 What business are you in?..... 5/1, p.61
 Negotiating commissions with locations 5/1, p.64
 How to write a good location contract..... 5/1, p.66
 Find your market niche 5/1, p.67
 Getting rid of used equipment 5/1, p.68
 Distribs and ops adapt to changing market..... 6/1, p.27
 The erosion of management's right to fire 6/1, p.74
 Cueing up for profits 6/15, p.25
 Location owned pool tables 6/15, p.35
 Keep the table and keep the location..... 6/15, p.36
 Valley league stimulates interest in pool 6/15, p.38
 Leagues and tournaments generate
 enthusiasm for foosball 6/15, p.41
 Bull's Eye! Ops score success with darts 6/15, p.47
 Shuffleboard players, promoters aim for
 national organization 6/15, p.51
 Business principles and practices 6/15, p.76
 Alternatives for the operator 7/1, p.29
 Alternatives for the arcade operator 7/1, p.31
 What business are you in?..... 7/1, p.35
 The operator's role as service distributor 7/1, p.36
 Industry conditions: Why service
 distribution makes sense 7/1, p.38
 Strategies for growth 7/1, p.41
 Analyzing alternatives: A specific procedure 7/1, p.44
 Operators reveal the keys to successful
 cigarette vending 8/15, p.38
 High tech + High Touch = High Bull!..... 9/15, p.8
 1984—The year of the crunch 11/1, p.35
 Outlook for '85 11/1, p.45
 Operators sound off about manufacturers,
 distributors 11/1, p.48
 Operators plan to buy more staples, not videos. 11/1, p.53
 Why players left and how to get them back ... 11/1, p.59

PAY TELEPHONES

Minnesota may approve private pay phones.... 4/1, p.16
 FCC frowns on pay phones 4/15, p.16
 States review private pay phones 5/15, p.14
 Distrib. sues to place private pay phones 7/15, p.11
 Minnesota approves private pay phones 8/1, p.8
 FCC approves private pay phones 9/1, p.8
 Pay telephones: Operators tell locations:
 Call on us 9/15, p.36
 First privately owned phone installed 11/1, p.10

PHONOGRAPHS

AMOA calls for timely effort on juke bill . 12/31/83, p.10
 Wurlitzer debuts video disc music box 2/1, p.71
 Startime Video Jukebox to offer discs 2/1, p.116
 Session on copyrights scheduled 2/15, p.170
 28,000 signatures protest copyright fees 4/1, p.20
 The return of Seeburg 4/15, p.15
 Challenges and basics of operating phonos 4/15, p.30
 Program jukeboxes to your clintele 4/15, p.34
 Video Jukeboxes: An audio and
 visual marriage 4/15, p.36
 Innovations lead to bright future for jukeboxes 4/15, p.42
 Jukebox royalty meeting unproductive 5/1, p.16
 Lawson admonishes operators 5/1, p.28

Proper programming means potential profit ... 5/1, p.56
 It ain't so, Mr. David 6/1, p.108
 AMOA responds to jukebox article 6/15, p.20
 Jukebox hearing set 7/15, p.14
 Rowe represents video jukebox 7/15, p.16
 Laser disc jukebox produced 8/15, p.19
 Rock magazine rated best 9/15, p.12
 Seeburg to debut new phono..... 10/15, p.24
 Singles one-stops report stable sales 10/15, p.26
 Scanning for the best singles 10/15, p.28

PINBALL

Pinball an issue in W. VA campaign 12/15/83, p.10
 Pinball merchandising 1/15, p.40
 Video/Pinball: Separate but equal partners 3/15, p.50
 Good games, not token wars, attract players ... 4/1, p.101
 The care and feeding of your pinball machine .. 8/1, p.36
 America renews its love affair with flippers ... 10/1, p.13

TABLE GAMES

Valley's league's growth the best yet 4/1, p.28
 Foosball world championships tournaments 4/1, p.30
 Pool leagues give ops stability 4/15, p.121
 Attract players with pool leagues 5/1, p.55
 Cueing up for profits 6/15, p.25
 Recovering your pool table 6/15, p.30
 Location owned tables 6/15, p.35
 Keep the table and keep the location..... 6/15, p.36
 Valley league stimulates interest in pool 6/15, p.38
 Shuffleboard players aim for organization..... 6/15, p.51
 Air-Table-Hockey holds exhibitions 11/1, p.24

TRADE SHOW COVERAGE

IAAPA readies annual show 12/15/83, p.34
 London Preview: Lasers pose dilemma
 for British operators 12/15/83, p.60
 ATE show near 12/31/83, p.28
 AMOA: They came, they saw, and they
 were disappointed 12/31/83, p.34
 Expensive products lead to conversions ... 12/31/83, p.36
 Don't expect laser overproduction 12/31/83, p.46
 Massive memory videos draw big response 12/31/83, p.62
 The Crank's AMOA buying strategy 12/31/83, p.68
 Critic reviews laser games at AMOA 12/31/83, p.78
 Slot machines dominate Spanish exhibition 12/31/83, p.87
 Williams introduces new product at
 Italy's Enada 12/31/83, p.89
 A technical look at AMOA 1983 1/15, p.69
 When less is more (AMOA)..... 1/15, p.76
 Machine taxation puzzles Incomat attendees.... 2/1, p.35
 IAAPA draws 8,695 attendees 2/1, p.45
 French snub amusement only devices 3/1, p.40
 The second PAO is ready to go 4/15, p.21
 The ASI: An operator no-show 4/15, p.24
 Laser discs aren't in the home...yet (CES) 4/15, p.47
 AOE '84..... 5/1, p.36-68
 PAO show cancelled..... 5/1, p.86
 IMA sponsors encouraged 5/15, p.13
 NAMA projects excellent turnout 10/15, p.15

INDUSTRY TRENDS, DEVELOPMENTS AND PRACTICES

GENERAL

Bouncer features expanded memory 12/15/83, p.27

Bushnell unveils Sente system 2/1, p.56
 Auctions help ops survive the '80s 2/1, p.67
 Establish operators feast during famine..... 3/1, p.52
 Nintendo introduces the VS. System 4/15, p.20
 Video jukeboxes: An audio/visual marriage ... 4/15, p.36
 Coping with the '80s 5/15, p.19
 Photon: A high-tech fantasy 5/15, p.48
 Distribs and ops adapt to changing market..... 6/1, p.27
 Operators offered kiddie ride guarantee..... 7/1, p.18
 New report to forecast video trends 7/1, p.23
The Time Machine: A game jukebox 7/15, p.43
 Is *The Answer* a solution for ops? 7/15, p.45
Saker One lets players fly 8/15, p.22
 High Tech + High Touch= High Bull!..... 9/15, p.8
 Pay Telephones 9/15, p.36
 America renews its love affair with flippers ... 10/1, p.13
 Philip Morris reports earnings gain 10/15, p.18
 Vending machine shipments increase 11/1, p.16
 Outlook for '85 11/1, p.45
 Why players left and how to get them back ... 11/1, p.59

ARCADES

Atari opens 'higher level' game center 2/1, p.32
 '50s-themed arcade awards prizes for game play 2/1, p.51
 Pizza Time 'Zapp's' Chuck E. Cheese 2/1, p.62
 Game cabinets influence players 2/1, p.82
 Practical ways to improve an arcade's image... 3/15, p.66
 Good games, not token wars, draw players 4/1, p.101
 Add variety to game placement 4/1, p.104
 Lights out at the arcade 4/15, p.10
 Odds and ends from a writer's notebook 4/15, p.60
 NCMi forms arcade division 5/1, p.19
 Look what I got for free!..... 5/1, p.71

"Police Academy" recruits arcades 5/15, p.17
 Coping with the '80s 5/15, p.19
 Key in to token promotions 5/15, p.25
 Ticket dispensers: Player incentive can
 increase arcade traffic..... 5/15, p.31
 Food can improve an arcade's profitability 5/15, p.40
 Photon: a high-tech fantasy experience 5/15, p.48
 Coinman: Tom McAuliffe 5/15, p.50
 Develop an operating philosophy..... 6/1, p.95
 Professional advice can boost business..... 7/1, p.49
 When to call the police 8/1, p.47
 Cosmetic changes increase video play 9/1, p.54
 Groan over a full cash box 9/15, p.54
 NCMi unites arcade operators 10/15, p.35
 Let there be light 10/15, p.38

BUSINESS ANALYSIS

Small business does more, gets less 1/15, p.53
 The interest rebate rule of 78's..... 2/15, p.110
 Lessons from the burning of Royal Dist..... 3/15, p.32
 Handling income freight problems 3/15, p.42
 The traps of joint ownership 4/1, p.108
 Tax aspects of covenants not to compete 4/1, p.112
 What business are you in?..... 5/1, p.61
 Find your market niche 5/1, p.67
 The erosion of management's right to fire 6/1, p.74
 Business principles and practices (commentary) 6/15, p.76
 Alternatives for the operator 7/1, p.29
 Alternatives for the arcade operator 7/1, p.31
 What business are you in?..... 7/1, p.34
 The operator's role as service distributor 7/1, p.36
 Industry conditions: Why service distribution
 make sense 7/1, p.38



JACK'S AMUSEMENT COMPANY

has two locations ready to serve you!

*** ARKANSAS ***

310 Strong Highway
 El Dorado, Arkansas 71730
501/863-5600
 Jack Ethridge, President

*** TEXAS ***

4019 Avenue 'A'
 Lubbock, Texas 79404
806/762-6283

Mel Harp, General Manager

**FOR FACTORY-AUTHORIZED
 SALES & SERVICE,
 CALL JACK'S!**



"We're large enough to serve you & small enough to appreciate you."

Strategies for growth 7/1, p.41
 Analyzing alternatives: a specific procedure 7/1, p.44
 A positive attitude can improve business 8/1, p.23
 Old debts bring new approaches to financing ... 9/1, p.30
 How the Deficit Reduction Act of 1984
 will affect you 10/15, p.32

COINMAN INTERVIEWS

Chat McMurdie 4/1, p.94
 Tom McAuliffe 5/15, p.50
 John Estridge 8/1, p.45
 Tommie Chatten 9/1, p.26
 Steve Ritchie 9/15, p.40
 Dock Ringo 12/1, p.32

COMPUTERS

Customize your computer to your business 1/15, p.54
 Home computers overtake video
 console business 4/1, p.82
 Customized computer program
 increases productivity 8/1, p.31
 Nighthawk delivers accounting information 8/1, p.32

CONVERSION KITS

Conversions two years ago 12/15/83, p.67
 Re-manufacturing games—more than just
 a conversion 12/15/83, p.68
 Things to consider before converting 12/15/83, p.70
 Expensive products lead ops to conversions 12/31/83, p.36
The Glob features a money back guarantee 2/1, p.34
 Konami to market *Gyruss* kit 2/15, p.170
 Chip shortages confound game makers 3/1, p.16
Pit Boss made conversion proof 3/1, p.17
 Nintendo introduces the VS. System 4/15, p.20
 Data East offers conversion of *Bega's Battle* ... 4/15, p.28
 Always Electronics enters industry 7/1, p.16
 Conversions face critical period 7/15, p.30
 Distributors discuss conversions 7/15, p.33
 Manufacturers take cautious approach
 to laser conversions 7/15, p.38
The Time Machine: A game jukebox 7/15, p.43

HOME VIDEOS

Atari offers *Pole Position* to home 12/15/83, p.92
 Exidy licenses *Fax* for home market 1/15, p.94
 Manufacturers discuss home releases 4/1, p.75
 Home computers overtake video consoles 4/1, p.82
 Associations comment on home games 4/1, p.84
 Namco licenses games to home via cable TV .. 4/1, p.140
 Laser discs aren't in the home...yet 4/15, p.47
Spy vs. Spy becomes game 7/15, p.19
 Warner sells Atari home division 9/1, p.11

INDUSTRY SHAKEOUT

Bankrupt Sol Tabb sold 12/15/83, p.19
 Circle Sand Diego closes 12/15/83, p.32
 Coin-Op industry struggles 12/15/83, p.41
 Declines take toll at Williams 12/31/83, p.18
 Bally may buy Williams 12/31/83, p.112
 Rowe to buy Phillip Moss 1/15, p.18
 Coin-op imports, exports down 1/15, p.22
 Atari revenues continue to plummet 1/15, p.94
 Bally earnings drop 1/15, p.94
 Post-boom losses close Sanders Dist. 3/15, p.13
 CVS Games manufacturer folds 3/15, p.14
 Bushnell resigns from Pizza Time 4/1, p.16
 Williams earnings continue to slump 4/15, p.19

Sente on the marketing block 4/15, p.73
 Bally Dist. acquires Banner 4/15, p.73
 Bally takes on Banner 5/1, p.18
 Bally to buy Sente; Pizza Time files bankruptcy 5/15, p.11
 Japan-based Sega Enterprises sold 7/15, p.10
 Video game capital falls 7/15, p.18
 Williams revenues down 7/15, p.21
 Stern files for Chapter 11 9/1, p.10
 Vending profits drop 11/1, p.12
 1984—The year of the crunch 11/1, p.35

SURVEYS AND STUDIES

ITC publishes video study 5/15, p.16
 New report to forecast video trends 7/1, p.23
 Coin-op data to reflect economic activity 7/15, p.20
 NAMA survey shows vending upswing 9/15, p.18
Play Meter's state of the industry survey 1984 11/1, p.31-54

GOVERNMENT & LEGAL

COPYRIGHTS

Card game infringement suit heats up 12/15/83, p.34
 Arachnid files suit against IDEA 12/31/83, p.112
 AGMA proposals unrealistic 1/15, p.15
 Smuggled videos head to Midwest 1/15, p.18
 Konami attacks U.S. piracy 2/1, p.18
 Sale of *Mini-Vegas* halted 2/1, p.19
 Game kits makes illegal copy of *Gyruss* 2/15, p.170
Donkey Kong suit could be costly 3/1, p.20
 Bally stretches copyright law 5/1, p.20
 House subcommittee releases report 5/1, p.86
Track & Field counterfeits seized 7/1, p.10
 Konami raids Canadian locations 7/1, p.12
Elevator Action kits seized 7/1, p.14
 Taito wins piracy case 7/1, p.14
 Merit stops *New Way* copies 7/15, p.10
 Face-Off suit settled 8/1, p.10
 Video copyright protection sought 8/1, p.13
 FCC to give copyright information 9/1, p.12
 Commodore sues Atari engineers 9/15, p.11
 Konami enforces copyrights 9/15, p.16
 AGMA manual details copyright protection .. 10/15, p.16
 ASCAP 'hit' gives geezers the blues 11/1, p.56

GRAY AREA GAMES

Gray area ops hide behind association 12/15/83, p.19
Little Casino seized in Buffalo 12/15/83, p.24
 NCMI adopts gray area stand 12/31/83, p.25
 FAVA takes stand on gray areas 1/15, p.35
 Bill to legalize gray areas in Michigan 1/15, p.35
 Penn. pokers must be in compliance 1/15, p.35
 Mich. ops want gaming, not gray areas 2/1, p.17
 Ohio sheriff seized machines 2/1, p.42
 Beware of illegal gambling devices 2/1, p.80
 '60 Minutes' looks at video pokers 3/15, p.10
 Letter to '60 Minutes' 3/15, p.11
 NCMI responds to report 3/15, p.11
 Penn. bill would legalize video gambling 3/15, p.12
 Gray area equipment in Illinois 3/15, p.22
 Op arrested for locating pokers 3/15, p.84
 South Carolina ops celebrate ruling 4/1, p.32
 Michign ops oppose gray area bill 4/1, p.39
 Montana rules electronic pokers illegal 4/1, p.140
 California police seize non-credit pokers 4/15, p.11

Montana says no to credit pokers	4/15, p.14
Michigan bill passes Senate	5/1, p.24
Customers arrested in Missouri	5/1, p.24
FAVA show reviews issues	5/1, p.28
Philadelphia policemen indicted	5/15, p.13
Gray area laws must get federal backing	5/15, p.15
Tavern league issues warning	6/15, p.18
Arrests made in Green Bay area	6/15, p.23
NJ declares two card games entertainment	7/1, p.16
Status stops gray area games	7/15, p.8
Louisiana cracks down on gray areas	8/1, p.10
FBI holds gray area seminar	8/15, p.10
Michigan bill to remove free play limits	9/15, p.27
WAMO's legislative committee studies Minnesota gray area law	9/15, p.27
Gray areas lead to arrests in N.Y.	11/1, p.8
Senate hold hearings on gray area games	12/1, p.64

LEGAL HINTS

Beware of illegal gaming devices	2/1, p.80
How to give a deposition	3/1, p.59
Are you adequately insured?	4/1, p.91
Protect yourself when a location's ownership changes	5/15, p.60
When buying a business, don't pay for anything twice	6/1, p.93
Interest rates may be higher than you think	8/1, p.48
Purchasing a route	10/15, p.40

LEGISLATION

Town confused on video rights	1/15, p.10
Michigan bill to legalize slot machines stalled	1/15, p.35
Ohio rep. sponsors lottery bill	1/15, p.35
License fees oppressive	2/1, p.10
Michigan ops want gaming, not gray areas	2/1, p.17
Arizona ordinance discourages videos	2/1, p.39
Florida to vote on anti-machine ordinance	2/1, p.39
Minnesota operator sues over unfair taxes	2/1, p.41
New Jersey op challenges license fee	2/1, p.41
Penn. house bill would cap tax	2/1, p.42
Rhode Island ordinance turned down	2/1, p.42
Addison, Texas, ban unconstitutional	2/1, p.42
Vermont taxes on videos	2/1, p.42
French pokers seized	3/1, p.18
Penn. house bill would legalize video gambling	3/15, p.12
Exhibiting, buying, selling gray areas in Illinois	3/15, p.22
Zoning regulations in Baltimore	3/15, p.28
Milton, Massachusetts proposes ban	3/15, p.28
Hillside, NJ ends moratorium, passes fees	3/15, p.28
NY ops defeat ordinance	3/15, p.28
Yonkers gets reduced fees	3/15, p.28
Oregon Dept. of Revenue adopts depreciation schedule	3/15, p.28
Minnesota may approve private pay phones	4/1, p.16
South Carolina Supreme Court rules poker legal	4/1, p.32
IAMOA to assist in tax suit	4/1, p.39
Detroit bill would ban amusement machines	4/1, p.39
Ohio bill would raise cigarette tax	4/1, p.40
Two Penn. bills would limit taxes	4/1, p.40
Nebraska video lottery survives attacks	4/1, p.65
Coinman Chat McMurdie	4/1, p.94
Montana Supreme Court rules pokers illegal	4/1, p.140
California police seize non-credit pokers	4/15, p.11
Bally to test video lottery	4/15, p.11
Montana says no to credit pokers	4/15, p.14
Ohio town forces ops to remove games	4/15, p.73

