

FOR THE COIN-OP ENTERTAINMENT INDUSTRY

PUBLISHED TWICE MONTHLY

PLAY METER

SEPTEMBER 1, 1982



VIDEO GAMES:
A PUBLIC PERSPECTIVE



ANNUAL
DISTRIBUTORS' ISSUE

Visioneering. Expanding your profits with new Kangaroo™.



The difference is ATARI® Visioneering. New ATARI Kangaroo is zooming to top popularity everywhere. New excitement and challenge is reaching out to make Kangaroo a breakout hit.

Options that include adjustability for "Easy" or "Difficult" skill levels, 3 or 5 lives per game and 4 pre-selectable bonus levels plus 4 progressively challenging rounds per skill level keep players hopping back.

Jump into the ATARI Era. Talk to your Atari distributor now. Atari Inc., 790 Sycamore Dr., P.O. Box 906, Milpitas, CA 95035.



PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry
BPA Circulation Audit applied for

CONTENTS/

Volume 8, Number 17/September 1, 1982

FEATURES

Nationwide Report **41**

This is the Distributors' issue, and let's hear what the distributors themselves have to say about their business. Laura Braddock talked to eight distributors nationwide for her report.

Coming Changes **44**

Valerie Cognevich examines changes operators are going to face in the coming year. Read about distributors' problems and ways they can face them.

Atari Offensive **48**

Someone has taken the offensive, finally. Atari's "Community Awareness Program," David Pierson writes, is a step in the right direction. Find out why Atari launched its program.

Distributors' Guidelines **60**

Should distributors trade out of their area? What services are they expected to give their clients? Do distributing territories exist? Valerie Cognevich answers all these questions and also discusses distributor-operator problems.

DEPARTMENTS

6 Up Front

7 Letters to the Editor

14 Equipment Poll

16 News

70 Our 'cades

74 Frank's Cranks

80 Critic's Corner

90 PR Problems/PR Solutions

92 New Products

93 Classified

108 Snapshots

110 Last Word

Cover Credit: Atari's videotape program—designed to present the video game phenomenon in a more positive light for the public—is dependent on strong distributor support, Atari staffers contend. Here, Jack Ham, president of Glenn/Rowe Vending Company, San Francisco; Mariann Layne, of Atari's marketing service; Tom Petit, Atari's west regional sales manager; and Chat McMurdie, president of Bally Advance Distributing in South San Francisco, check out the program. Photo by Michael Kirkpatrick.

EAS ELECTRONIC AMUSEMENT SERVICE

The Repair Center for the Games Industry

EAS is a complete service agency organized to help the video games operator and distributor solve the service problems that plague many of today's sophisticated electronic games. EAS provides you with:

- a fast, reliable, and inexpensive alternative to buying expensive test equipment.
- repair and testing of all monitor, video and pin ball logic boards
- a 24 hour turnaround on video logic boards and monitors
- a 60 day warranty program on all work
- free telephone consulting on chronic service problems — we are here to help you at any time.

Looking forward to serving you.

EAS ELECTRONIC
AMUSEMENT
SERVICE

8134 Capwell Drive • Oakland, California 94621 • 415-282-9900

Learn To Repair Video Games!

It's no secret . . .

Video games seem to be everywhere! The extraordinary popularity of coin-operated video games has created an enormous demand. Not only for the games themselves, but for qualified service personnel as well.

Randy Fromm's Arcade Schools are a practical, no-nonsense look at how video games work, and how to repair them when they don't. *No previous knowledge of electronics or video games is required* to get the most out of the six day course. Lab sessions allow students to gain valuable "hands-on" experience. Late model video games are used during lab and lecture so Arcade School graduates will be familiar with the types of equipment they will encounter on the job. The tuition of \$400.00 includes all texts and classroom materials. There are no hidden costs.

Founded in 1980, Randy Fromm's Arcade Schools are the most respected and often recommended training programs in the coin amusement industry. As a technical writer, Randy Fromm's comprehensive articles appear regularly in the industry trade journals. Now he has condensed his ten years of experience into a proven Arcade School program that has allowed hundreds of Arcade School graduates learn the easiest, fastest, and most accurate ways to repair coin operated video games.