Nebraska video lotteries get blanked	5/1, p.10
Michigan bill to ban youths during school hours	5/1, p.24
Tax bill still alive in California	5/1, p.24
California age restriction bill	5/1, p.24
Bill to legalize gray areas passes Mich. senate	5/1, p.24
Riverside, NJ strikes down restrictions	5/1, p.26
FAVA show draws ops to review issues	5/1, p.28
States review private pay phones	5/15, p.14
Gray area laws get federal backing	5/15, p.15
New Jersey arcades protest fees	6/1, p.16
Tavern league issues warnings	6/15, p.18
New Jersey declares 2 card games entertainment	7/1, p.16
"Digest" to monitor legislation	7/15, p.11
Videos banned in Sweetwater, Florida	7/15, p.14
Minnesota approves pay phones	8/1, p.8
Louisiana cracks down on video card games	8/1, p.10
Penn. op sues for reduced fees	8/15, p.12
Small business may get more capital	9/1, p.17
California to vote on video lotteries	9/15, p.11
California OKs <i>Little Casino</i>	9/15, p.23
Warren, Michigan allowed to exercise age restrictions	9/15, p.27
Connecticut video lottery bill to reappear	9/15, p.27
Bill to remove free play limits	9/15, p.27
Penn. bill to cap taxes	9/15, p.27
WAMO studies Minnesota gray area laws	9/15, p.27
Conn. beats back unfair taxes	9/15, p.27
Legislatures consider breath analyzers	10/15, p.14
ASCAP 'hit' gives geezers the blues	11/1, p.56
Age restrictions upheld by Appellate Court	11/1, p.94

TAX TIPS

IRS uses scare tactics to stop abusive tax shelters	12/15/83, p.38
Filing extension doubled	12/15/83, p.38
Separate profits and losses for a tax gain	12/15/83, p.38
What to do if you can't file your return on time	3/15, p.69
Who pays the most tax?	3/15, p.69
Deducting home entertainment	3/15, p.70
Making the best of bad debts	4/1, p.131
Use a charity to get money out of your business	4/1, p.131
401(k) Plans—A tax idea whose time has come	8/1, p.57
A tax trick for second-home owners	8/1, p.57
Taxpayer travel/home-office victory	8/1, p.58
A tax-free transfer of your business is possible	8/1, p.58

VIDEO LOTTERIES

Ohio rep. sponsors bill to legalize lotteries	1/15, p.35
Video lotteries rejected in Connecticut	3/1, p.88
Bonus session will examine video lottery	4/1, p.43
Nebraska lottery survives attacks	4/1, p.65
Off-line video lotteries	4/1, p.72
Bally to test video lottery	4/15, p.11
Nebraska video lotteries get blanked	5/1, p.10
Operators voice concerns	5/1, p.54
Nebraska approves bill to halt expansion	5/15, p.78
Ohio Association will focus on video lotteries	5/15, p.78
AMOA takes stand against video lotteries	7/1, p.10
ICMOA forms campaign to stop lotteries	7/15, p.8
Video slaughter	7/15, p.22
California to vote on video lotteries	9/15, p.11
Video lottery bill expected to resurface	9/15, p.27
Operators try to beat them and join them	10/15, p.21
Video slaughter	12/1, p.68

INDUSTRY GOODWILL

NCMI approves sponsorship of S.A.D.D.	1/15, p.94
---	------------

MVS and Williams donate games to hospital ... 3/1, p.88
 Taito aids Easter Seals ... 8/1, p.16
 10-Yard Fight draws crowd for Easter Seals ... 9/1, p.22
 Industry supports Homefree Program ... 9/15, p.14
 Namco saves cable cars ... 9/15, p.26
 Woburn Vending provides machines for
 Olympic athletes ... 10/15, p.64

MEDIA

Selling an industry 1984 ... 3/1, p.25
 '60 Minutes' looks at video poker ... 3/15, p.10
 Letter to '60 Minutes' ... 3/15, p.11
 NCMi responds to report ... 3/15, p.11
 "Police Academy" recruits arcades ... 5/15, p.17
 Williams slates TV show ... 7/1, p.24

TOURNAMENTS AND PROMOTIONS

Arnold wins Texas air hockey open ... 2/1, p.22
 Pizza Time 'Zapp's' Chuck E. Cheese ... 2/1, p.62
 Selling an industry 1984 ... 3/1, p.25
 Foosball world championships ... 4/1, p.30
 Funspot's promotions help charities ... 4/1, p.74
 New Orleans foosball tournament ... 4/15, p.22
 C & N hosts 8-Ball for singles, teams ... 5/1, p.22
 Key in to token promotions ... 5/15, p.25
 Dynamo launches nationwide table soccer tour. 6/15, p.44
 \$3,500 won at N.Y. 8-Ball tournament ... 7/1, p.28
 South Dakota pool tournament draws
 476 players ... 7/1, p.28
 Dynamo holds \$12,000 U.S. open ... 7/15, p.29
 First Team Cup tournament awards \$115,000 . 8/15, p.25
 Dynamo holds \$12,000 national championships 8/15, p.26

Players compete in the grand prix
 of English Mark Darts ... 8/15, p.27
 10-Yard Fight draws crowds for Easter Seals ... 9/1, p.22
 Tournament played on Century Darts ... 9/1, p.22
 Konami/Centuri holds international challenge .. 9/1, p.38
 AGMA promotes coin-ops ... 9/15, p.24
 Valley holds 4th 8-Ball championships ... 9/15, p.28
 Nintendo sponsors VS. open ... 10/15, p.20
 Video Magic puts arcade on the map ... 10/15, p.36
 Dynamo sponsors \$40,000
 world championships ... 11/1, p.18
 Masters tournament winners to appear in
 Guinness records ... 11/1, p.25
 Fund-raiser promotes good image ... 11/1, p.65

TECHNICAL

AIDS TO THE TRADE

Plasma display/IEE ... 1/15, p.83
 Co-molded housing/AMP Inc. ... 1/15, p.83
 Scan-O-Matic display/Turn-O-Matic ... 1/15, p.83
 Armor Anchor/Armor Chain Co. ... 1/15, p.84
 Character costumes/Business Builders ... 1/15, p.84
 Drop Meter/Greenwald Industries ... 2/15, p.168
 Mity 1/Magner Corp. ... 2/15, p.168
 Hi-Bar game cabinet/Tablevision ... 2/15, p.168
 Dart test fixture/IDEA ... 2/15, p.169
 Logic comparator/Bugtrap Inst. ... 2/15, p.169
 Free catalog/EDSYN Inc. ... 2/15, p.169
 Alarm system/Capricorn Enterprises ... 3/1, p.81

UNLOCK MORE PROFITS!

Make sure that only **your** tokens are used, in **your** machines.

Eurocoin key tokens, backed by our computerized security system, will ensure maximum profit from your machines — don't give it away to your competitors!

We are acknowledged experts on token security and will be pleased to advise you. Our quality is traditionally of a high standard and we are able to back this with **the lowest possible prices**, for key tokens, custom tokens, acceptors, stock tokens and anything else you may need to help keep your revenue up.

Find out now about our 1984-85 program for token users:

**Call collect on
 (606) 254 9117 Telex 910997 8099**



Coinregister/Cashscan Business	3/1, p.81
Loudspeaker boxes/Quam-Nichols	3/1, p.81
Cash box/Turn-O-Matic	3/1, p.81
Catalog/D&R Industries	3/1, p.82
Catalog/Wico	3/1, p.82
Two-key safes/McGunn Safe Co.	3/1, p.82
Coin counter/Coin Computer	3/15, p.75
Chip extractor/P.K. Neuses Inc.	3/15, p.75
Logic trainer/L.J.Broder Enterprises	3/15, p.75
Coinco accessories/Coinco	3/15, p.76
Free catalog/Coin Controls Inc.	3/15, p.76
Tool kit/P.K. Neuses	3/15, p.76
Solder extractor/Auto. Production	4/1, p.126
Power surge control/Cable Electric	4/1, p.126
Computer handbook/Digital Equip.	4/1, p.126
Cup & coin holder/A-1 Products	4/1, p.127
Fire safes/McGunn Safe Co.	4/1, p.127
Counting/wrapping machine/Universal	4/1, p.127
Acoustical foam/Sheggeby Advertising	5/1, p.75
Free catalog/Products International	5/1, p.75
Can coolers/Business Builders	5/1, p.75
Optical lighting/Pace Inc.	5/1, p.75
Digital voltage meter/Amprobe	5/1, p.76
Desoldering systems/Pace Inc.	7/1, p.62
Magnetokens/Eurocoin	7/1, p.62
Fortune cookies/Business Builders	7/1, p.62
Padlock seal/Dickey Mfg. Co.	7/1, p.63
Computer service kit/P.K. Neuses	7/1, p.63
Carry-safe/American Carry-Safe	7/1, p.63
Currency counter/Technitrol Inc.	7/1, p.64
Video billboard/Merit	7/1, p.64
Brass padlocks/American Lock	7/1, p.64
Cylinder locks/Abloy	7/1, p.64
Leg extension/Nintendo	7/15, p.60
Lockable key rings/Abloy	7/15, p.60
DP 1 Desolder Pump	7/15, p.60
Multimeter series/Amprobe	7/15, p.60
Free catalog/P.K. Neuses	7/15, p.61
Paddy McFlaherty/Sally Animation	7/15, p.61
Coin caddy/Wolf Industries	7/15, p.61
Warning labels/Personalized Prod.	8/1, p.63
Gem top/Gem Top Mfg. Inc.	8/1, p.63
Airflite van trailers/Grosshaul Mfg.	8/1, p.63
Power supply/CEI	8/1, p.63
Lexan kit covering/Interlogic	8/1, p.64
Thermal kit/APE Corp.	8/1, p.64
Temperature sensors/Micro Switch	8/1, p.64
Magic Arrow lock/Royal Sunshine	8/1, p.64
Shuffle alley polish/Wildcat Chemical	9/15, p.68
Cam locks/American Lock Co.	9/15, p.68
Parts manual/Arachnid Inc.	9/15, p.68
Solid-state switch/Micro Switch	9/15, p.68
Power supply/CEI Corp.	9/15, p.69
Desoldering station/APE Corp.	9/15, p.69
Rekeyable padlocks/American Lock Co.	9/15, p.69
Coin Comparitor/Coin Mechanisms Inc.	10/15, p.53
Ball cleaner/Wildcat Chemical	10/15, p.53
Big D fastener/Dynamo	10/15, p.53
Combination padlock/American Lock Co.	10/15, p.53
Power supplies/FCI	10/15, p.54
DIN Connectors/AMP Inc.	10/15, p.54
Odor Neutralizers/ACP Products	10/15, p.54
Test fixture/IDEA	11/1, p.79
Transformers/Quam-Nichols	11/1, p.79
Electric lift trucks/Schaeff Namco	11/1, p.79
Free catalog/Shape Magnetronics	11/1, p.79
Lock company/Coin Security	11/1, p.80

PVC tube lighting/Line Lite Int'l. 11/1, p.80

CRITIC'S CORNER, Roger Sharpe

by Games on Review

<i>Crystal Castles</i> /Atari	2/1, p.75
<i>Firepower II</i> /Williams	2/1, p.75
<i>Soccer Kings</i> /Zaccaria	2/1, p.75
<i>Pinball Champ</i> /Zaccaria	2/1, p.75
<i>Elevator Action</i> /Taito	2/1, p.75
<i>Aztarac</i> /Centuri	2/1, p.75
<i>Track & Field</i> /Konami/Centuri	3/1, p.64-71
<i>Rat Race</i> /Williams	3/1, p.64-71
<i>Sharpshooter II</i> /Game Plan	3/1, p.64-71
<i>Jr. Pac-Man</i> /Bally Midway	3/1, p.64-71
<i>Donkey Kong 3</i> /Nintendo	3/1, p.64-71
<i>Pole Position II</i> /Atari	3/1, p.64-71
<i>M.A.C.H. 3</i> /Mylstar	3/15, p.56
<i>Cliff Hanger</i> /Stern	3/15, p.56
<i>Bega's Battle</i> /Data East	3/15, p.56
<i>Astron Belt</i> /Bally Midway	3/15, p.56
<i>Laser Grand Prix</i> /Taito	3/15, p.56
<i>Hoccer</i> /Eastern Micro	4/1, p.114
<i>Mr.Do.'s Castle</i> /Universal	4/1, p.114
<i>Farfalla</i> /Zaccaria	4/1, p.114
<i>Major Havoc</i> /Atari	4/15, p.51
<i>Spy Hunter</i> /Bally Midway	4/15, p.51
<i>Crossbow</i> /Exidy	4/15, p.51
<i>X's & O's</i> /Bally Midway	4/15, p.51
<i>Interstellar</i> /Funai	6/1, p.85
<i>Goal to Go</i> /Stern	6/1, p.85
<i>Galaxy Ranger</i> /Bally Midway	6/1, p.85
<i>Star Rider</i> /Williams	6/1, p.85
<i>Space Ace</i> /Cinematronics	6/1, p.85
<i>NFL Football</i> /Bally Midway	6/1, p.85
<i>Firefox</i> /Atari	6/1, p.85
<i>Tapper</i> /Bally Midway	8/1, p.50
<i>Punch Out!!</i> /Nintendo	8/1, p.50
<i>Jacks to Open</i> /Gottlieb	8/1, p.50
<i>Kings of Steel</i> /Bally Midway	9/1, p.45
<i>Circus Charlie</i> /Konami/Centuri	9/1, p.45
<i>VS. Tennis</i> /Nintendo	9/1, p.45
<i>Laser Cue</i> /Williams	9/1, p.45
<i>Mr. Do.'s Wild Ride</i> /Universal	10/15, p.42
<i>Max-A-Flex</i> system/Exidy	10/15, p.42
<i>Cobra Command</i> /Data East	10/15, p.42
<i>Crystal Castles</i> /Atari	10/15, p.42

FRANK'S CRANKS, Frank Seninsky

<i>Mr. Do.'s Castle</i> : A great conversion	12/15/83, p.81
<i>Star Wars</i> /Atari	12/15/83, p.81
The Crank's AMOA buying strategy	12/31/83, p.68
Cigarette stains	12/31/83, p.68
Discharging monitor's second anode	12/31/83, p.68
<i>Mega Zone</i> : A conversion worth considering	1/15, p.73
Shape up your route (<i>Pole Position</i> , <i>M.A.C.H. 3</i> , <i>Dragon's Lair</i> , <i>Ice Cold Beer</i> , <i>Galaga</i> , and <i>Gyruss</i>)	2/1, p.100
The Crank's Outlook for 1984	3/1, p.72
<i>Track & Field</i> service tip	3/1, p.72
Maximize revenues; spend less on conversions	3/15, p.60
Tip on <i>Donkey Kong</i> and Nintendo monitors	3/15, p.60
Buy conservatively and wait	4/1, p.120
Tips on <i>Pole Position</i> and <i>Track & Field</i>	4/1, p.120
The Crank's outlook remains the same	4/15, p.57
<i>Chexx</i> update	4/15, p.57
Make more money with <i>Chexx</i>	5/15, p.62
<i>Punch Me Out</i> —I missed one	6/1, p.83

Power supplies; <i>Nova 2001</i> /Universal	6/1, p.83
Everything you need to know about adjusting coin mechs (Part I)	6/15, p.57
Everything you always wanted to know about coin mechs (Part 2)	7/15, p.47
The care and feeding of your pinball machine	8/1, p.36
Prevent cigarette machine service calls	8/15, p.46
Convert coin mechs and push slots to accept tokens	9/1, p.57
Bits and pieces on Q-bits	9/1, p.60
<i>Superbike</i> : A good kit with an incredible price	9/15, p.60
Tips on <i>Ms. Pac-Man</i> and more	10/15, p.44
<i>Seicross</i> catches The Crank's eye	11/1, p.62
<i>Track & Field</i> service tip	11/1, p.64

GENE'S GUDGEMENTS, Gene Lewin

Game Reviews

<i>Crystal Castles</i> /Atari	12/15/83, p.72
<i>Super Rider</i> /Venture Line	12/15/83, p.72
<i>Espial</i> /Venture Line	12/15/83, p.72
<i>Motorace USA</i> /Williams	12/15/83, p.72
<i>Laser Grand Prix</i> /Taito	12/31/83, p.78
<i>Badlands</i> /Konami	12/31/83, p.78
<i>Cube Quest</i> /Simutrek	12/31/83, p.78
<i>Interstellar</i> /Funai/ESP	12/31/83, p.78
<i>Star Rider</i> /Williams	12/31/83, p.78
<i>Cliff Hanger</i> /Stern	12/31/83, p.78
<i>Goal to Go</i> /Stern	12/31/83, p.78
<i>Astron Belt</i> /Bally Midway	12/31/83, p.78
<i>Bega's Battle</i> /Data East	12/31/83, p.78
<i>M.A.C.H. 3</i> /Mylstar	12/31/83, p.78
<i>Pole Position II</i> /Atari	1/15, p.60
<i>Donkey Kong 3</i> /Nintendo	1/15, p.60
<i>Jr. Pac-Man</i> /Bally Midway	1/15, p.60
<i>Dinosaurs</i> /Eastern Micro	1/15, p.60
<i>Popper</i> /Alway Electronics	1/15, p.60
<i>Dacholer</i> /Nichibutsu	1/15, p.60
<i>Skelagon</i> /Nichibutsu	1/15, p.60
<i>Mega Zone</i> /Konami	1/15, p.60
<i>Marvin's Maze</i> /SNK Electronics	1/15, p.60
<i>Eggs</i> /Universal	1/15, p.60
<i>Hoccer</i> /Eastern Micro	1/15, p.60
<i>Mr. Do's Castle</i> /Universal	1/15, p.60
<i>Stinger</i> /Venture Line	1/15, p.60
<i>Ambush</i> /Venture Line	1/15, p.60
<i>Blaster</i> /Williams	1/15, p.60
<i>Phozon</i> /Namco	1/15, p.60
<i>Major Havoc</i> /Atari	1/15, p.60
<i>Great Guns</i> /Stern	1/15, p.60
<i>TX-1</i> /Atari	1/15, p.60
<i>Bouncer</i> /Entertainment Sciences	1/15, p.60
<i>Crossbow</i> /Exidy	1/15, p.60
<i>Track & Field</i> /Konami/Centuri	1/15, p.60
<i>Mr. Do's Castle</i> /Universal	3/15, p.55
<i>Donkey Kong 3</i> /Nintendo	3/15, p.55
<i>Cliff Hanger</i> /Stern	3/15, p.55
<i>Cloak & Dagger</i> /Atari	4/1, p.119
<i>Elevator Action</i> /Taito	4/1, p.119
<i>Hoccer</i> /Eastern Micro	4/1, p.119
<i>Goal to Go</i> /Stern	6/1, p.73
<i>NFL Football</i> /Bally Midway	6/1, p.73
<i>Crossbow</i> /Exidy	6/15, p.63
<i>Galaxy Ranger</i> /Bally Midway	6/15, p.63
<i>Tag Team Wrestling</i> /Data East	6/15, p.63
<i>Space Ace</i> /Cinematronics	6/15, p.63
<i>Mega Zone</i> /Konami/Interlogic	7/15, p.52
<i>Star Rider</i> /Williams	7/15, p.52

<i>V.S. Tennis</i> /Nintendo	7/15, p.52
<i>Spy Hunter</i> /Bally Midway	8/15, p.53
<i>Nova 2001</i> /Universal	8/15, p.53
<i>Hyper Sports</i> /Centuri	8/15, p.53
<i>Major Havoc</i> /Atari conversion	9/1, p.43
<i>Punch Out!!</i> /Nintendo	9/1, p.43

TECHNICAL INSTRUCTIONAL ARTICLES

Service is key to survival	5/1, p.51
Converting laser discs to 25-cent play	6/1, p.78
Recovering your pool table	6/15, p.30
Cleveland Coin develops universal test fixture	8/1, p.30
Coinman John Estridge increases serviceman's productivity	8/1, p.45
The Brady Pocket Raster Generator	9/15, p.57

KURZ-KASCH SERIES

I.C. Regulators	12/31/83, p.93
I.C. Regulators Programmed Test	2/1, p.105
Junction Field Effect Transistor	2/15, p.155
Junction Field Programmed Test	3/15, p.71
Metal Oxide Semiconductor Field Effect Transistor	4/1, p.128
Metal Oxide Programmed Test	5/15, p.64
D.C. Parameters	7/1, p.50
D.C. Parameters Programmed Test	7/15, p.54
A.C. Equivalent Circuits	8/15, p.55
A.C. Equivalent Programmed Test	9/1, p.62
A.C. Coupled Amplifiers I	9/15, p.63
A.C. Coupled Amplifiers I Test	10/15, p.49
A.C. Coupled Amplifiers II	11/1, p.69
Direct Coupled Amplifiers	11/1, p.70

NEW PRODUCT INTRODUCTIONS

<i>Jaguar</i> pool table/Valley	12/15/83, p.83
<i>Stagecoach</i> /American Arcade	12/15/83, p.83
<i>Sober Meter</i> /Luckey Laboratories	12/15/83, p.84
<i>Blaster</i> /Williams	12/15/83, p.84
<i>Donkey Kong 3</i> /Nintendo	12/31/83, p.99
<i>Cliff Hanger</i> /Stern	12/31/83, p.99
<i>Horse Racing & Slots</i>	12/31/83, p.100
<i>Crossbow</i> /Exidy	12/31/83, p.101
<i>Rat Race</i> /Williams	12/31/83, p.101
<i>Triple Strike</i> /Williams	12/31/83, p.102
<i>Tidal Wave</i> /Exidy	12/31/83, p.102
<i>Track & Field</i> /Konami/Centuri	1/15, p.82
<i>Mini-Clinic</i> /Tech Vend Mktg.	1/15, p.82
<i>Star Rider</i> /Williams	2/1, p.104
<i>Spirit Casino</i> /Techstar	2/1, p.104
<i>Jr. Pac-Man</i> /Bally Midway	3/1, p.74
<i>Interstellar</i> /Funai/ESP	3/1, p.74
<i>NFL Football</i> /Bally Midway	3/1, p.75
<i>Goal to Go</i> /Stern	3/1, p.75
<i>Tablestakes</i> /Merit	3/1, p.76
<i>Great Guns</i> /Stern	3/1, p.78
<i>Royal Darts</i> /IDEA	3/1, p.78
<i>Spy Hunter</i> /Bally Midway	3/1, p.78
<i>Model 483</i> /Rock-Ola	3/1, p.79
<i>Tapper</i> /Bally Midway	3/15, p.74
<i>Breath Analyzer</i> /Air-Port Systems	3/15, p.74
<i>X's & O's</i> /Bally Midway	3/15, p.74
<i>Zeke's Peak</i> /Taito	4/1, p.122
<i>The Tin Star</i> /Taito	4/1, p.122
<i>You-Pick-It II</i> /Computer Kinetics	4/1, p.123
<i>Big Paw's Cave</i> /Enter-Tech	4/1, p.124
<i>Punch Out!!</i> /Nintendo	4/1, p.124
<i>Firefox</i> /Atari	4/1, p.125

<i>Tanning Hut/Tanning Hut</i>	4/1, p.125
<i>Scion/Sigma Enterprises</i>	4/15, p.61
<i>Akazukin/Sigma Enterprises</i>	4/15, p.61
<i>Kings of Steel/Bally Midway</i>	4/15, p.61
<i>Root Beer Tapper/Bally Midway</i>	4/15, p.62
<i>Tag Team Wrestling/Data East</i>	4/15, p.62
<i>Exerion/Taito</i>	5/1, p.72
<i>10-Yard Fight/Taito</i>	5/1, p.72
<i>TX-1/Atari</i>	5/1, p.73
<i>Boomer Rang'r/Data East</i>	5/1, p.74
<i>Air machine/Rand of Phoenix</i>	5/1, p.74
<i>Fire Escape/ICE</i>	5/15, p.67
<i>Mini-Boy 7/Lou Pavloff Associates</i>	5/15, p.67
<i>The Circus/O-Sun Co.</i>	5/15, p.68
<i>Cloak & Dagger/Atari</i>	5/15, p.68
<i>Attila the Hun/Game Plan</i>	6/1, p.98
<i>All-American Darts/IDEA</i>	6/15, p.65
<i>Galaxy Ranger/Bally Midway</i>	6/15, p.65
<i>Laser Cue/Williams</i>	6/15, p.65
<i>The Valet/O-Sun Co.</i>	7/1, p.57
<i>Pennant Fever/Williams</i>	7/1, p.57
<i>Mr. Do!'s Wild Ride/Universal</i>	7/1, p.57
<i>Mystic Marathon/Williams</i>	7/1, p.58
<i>Superbike/Crown Vending</i>	7/1, p.58
<i>10-Pin Deluxe/Bally Midway</i>	7/1, p.59
<i>Super Bagman/Stern</i>	7/1, p.60
<i>Pandora's Palace/Konami/Interlogic</i>	7/1, p.60
<i>The Games/Mylstar</i>	7/15, p.58
<i>Cobra Command/Data East</i>	7/15, p.58
<i>Major Havoc/Atari</i>	7/15, p.59
<i>Millipede/Atari conversion</i>	7/15, p.59
<i>Blaster/Williams conversion</i>	7/15, p.59
<i>Mystic Marathon/Williams conversion</i>	7/15, p.59

<i>Crystal Castles/Atari conversion</i>	8/1, p.60
<i>I, Robot/Atari</i>	8/1, p.60
<i>Astroskan 2000/Sino Nomines</i>	8/1, p.61
<i>Autoasis/AVS Systems</i>	8/1, p.62
<i>Data Care 1000/Tech Vend</i>	8/1, p.62
<i>Astro Scale/Astro Vision Inc.</i>	8/1, p.62
<i>Black Pyramid/Bally Midway</i>	8/15, p.60
<i>Revenger/Magic Conversions</i>	8/15, p.60
<i>Three Stooges/Mylstar</i>	8/15, p.61
<i>Midnight Marauders/Bally Midway</i>	8/15, p.61
<i>Seicross/Nichibutsu</i>	9/1, p.65
<i>Two Tigers/Bally Midway</i>	9/1, p.65
<i>Treasure Cove/Wico</i>	9/1, p.66
<i>Mister Viking/Bally Midway</i>	9/1, p.66
<i>V.S. Baseball/Nintendo</i>	9/1, p.67
<i>AIR-serv #A20C/AIR-vend</i>	9/1, p.67
<i>Bumper Shuffleboard/Game Technology</i>	9/15, p.66
<i>Audix 3000/Nelson/Aved Tech</i>	9/15, p.66
<i>Audix 1000/Nelson/Aved Tech</i>	9/15, p.66
<i>Return of the Jedi/Atari</i>	9/15, p.67
<i>Air/Vac/Rand of Phoenix</i>	9/15, p.67
<i>Turkey Shoot/Williams</i>	10/15, p.51
<i>Pub Time Darts/Nomac Ltd.</i>	10/15, p.51
<i>Big Bat/Bally Midway</i>	10/15, p.52
<i>Video Masic Entertainment Center/Rowe</i> ..	10/15, p.52
<i>Gaplus/Bally Midway</i>	11/1, p.74
<i>Karate Champ/Data East</i>	11/1, p.74
<i>Star Light/Williams</i>	11/1, p.75
<i>Vulgas/SNK Electronics</i>	11/1, p.75
<i>Tire Inflator/Acc-U-Air</i>	11/1, p.75
<i>Triv-Quiz/Status Games</i>	11/1, p.76
<i>Cheyenne/Exidy</i>	11/1, p.76
<i>Face-Off/Entertainment Enterprises</i>	11/1, p.76

THE REDEEMER®
TICKET DISPENSERS
AWARDS • INCENTIVES • PROMOTIONS
INSTANT WINNERS
CATALOGS



Dispense tickets, coupons, and instant winners to build location traffic and revenues. Now, you can promote Games, Vending Machines, Coin Changers, or any other equipment.

COIN-A-TICKET®
 2763 E. Fourth Ave.
 Columbus, Ohio 43219
614-252-8878

We provide everything you need to increase your PROFITS to become the real Winner!

1984— Every Which Way But Up

By Roger C. Sharpe

For those in the field who had thought they had seen everything, 1984 must have been an eye-opening 12 months of surprises and disappointments. Devastation ruled the day in a never-ending drama of confrontation and economic survival.

It proved to be the sternest test the coin-op industry has faced since those unparalleled days leading up to 1941, when public sentiment sent the business reeling to previously unthought of lows and a general belief that maybe the game was finally over.

Well, this was far from the case when the industry slowly started to regroup and rebuild in the mid- to late-'40s. The casualties were staggering as once-major factories closed their doors and faded from view, unable to make the transition that was demanded in a suddenly redefined field. Those capable of seeing a brighter and prosperous future managed to approach operations in a more realistic fashion, never allowing blind ambition or impatience to take over and doom any slim chance that remained.

In many ways, 1984 stands as a similar crossroads which will be looked upon, in years to come, as a period when the industry was forced to reevaluate its position in the leisure time entertainment field. The uncertainty of where coin-op sees itself in the scheme of things, surfaced rather dramatically in the almost paradoxical nature of product development we witnessed. On the one hand were the noble attempts to tap into the available advanced technology via some less than inspired laser-based machines

*In many ways,
1984 stands as a
similar crossroads
which will be looked upon,
in years to come, as a
period when the industry
was forced to reevaluate
its position in the leisure
time entertainment field.*

and the talk of simulators or environmental chambers. The other side of the coin, meanwhile, was fervently taken up in the safety of resurrecting classic themes and vintage equipment such as pinball machines, skee-balls, bowlers, updated electro-mechanical creations, arcade novelty games, and even kiddie rides, as well as specialty items.

This split the industry right down the middle and reduced equipment introductions. To assess the relative stability and health of the

*The uncertainty of
where coin-ops sees itself
surfaced rather
dramatically in the
almost paradoxical
nature of product
development we witnessed.*

business, let's look at the equipment. A startling lack of truly exceptional and innovative machines (at least, to the degree we have come to expect each and every succeeding year) is immediately obvious. The high points in equipment introductions were few and far between, and their impact was negligible.

The equipment released during the calendar year offers a sweeping panorama of diverse philosophies and game design patterns among the individual companies that tends to reveal much about the health of given manufacturers and what we might expect from them in the months to come.

In video games, here's the Sharpe guage of the winners and losers of 1984.

At Atari, apart from some carry-over success of older games, the only real accomplishment was the mid-year introduction of *I, Robot* with its impressive 3-D raster video animation. However, the question remains, do graphic displays translate into good earnings? Can cosmetic effects alone attract and hold a loyal following?

Over at Bally Midway, there's reserved optimism. The impressive showing of *Spy Hunter*, which broke out of the pack of driving games, was a top performer through spring, summer, and fall and, even now, shows no appreciable signs of slowing down. A familiar theme with some added twists, this behind-the-wheel challenge combined the high speed maneuvering of a basic car race with the staple appeal of shoot and destroy play action.

Another noteworthy creation
(continued on page 49)

Did You Know ...





Van Brook supplies Tokens to Major Casinos in every part of the World.

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

THE ECONOMICS OF

Automobile leasing has become a billion dollar industry, rapidly attracting prospective lessees. Never before have the deals been better, the conveniences more tempting, nor the variety of plans more plentiful.

Competition is keen in the leasing field, and leasing companies often run "teaser ads" for their 18-month and 24-month contracts. So you must be an astute shopper and compare prices to obtain the maximum services at minimal cost.

The crux of the question is a comparison of ownership factors versus leasing costs. By and large, the leasing industry emphasizes service and convenience. Actually, leasing costs are not materially cheaper or costlier than individual ownership, but there is the positive reduction of worries, frustrations, and record-keeping.

A primary consideration is depreciation. Starting from the time the automobile is driven off the showroom floor, depreciation becomes the single greatest factor consuming the value of asset. At a rate of 25 percent the first year, 15 percent the second year, and 10 percent the third, it is easy to see that an automobile could depreciate to half the purchase price in just three years. The cost of a 36-month lease may not be much more than the cost of buying a new car and trading it in after three years. Therefore, the lease may be a feasible option for those who purchase a car every two or three years and whose disposable income position is not overtaxed by perpetual lease payments which actually equate to car notes.

At this point a logical question might be how can a leasing com-

pany, with payroll costs, overhead expenses, and large advertising budgets lease an automobile at less cost to the lessee than if the lessee had bought his own car?

The answer is leasing firms buy cars for much lower prices than are available to the general public; they research to find the makes and models that give best performance and value and, because of specialized know-how, are able to get top-dollar when reselling cars. Also, they maintain their own repair shops and pay a fraction of the repair costs charged to the unknowing layman. Additionally, they reduce insurance costs by carrying a "fleet" basis coverage and take advantage of factory guarantees that are available to the public, but unused because of lack of knowledge as to their availability.

Basically a monetary advantage is gained if (a) your company owned (or employee owned) vehicles are driven at least 12,000 miles per year, and especially if they are driven in excess of 15,000 miles annually, (b) if their annual repairs and maintenance bills are above normal because of the manner in which the vehicles are handled or because of local climate or driving conditions, and (c) if the vehicles driven are used more for business than for pleasure.

The advocates of leasing cite a list of primary advantages which can be summarized as follows:

1. Leasing instead of purchasing leaves capital free for other purposes.
2. Cash is not tied up in fixed assets and is free for investment.
3. Such investments are a hedge against inflation and puts money to its best use.

AOE Returns to its Roots



**Sixth Annual
Amusement Operators
Expo
March 29-31**

LEASING VEHICLES

BY JOSEPH ARKIN, CPA, MBA

4. Automobiles purchased on time cause a mortgage to be filed in the County Clerk's Office, which, in some instances can impair a credit rating.

5. Persons and firms using automobiles for business purposes can get a tax deduction for the lease payments.

6. Bookkeeping chores are eliminated for the maintenance of depreciation schedules, upkeep costs, adjusted trade-in values, etc.

7. A cash saving is effected by the elimination of the need for paying license or inspection fees.

8. Time is saved in the procurement of license plates.

Probably the most salient feature in addition to those named above is that the lessor will pay (on full-maintenance contracts) all repair costs, even those where you are at fault. When the automobile is laid up for repairs, another automobile is furnished.

How much does leasing cost? In the classified and automotive sections of your local newspaper you can find a variety of prices quoted; but, basically, there are two types of lease—a closed-end lease and an open-end lease.

A closed-end lease is like an apartment lease. You agree to pay a certain amount for a number of months. This is also known as a "net lease," a "fixed lease," or a "walk-away lease." The open-end (finance lease or equity lease) is riskier. At the end of the lease, you may either buy the car or let the company sell it. If the car sells for more than the lessor originally estimated, you get the surplus. If it sells for less, you pay the difference (not more than three times the monthly payment). However, an open-end lease is

usually a little less expensive per month.

It is of interest that in 1979, 20 percent of all new cars in the U.S. were leased. That figure is projected to rise to 40 percent by 1989. Although most of the leased cars are for business and government use, most of the industry's growth is expected to come from the public sector.

Leased automobiles can be obtained with full maintenance (the lessor will pay for all repairs, insurance, oil changes, license plates, winterizing, tire replacements, etc.) or without maintenance. In the situation without maintenance, you pay all of your own expenses and only lease the car itself. In either case, you pay for your own gasoline, tolls, and parking fees. Most leases will allow for 15,000-20,000 miles for annual usage, after which you must pay for additional miles driven as a surcharge.

Leasing is also the answer to the accident prone individual who cannot secure coverage because of a poor experience rating. This, coupled with the economic and service features previously mentioned, should give you the impetus to take a good look at auto leasing.

If all of the foregoing has sold you on leasing, the next question is from whom? The big factor is one that is often hidden from the casual inquirer—the quality of the service offered by the leasing company. Some companies have garages that give around-the-clock service, others close their service departments on holidays and weekends.

Before entering into any leasing arrangements, first check the company's reputation with your local Chamber of Commerce, the Better

Call us toll-free
800-225-2734*



for savings
up to 25%
on your next
Token Order

Call our toll-free number for immediate quotation and we'll prove to you that we will save you up to 25% on your next token order. Same day shipment on stock tokens and only 3-4 week delivery on custom tokens.

Design service available at NO COST. Call Roger Williams Mint for best service, best quality and lowest price.



Roger
Williams
Mint™

Northwest Industrial Park
79 Walton Street,
Attleboro, MA 02703
*In Massachusetts,
Call (617) 226-3310

NO FRILLS PRICES

We offer the Largest Selection of closeouts, used games and conversion kits at the Lowest Everyday Prices.

Astron Belt	895.
BC 25 MC	1395.
Centipede	495.
Donkey Kong	195.
Dragon's Lair	895.
Frogger	295.
Galaga	995.
Ice Cold Beer	395.
Joust	395.
Mach III	1395.
Ms. Pacman	695.
Q-Bert	695.
Pacman	395.
Punchout	2695.
Track & Field	1295.
Zaxxon	195.

Conversion Kits

Bomb Jack	725.
Cloak & Dagger ..	495.
H.B. Olympics	350.
Hypersport	725.
Seicross	595.
Strength & Skill ..	595.

The Game Exchange

(THE ORIGINAL)

1289 ALUM CREEK DRIVE (our only office)
COLUMBUS, OHIO 43209
(614) 258-2933

CALL TOLL FREE

IN OHIO

1-800-848-1514

OUTSIDE OHIO

1-800-848-0110

Business Bureau, or a local automobile club. As with many growth industries, the leasing field has been invaded by many marginal operators. Thus, it is also important to know some of the main points covered in the lease agreement.

Security deposit: You may be required to leave a refundable deposit equal to one or two monthly lease payments.