Attend the Arcade School nearest you in:

Atlanta, GA
Baltimore, MD
Chicago, IL
Dallas, TX
Minneapolis, MN
New Orleans, LA
Phoenix, AZ
Salt Lake City, UT
San Francisco, CA
Toronto, Ontario
Whichita, KS

Call or write for
FREE information package
Randy Fromm's Arcade School
6123 El Cajon Blvd.
San Diego, CA 92115
(714) 286-0172

Publisher and Editor:
Ralph C. Lally II

Editorial Director:
David Pierson

Managing Editor:
Laura R. Braddock

Associate Editor:
Mike Shaw

Administrative Assistant:
Valerie Cognevich

Art Director:
Katey Schwark

Circulation Manager:
Renee' C. Pierson

Typographer:
Jo Ann Anthony

Graphics:
Jeanne Woods

Technical Writers:
Randy Fromm
Frank Seninsky

Correspondents:
Roger C. Sharpe
Mary Claire Blakeman
Charles C. Ross
Mike Bucki
Paul Thiele
Bill Kurtz
Dick Welu
Tony Bado
Michael Mendelsohn
Bill Brohaugh

Classified Advertising:
Valerie Cognevich

Advertising Manager:
David Pierson

Illustrator:
Bob Giuffria

European Representative:
Esmay Leslie

PLAY METER, September 1, 1982.
Volume 8, No. 17. Copyright 1982 by
Skybird Publishing Company. **Play
Meter** (ISSN 0162-1343) is published
twice monthly on the 1st and 15th of
the month. Publishing offices: 508 Live
Oak Sr., Metairie, La. 70005; **Mailing
address:** P.O. Box 24170, New Orleans
70184, U.S.A.; phone: 504/838-8025.
For subscriptions: 504/837-7987.
Subscription rates: U.S. and Canada—
\$50; foreign: \$150, air mail only.
Advertising rates are available on
request. **No part of this magazine may
be reproduced without expressed
permission.** The editors are not
responsible for unsolicited manuscripts.
Second-class postage paid at Metairie,
La. 70002 and additional mailing
offices. **Postmaster:** Send Form 3579 to
PLAY METER, P.O. Box 24170, New
Orleans, La. 70184.

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



Introducing the

Singalong™

Entertainment System
from Marantz

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

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

We'll also, program into your system an advertising message of up to 200 words which will be displayed on the screen continually while the SINGALONG

mechanism isn't playing.

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

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

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

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

marantz®

Marantz Piano Co., Inc. • Highway 64-70E • P.O. Box 460 • Morganton, North Carolina 28655 • (704) 437-7135

UP FRONT

It's time again for this industry's annual checkup. And, unfortunately, it's a bit more involved than a visit to your family doctor or dropping your car off at your local dealership.

The process of effectively evaluating the health of this industry requires something other than the hands of a skilled physician or a read-out from a mechanic's diagnostic equipment. It would really be nice if the industry could personify itself and come walking into the *Play Meter* offices, pull up a chair, and start telling us how it is doing. That not being the case, we have long since resigned ourselves to the fact that since the industry can't come to us, we must go to the industry. And we do so this month with *Play Meter's* Annual Operators' Poll.

As many of you may already know, our Annual Operators' Poll is considerably more involved than our equipment polls that are conducted twice a month. In fact, questions about the highest-earning games of the year will again be omitted from our annual poll.

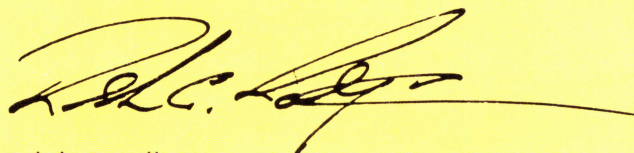
Those juicy little questions will be dealt with next month when we will be mailing out the ballots for the Annual *Play Meter* Awards. The operators' poll, however, will contain just about every other question we can think of that is important to the health and well-being of the industry.

Now I realize that our Annual Operators' Poll is rather extensive, covers a lot of ground, and takes awhile to fill it out with your answers. But you must also realize that a considerable amount of time and

effort goes into its preparation, and a great deal more goes into tabulating and compiling the abundance of information this important survey generates.

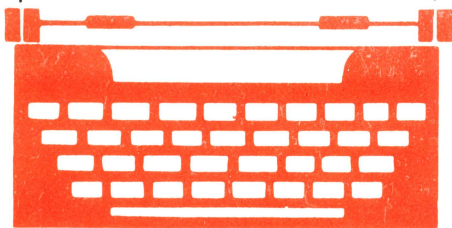
While you may only spend a half hour or so filling it out, the *Play Meter* staff will literally spend hundreds of man hours processing information and preparing the survey results for publication and we're glad to do it. In fact, we're hoping to spend a couple of hundred more man hours processing this year's poll because we know, and you should too, that the more surveys we get back from our subscribers, the more accurate and useful it will be.