Advance payment: Most companies also require two months payment in advance. Be wary of companies that require a down payment because they are non-refundable and increase the cost of the lease by the amount of the down payment.

Fees and taxes: Your monthly payment will be subject to sales tax, and you will probably have to pay registration fees.

Insurance: You can probably get insurance through the company, sometimes at a lower rate than you could get on your own.

Damage and excessive wear: At the end of the lease, you will have to pay for any unusual wear, missing equipment, and unrepaired damage. Insist the lessor provide you with a specific description of the kinds of damage you'll have to pay for.

Term of the lease: Know how long your lease is—most leases to individual customers run 24 to 36 months.

Option to purchase: (Open-end lease only.) The lessor should specify the predicted wholesale value of the car at the end of the lease. You have the right to purchase the car at that price.

Early termination: The lease should state under what conditions the lease is terminated, such as default or if the car is totaled. Most lessors will allow early termination when someone is found to continue the lease.

Mileage surcharge: the normal range or base is 16,000-20,000. Make sure the mileage base is realistic and avoid leases with a surcharge of more than eight cents per mile.

Maintenance: Services and repairs are your responsibility unless you have a full-maintenance contract.

Basic monthly payments: This is based on the lessor's estimates of

depreciation, interest cost, overhead, and profit. Don't be fooled by low monthly payments—it's the total cost you're concerned with. Recently a newspaper ran an ad listing a new 1984 Cadillac Coupe de Ville for \$299 a month; but how much does that car really cost? Well, there's a \$1500 non-refundable down payment, a \$500 security deposit, an annual \$55 fee for registration and inspection, and a \$40 monthly insurance charge. Also, there is a surcharge of 25 cents for every mile beyond the 1,000 allotted miles and a possible charge for excessive wear and tear. Considering all factors, including tax and if you drove 1,200 miles a month, your monthly payment would be over \$479—a difference of over \$180 a month or \$4320 over a 24-month lease!

It is also advisable to have your attorney carefully read over the lease (which incidentally is a complicated document) so that you don't unwittingly get into a bind or sign something other than that which was orally represented to you.

Contrary to what automobile leasing companies advertise, not all leasing fees are tax deductible. To correct an erroneous impression given in some newspaper advertisements, the Internal Revenue Service issued a Technical Information Release which stated in part:

"Federal income tax rules on this point are quite clear. Auto or truck lease payments are deductible only if they represent ordinary and necessary expense of, and are directly attributable to, the operation of a trade or business. Under no circumstances are such lease payments deductible to the extent they represent personal use by a taxpayer, such as for vacation trips or driving to and from his place of business or employment. And, no deduction will be allowed for so-called lease expenses which, in fact, constitute payments toward the purchase price of autos or trucks."

While all of the foregoing has related to automobiles, the logic and economic results will apply equally as well to the rental of light and heavy duty trucks.



AOE Returns to its Roots

In 1980 and 1981, the Amusement Operator's Expo (AOE) stunned the industry by staging an operator-oriented show in springtime in New Orleans. At the time, people said it could'n't be done. Since then, others tried to copy it. They couldn't. They found out there's only one AOE; and this year it's back in New Orleans, birthplace of Jazz, home of Mardi Gras!

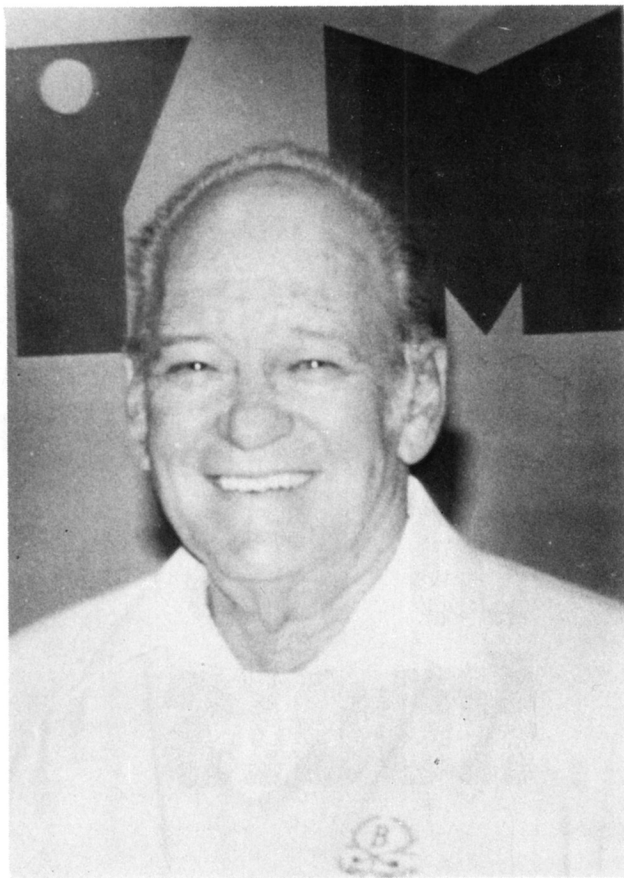
Mark your calendar now—

The Sixth Annual AOE '85

March 29-31.

BE THERE!

COINMAN INTERVIEW



Marty Cerin

By Valerie Cognevich

Marty Cerin, our Coinman of the Month started with a route in 1962 in Bakersfield, California. Nine years later he sold his route and went to Colorado and started working for Mountain Coin which was owned by Pete Garrett. He worked for Pete for about seven years, then left, only to return a year later when Elden Kingston bought the company. Marty's been working as general manager for the five divisions of Mountain Coin ever since. These divisions are located in DesMoine, Iowa; Salt Lake City, Utah; Phoenix, Arizona; Albuquerque, New Mexico; and Denver, Colorado (headquarters).

Married, he has four children, one of which, Tom, is in the coin-op industry in Santa Barbara, California. Like his father before him, Tom has a small route.

Marty says he's just like everyone else in this business: He got started in the business and somewhere along the line it got into his blood. Outspoken about the coin-op amusement industry's direction, he insists it's time to get together and work at pulling the industry out of its slump. Though he plans to retire at the end of this year, he insists he's not retiring because the industry is presently in the doldrums. In fact, he says, "It looks like it might be more of a challenge now. But I've spent ten years building up people in our organization, and the ownership is very important. I feel very secure in my retirement." Actually, the industry doldrums probably have a lot to do with what Marty will be doing in his first few years of retirement. That's right. He'll still be associated with Mountain Coin as a consultant. Like a true Coinman, his blood type is coin-op positive.

When you started in this business what was going on?

As a route operator, I was working with jukeboxes, cigarette machines, pinballs, and a few arcade pieces. That's it. Operating wasn't that difficult, but you had to worry about holding your locations and maintaining the right percentage. It's similar to problems operators are facing now. You know, history does have a way of repeating itself. A lot of things do come back but it is never on as large a scale. You remember the Hula Hoop? Well, we didn't foresee that videos were just a long fad. That was the problem, everyone got too heavy into video.

● *All this negative talk is just that—talk. Let me tell you something....Our sales have actually increased in recent months.*●

Video a fad like Hula Hoop? What sort of effect does that have on your perception of the business?

The biggest change is we had to come off cloud nine. I don't know of any distributor who didn't take his lumps in receivables. Fortunately, I saw the end coming about six or seven months before it actually happened; so we weren't stuck with a lot of inventory. I looked at my receivables, didn't see how anyone could keep on like we were going. About that time, payments on contracts started falling a little behind; and, naturally that cut down our market for sales.

Did you see something there that others didn't?

I didn't do anything different, but others might not have looked at it in the same way I did. I know my first thought was they were just a little behind because they bought a new house or something. But when I started analyzing it, I saw no matter what our operators were doing, it wouldn't work. So we cut down on our sales. We had to return to the pre-boom era of distributing.

I guess we distributors got a little lazy, getting so many orders. We didn't have salesmen on the road, not that we wanted it that way, but we were forced into it.

So you think distributors are once again becoming counselors? Or are operators too independent now?

Operators got very independent, but now I see a trend where operators are starting to come back in to ask our advice about various games, the economics of the industry, things like that. Experienced operators have always realized distributors have a lot of knowledge, a lot of experience to share with their operator/customers. I see operators returning to that again.

What are you hearing from the operators? All doom and gloom?

I don't see that at all. Many of our operators are still in debt, but we're helping them in every way we can— maybe it's lengthening a contract, or dropping the interest, or even giving them a game here and there to rejuvenate their routes. But we're also finding operators who feel that even if they buy the newest games they are going to have a difficult time paying for them let alone paying off past debts. It may take a little time, but I feel by some of the things that are

happening that the industry will be strong again.

What are some of those things that are happening?

In time, things will get back to what they should be. The industry has gone through peaks and valleys before but nothing like the video boom/bust. So a lot of people didn't know what to do with it. But I see a light at the end of the tunnel. The industry is not going to go broke. We won't have the number of operators and locations that we had before. Manufacturers will just have to lower their sights and build what a reduced industry can use. But the industry will still be there. All this negative talk is just that— talk. Let me tell you something. It's the honest truth. Our sales have actually increased in recent months. We've really streamlined our organization. We never got into that trap of paying outrageous salaries and then having to lay off employees because they were making so much. We were very fortunate in having the excellent key people in our company and they never got spoiled. They remember when some people were making the high salaries. My people weren't but they have jobs now. We didn't have to lay off many people like some companies did.

Are the operators getting to a point of paying off the debts incurred since the video boom?

A lot of the operators who entered the industry during that time are out of business. It's the old time operators who are still solid, and that's because they didn't overbuy or get too heavily into debt. Also, there are a lot of locations with deplorable equipment, and those operators remain vulnerable to operators who can come in with new equipment.

What are operators buying right now?

Pinballs, jukeboxes, pool tables, but mainly they're looking at the cost of machines more than ever before. We've gone back to basics. With our pinball, jukebox, pool table, and shuffle alley sales all up, I think operators have realized video is not the answer. Of course, there are still locations that can handle only video games, so there'll always be a market for video. What I mean is video will always be around, but operators will buy only the top games. They'll wait longer before buying in order to get more conclusive test results. So that's got to be good for the operator. Before, he felt rushed to buy a game before it was

*I feel by some of the things that are happening
that the industry will be strong again.*

tested. Nowadays we get test reports from our manufacturers and our routes, and we can accurately predict how good the game is so we know what to order and how many.

But what about the relationship with the manufacturers you represent. Don't they want you to buy whatever they have to offer?

Our policy is to take one or two games and test them on our routes. How else will we know what will be a hit and what will sell? That will give us an idea about what to order. Games can do different in various parts of the country, too. So a manufacturer's test reports might not mean anything as to how that game will do in Colorado. That's why I feel we're fortunate to have a couple of routes to test the games.

That raises the old question about distributors who also operate. Is it a good business practice?

It's an advantage for us and our operator/customers if we have a route to test games. If we didn't have these routes, we would have to count on another operator to test the games. Let me add we're not in the route business by choice. We had to repossess some routes. In some cases, we may even have retained the operator as the route manager. The cash flow helps tremendously, sure, but at the same time, every one of our routes is for sale. We make a point of not competing with our customers. If one of their locations would call us, we would try to save that location for our customer.

As a distributor how do you assess the manufacturers' situation?

It's sad to see these manufacturers going out of business or cutting way down. I can't say anything about the management because they know way more than I do about manufacturing; but, at the same time, some did expand too rapidly.

The ones that are out of business just waited too long to pull back. You know yourself that, before the video boom, Mylstar (Gottlieb) was a very dependable manufacturer. They were manufacturing what they knew about, and the facilities were geared to their production. Then there were also some situations with lasers done with front money from distributors, and there aren't many that will get caught in that trap

again. I would hate to see us end up with one or two manufacturers. That would be bad.

We now have a situation with manufacturers who have a lot of their own distributorships. They have tons and tons of inventory, and they are trying to find just any way to get rid of that inventory. But these distributorships were just packed with inventory; so it's got to be a big loss to them.

What are your feelings on gray area games?

Whatever impact they have made on the industry, in due time it will come to a screaming halt. We don't operate them, and we don't sell them either. In fact, I don't see how they can last. I think the only reason people are getting by with them now are the states don't have the enforcement numbers to go after them. But, with these games it's the same thing as with the amusement games. When an operator down the street puts in a new game, then another operator's location finds out about the new game and wants one too. There will be situations where he will buy the game but will have a longer payoff on it.

What are your feelings on the video lottery?

It could be very detrimental to the industry if they legalize it. It would be bypassing the operator and therefore hurting the distributor. I have been following the Illinois test from time to time, and there is a possibility the problem may solve itself if tests are unsuccessful. Our state has a lottery, but no plans for a video lottery. Although the lottery people did try to put across to our state legislature that they wanted a video lottery. The legislature turned it down.

Do you think manufacturers will ever be able to bypass the distributors and sell direct to operators?

No way in the world they could. Number one, the logistics make it impossible. Most of our operators buy on contracts. It would be pretty tough for someone back in the credit department to be calling all over the United States. That would be the greatest deterrent. Some have tried, and in a way you can't blame them. They are there to make a dollar, and they had big investments in product, and, if the distributor turns him down, where else can he turn? But it doesn't work for them to sell direct. ●

*It's the old time operators who are still solid, and that's because
they didn't overbuy or get too heavily into debt.*

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 1984.



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 1984.



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 1984.



**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**

(continued from page 39)

from Bally Midway was the appearance of a novel adult audience piece, *Tapper*, with the instantly recognizable musical jingle and graphic logo of Budweiser. Regardless of how this relationship was engineered, the fact that it came to be was a telling indication of the potential power coin-op can wield as a medium for other industries that share a common market and the desire to explore unconventional means to broaden their advertising message.

Konami/Centuri enjoyed continued success with *Track & Field* during the first half of the year as players didn't seem to tire of the physical interaction necessary to play the game. And, as a way to further reinforce that dedicated following of ardent videophiles, the Konami/Centuri tandem took center stage with the coin-op event of year—an international competition that attracted more than one million players in both the United States and Japan. In addition, the tournament combined the resources and facilities of Bally's Aladdin's Castles along with national convenience stores, providing the broad-based exposure and accessibility of the event on a scale never before achieved in the industry. Last, but by no means least, the proceedings dramatically showed the kind of enthusiasm and popularity attached to amusement games, when, in excess of \$100,000 was raised for the March of Dimes. It was the kind of activity that the industry could take pride from.

Cinematronics, along with Don Bluth, tried to rekindle the ebbing flame of laser disc games with a follow-up to *Dragon's Lair* called *Space Ace*, but the novelty of this type of entertainment had long passed and the response to this artful animation effort left little doubt that the first stage of the new technology had reached its end.

Within the same category, Data East hoped to find a market for a laser disc kit when it brought out *Cobra Command*, an animated action adventure that found some limited appeal.

Even Mylstar sought to salvage whatever audience existed with a

KIDS-LOVE OUR EGGS



**YOU WILL
TOO!**

Dispensing our popular and exciting toy-filled egg capsules is fun and profitable. Contact us for equipment and supplies.
Toll-Free 1-800-EGG SHOP



**INNOVATIVE
INDUSTRIES,
INCORPORATED**

2605 Grand Ave. • Carthage, MO 64836



PROFITABLE, DEPENDABLE GAMES BACKED BY EXPERIENCE AND SERVICE

Dependability and quality is part of every game we sell. We know that you can't make money when a game is out of order waiting for parts or service. With our games parts and service are as close as your phone.

Every Whac-A-Mole and Hot Spot we have built is still in operation. Our popular games keep working so you keep the traffic coming and profits growing.

We have been building games since 1970. You can depend on us to give you real value for your investment.

Bob's Space Racers, Inc.

427 15th Street, Holly Hill, Florida 32017

Telephone: 904-677-0761

Manufactured in the USA



clever live-action throwback to those 1950's sci-fi flicks with a game called *Us vs. Them*.

It was Nintendo, however, that took the diminishing market of 1984 by storm with the championship showing of *Punch Out!!* and the well received *VS. System* that was led off by *VS. Tennis* and followed by *VS. Baseball*. Undoubtedly noticing the attractiveness of sports-oriented games, the company attempted to deliver the non-stop action and physical involvement of a boxing game and did so with an inventive visual technique, a two monitor cabinet and superb use of speech. The results propelled Nintendo back into the ranks of the major manufacturers and then strengthened its position with a highly attractive and open-ended interchangeable game system featuring excellent graphics and realistic on-screen visuals.

Elsewhere the mood seemed to be one of catch-as-catch-can with companies scrambling to secure a portion of the market. Taito's *10-Yard Fight* managed to generate its fair share of interest, along with Data East's *Tag Team Wrestling*. But the real sleeper in the sports category had to be Coin-It's *Birdie King II* which found a growing niche for itself among the other, better known, performers.

It was conversions, however, which had a major influence on the design direction of the industry. Once universally scorned as a ridiculous concept that would never work, the improved quality of the products as well as economic conditions, changed many people's thinking. The attractions which marched out to locations everywhere as inexpensive alternatives to dedicated machines included the likes of Universal's continuing love affair with *Mr. Do!* in his new *Wild Ride* escapades. *Time Pilot '84* returned from Konami, updating the hit of little more than a year ago, while Crown Vending gave greater credibility to the small guy with a priced-right effort called *Superbike*.

Rounding out the video category line-up, we saw laser-based games, by and large, go nowhere. The major reason for this was the games were

inferior. This tended to doom the potential of the technology from the beginning and sour both operators and distributors against the viability of laser games for the present. It's unfortunate that none of the 14 different models that followed *Dragon's Lair* and *M.A.C.H. 3* could match them in earning power.

However, the real blame for the failure of laser games must fall directly on the manufacturers. All were too quick to turn out laser games, and the result was mediocre products that really didn't need laser circuitry to accomplish their feeble game play. Outside of *Space Ace*, the only shining lights were *Us vs. Them* and *Cobra Command*, which together brought the technology another small step closer to where it will ultimately go in the future.

Oh, yes, for those who have been quick and sure to report that laser is dead and buried, don't be surprised when it resurfaces in the next year or two as an extremely attractive coin-op option. It will never command the total sphere of the coin machine entertainment field, but it will be very important. All that's needed is a greater sensitivity and understanding of laser technology and how it can be applied to take full advantage of its vast potential. And it will come.

As for the other product lines, the venerable pinball came back to befuddle the skeptics who had relegated these steady performers to the trash heap. Fortunately, the few remaining manufacturers who still believed in flipper games didn't get side-tracked and scared away from supporting a good thing that might just last for another generation, or two, or three of players.

Although the number of models released during the first nine months of the year were few and far between, the market seemed more than willing to buy up what was available. If anything, what this should signal is a more fertile target market to deal with and, as a result, even more models, on a more regular, and frequent basis in the months ahead.