So, no matter how big or how small your operation is, we want to hear from you. No matter how successful or unsuccessful your business has performed this year, we need your input. Big city and small town operators alike are urged to participate in *Play Meter's* Annual Operators' Poll. Only with a true cross section of this industry can we produce a survey with reliable and meaningful results. With your cooperation and participation, we can make this year's operators' poll the most informative survey this industry has ever seen.



Ralph C. Lally II
Editor and Publisher

Letters to the editor . . .



Convertible games

I have been reading with great interest articles in your magazine regarding "convertible games." I was particularly interested in Mr. David Rosen's view in the Sept. 15, 1981 issue.

Although this letter is too late to respond to those articles, nevertheless, the subject still remains with us.

I would like to make a few comments about this subject, and offer some closely related ideas about what the future may hold for this industry.

We all know that the game industry will change in the future, and we will see drastic changes in the total concept of video game entertainment centers, as we know it today.

One of the most important factors will be the flexibility of the "software" or programs for these machines to play. The suggestion from operators, to update old programs or exchange them for new, is a very attractive solution to continually purchasing new "hardware" or machines.

However, distributors are strongly opposed to this solution, since their very existence is at stake. Game manufacturers are also opposed, though to a somewhat lesser degree.

Mr. Rosen's article/interview deals only with the stop-gap solutions by the Sega/Gremlin device. Other companies offer somewhat of the same type of arrangement. This may be great, for the time being, but it falls short of the long-range solutions this industry needs.

Mr. Louis Boasberg's essay in the 1982 March issue of an industry trade magazine came right to the point in dealing with the "depression."

Quote: "Let the manufacturers make more and more ingenious and appealing equipment. Let the distributors see to it their operator customers get these new games as often as to keep the revenue and players interest always at the highest peak."

If Mr. Boasberg's ideas have all the

elements we want, they still would be too expensive and a slow process if the industry continues the way it is today. In my opinion, there are many things that have to be considered to accelerate the industry into high gear.

The manufacturers have to originate the "second video game revolution." New hardware along with a new programming language must be developed, which makes it impossible to copy any program. New programs would be very cost effective, since all the hardware would remain the same. Once the machines were purchased, only the programs would have to be updated. I am referring to true software, not plug-in boards etc.

Here is another positive aspect to this revolution. It is a lot easier to sell software than whole machines. If the cost of a new program for the operator would be around \$300 or less, I think we would have a situation where the cost of playing the game may even go down to a dime, like the good ol' days!

There would also be less opportunity for the programs to be copied, since they would function only in conjunction with the machines assigned to them by the factory. Besides, \$300 or less? for a new game? I don't see any reason for stealing.

Once the machines are depreciated, . . . (say, in a two to three year time span) the operation has only some repair and occa-



Audio Visual Amusements

Offering the finest new and used equipment

REPRESENTING LEADING FACTORIES

• SALES, PARTS, SERVICE •

ARCADE PLANNING
SPECIALISTS

Every new and used video
in stock at all times

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)

sional replacement of the damaged machines. Since all the machines are equipped with universal controls, most of the games can be played as we know them today, and it would accommodate all the future games to come. The customer will choose the game from the selection of "hundreds" on the menu after the deposit. If everyone wants to play the SAME GAME, it will be possible on ALL the machines at this particular location!

With these modifications of the game industry, let us not forget the players. The present games offered today are fairly simple-minded imitations of past successful games. The general surroundings where these so-called video centers are located, are really no more than an empty store

where the machines are slapped against walls and other areas where a machine can fit.

Some locations are very functional, but not really entertaining. The theme of these locations must be changed in order to survive and attract more customers. This probably will require more investment from the operator in the beginning, but it will pay off in the long run. The public wants new and sophisticated games with the proper environment to play in.

I am personally engaged in the development of these future entertainment centers, and hopefully, in the not-too-distant future, you will see the first one open in Los Angeles.

This franchise operation will be the first

computer operated entertainment center in the U.S. or in the world.

The franchise investment in the equipment will be higher than the average investment today in the whole machines. However, the entire operation is computer oriented, and the choice of games available to the player is running in the hundreds.

Software sales can be transacted via telephone lines addressed to the particular location. The selling of the hardware and software still can be maintained by the distributors if they are willing to go along with this change in the industry. They would receive their commission on the sales of both hardware and software. Software would be handled by the factory in order to assure its security and transmit it to the operators' computers directly.

We are not trying to bypass anyone in the industry, but we must move forward to a more flexible and economical way to promote more public interest in video games.

I would like to hear from the operators and the distributors who would be interested in this situation. The more input I receive, the better this system will be developed to serve us all.

T. Peto Jr.
President
Gamma Electronics Co.
Los Angeles, CA

GOIN MECHANISMS INC.