Regarding 1984, we saw a pronounced reliance on design that either brought back golden-oldies

such as Williams' *Laser Cue*, which bore a striking resemblance to *Alien Poker* (if you took away a small top flipper and target bank), or Mylstar's final tribute to *El Dorado*. Basic, uncomplicated playfields made up the rest of the selections led by Bally's *Kings of Steel*, Game Plan's *Attila the Hun* and Mylstar's *The Games*.

Although this emphasis on straightforward, no-frills design might have been enough for 1984 and the feeding of the slowly awakening revival for flipper games, there will definitely have to be more imagination and innovation in the future to sustain any real growth.

Apart from the positive response to novelty games, which are finding a place in more and more operations, the last real issue of the year, has to deal with the manufacturers themselves. Obviously, there has been a lot of shuffling around and a tally sheet that is heavier on the losers' side than it is winners'.

Maybe the biggest shock of 1984 was the late fall announcement ending Mylstar (nee Gottlieb). It had been a major part of the industry for over five decades. Any last minute changes in this fate remain unknown as of this writing, but the repercussions for the rest of the industry have got to be substantial as to how the outside world will now view the shrinking business.

Stern's reorganization status cast doubt over whether this company can right itself and become a viable candidate in the manufacturing wars. And the turmoil at Warner Communications has only meant a shaky outlook for Atari and grave doubts about where this company might land in the next three to six months.

Add to this some questions and concerns regarding the future of Williams, which really hasn't rebounded since its devastating entanglement with Bally almost a year ago; and Taito, which has effectively returned to developing product for any other interested parties. Centuri, meanwhile, with the help of Konami, has remained an active participant in the coin-op wars, but a less than favorable outpouring of

orders for *Hyper Sports*, the exceptional follow-up to *Track & Field*, must have come as a shock to this duo, and rumors are that the game may well resurface as a kit this fall.

Nintendo, on the other hand, has got to be considered a force to reckon with, based on the show of strength this spring, and Exidy always seems to come up with something to keep in the race, as does Data East, which is enjoying some exciting sales for its inventive *Karate Champ*.

Rounding out an evaluation of 1984, one must spend some extra space for Bally with its Midway/Sega/Sente links and the growing suspicion that if things continue the way they have the past nine months this powerhouse giant could be all alone as the last major. Interestingly, any move in this direction won't be based on the overpowering acceptance of its product, because, if anything, there has been much anticipation but no real breakthroughs—or as they say in the advertising game, much sizzle but no steak. However, a recent extravaganza to kick off the Sente portion of Bally and the SAC I and II systems, might be enough to generate some temporary excitement and enthusiasm on the distributor and operator level, although I'll hold out my observations until the players get a chance to cast their votes.

So far I'm underwhelmed by what has already taken place, but eternally optimistic to believe that things will turn around and begin to build upward and onward as they have always seemed to do in the past. Those in the outside world who are more than ready, willing, and receptive to the idea that coin-op is dead, are going to be in for a surprise.

As long as there is a leisure time entertainment category and people willing to spend a portion of their hours at play and diversion, we will survive. As long as people will pump money into some type of equipment or creation that vends escape, fantasy, a challenge, and enjoyment, there will be a business to fulfill this need. And that business is called the world of coin-op amusement games; pure and simple. ●

BURNED BECAUSE YOUR ADS ARE LOST IN A FAT MAGAZINE ???

CONSIDER THIS ADVANTAGE OF THE NEW SLIM, TRIM PLAY METER

Your money is just as good as the next advertiser's. Why should your advertisement be cluttered among others who are paying a whole lot less for the same space as you? (PLAY METER does not practice the art of special discounts for special advertisers just to fatten its pages. What the rate card says is what PLAY METER charges.)

**Call Today & Discover What Advertising
In Play Meter Can Do For You!**

1-504-488-7003

INTRODUCTORY SPECIAL OFFER LIMITED TIME

Totally New - Unique Game Concept!

**"QUARTERBACK SACK" Football Theme—where
skill, speed and coordination make for exciting
FAST PACED competition.**

- Earns 25¢/min.
- Over 600 random combinations
- Countertop or floor pedestal
- Rugged solid state construction



- Perfect opener for new locations
- Low investment means quick ROI
- 1st really unique game in years
- Untapped new markets

OPERATORS & DEALERS

Call Today For Our Special Introductory Offer!

GAMETRONIX INT'L., INC.

612/884-5922

Distributorships available in certain areas.



Cigarette Vending, Minors, and the Role of NAMA

A small but very bright and visible decal on most of the nation's 785,000 cigarette vending machines warns that "Sales of Cigarettes to Minors are Forbidden by Law. We support this law. Help prevent and report violations to us. The Management."

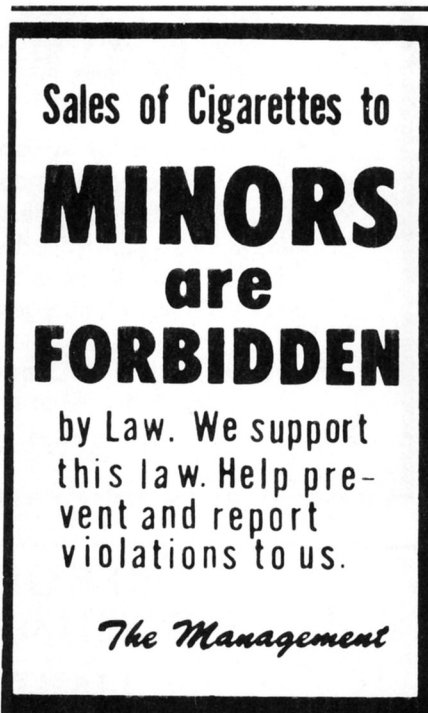
Because this warning sign to minors has been a fixture on most cigarette venders for more than 20 years, most vending industry people take it for granted and few remember how and why it got there.

The long-standing role of the nation's vending industry association in all aspects of cigarette vending machines sometimes is also taken for granted, even though it has been—and continues to be—of vital importance to those who manufacture and operate cigarette machines and to the tobacco industry.

The National Automatic Merchandising Association (NAMA), which designed and distributes the "Minors are Forbidden" decal, has been supporting and defending all aspects of cigarette vending since the day NAMA was founded in 1936.

Says Richard W. Funk, NAMA counsel and director of government affairs, "NAMA was founded almost 50 years ago for the primary purpose of preventing discriminatory legislation and unfair taxation. Although we have added other services over the years, the initial purpose of legislative and regulatory protection remains by far the most important mission of NAMA."

Today NAMA has a staff of five attorneys in its three offices whose task is to monitor legislation and organize support or opposition at



The NAMA decal served to insulate vending from the growing health and smoking debate.

the state and local level, and to function with federal authorities in order to protect and advance the fortunes of the vending industry.

Funk says that to this very day cigarette vending gets a large share of the staff's attention and of the association's financial resources.

The minors warning decal on cigarette vending machines is a visible example of how much NAMA has concentrated on the issues which affect cigarette vending.

Before the U.S. Surgeon General's Report first brought the smoking and health issue to the forefront in 1962, the NAMA staff had carefully monitored the research of the Royal College of Physicians in

England and correctly anticipated that the U.S. Government might pursue the same issue with even greater zeal.

"By the time the fat got into the fire, so-to-speak, we had formed a special cigarette vending committee, hired outside public relations counsel, and determined that smoking by minors might become the immediate target of anti-smoking forces," said Funk.

When the U.S. Surgeon General's Report hit the news media in 1962, NAMA had already prepared industrywide defenses in the form of "Operation Alert", a six-point program of self-regulation regarding the placement of cigarette machines. Part of Operation Alert was aimed at educating legislators and the general public that minors do not buy cigarettes from vending machines to any extent which need concern the public.

Before the U.S. Report was issued NAMA had underwritten a landmark consumer study which identified why minors smoke, where they buy cigarettes and how parents' smoking habits and peer pressure influence their own smoking behavior.

The research study, undertaken by the then highly regarded Gilbert Youth Research Organization, coupled with the NAMA self-regulation program for the placement of cigarette vending machines, put the entire cigarette vending business in a public position where activists seldom attacked vending machines as a source of cigarettes for minors. It served to insulate vending from the growing health and smoking debate.

In the few communities where

bans on cigarette machines have been proposed NAMA's effective self-regulation program has reassured city councilmen that vending machine bans are not necessary, and all have been defeated.

Until the early 1980's, NAMA had distributed more than two million of the "Minors are Forbidden" decals free of charge to cigarette machine manufacturers and to all cigarette operators whether they are members or not.

"That little decal is an eloquent symbol of NAMA's preventative action which has been a tremendous benefit to everyone who has an interest in cigarette vending," Funk says.

The decals are available from NAMA to this very day and are used on virtually all machines.

While safeguarding the industry against the "sales to minors" issue has been a unique accomplishment

some vending operators, is featured regularly on the programs of the association's two annual conventions and on the annual meeting presentations of its more than 30 state associations, says Funk.

In recent years NAMA has zeroed in on various states' attempts to levy a sales tax on the state excise tax portions of cigarette retail prices.

Tobacco companies and cigarette machine manufacturers occupy a prominent place in the two trade shows conducted by NAMA each year, thus facilitating communication and interaction between operators and manufacturers.

In addition, the association continues to assign a significant portion of its annual Operating Ratio Report to cigarette vending and to the concerns of cigarette machine operators.

"We have every reason to

We are not qualified to act as health experts. But we have every reason to use our expertise in government and legislative affairs to prevent discriminatory regulations and taxes which would threaten vending operators as a fallout from the health debate.

for cigarette vending by NAMA, the association renders many other services to cigarette vending and to the entire industry, says Funk.

NAMA continues to invest considerable staff time and funds in monitoring all legislative proposals at the state and local level. It reports all bills and regulations of interest to its members and to its network of state associations on a frequent basis.

More importantly, NAMA has always mobilized its members and the state groups to oppose higher cigarette taxes and the now multiplying anti-smoking ordinances.

The NAMA staff serves on the boards and committees of several tobacco industry associations and actively supports the Tobacco Action Network (TAN) through its members in all parts of the country.



Cigarette vending, even though it is no longer the main interest of

continue this emphasis on cigarette vending since even today 20 percent of the \$15 billion sales volume of the vending industry is represented by cigarette sales," Funk says.

"We recognized more than 20 years ago that the smoking-health issue would not diminish as a subject for public debate, but we determined from the beginning that NAMA's function is to concentrate on its members' role as retailers and distributors. We are not qualified to act as health experts. But we have every reason to use our expertise in government and legislative affairs to prevent discriminatory regulations and taxes which would threaten vending operators as a fallout from the health debate," said Funk.

"In that role we have become and remain the major resource of operators and manufacturers of cigarette machines and tobacco products." •

Did You Know . . .



Van Brook Tokens are used for the Vending Machines at the U.S. Mint in Philadelphia.

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

AOE Returns to its Roots



**Sixth Annual
Amusement Operators
Expo**

March 29-31

TAX TIPS

By Richard Weatherington

IRS Dirty Tricks Aimed at Operators Who Sell

The old warning to "beware of Greek's bearing gifts" is very true if you happen to be a Trojan or own a coin vending business. In particular, beware if you are approached by a prospective buyer for your operation who has a keen interest in finding a company which can provide a lot of under-the-table income that can be hidden from the IRS.

The prospective buyer may just turn out to be part of an undercover project known as the "Business Opportunities Program" (BOP).

The program is one of several undercover operations the IRS works in order to trap business tax evaders. The IRS may approach an arcade owner, posing as a prospective buyer for the company and use the information it obtains to turn a prospective sale into a legal and financial nightmare.

An owner recently ended a seven-year fight with the IRS after being stung by the tactics of the BOP. The resulting publicity and comments by the courts about the way the IRS runs the Business Opportunity Program left it stinging, but still determined to continue undercover sting operations.

In 1977 the IRS decided to use the program to ferret out what it was sure were some tax cheaters in Arizona who were skimming money off the top of their companies. IRS agents posed as buyers looking to acquire a good business. The ruse came complete with business cards, three-piece suits and business partners.

They contacted a business broker and asked if he had any firms which were for sale. Although the agents did not specifically ask for a

business which did a lot of skimming, the veiled suggestions and hand gestures made it very clear what the buyers were seeking. They wanted firms which had enough cash flow to allow them to skim income off the top without reporting it on their tax return.

The IRS will not restrict or curtail its use of the Business Opportunity Program to catch coin vending dealers who skim money from their businesses.

The broker said he knew of a firm which might fit their purposes. After talking to the company owners, the broker met with the phoney buyers and asked them to sign an agreement of confidentiality, which required that they not divulge any of the information they learned.

One of the agents examined the company tax returns and met with the owner and his wife. While the agent and the owner were away from the broker for a moment, he raised the subject of skimming, though again only in somewhat vague terms. Things seemed to click between the agent and the owner,

and the agent was sure he had a good prospect for the trap.

A few days later the broker called the agents and asked "Are you sure you aren't from the IRS?" The agent just laughed, but he said nothing, as though it was a silly question. He then asked for another meeting with the owners.

The meeting took place at the owner's home where the business records were reviewed. Next, the other agent, acting as a business partner, was brought in. While the first agent would act eager to buy, the partner acted reluctant, taking a "show me" attitude.

The agents toured the company and insisted that the broker not be present at this part of the discussion. When the discussion again turned to money, the agents pointed out that they only wanted a company that could generate substantial skimming of income.

The agents made a return visit to the owner's home and were given a tour of the house because one of the agents indicated that he might know of someone looking for a home just like the owner's. They again examined the company books and were shown a summary of the amount the owner had skimmed from the business over the years.

The agent who played the role of the "doubting Thomas" asked to see more proof than just the summary. He was then taken to the owner's bedroom and shown the invoice that had not been reported as income.

Later, when the agents returned to their office, they diagrammed the home in order to obtain a search warrant. A few days later, armed with the search warrant and the dia-

gram of the house, special agents from the IRS arrived at the owner's home, posing as real estate agents. When they followed the wife, who was the only one at home into the kitchen, they flashed their badges and showed her the warrant. The warrant listed five specific items to be seized and the agents were told where those items were located.

She was read her legal rights, but declined an opportunity to call her husband or an attorney. She gave permission to the search of the home and storage buildings but indicated the records had been moved to another location. She signed a consent form to allow a search of that location.

The agents left the residence with 17 boxes of material with only a cursory inspection of what was being taken. The agent in charge later admitted many items were improperly seized.

Later that afternoon the husband phoned the IRS and demanded the records be returned which were needed for the operation of the business. Three days later the IRS did return an adding machine and a blank checkbook.

The owner went to court to obtain a restraining order to prevent the IRS from using the evidence seized and requiring the items be returned. They argued that the search was illegal because the deceptive actions of the IRS had tainted the warrant. They also argued that the wife had given involuntary consent to the search of the other location.

The district court noted that the IRS used the Business Opportunities Program under the guise of being prospective buyers in order to appeal to the seller's natural inclination to reveal skimming and thereby improve the chances of a sale. Whether a search is reasonable depends on the circumstances surrounding the undercover operation. The court found that the agents had not been honest when asked if they were with the IRS, particularly in light of the fact that the IRS had approached the investigation as a criminal matter from the start.

In a prior case, the Fifth Circuit Court of Appeals ruled that a con-

sent search is unreasonable under the Fourth Amendment if the consent was induced by deceit, trickery or misrepresentation by the IRS.

The district court concluded that the agents' failure to advise the owner of the criminal nature of the investigation was a flagrant disregard for the owner's rights. Even one of the agents admitted questioning how far they are permitted to go before giving a person his Miranda warning, particularly when the investigation is conducted under the guise of something else.

The district court decided that the searches were illegal and that the consent given by the wife was obtained in the course of an illegal search and the IRS could not use the evidence it had seized.

Since the future of the Business Opportunity undercover program was at stake, the IRS appealed the district court's ruling to the Ninth Circuit Court of Appeals. That court, with some obvious regret, overturned the lower court's ruling. The Appeals Court concluded that the first and second visits to the home of the company owner were not illegal searches and the owner had given up his right to privacy because he did not vigorously preserve his privacy when he gave the agents the information on skimming.

The court held that the Fourth Amendment affords no protection to a wrongdoer who holds the misplaced belief that a person to whom he voluntarily confides his wrongdoing will not reveal it.

In a rather stinging indictment against the IRS, however, the court said its ruling should not be misconstrued as approval of the tactics used by the IRS agents. The IRS had violated its own policy guidelines in conducting the Business Opportunities operations, and the entire program was ultimately destructive in nature.

Democratic governments, the court noted, are based on a relationship of trust between the government and the business owner. If the possibility exists that the next acquaintance you meet may be a government agent conducting a hidden investigation, unjustified by any indication of wrong doing, every

EXECUTIVE JELLYBEAN PEANUT DISPENSER

Conversation Piece!



NEW, NOVEL COCKTAIL ACCESSORY. IT'S EASILY OPERATED AND ALWAYS PRACTICAL. EXCITING AND WELCOME GIFTS THEY WON'T ALREADY HAVE. STANDARD MODEL SHOWN \$15. 2 AT \$25. PPD. DELUXE MODEL HOLDS 4 LBS. \$20. 2 AT \$35. PREPAID. BOTH - BROWN OR BEIGE. STATE COLOR. ADD 5% TAX IN MASS. CHECK OR M.O. PERFECT FOR HOME, SHOP, CLUB, BAR OFFICE, RESTAURANT.

BEST BUYS DEPT. M
STOCKBRIDGE, MA 01262

JUST OUT - CLASSY SUPER DELUXE MODEL DISPENSER. WOOD BASE IN WALNUT. HOLDS 5 LBS. OF JELLY BEANS NO COLOR PROBLEM! \$29.



Did You Know . . .



Van Brook offers these handsome Trade Stimulators . . . They're Vending Machines, and completely legal.

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

SPECIAL NOTICE

purchase your used equipment from
NEW ORLEANS NOVELTY CO.

In business for 50 years!
International reputation for selling the finest used videos, flippers, & amusement games available anywhere.

EACH & EVERY GAME BEAUTIFULLY REFINISHED LIKE NEW BY EXPERTS
All games authentic legal factory models
GET ON OUR MAILING LIST FOR OUR LATEST PRICE BULLETINS OR CALL Rose, Eddie, or Jean for latest prices
3030 No. Arnoult Road
Metairie, LA 70002 * 504 888-3500

The prospective buyer may just turn out to be part of an undercover IRS project known as the "Business Opportunities Program."

relationship will be tainted by fear and suspicion.

According to a recent report, the IRS will restrict in the future other programs where agents pose as priests, doctors, and even journalists, but it will not restrict or curtail its use of the Business Opportunity Program to catch coin vending dealers who skim money from their businesses.

Now that you understand some of the lengths the IRS will go to under the business Opportunities Program, you need to be cautious when approached by a buyer, particularly if the discussion turns to

illegal activities.

While it is not clear how the court would have ruled if the IRS agent had lied instead of only laughed when asked if he was with the IRS, it probably would have been a factor of considerable weight.