817 Industrial Drive,
Elmhurst, Ill. 60126 - 1184

Manufacturing Coin Mechs, Domestic And Foreign, for
the Coin Operated Amusement Machine Industry

- Face Plates
- Midget Channels
- Complete Door Systems
- Coin Boxes
- Anti-Flip Kits
- Anti-String Kits
- String Cutters

Customer Service
(312) 279-9150

Ray Nicholson

Ron Rollins
Frank Schubert

BIRMINGHAM VENDING COMPANY

YOUR MIDWAY CONNECTION
IN THE SOUTH

Tron • Ms. Pac-Man • Galaga
Bosconian • Robby Roto • Lazarian

All in stock and available for immediate delivery

540 2nd Ave. North • Birmingham, AL 35204
205/324-7526

Good publicity

With all the bad publicity about video games today, we took it upon ourselves to try to generate some good publicity.

We offered our arcade to all the churches in our town for a FREE two-hour party from 8-10 a.m. on any Saturday during the summer. The churches responded, and we have two-hour free parties booked every Saturday in June, July, and August.

Maybe more arcade operators should consider a two-hour free party during a time they are normally closed. The P.R. is great, and it sure looks good in church bulletins.

Charles C. Ross
President
Helix Enterprises Inc.
San Marcos, Texas

[Ed. Note: Here is a note from someone who attended one of the two-hour parties.]

Friends at Atlantis,

On behalf of our youth group, I would like to thank you very much for allowing us to use your facility free of charge. We know that you certainly didn't gain anything financially by letting us come, but you did gain our support and friendship.

Thank you for providing an entertainment center where young people can go for some good clean fun. I've found video games to be very therapeutic and fun. If I can be of help to you, please call me.

Mr. Jackie L. Gibbs

STRETCH YOUR DOLLARS AT ROYAL DISTRIBUTING



LOWEST CASH PRICES IN THE INDUSTRY

Call:

Jack Schleicher, General Manager

Claudia Wilson, Sales Manager

Fran Lutterbie, Sales

Joe Westerhaus, President

ROYAL

DISTRIBUTING CORP.

1210 Glendale-Milford Rd.

Cincinnati, Ohio 45215

513/771-4250

CALL TOLL-FREE

(USA) 800/543-4250

(Ohio) 800/582-2699

ARCADE SPECIALISTS

REPRESENTING

Rowe-AMI • Atari • Cinematronics
Centuri • Midway • Irving Kaye • Valley
Sega/Gremlin • Taito • Nintendo

Coin Machine Distributors, Inc.

425 Fairview Park Drive • Elmsford, NY 10523
(914) 347-3777 • (212) 538-1285 (NY City) • (515) 222-4540

TOLL FREE 800/432-2112

BECAUSE THINGS ARE NOT ALWAYS AS THEY APPEAR...

| OPERATOR'S INVESTMENT ANALYSIS (MONTH= 5 DAYS= 7) | |
|--|-----------------------------|
| MACHINE NAME LOCATION MACHINE #/TYPE | PAC-MAN RC # 900 /VID |
| GROSS REVENUE | \$ 200 00 |
| LOCATION COST | \$ 134 52 |
| ADMIN COST | \$ 23 01 |
| NET PROFIT | \$ 42 47 |
| BOOK-VALUE | \$ 2200 00 |
| ANNUAL ROI | 100 66% |
| ENTER (1=TOTALS ONLY)? | |

| OPERATOR'S INVESTMENT ANALYSIS (MONTH= 5 DAYS= 7) | |
|--|-----------------------------|
| MACHINE NAME LOCATION MACHINE #/TYPE | PAC-MAN PR # 901 /VID |
| GROSS REVENUE | \$ 200 00 |
| LOCATION COST | \$ 165 58 |
| ADMIN COST | \$ 23 01 |
| NET PROFIT | \$ 11 40 |
| BOOK-VALUE | \$ 2200 00 |
| ANNUAL ROI | 27 03% |
| ENTER (1=TOTALS ONLY)? | |

YOU NEED THE OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM!

Two Pac-Man machines with the same Revenues but things are not as they appear. The machines are very different when you look at the Profits generated and the (ROI) Return on Investment. Since Revenues do not tell the whole story you need the Operator's Investment Analysis Computer Program.

NOW YOU'LL KNOW. . .

- Which Locations Are Producing Profits
- Know The Profit Of Every Machine At Every Location
- When To Pull Out Of A Location
- Which Machines Have A High Return On Investment
- Which Machines Are Losing You Money
- Which Machine You Need To Buy More Of
- When To Rotate Machines
- When To Dispose Of Low Profit Producing Machines
- Which Machines Have a Low Return On Investment

THE OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM is the most advanced management tool available to the amusement operator today. Not an accounting system the OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM will aid in management decisions regarding equipment. The program will work for arcade operators as well as route operators.

The OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM is designed for the TRS-80 series of Radio Shack computers. The OIA Computer Program comes complete with instructional books and cassette tapes plus consultation by the trained professionals at INNOVATIVE MANAGEMENT CONSULTANTS.

You can own the Computer and the OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM all for less than the cost of a video game. Send the coupon below for a complete detailed brochure of the OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM or call collect 501/521-0868.

Please send me more information on the OPERATOR'S INVESTMENT COMPUTER PROGRAM.

Name _____
Company _____
Street _____
City _____ State _____ Zip _____

INNOVATIVE MANAGEMENT CONSULTANTS

2040 Lisa Lane, Fayetteville, AK 72701

Video copyrights

I read with considerable interest Mike Shaw's article in the June 15, 1982 issue on video copyrights. I'm trying to avoid forming a final opinion because this is such a pivotal case for our industry. But, as a former electronic engineer who spent many years as a computer programmer, I was a little surprised to read a quote credited to Richard Stern that "...object code...is not intelligible to human beings."

I remember the days when the only way a tough program bug could be located was to call for a "core dump," which is the entire contents of memory written in binary 1's and 0's, and I would sit there for days breaking down "program status words," "operation codes," and "operands" until the nasty little flaw was found.

I think if Mr. Stern would talk to enough programmers, he would find that object code is not that mysterious.

James C. Douglass
Vice President of Marketing
Coin Acceptors Inc.
St. Louis, Missouri

Game copies?

I recently purchased an arcade and am having trouble locating information on repairs and adjustments of switches. The machines are included:

- Plerads*—no name anywhere
- Defense Command*—Outer Limits
- Defense Command*—Glaxey Wars-Milkey Way
- Pac-Man*—Puckman
- Qix*—Taito America
- Pac Man*—New Puc 2
- Scrambler*—no name anywhere
- Space Battle*—name in Japanese
- Space Invader*—Cosmic Attacker
- Pac Man*—Popeye-New Puk-X
- Phoenix*—no name anywhere
- Pac Man*—no name but the characters' names are Oikaka, Machibuse, Kimagure, and Otoboke

What should I do?

Name withheld
New York, New York

[Ed. Note: We feel you may have been ripped off. It does look at first blush that many, if not all, the games here are copies.]

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.

Distributor Inquires
Invited

ARTIC

Call:
(617) 729-1989

DEVIL FISH™ FISH



**BIG! BIGGER!
BIGGEST!**



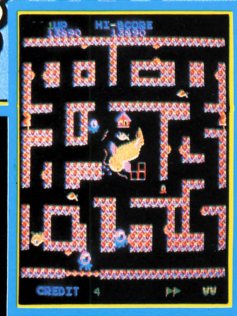
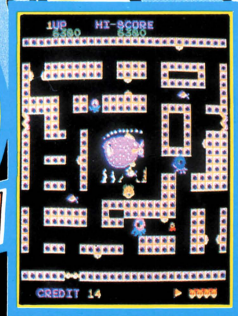
Devil Fish



The Brave Sea Dog



The Flashing Fish



Deep in the sea garden, there was a happy group of aquatic creatures. One day a school of fierce Devil Fish™ broke out of prison and occupied the sea garden. The angry King of the Sea appointed the brave Sea Dog to conquer the Devil Fish™. Sea Dog would cleverly take advantage of the narrow passages by fattening them up with bait, then when immobile, would attach and kill them. Can Sea Dog save the aquatic creatures? Please give this game a try!

ARTIC ELECTRONICS CO., LTD.

HEAD OFFICE
2, LANE 69, KAN SHAN HENG STREET,
CHIEN CHEN DISTRICT,
KAOHSIUNG(800)TAIWAN, R. O. C.
TEL:(07)751-5183 ~8 711-1686 ~7
TELEX:72278 ARTIC UP 72537 ARTIC
CABLE:"ARTIC" KAOHSIUNG

TAIPEI OFFICE
37, SEC. 2, CHUNG HSIAO E, RD.,
TAIPEI (100) TAIWAN, R. O. C.
TEL:(02)341-2071.341-2747
TELEX:22041 ATWTPE
CABLE:"ATWTPE" TAIPEI

ATW. USA INC. (U.S.A. BRANCH OFFICE)