If prospective buyers seem interested in steering the discussions toward sensitive areas, ask point blank if they are with the IRS or any other government agency and accept only a clear yes or no and get the denial in writing.

As the court indicated in this case, if you want to claim the privacy protections under the Fourth

Amendment, you must clearly indicate by your actions that you intend to protect your rights. Operators are their own worst enemies when it comes to sticking their foot in their mouth.

What you do with your tax return is no one else's concern. If you choose to broadcast indiscretions to another person then you give up your right to privacy and may end up in hot water as well. The first rule of taxation: Keep your mouth shut. Violate that rule, and there are not many protections left to help you when the IRS walks through the door. •

TAX UPDATE

Tax consequences of computerizing

Computers should not be acquired for tax reasons. Nevertheless, they can deliver a worthwhile tax punch.

The hardware is tangible personal property eligible for what the Economic Recovery Tax Act of 1981 defines as "cost recovery" (depreciation to us old-timers). This hardware falls into the five-year recovery class, which means you recover or deduct its cost over five years.

The first year's recovery is 15 percent of the cost; the second year is 22 percent, and for the next three years it's 21 percent. The investment tax credit is 10 percent.

Like all other property that is entitled to both cost recovery and the investment tax credit, you must make a choice—reduce your investment tax credit by two percent (from ten percent to eight percent) or reduce the cost of your hardware by one-half of the amount of your investment tax credit for the purpose of cost recovery. For example, if your ten percent investment tax credit is \$5,000, you would reduce

the cost of your hardware by \$2,500.

As for software, if it's included in the price of the hardware, it can be amortized over five years or its useful life, if shorter. Otherwise, it's depreciated as part of the computer.

As for the investment tax credit, if the software is included in the price of the computer, it becomes eligible as tangible personal property. If not, the IRS views it as intangible property.

The only tax benefits for leased software are current-rental-expense deductions.

With custom software, the question is whether to expense or capitalize. The answer depends on your own situation, but you must apply the same treatment to all your software. You cannot switch methods between taxable years without IRS consent. If you capitalize, the amortization period is the shorter of five years or useful life. Currently the IRS says no investment tax credit.

Vehicle depreciation

The new ACRS (Accelerated Cost Recovery System) allows you to

depreciate personal property over a five-year period no matter how long the property might last. Cars and light trucks can be written off over three years under ACRS.

Is the five-year write-off such a good deal? Not always.

Here's the problem: You buy a heavy truck for \$20,000 that is five-year property under ACRS. This truck won't last five years. Your best estimate is that the truck will last for about 200,000 miles (or about three years based on estimated use).

Are you stuck with a five-year life? No. You can elect out of ACRS and depreciate the truck at the rate of ten cents per mile (the \$20,000 cost divided by 200,000—the estimated miles the truck will last). For example, if the truck is driven for 80,000 miles in the first year, the depreciation for that year would be \$8,000 (10 cents × 80,000 miles).

Your right to use this mileage method is in the Internal Revenue Code. Tell your accountant to see Section 168 (e) (2) (B). •

—By Irving L. Blackman
Blackman, Kallick & Co., Ltd.
180 N. LaSalle St., Chicago, IL 60601

FRANK'S CRANKS

By
Frank "The Crank"
Seninsky



Atari returns with 'Return of the Jedi'

It's been quite a while since I reviewed a new game, and even longer since I reviewed an Atari game. The truth is that I needed a new game to take to a show and *Return of the Jedi* had just hit the East Coast. I took this game because I really wanted to see what type game Atari is now making. There were many rumors that the California manufacturer was departing from the coin-op industry. Well, they are still here, and we're all very happy.

Return of the Jedi is a one-player, skill-type, shoot 'em up space theme game. It has many similarities to Atari's *Star Wars*. For two days the kids played (it was set on free play), and most said it was a good game. I am not offering my opinion here; I'll wait and see how it does for a few weeks before judging it.

There is a feature called "split wave" that really makes this game different. This game feature allows the action to go back and forth

between two different scenes that are happening at the same time (just like in the movie). It occurs during the second and third waves.

In general, aside from the handle and steering assemblies (shown in Figure 1 and 2), the design is like other Atari games of the past. The Regulator/Audio II PCB, on the left side of the cabinet wall, looking from the back, is nothing new. The game PCB is mounted on the right side. A standard Atari power supply is mounted on the bottom of the cabinet body which itself is mounted to a pedestal base. There are six fuses on the supply, one of which is F3, a 20-amp slo-blo. On past Atari games, I recommended upgrading this fuse to a 25-amp slo-blo if it should blow for no apparent reason, like on *Pole Position*. I've only tested the game for two days and F3 was running slightly hot, but it doesn't look like it's ready to go. Keep the 20-amp fuse in until further testing.

Another feature we will like is the automatic (well almost) calibration of the flight controls. These adjustments are made by moving the controls to their extreme left, right, up, and down positions and holding them there for a few seconds each. Repeating this four position cycle a few times is recommended. The manual says these adjustments are also being calibrated during normal game play, but

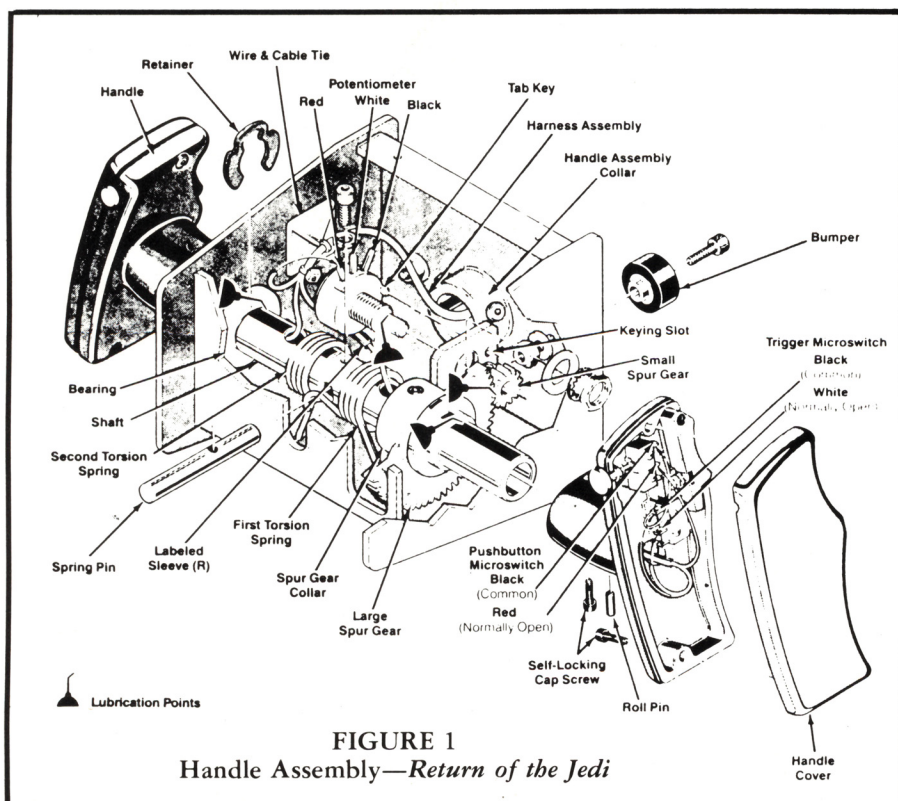


FIGURE 1
Handle Assembly—*Return of the Jedi*

don't leave this to chance. During each game the player will hold each extreme position for several seconds.

There is also a section in the manual that gives four hints on how to play the game. These strategies should be posted on the game or nearby, and it's an excellent idea to help get players interested in the game. I believe part of the reason many past video players aren't playing the new games is they feel it isn't worth the large number of quarters it takes just to learn a game. Posting game playing hints sounds like a good way to increase play.

"Self-Test"—There are seven self-test displays built into *Jedi*.

1. The RAM and ROM tests cover the major RAMS and ROMS and require little explanation.

2. Statistics include total games, total game time, and average game time. This last category, average game time, is very important and should be watched carefully. It ties into game options.

3. Game Options—*Jedi* came factory set at 50 cents, five lives, medium difficulty, and 30,000 bonus. These settings look good for arcade play but should be changed for street or bar locations to 1 coin/play, three lives, medium difficulty, and also starting at 30,000 bonus.

4. Sound Processor Test—The system has 65 available sounds, but all are not used. This test checks all those that are used.

5. Control Test—Checks all the switches and the flight control ranges (vertical and horizontal potentiometers).

6. Monitor Color Bar Test—This shows four horizontal bars, each with eight shades. Each row gets darker as you go from left to right. The ninth column reads black, white, black, white to show the contrast easier. It's very easy to adjust the colors using this feature.

7. Grid Pattern—This checks size, centering, linearity, and con-

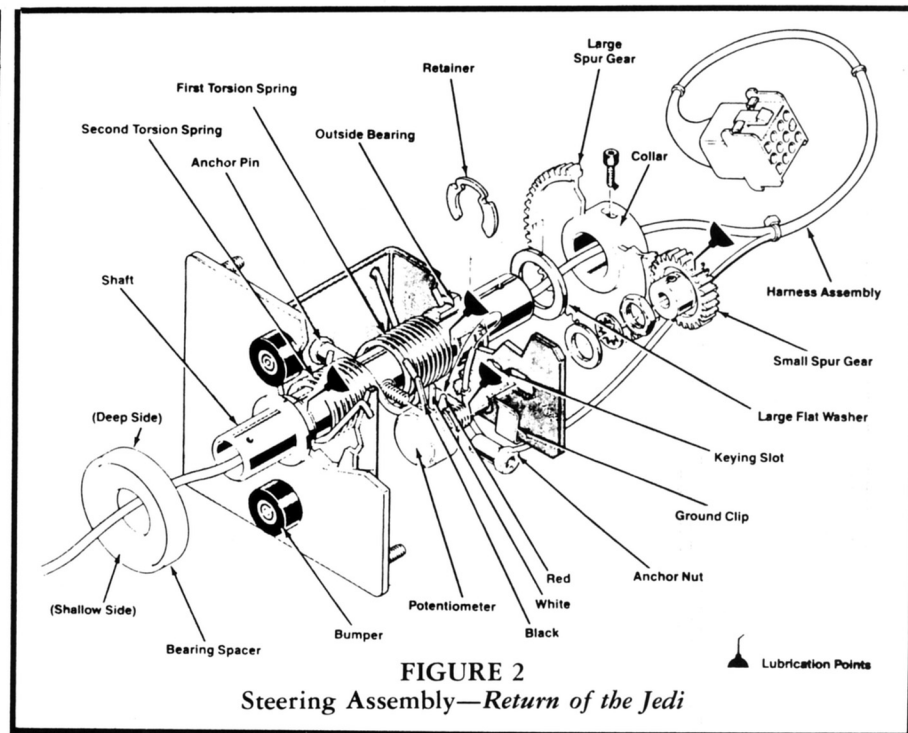


FIGURE 2
Steering Assembly—*Return of the Jedi*

vergence.

"Flight Controls"—The controls are the only part of the game that demand special attention. Several sections require lubrication and tightening. Lubricate (every two months at least) the outside of the four large torsion springs, the teeth of the small and large spur gears, and the ends of the potentiometer shafts where the rubbing occurs. To get inside the Handle Assembly, four special 3/32" hex-key screws must be removed. A special tool is supplied with each game (hopefully).

The handles must be checked on a weekly basis. After two days the four 7/64" Allen screws loosened up substantially. Use lock-tite to keep these screws secure. When removing the handle covers to check the pushbutton microswitch and the trigger micro, be extra careful that the trigger springs don't fly off. This happens to me often when I'm disassembling units for the first time. A good practice is to wrap the handle with a rag as you remove the handle caps. Any flying springs and components will be caught in the rag!

While the cover is off, check that

the vertical and horizontal pots' set screws are tight. Aligning these pots is a very delicate operation. The manual, however, takes you step by step, and it's really not that hard to do.

"Monitor"—Atari has used a Disco 19" color raster monitor. There is nothing to warn you about here except to note that it is very time consuming to remove the monitor from the front of the cabinet. The front display shield and the bezel must first be removed. This is common practice with Atari games.

One last item to note. The cabinet style is different and attractive (it does have the modern look), but with the pedestal base, weighs more than your average video. It is somewhat difficult to move but does fit easily through a standard doorway.

I'll keep you up to date on service calls as they come in. Please send in some service tips of your own. The last one I received was almost three months ago. Just drop a line to me at Alpha-Omega Amusements & Sales, 6 Sutton Place, Edison, NJ 08817. Telephone: 201/287-4990.

And as always...keep cranking! •

Players aren't playing the new games because they feel it isn't worth the large number of quarters it takes just to learn it.

Golden 89 phono

The new 200-selection phono-graph from Rowe (Golden 89) features attractive high tech styling and a full-range stereo sound.

Inside the large lower grille is Rowe's new dual channel three-way speaker system that produces a sound quality that the manufacturer claims exceeds many high-grade home component systems.

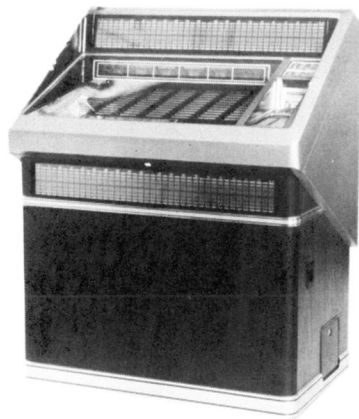
The new selector keyboard and the new easy-to-read price card are back lit and two rhythmically pulsating bar graphs keep the action going.

Other new features of the Golden 89 are its four separate digital displays that show exactly what's happening and when. A newly redesigned central micro-computer gives the operator more control than in the past and is video-ready

A dazzling new lighting design; a relocated selector, coin inlet, bill acceptor, and price card to the far right side of the phono; and a raised title rack for easier viewing are also new features in this Rowe phono.

As on other Rowe phonos, the OBA bill acceptor is standard. It accepts both \$1 and \$5 bills and has been proven to increase collections measurably by encouraging overplay and special offers.

All-front accessibility, LED readouts, trouble-shooting charts, and modular components simplify service and maintenance. Rowe's unique five-year warranty covers all moving parts and a two-year warranty covers electronics.



Vend-a-sticker

Movie Hut, Inc. recently unveiled its *Vend-A-Sticker* machine.

Available with a floor stand or as a counter model, *Vend-A-Sticker's* four-column format allows for a variety of selections. A large coin box, capable of holding \$400 of quarters, and its all mechanical design assure years of trouble-free operation. No electricity is needed.

Varying the sticker assortment to fit the location, company officials say, should increase the machine's marketability. However, the key to profit in this ballooning market is the sticker itself, according to MHI President, Jack Clair. "Having a reliable, serviceable machine is important, but the stickers inside are what brings kids back." MHI offers a large assortment of the highest quality die-cut stickers available, including 30 of the most popular stickers in the country.

"With kids collecting and trading stickers more and more, die-cutting adds a special value to our stickers," says Jim Pramenko, MHI vice president of marketing. "The result is a sticker of equal or better quality than those found in stores at a better price. . . a collector's dream."

Aids to the Trade



American Lock
Steel Padlocks

Padlocks

Tough, strong, solid hardened steel security is available in a full line of solid steel padlocks manufactured by the American Lock Company in Crete, Illinois. Solid steel padlocks feature all purpose security for gates, doors, trucks, lockers, toolboxes, vending machines, and warehouses.

Solid hardened steel cases of American Lock provide protection since ordinary hand tools such as saws, hammers, and chisels are useless against a solid hardened steel case, company officials said.

And, American Lock's line of solid steel padlocks use a hardened steel ball locking system that resists forcing and locks the shackle solid—a locking system which has become the standard of the National Crime Prevention Institute.

American Lock Solid Steel Padlocks are available with five- and six-pin tumblers, tubular seven-pin cylinders, or 10-blade tumblers in a variety of shackle sizes and lengths.

The Series 5000 and 700 Solid Steel Padlocks with their hardened steel cover plates also feature unlimited key changes including master and grand master keying. The 747, the tubular cylinder HT-15 and T-900 padlocks, and the patented Series 2000 "Shackleless" lock supply versatility and extra security.

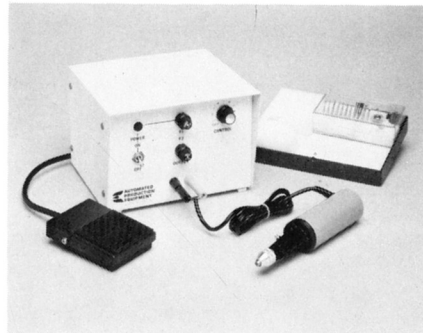
For more information, contact

American Lock Company, 3400 West Exchange Road, Crete, IL 60417. Telephone: 312/534-2000.

Billiard cloth

Grote & Hubbell, distributor of billiard accessories since 1846, now carries 22 rubberbacked cloth colors in stock for immediate shipment. Cloth is available by the yard or cut to size.

For additional information, contact Grote & Hubbell, P.O. Box 27085, Cincinnati, OH 45227. Telephone: 1-800/543-0880.



Drilling system

APE Corporation introduces a new version of its Model SRS 008 Circuit Board Drilling System. Features include a foot pedal operated power source and variable speed control for the hand held motor (0-20,000 rpms). The system comes complete with heavy duty hand held motor and with versatile chuck, which accommodates tooling up to 9/64".

Completing the system is an assortment of drills, bits, burrs, and abrasives to accommodate all circuit board repair requirements. The complete system price is \$325.

For more information, contact Automated Products Equipment Corporation, 142 Peconic Ave., Medford, NY 11763. Telephone: 516/654-1197.

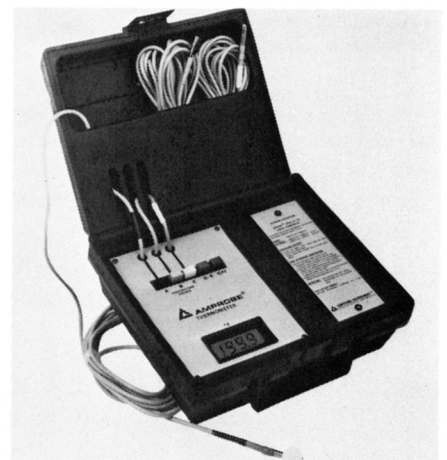
Digital thermometer

A new, quick-response digital thermometer for industrial applications has been introduced by Amprobe Instrument.

The Model DT-156 thermometer has a range of -50.0°F to $+199.9^{\circ}\text{F}$ with an accuracy of $\pm 1^{\circ}\text{F}$ between -30.0°F and $+199.9^{\circ}\text{F}$. It features solid-state design and three individual probes with quick-response sensing elements. Each probe has a 12-foot color-coded lead permitting the checking of temperatures at points up to 24 feet apart.

A color-coded push-button selector switch provides for quick and easy selection of the temperature to be checked. An A-B switch gives an instantaneous digital reading of the difference between the temperatures being measured by the "A" probe and the "B" probe. This feature is designed for air conditioning and refrigeration superheat measurements and for other temperature differential measurements such as indoor/outdoor and inlet/outlet temperatures.