P. O. BOX. 640, WINCHESTER MASS. 01890
TEL: 617-729-1989 TLX:940745 CHENINTL

PUZZLES By Bill Brohaugh

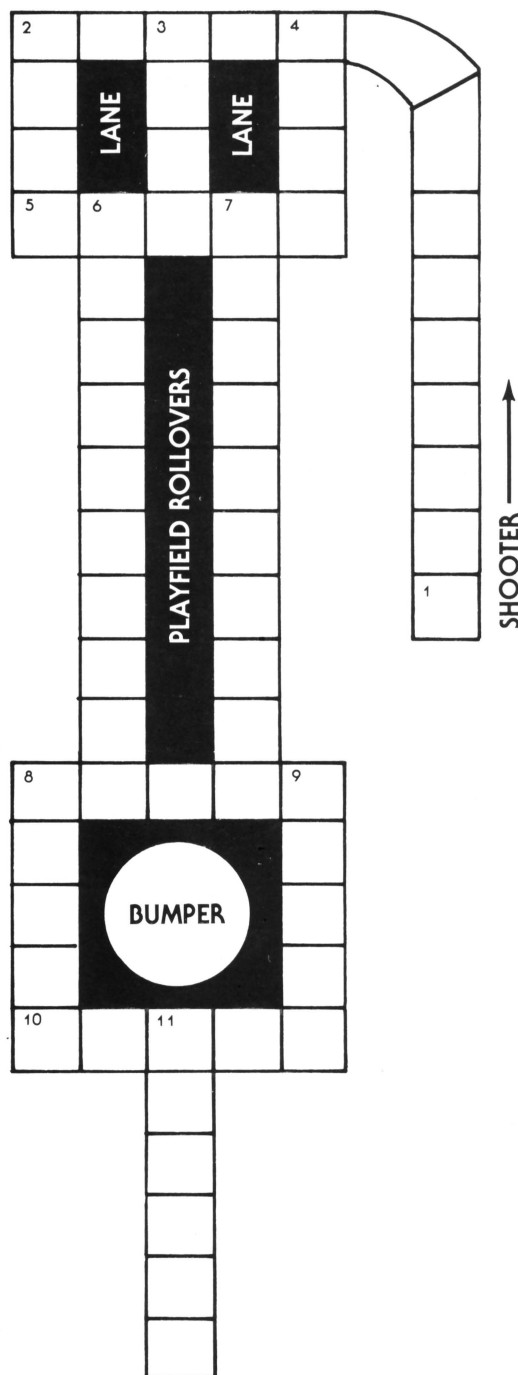
Crossword pinball

Win a special by completing this puzzle with your "crossword pinball." Start at the right in square #1, and "shoot" the first words onto the playfield. Put the first letter in square #1, and continue the word up to the first lane (Yes, the word will be backward by the time you get there, but that doesn't matter).

CLUES

1. (shooter): The big apples of Gottlieb's video eye (4 words).
2. (down): This popular Bally pingame featuring a rock group was sealed with a _____.
3. (down): A 1933 pingame was called _____ Ten; this is also the shape of a racetrack.
4. (down): Stern's Roman-themed _____ Fyre.
5. (across): The state pinball machines are in today.
6. (down): Gottlieb's "invisible" electromechanical pingame of 1975 (3 words).
7. (down): Gottlieb's *Hulk* machine was _____.
8. (across): The silver ball is actually made of _____.
8. (down): Stern's stellar 1978 pingame.
9. (down): Williams's _____ ball gets its name from a beam of light.
10. (across): Gottlieb's _____ Ride and Williams's _____ Fire (1 word).
11. (down): What happens when the ball is in this part of the playfield. You _____ (2 words).

[Answers will appear in the Sept. 15 issue of Play Meter.]





Change your old Games into the sizzling new arrival on the Video Scene "TRIPLE PUNCH." Game Marquee, Bezel and Control Panel Overlay available. Also available in complete in Game.



Licensed by DMC International

**NEW YORK
CANTOURA CORP.**
Foreign Trade and Service

Write or Call
102 First Street • P.O. Box 715
Northville • NY 12134
Tel: 518/863-4516 or 518/863-6178
Telex #646892

PlayMeter

Equipment Poll

The following are rankings of the top videos and top pinballs making above average weekly gross collections nationwide. The dollar amounts appearing are the average weekly grosses as reported to Play Meter magazine through its regular national operator survey. These averages are for games that are currently being marketed in the U.S. (no older than six months). Games with less than adequate responses (less than fifty percent) but with above average collections are so noted. Games not appearing on the poll either (1) did not generate over a ten percent response rate to provide an adequate representative sampling or (2) did not register weekly gross collections above the national average. We encourage operators to join our evergrowing number of readers participating in the survey.

TOP VIDEO

Street Locations

Twelve of 22 videos (55%) with a response rate over ten percent have above average earnings.

| | Sept. 1 | Aug. 15 |
|-------------------------|---------|---------|
| National video average | \$170 | \$170 |
| ★ 1. Tron/Midway | \$250 | \$194 |
| 2. Galaga/Midway | \$210 | \$226 |
| 3. Ms. Pac-Man/Midway | \$206 | \$211 |
| 4. Zaxxon/Gremlin | \$189 | \$228 |
| ★ 5. Turbo/Gremlin | \$183 | \$200 |
| 6. Stargate/Williams | \$182 | — |
| ★ 7. Robotron/Williams | \$182 | \$213 |
| ★ 8. Dig Dug/Atari | \$179 | \$184 |
| 9. Donkey Kong/Nintendo | \$176 | \$201 |

TOP VIDEO

Arcade Locations

Fourteen of 28 videos (50%) with a response rate over ten percent have above average earnings.

| | Sept. 1 | Aug. 15 |
|--------------------------|---------|---------|
| National video average | \$204 | \$198 |
| ★ 1. Tron/Midway | \$276 | \$243 |
| 2. Ms. Pac-Man/Midway | \$249 | \$236 |
| 3. Zaxxon/Gremlin | \$249 | \$253 |
| 4. Turbo/Gremlin | \$245 | \$238 |
| ★ 5. Kangaroo/Atari | \$233 | \$242 |
| 6. Robotron/Williams | \$224 | \$231 |
| 7. Dig Dug/Atari | \$224 | \$219 |
| 8. Galaga/Midway | \$223 | \$209 |
| 9. Pac-Man/Midway | \$216 | \$199 |
| 10. Donkey Kong/Nintendo | \$212 | \$207 |
| 11. Stargate/Williams | \$211 | — |
| 12. Centipede/Atari | \$208 | — |

TOP PINBALLS

Arcade & Street Locations

Four of 11 pinballs (44%) with a response rate over ten percent have above average earnings.

| | Sept. 1 | Aug. 15 | | Sept. 1 | Aug. 15 |
|--------------------------|---------|---------|-----------------------------|---------|---------|
| National pinball average | \$117 | \$122 | | | |
| 1. Orbitor 1/Stern | \$146 | \$157 | 3. Mr. & Mrs. Pac-Man/Bally | \$141 | \$145 |
| ★ 2. Caveman/Gottlieb | \$146 | \$155 | 4. Haunted House/Gottlieb | \$118 | — |

★ Conditionally Rated — Weekly average based on less than 50% response rate

PROVISIONALLY RATED VIDEOS

(Above average earning games, with a response rate between 10–25%)

VIDEOS Street Locations

| Provisional Ratings | Sept. 1 | Aug. 15 |
|---------------------------|---------|---------|
| Naughty Boy/Cinematronics | \$207 | — |
| Frenzy/Stern | \$200 | — |
| Looping/Venture Line | \$194 | \$238 |

VIDEOS Arcade Locations

| Provisional Ratings | Sept. 1 | Aug. 15 |
|---------------------|---------|---------|
| Wild Western/Taito | \$218 | \$257 |
| Eyes/Rock-Ola | \$210 | — |

Operator/readers who would like to join the ever-growing numbers of readers participating currently in the survey, write: Play Meter, Equipment Poll, P.O. Box 24170, New Orleans 70184.

HOT CHILI!

turn VENTURE into PEPPER II!

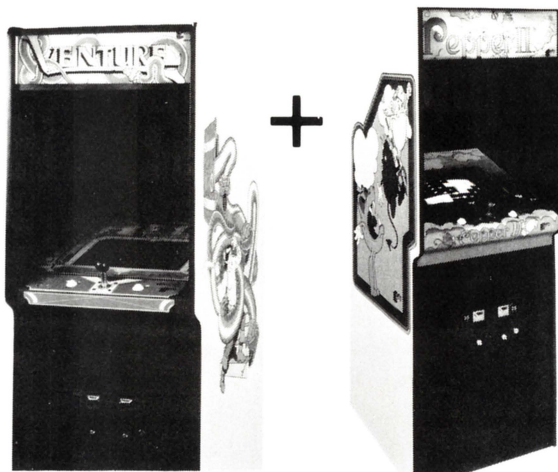
MODIFICATION

**\$450 suggested retail to
Exidy distributors**

We've listened—and now we're acting! In response to your requests, Exidy is offering a complete modification kit, available through your distributor. At a reasonable cost, you get all that is needed to modify your VENTURE™ to the all-new PEPPER II™.

And, as an extra bonus, Exidy is sending distributors one free modification kit with each PEPPER II order. Experience the hot excitement and spicy earnings PEPPER II will generate in your location! Contact your Exidy distributor today.