For more information, contact Amprobe Instrument, 630 Merrick Rd., P.O. Box 329, Lynbrook, NY 11563. Telephone: 516/Lynbrook 3-5600.



Aids to the Trade

Coin-A-Ticket incentive program

Coin-A-Ticket, Inc. of Columbus, Ohio has introduced a new catalog incentive program which provides all coin-operated devices, even coin-changers with value added bonuses for each and every use.

"Like stamps and coupons before them, tickets are fast becoming the extra value bonus that gets consumers coming back for more," said David Glimcher, vice president for the company.

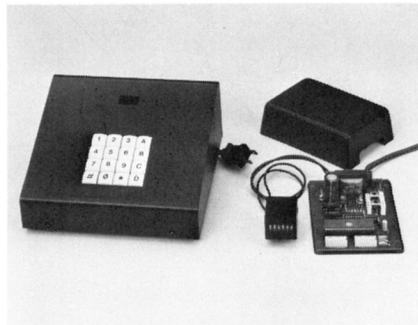
"The response has been phenomenal," Glimcher said. "Our customers report a 200-300 percent increase in cash flow and their customers are happier than ever to be getting real value for the coins."

Through the Coin-A-Ticket catalog program, a variety of items suddenly become potential possessions with every coin dropped in a slot. Each ticket the machine cranks out adds to the excitement. A full color "Winners Wish Book" provides players with a world of prizes from video cassette recorders and varispeed drills to sailboats and fur coats.

"This makes our program complete and unique," Glimcher continued. "New microprocessing capacity adds literally dozens of ways for each owner to increase his coin-op business. Anything that takes a coin can now give out a ticket. And tickets add up to real prizes: videos, stereos, sporting goods, things for everyone.

"If you've ever seen kids with a "wish book" around Christmas time, you can understand the power the fabulous prizes inside our catalog have to motivate people to play," he said. "Now, playing a video game, or changing a bill can be a way to make wishes come true."

Complete information about the Coin-A-Ticket Catalog Incentive Program is available by writing Coin-A-Ticket, 2763 East 4th Avenue, Columbus, OH 43219 or calling 614/252-8878 between 9 and 5 on weekdays.



The Wireless

The Wireless from Digital Controls allows individualized pricing on any number or type of coin-op games. Now operators can price games according to their earnings performances and give new life to an old game by setting it for more plays per \$1 than the top games they keep at full price.

The Wireless is designed to let operators price games individually and instantly, and eliminate the hassles of making changes or counting tokens. Operators plug The Wireless into any wall socket to control the credit functions on up to 16 games.

The Wireless telephone-type key pad is banked by A-B-C-D lettered keys allowing the user to add anywhere from one to 99 plays on a game.

Alert games by using the telephone key pad, then press lettered key "A" or "B" to cause a present number of games to be credited.

The "C" function causes the number of plays set at The Wireless receiver to be automatically credited.

"D" function allows you to go to the telephone key pad to enter any number of plays you want credited

to a game, from one to 99.

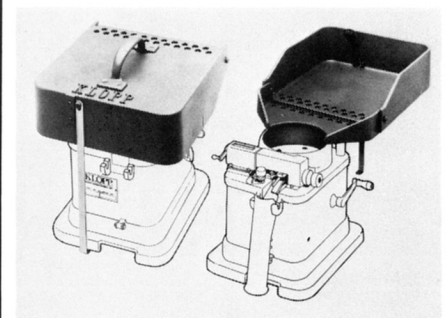
The Wireless rests in "watch-dog" mode, overseeing an extensive theft-proof security system. No other transmitter can activate credits. The Wireless security system is backed by a noisy alarm.

The Wireless also features a second set of contacts which allow for alternative controls, such as special lights, buzzers, etc.

Klopp Top

Klopp International, Inc. announces the availability of its current production model Klopp Top as a replacement part for all Klopp counters manufactured prior to 1982.

The new top is larger and more rugged than earlier models. Made of cast aluminum, it features three rows of clean-out holes and provides greater protection for counter controls when it is in the closed position. The company claims the new Klopp Top can be used to replace older sheet metal tops on portable counters or to replace older stationary tops thus converting desk model Klopps to portable use. The new top comes complete with locking arm and top installs with two bolts and will fit Klopps up to 12 years old. It increases over-all machine weight by less than a pound. Available through Klopp distributors or directly from the factory.



CLASSIFIED ADVERTISING

LARRY CAPLAN SIGN CO.



P.O. Box 218
Reisterstown, Maryland 21136

Our Prices Cannot Be Beat!



\$350⁰⁰
Plus Freight
300 LETTERS
STEEL STAND
ALL LIGHT
BULBS
100.00 DEPOSIT

301-833-5941
Without Arrow \$300.00

DISTRIBUTORS WANTED

- Buy direct from factory at wholesale prices
- Protected territories available for stocking distributors
- Factory lead service from advanced equipment covered by \$2500.
- Insurance program
- Stop D.W.I. with our electronic breath alcohol scanner

Call or write today!

Horizon Distributors, Inc.
P.O. Box 7095, Freeport, NY 11520
516/379-4719

10 SKEE BALLS

— For Sale —
(like new condition)

\$1495

Contact:
Jeanette Vending Co.
814/352-7777

GAME EXCHANGE/SOUTHEAST, INC.

1701-C Spring St.
Smyrna, GA 30080
in GA 404/435-0802
outside GA 800/241-1877

COLORADO GAME EXCHANGE

1537 W. Alameda Ave., Denver CO 80223
in Denver 303/777-3500
in CO 800/421-5987
outside CO 800/525-2703

NOW IN STOCK: Get Physical With The HOT SEAT NEW CLOSE-OUTS

Little Casino I \$595 (new) • Little Casino II \$1095 (new)

WE HAVE KITS

Time Pilot '84 • Bomb Jack • Mr. Do!'s Wild Ride • Hyper Sports • Do! Run Run
Strength & Skill • Mega Zone • Baseball II • 10-Yard Fight

PINBALLS

We have a large selection of reconditioned, guaranteed pinballs from \$295 to \$1295.

VIDEOS

All makes, all types, reconditioned and guaranteed new and used.

Also in Stock:

Pool tables • kiddie rides • jukeboxes • bill changers • foosballs
vending equipment • cartoon machines • and novelty items

**Before you buy, call for our latest inventory and prices, we ship
throughout the world. No order too large or too small.**

We welcome your trade-ins.

WANTED

Shoot Aways,
Shooting Trainers
Mr. Top Guns,
Rowe Changers:
models 11, 25, 35
Phil. Skee Balls:
10' electronic
w/ticket dispenser
Triple Way Cranes

**Bruce's
Amusement Corp.**
532 New Brunswick Ave., Fords NJ
201/738-7171

CONVERSION KITS

and supplies

WANTED USED PC BOARDS

CALL FOR QUOTES
Eldorado Products Ltd.
14816 Main Street
Gardena, CA 90248
213/516-9525

DON'T MISS THIS CHANCE

We have TANNING BEDS
to place on Commission basis.

- Proven Market Areas
- No expensive up-dating
or rotating
- Metered for Usage
- Token Operation Available

Only **\$3295.⁰⁰**
CALL TODAY!

MIDWEST

1100 Walnut, Owensboro, NY 42301
1/502/926-3470

CUSTOM-MADE KITS

From VIDEO WARE

Turn Your Amidar, Berzerk, Challenger, Defender,
Eagle, Joust, Phoenix, Pleiades, Rt. 16, Robotron, Stargate,
Super Zaxxon into a *NEW MONEY MAKING MACHINE.*

THE FINEST CONVERSION KITS EVER OFFERED!

No tools or special skills required. . .No soldering. . .You can convert in minutes!

— CUSTOM KITS —

ELEVATOR ACTION	\$595
MOTORACE USA	\$495
CHAMPION BASEBALL I	\$395
CHAMPION BASEBALL II	\$175
(panel & harness only)	

Custom-Made Kits Include:

- Brand new custom-made control panel with new joystick, buttons, Champion Baseball overlay custom-wired to exactly fit your machine . . .
- First-class wiring harness with pre-"stuffed" edge connector and all plug-in (molex) connections . . .
- Original PC Board (guaranteed unconditionally for 30 days); New monitor plexi; and new header plexi marquee

VIDEO WARE, INC.

600 Clover St., Los Angeles, California 90031

213/225-1337

Telex: 295379 Tablevision

WANTED

Pre 1967 pinball machines, back glasses,
play fields. Call Rob at **216/369-1192.**

PHOTO MACHINES

WE BUY AND SELL

CHEMICALS, FILM, PARTS
BEST PRICES GUARANTEED!

ED HANNA

P.O. Box 290777, Davie, Florida 33329
305/474-5888

Jukebox Operators

We will buy your used 45's.
Kindly call Joe Frank

516/822-8877

COIN & TOKEN WRAPPERS

Contact for Samples/Prices
ARMSTRONG SERVICES

10414 Stone Court
Cincinnati, OH 45242

513/891-4055



FOOTBALL



CONVERSION KIT!

TEN YARD FIGHT

Ten Yard Fight is action packed football between two players (50¢) or one player (25¢) against the computer. In the VS mode, one player controls offense; the other controls defense. Ten Yard Fight converts horizontal monitor games like Defender, Stargate, Joust, or Berzerk. The control panel is set up for dual play like Joust and Mario Bros.

CASH IN ON AMERICA'S LOVE FOR FOOTBALL

CALL NOW FOR THE "LOWEST PRICE IN AMERICA"

(615) 793-9142

**Y.C. ENGINEERING • P.O. BOX 1194 • LAVERGNE, TN 37086
TLX 534623 YARBRC**

TRIPLE DRAW POKER

Hi-Lo/Double-Up
(Amusement Only)

**Plugs In To Galaxian,
Frogger, Moon Cresta
& Others . . .**

**Complete kit
only \$275
C/T kit \$260, Kit +
Galaxian board \$325**

Simple plug-in conversion, no soldering or cut traces on PCB. Complete kit; sub-board & software, marquee & overlay.

VIDEO CONNECTION

930 Jeffrey Lane, Dixon, CA 95620

916/678-5189

Used Rowe BC 25 including 25 MC Coin Changer \$1250. **504/293-0736** Mark.

ROUTE CLEARANCE SALE

Centipede.....	\$ 495
Dig Dug	375
Robotron	275
Jungle King	595
Ms. Pac-Man	495
Galaga	975
Joust.....	325
Astron Belt	950
Dragon's Lair.....	750
Cliffhanger	995
M.A.C.H. 3	995
Moon Patrol.....	575
Popeye	475
Burgertime	475

B & B VENDING

1560 Edison St., Dallas, TX 75207

214/747-0041

OFFICES IN: Dallas, Midland/Odessa
Amarillo and El Paso

Northern California's "NEW DEAL" Distributor

Cal Distributing

November Specials

Karate Champ II .. \$ call	Hyper Sports Kit ...\$ 655
Pole Position II kit.. 395	Do! Run Run Kit ... 695
10-Yard Fight	745

Used Games

Punch Out!!	\$1995	Birdie King II	\$1495
Star Wars.....	695	Galaga	795
		Track & Field	995

ALL GAMES LOCATION READY

Excellent Pinball Selection

Call For Prices • We Buy Used PC Boards

CAL DISTRIBUTING

2471 D Autumnvale Dr., San Jose, CA 95131

408/946-GAME

(408/946-4263)

WANTED

Old jukeboxes, slot machines, trade simulators, gumball machines and parts for above. John Johnston **718/833-1406**.

Must Sell

One-Year-Old: 2 Skeeballs - \$1200 each; Ardac Model C8090 Changer - \$950. Make Offer. **205/833-1449** Evenings.

VIDEO WARE HAS THE LOWEST PRICES IN AMERICA FOR LEGAL PRINTED CIRCUIT BOARDS AND COMPLETE KITS

Sample Prices

CHAMPION BASEBALL	\$279	TIME PILOT '84	\$495
CHAMPION BASE. w/panel ..	395	10-YARD FIGHT.....	549
MR. DO!'S WILD RIDE	449	ELEVATOR ACTION	495
LOST TOMB	149	ELEVATOR ACTION w/panel.	595
SONY 7 AMP		MOTORACE USA	395
POWER SUPPLY	38	MOTORACE USA w/panel ...	495

And Many More Quality Kits &
P.C. Boards At Great Prices!

VIDEO WARE, INC.

600 Clover St.

Los Angeles, CA 90031

213/225-1337

Telex: 295379 TABLEVISION

BEST PRICES EVER

for new & used videos, pins, Rockolas, Valley & US Billiard pool tables.

LOS MEJORES PRECIOS PARA AMERICA LATINA

juegos de video, Rockolas y mesa de billar (nuevos y usados) preguntar por Julio.

Bagman	\$ 350	Frogger	295	Nibbler	395	Star Trek s/d (new)...	1095
Bezerk	200	Galaga	995	Omega Race	450	Star Trek s/d.....	895
Centipede.....	495	Great Guns	1500	Omega Race c/t	450	Star Wars (new)	895
Champion Baseball ...	595	Hell Shooter	250	Pac-Man Jr	1050	Star Wars	695
Cliff Hanger (new) ...	1195	Hyper Sports	1495	Pooyan.....	395	Strategy X	250
Cliff Hanger	995	Jack the Giant Killer ..	200	Pro Sports	995	Subroc 3D.....	595
Congo Bongo (new) ..	550	Joust	250	Q*Bert	595	Super Cobra	200
Congo Bongo	400	Kangaroo	350	Rescue	350	Tac Scan	295
Curveball	995	Krull	450	Robotron	275	Tapper	1050
Defender	225	M.A.C.H. 3	1495	Root Beer Tapper ...	1050	Track & Field	1295
Dig Dug	395	Mario Bros.	650	Satan's Hollow (new)...	495	Turbo	1250
Donkey Kong 3	595	Mazer Blazer (new) ...	495	Satan's Hollow	395	Turbo (mini)	1250
Donkey Kong.....	295	Mazer Blazer	295	Scramble	200	Turbo (mini c/p)	1500
Dragon's Lair	995	Millipede	750	Space Duel	200	Turtle	200
Extra Bases	195	Monaco Grand Prix		Space Firebird	250	Tut	350
Fantasy	395	(mini)	149	Space Fury	295	Us vs Them (new) ...	1495
Fire Power	250	Moon Cresda.....	175	Space Odyssey.....	250	Xevious	595
Frenzy	300	Ms. Pac-Man	695	Star Gate	225	Zoo Keeper (new)...	895
						Zoo Keeper	650

KITS

Cobra Command \$1395

Stern Track Ball..... \$ 195

Time Pilot '84..... \$ 595

Us Vs. Them

A.M.A DISTRIBUTORS, INC.

(Doing Business Since 1947)

1525 Airline Highway, Metairie, Louisiana 70001

504/835-3232

Ask for Johnny or Chris / Preguntar por Julio

FOR SALE

1 Brandt Automatic Coin Wrapping Machine—Model 1702-A. Measurements: 55½" high, 27½" wide, 34" deep. Excellent condition, only used short period of time. Quiet and easy to operate. \$8000 firm. Call 601/497-1585.

Kiddie Ride Route established six years. Servicing Hawaiian Islands, no competition. Grossing \$150,000 and growing. Selling for \$450,000. Will finance or sell part. Call Sam, person-to-person 808/822-1701.

WE TAKE TRADE-INS!

QUICKIT™

CONVERSIONS MADE SIMPLE & FAST!

- Cut your conversion kit installation time by as much as 75%
- No technical expertise needed. Almost anyone can do it.

FREE QUICKIT with purchase of any of our conversion kits!

Featuring ... Mr. Do's Wild Ride • Nova 2001 • Time Pilot '84 • Champion Baseball II • The Tin Star & many more!

Ask About Our Kit Closeouts!

Only available through:

M.H. ASSOCIATES
Conversion Kit Specialists

1725 N. 1st Ave.
Fargo, ND 58102

1 800 843-5487

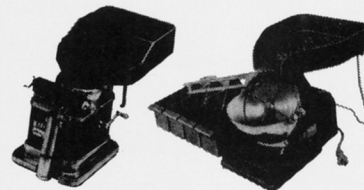
In ND, Alaska, Canada
701/237-4563

1 800 VID-KITS

* Patent Pending

*"Too many coins
or tokens to
count by hand?"*

Cut Counting Time 70% with Klopp Counters & Sorters



**Sort 1000 coins per minute.
Count/wrap \$1,000
in 20 minutes or less.**

Portable, manual or electric
rugged, no plastic, made in USA
Full one-year warranty
Economically priced

— Call or write for full details —

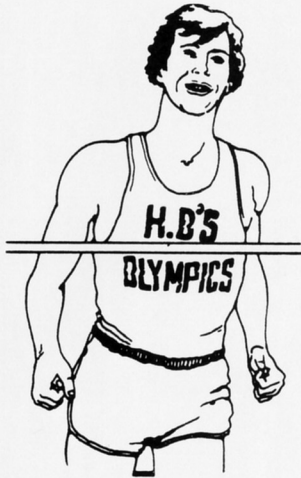
"Our 53rd Year"

KLOPP®

KLOPP INTERNATIONAL, INC.

P.O. Box 708
Pinellas Park, Florida 33565
(813)522-9425

WINNING CONVERSIONS UNDER \$500!



H.B.'s OLYMPICS

\$375

THIS COMPETITIVE SPORTS GAME FOR DONKEY KONG™ MEETS THE CHALLENGE FOR YOUNG AND OLD ALIKE. ALL AGES PLAY AT THEIR OWN LEVEL, WHICH MEANS MORE PLAY PER CUSTOMER AND MORE MONEY FOR YOU!

TABLES AND CABARET TOO!

DONKEY KONG™ NINTENDO

A kit to convert Donkey Kong™ or Donkey Kong, Jr.™, Scramble™ and a game pack for the CVS system.

KIT INCLUDES: HEADER, SIDE DECALS, FRONT PANEL CHIPS AND MODULE. NO SOLDERING OR WIRING!

Fully licensed.

"EIGHT-BALL ACTION"™

AT LAST, A FAST-MOVING POOL GAME FOR DONKEY KONG™ THAT'LL CHALLENGE THE ADULT MARKET, POCKET-TO-POCKET, AND PUT MONEY IN YOURS!

**UNBELIEVABLE
LOW PRICE**

Also converts Donkey Kong, Jr., Scramble and a game pack for the CVS system.

KIT INCLUDES: HEADER, OVERLAY, MONITOR GLASS, SIDE DECALS, ALL FRONT PARTS, BUTTONS AND ALL ELECTRICAL COMPONENTS.

Fully licensed.

"ATLANTIC CITY ACTION"™

THIS AMUSEMENT-ONLY 3-GAMES-IN-ONE FOR PAC-MAN® PROVIDES FAST ACTION FOR THE MONEY-MINDED AND QUICK BUCKS FOR YOU!

\$325

KIT INCLUDES: HEADER, OVERLAY, MONITOR GLASS, SIDE DECALS, ALL FRONT PARTS, BUTTONS AND ALL ELECTRICAL COMPONENTS.

Fully licensed.

MONTGOMERY VENDING

P.O. BOX 3263 820 ELMWOOD AVENUE
PROVIDENCE, RI 02907

CALL (401) 946-2077
-2070

FOR IMMEDIATE DELIVERY!

DRIVING FORCE™

COMING SOON!

ORDER THIS EXCITING GAME FOR YOUR TIRED PAC-MAN® NOW!

MAIL COUPON FOR DELIVERY

MONEY-BACK GUARANTEE!

CALL (401) 946-2077 -2070

Name _____
Address _____
City _____
State _____
Zip _____
Tel. _____

SEND ME INFO.
ABOUT
DRIVING FORCE™

H.B.'s OLYMPICS	\$375.00	No. of kits	Total
(Donkey Kong)		_____	_____
(Donkey Kong, Jr.)		_____	_____
(Scramble)		_____	_____
(CVS System)		_____	_____
EIGHT-BALL ACTION		_____	_____
(Donkey Kong)		_____	_____
(Donkey Kong, Jr.)		_____	_____
(Scramble)		_____	_____
(CVS System)		_____	_____
ATLANTIC CITY ACTION	\$325.00	_____	_____

ALPHA - OMEGA SALES

QUALITY GAMES • LOW PRICES • EXPERT ADVICE

Lowest Prices on the Hottest Conversion Kits

Bomb Jack (\$695 - Crystal Castles (\$695) - Do! Run Run - Up and Down (\$945)
 VS Baseball (\$275) - Mega Zone (\$695) - Pit & Run (\$475) - Jr. Pac-Man (\$595)
 Regulus (\$795) - Seicross (\$495) - Superbike (\$275) - Track & Field Track Ball (\$225)
 Time Pilot '84 (\$795) - Vulgus (\$695) - 10-Yard Fight (\$695) - & many more!

New Games — Close Outs — We Have Most In Stock

New Brass Tokens — 5¢ each — All sizes



Frank "The Crank"

(30-DAY WARRANTY) LOCATION-READY SPECIALS (NO CRATING CHARGE)

Baby Pac-Man	\$ 595	Dragon's Lair	995	M.A.C.H. 3	995	Rowe BC-25	
BurgerTime	595	Dribbler (new)	495	Mappy	495	Bill Changer	1695
Centipede	495	Fax	995	Ms. Pac-Man	795	Sinistar	595
Champion Baseball	695	Food Fight	595	Pac-Man	495	Star Trek (conv.)	395
Crossbow	2295	I, Robot	1795	Pole Position II	1995	Star Wars	995
Dig Dug	395	Kangaroo	395	Q*bert	595	10 Pin Deluxe	1995
Donkey Kong & Jr.	395	Jr. Pac-Man	895			Two Tigers	2195
						Ten Yard Fight	995
						Zoo Keeper	695

PINBALLS — MANY MORE

Grand Slam	795	Q*bert's Quest	1095	X's and O's	1295	Silverball	395
Mr. & Mrs. Pac-Man...	895	Speak Easy	895	Centaur	850		

6 Sutton Place
 Edison, NJ 08817
 201/287-4990
 CALL JIM or JOE



On Prepaid Location-Ready Orders — We'll Split the Freight (Min. \$1000)

CONVERSION KITS

(New and Used)

Bomb Jack	Scall	5-in-1	\$495
Vs. 10-Yard Fight ..	695	Motorace USA	395
Fighting Basketball	695	Pro Golf	395
Mad Crasher	695	Ms Pac (from Super Pac)	395
10-Yard Fight	545	Mr. Do!	345
Ring Fighter	545	Champion Baseball	295
Elevator Action	495	Roc n' Rope	245
Pro Sports	495	7 amp power supply	34.95
Exerion	495	Joystick	11.95

Above Kits Include: PCB & Cosmetics
 DISCOUNTS AVAILABLE

Y.C. ENGINEERING

P.O. Box 1194, Lavernge, TN 37086 • Telex: 534623 YARBRC

615/793-9142



PAYPHONES \$55

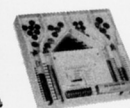
As extensions or add kit to require coins \$98. Or ready to profit from \$295. Genuinely F.C.C. registered! Our electronics has been used in 5 other manufacturers. Free 911, timed calls. Also, the only entirely self-programmable long distance unit. **608/582-4124 anytime**



SORT & COUNT COINS FAST



COIN SORTER PACKAGER



COMPACT COUNTER 12" x 12"



REUSABLE COIN PACKS

NADEX plastic coin equipment and reusable coin packs provide today's best value for small volume coin handling. FREE TRIAL OFFER: SATISFACTION GUARANTEED. Write for details.

NADEX Industries Dept. 84005
 220 Delaware Ave., Buffalo, NY 14202

PICK YOUR SPORT

and call us for immediate delivery!

FACO

FOOTBALL

Convert Defender, Stargate, Robotron, Joust,
Berzerk, Zaxxon to:

10-YARD FIGHT

Conversion kit plugs in to these games in minutes
This kit includes a complete, full, new control panel,
Complete plug-in wiring, harness, new PC board,
Complete set of graphics, specially priced at:
\$695

WEST

FOOTBALL

Legal, Original
10-YARD FIGHT kits
\$595
Fantastic Return
On Investment

VS. FOOTBALL

VS.
10-YARD FIGHT
\$695
A good competitive game

BASKETBALL

Konami's new hit
**SUPER
BASKETBALL**
Call for best price.

BOXING

A good boxing game
**RING
FIGHTER**
Call for best price.

WRESTLING

Data East's
**TAG TEAM
WRESTLING**
A great buy at
\$495

GOLF

**PROFESSIONAL
GOLF**
A good 100% legal game.
\$395

TRACK & FIELD

**TRACK & FIELD
&
HYPER OLYMPICS**
Call for best price

BASEBALL

**CHAMPION
BASEBALL**
Still a good game.
\$295

SLEEPER OF THE YEAR

SEICROSS
A motorcycle race game.
\$495

NEW

DO! RUN RUN
The best Do! ever!
Call for best price.

SUPER BUY

Konami's
TIME PILOT '84
An excellent buy at only
\$395

LIL' HUSTLER
\$195

BUMP 'N JUMP
\$245

BURGERTIME
\$245

MR. DO!'S CASTLE
\$345

MEGA ZONE
\$695

FACO WEST

10719 Burbank Blvd., N. Hollywood, CA 91601

818/508-7902



CONVERT:

**GALAXIAN™
FROGGER™
MOON CRESTA™**

Table or Upright

TO:

DRAW POKER/HI-LO

Fully adjustable options • % Hands coinage

CONVERSION KIT

ALL GRAPHICS
CONTROLS
INSTRUCTIONS

\$225.

2-10 \$195@

NO WIRING • NO DRILLING
HARNES TO MAKE TO DO

Call 916/363-3228



Central Valley Amusements

8952 Quail Lane, Roseville, CA 95678



For Sale

Klopp D-2 Portable Coin Counter—\$450.
Max Ham 806/455-1441 weekdays.

Adjustable Speed Variable Speed Kits
for Pac-Man and Ms. Pac-Man—\$15.00
C.O.D. 305/684-1177.

SELL GAMES FAST

Advertise in . . .

BEST PRICE GUIDE

BUY AT LOWER PRICES

Subscribe to . . .

BEST PRICE GUIDE

OK, B.P.G., prove it to me!

If this will make money for me when buying and selling games, I'll sign up for a trial subscription. Here's my check for \$11.50 to receive the next six issues.

Name: _____

Address: _____

City, State, Zip: _____

Mail to: 333 N. Queen St., Kinston, NC 28501

CLASSIFIEDS

BRING

RESULTS!



LEARN TO REPAIR

- Video Game Boards
- Power Supplies
- And Monitors

IN YOUR OWN HOME!!

Our complete Analog and Digital Course is taught on ten (10) video tapes (approximately 30 hours)

"100% Satisfaction Guaranteed"

For More Information, Call:

800/221-0834

(in NY State) **212/377-0369**

or write: **Electronic Institute of Brooklyn**

4801 Avenue N (corner E. 48th St.)
Brooklyn, NY 11234

TOP PAY FOR TOP PEOPLE!

Large Arcade Operation In
New York Metropolitan
Area Seeks Experienced
Management Personnel.

- MANAGERS
- SUPERVISORS
- ELECTRONIC TECHS

Good Benefits! Contact:

**AMUSEMENT
CONSULTANTS LTD.**

14 Weyman Avenue
New Rochelle, NY 10805

914/576-7800

Northern California's Video Connection

Price Busters On:

Conversion Kits & PCB's

Mr. Do!'s Wild Ride kit\$575
Mr. Do!'s Castle kit 295
Mr. Do! kit 295
Jungle Hunt 375
(for Elevator Action)

Complete Popeye kit 175

4 in 1 or 8 in 1 Greyhound
Poker kit — call

Plug-in kit for Galaxian,
Frogger, etc. — \$275

BUY • SELL • TRADE

VIDEO CONNECTION

930 Jeffrey Lane, Dixon, CA 95620

916/678-5189

INFINITY 1

The Game Of A Thousand Faces!

NEW GAMES COMPLETE \$495 (F.O.B. Chicago)

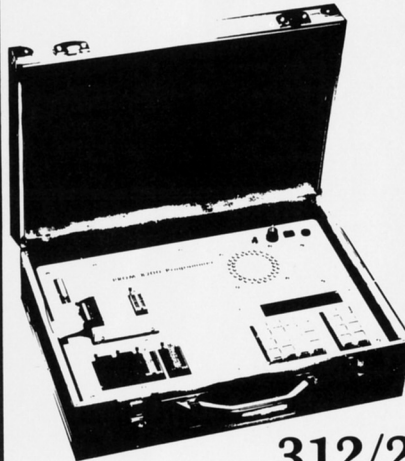
KITS — While they last! * Plus 5 new releases at AMOA show
All Laser Games Available from \$495. Call for current prices!!!

Basketball.....	\$695	Ring Fighter	call
Sun Sun	695	Do!'s Castle	295
Tag Team Wrestling.....	595	Nova 2001	295
Pro Golf	495	Vanguard II	295
Super Bagman.....	395	Lil' Hustler	195
10-Yard Fight.....	call	Lost Tomb.....	145
Exerion	call	Lady Bug	75*
Seicross	call	King Tut	75*

* PC BOARD ONLY

PROM 8200 PROGRAMMER

Bi-polar E PROMS, up to 256K



- Write your own program & replace your own IC's.
- Intelligent programming algorithm, 20 seconds needed only to finish 2764 copy.
- Check, Verify, Read, Write, and Modify the PROM/EPROM in the programming mode.
- Examine, Alter, Move, Fill, Upload, and Download the memory contents in the data mode.
- 32Kx8 dynamic RAM buffer with powerful memory handling capability from keyboard.
- Allows data transfer/combine/separate from one PROM/EPROM type and size to another PROM/EPROM type and size.
- One RS232 port, for linking to the computer to upload/download data.
- Simple to operate, over current indication, automatic check-write-verify sequence.
- Fully portable for field or in-plant use.
- One full year guarantee.

312/280-7610

HOFFMAN INTERNATIONAL

600 N. McClurg Ct. Ste. 309, Chicago, IL 60611
Telex: 280208 Hoffmn. Int. Cgo.

ATENCION:

Clientes De Latino America

Video Ware, Inc. les ofrece los mejores precios en
P.C. Boards & Partes

ESPECIALES DE ESTE MES

Time Pilot.....	\$249	Springer	\$ 49
Roc n' Rope	199	Route 16.....	49
Tutankham.....	129	Red Alert	49
Moon Patrol	279	Scramble	49
		Strategy X.....	49

Preguntar por Cecilia

VIDEO WARE, INC.

600 Clover Street, Los Angeles, CA 90031

213/225-1337

Telex: 295379 TABLEVISION

USED MACHINES

(Video Games, Pachinko, etc.)

USED PC BOARDS

SPARE PARTS

For More Information, Please Contact

CLOVER CORP.

PARCIO IKEBUKURO 304, 1-44-2 HIGASHI IKEBUKURO

TOSHIMA-KU, TOKYO 108, JAPAN

TEL. (03) 982 5105 TELEX: 2722419 CLOVER J

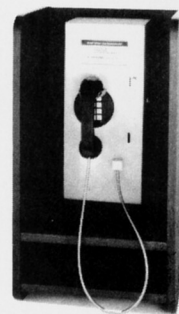


PAY PHONES

—mean—

PROFITS

\$ \$ \$ \$ \$



IDEAL FOR:

- Vendors
- Restaurants
- Service Stations
- Lounges
- Stores

FEATURES:

- Easy to Install
- Access MCI/Sprint
- Instant Cash Flow
- Touch Tone or Rotary
- Takes quarter/dimes

Dealer & Distributor Programs Available
For Information

EMPIRE LIBERTY TELCO
(612) 471-0143

THE

DYNAMITE



CONVERSION KIT

Fits: Pac-Man • Crush Roller • Make Trax or "Two Layer Boards"

**FAST ACTION MULTI LEVEL GAME,
NO REWIRING! INSTALLS IN MINUTES!**

\$225.

Call

916/363-3228

TABLE
OR
UPRIGHT

ALL GRAPHICS INCLUDED!

Central Valley Amusements • 8952 Quail Lane, Roseville, CA 95678

TICKET DISPENSERS for VIDEO GAMES

AMOA SPECIAL

~~\$395~~ **\$197.50***

* while supply lasts,
same 100% warranty

HARBER TECHNOLOGY
513/772-5053

We Are Central New York's Largest Distributor of Conversion Kits

- Authorized Greyhound Dist.
- Complete line of Dynamo—foosball, parts & supplies
- Tommy Lift Gate
- New & Used Games
- Best Prices
- Latest Conversions

We Want To Buy
Your Used PC Boards
24 Hr. Turnaround Service
Hi-Tech Coin Machine
Distributors, Inc.
8359 S. Main St., Cicero, NY 13039
315/699-2807
315/699-4953

Statement of Ownership

Statement of ownership, management and circulation (Act of August 12, 1970: Section 3685, Title 39, United States Code). 1. Title of publication: Play Meter Magazine. A Publication no. 358-350. 2. Date of filing: September 28, 1984. 3. Frequency of issue: Twice monthly. A. No. of issues published annually: 24. B. Annual subscription price \$50.00. 4. Location of known office of publication: 6600 Fleur de Lis, New Orleans, LA 70124. 5. Location of the headquarters or general business offices of the publishers: 6600 Fleur de Lis, New Orleans, LA 70124. 6. Names and complete addresses of publisher, editor and managing editor: Ralph C. Lally, II, 200 Lakeshore Parkway, New Orleans, LA 70124; Editor, Ralph C. Lally, II, 200 Lakeshore Parkway, New Orleans, LA 70124. 7. Owner: Ralph C. Lally, II, 200 Lakeshore Parkway, New Orleans, LA 70124. 8. Known bond holders, mortgages or other securities: None 10. Extent and nature of circulation: A. Total number copies printed (net press run): Average number of copies each issue during preceding 12 months, 12,335; actual number copies of single issue published nearest filing date, 8,300. B. Paid circulation: Sales through dealers and carriers, street vendors and counter sales: Average number of copies each issue during preceding 12 months, 315; actual number of copies of single issue published nearest to filing date, 367. B2. Mail subscriptions: Average number of copies each issue during preceding 12 months, 9,010; actual number copies of single issue published nearest to filing date, 7,177. C. Total paid circulation (sum of 10B1 and 10B2): Average number copies each during preceding 12 months 9,325; actual number copies of single issue published nearest to filing date, 7,544. D. Free distribution by mail, carrier and other means samples, complimentary, and other free copies: Average number of copies each issue during preceding 12 months, 2,543; actual number copies of single issue published nearest to filing date, 518. E. Total distribution (sum of C and D): Average number copies each issue during preceding 12 months, 11,868; actual number copies of single issue published nearest to filing date 8,062. F. Copies not distributed—1. Office use, left over, unaccounted, spoiled after printing: Average number copies each issue during preceding 12 months 467; actual number copies of single issue published nearest to filing date, 238. 2. Returns from news agents: Average number copies each issue during preceding 12 months 0; actual number copies of single issues published nearest to filing date, 0; G. Total (sum of E, F1 and 2—should equal net press run shown in A): Average number copies each issue during preceding 12 months, 12,335; actual number copies of single issue published nearest to filing date, 8,300. 11 I certify that the statements made by me above are correct and complete. Ralph C. Lally, II (signature of publisher).

Great **idea**[™]s, three in a series

Question #3: What's an American target?



ROYAL DARTES

ALL-AMERICAN
★ DARTS ★

An American target is 15.56" diameter overall—larger than the International tournament-sized target which is played world-wide, and is 13 3/8" in diameter. Our new ALL-AMERICAN Dart Game has an American-sized target, but that's just the beginning. Along with TRU-SCORE™ and our now famous 1 year warranty, the ALL-AMERICAN game is the first ever to feature an *Interchangeable* target. That means that when you choose our ALL-AMERICAN game, a change in target size is only a quick conversion away.

CENTURY DARTES is IDEA's classic old-world game and ROYAL DARTES is our lower-cost version, both with TRU SCORE™ and International-sized targets, they round-off the series of great **idea**[™] games.

Software ©
Domestic & International Patents Pending

Industrial Design Electronic Associates, Inc.
Route One, Sycamore, Illinois 60178
815/895-8188 Telex #433-0077-TSPN Attn: IDEA

Do! Run! Run!



... and better than ever in the new game. Do! Run! Run! You run for your life as you're pursued around a 3-dimensional playing field. Up and down the stairs you race —just one step ahead of danger. A Sizzling Snake whizzes past and cuts off your escape! Quickly you throw your powerball and run as more snakes approach, rocketing balls of flame. No time to get another powerball. Hurry! Roll the log and let it crush anything in its path. More monsters appear! How will you ever escape?! Non-stop action is in store for you in the latest Mr. Do! adventure from Universal. You'll be breathless each time you play Do! Run! Run!



from **UNIVERSAL**[®]

Universal USA, Incorporated
The Street Operators' Manufacturer

Universal Sales Co., LTD
1-7-7, Nihonbashi Horidome-cho
Chuoh-ku, Tokyo 103, Japan
Phone: 03-661-6004, 6005
Cable: UNMANUFACT
Telex: J27348 (UNICO)

Universal Europe
81 Tottenham Court Road
London, W1A 1EY, England
Phone: 01-631-1713
Telex: 892989 Elcoinc

Universal USA, Inc.
3250 Victor Street
Santa Clara, CA 95054 USA
Phone: 408-727-4591
Telex: 172247 (UNI USA SNTA)