**Exidy's secret ingredient:
PEPPER II**



**\$ \$
= HOT
PROFITS**



390 Java Drive • Sunnyvale, California 94086
Telephone: (408) 734-9410 • Telex: 357-499

NEWS

BY
Mike
Shaw

BIZ OP SALESMAN BLUDGEONED • DISTRIBS BEAT L.A. TAX • OMEGA GAMES SEIZED • THE BATTLE OF NEW YORK • ENHANCEMENT MAKER PUTS UP SHIELD • STERN ELIMINATES PINBALLS • ANTI-GAME LEADER GETS VICTORY • BURGLARS HIT CLEVELAND COIN • MIDWAY STOPS "HOW TO" BOOK • 'KONG' SEIZURES PASS 1,000 • PARENTAL FEARS UNNECESSARY • SOUTHWEST CONSTRUCTS FACILITY

BIZ OP SALESMAN BLUDGEONED

A business opportunity salesman who quit one firm to work on his own said he was threatened by the principals of that firm and then beaten with a lead pipe the evening those threats were made.

Fred Ammond, a Minnesota video game business opportunity salesman, said he received three threatening calls, one each from the president, chief attorney, and owner of a firm he had just quit. The calls warned him not to continue selling video business opportunities on his own. (The name of the firm and individuals who allegedly threatened Ammond are withheld pending further police investigation.)

The last of the three calls was the most viciously threatening, Ammond said. The firm's owner allegedly called him at approximately 6 p.m. on day in mid-February and told him he better not continue to compete with the firm he had just left. Ammond said his former boss told him he had wiped out other competitors and would do the same to Ammond.

"I'll get you, you son of a bitch," Ammond said he was told. "I'm going to take you out. After I break your arms and legs, I'm going to take you out."

Ammond said he ignored the warning and left his room at the Ramada Inn located by the Minneapolis airport to conduct interviews that evening within the motel with potential buyers for his videos.

"After the session, I went downstairs to eat dinner and have a couple of drinks in the motel lounge," Ammond told *Play Meter*. "I left the lounge a little after midnight and stopped to buy a newspaper, then stepped into the elevator to head for my room."

When the elevator reached the seventh floor and the doors opened, Ammond, alone on the elevator, was greeted by a

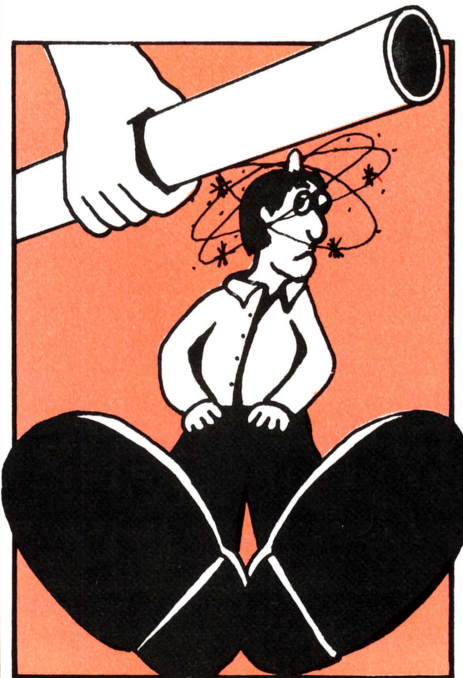
young man with a lead pipe, he said.

Ammond said he struggled with the man but was no match for the lead pipe. When he regained consciousness later in the hospital, he had already been through surgery that required more than 100 stitches three layers deep to close the gaping wound above his left eye.

Bloomington, Minn., police said their investigation of the incident has become inactive because of the lack of evidence and its limited resources.

"It was a setup," said Bloomington police detective Laurila, "but proving it is difficult. There is no corroborating evidence. I doubt if Fred (Ammond) could even identify his attacker."

So, currently, Ammond's attorney, Steven Yagur of Hoff & Allen in Eden Prairie, Minn., is pressing suit against the Ramada Inn for damages at the highest level Minnesota law allows, "in excess of \$50,000." Yagur said the principals of the firm Ammond accuses of being responsible will be joined into the suit "if a link is estab-



lished by police investigation."

Because the firm Ammond accuses is located outside Minnesota, the Federal Bureau of Investigation has become involved in the investigation. That fact was confirmed by Laurila, who said that although the FBI does not share the findings of any investigation with the Bloomington police, it continues to request information on the case.

The Minneapolis office of the FBI refused to comment on the case. •

DISTRIBS BEAT L.A. TAX

Two major distributors, C. A. Robinson and Circle International, led a fight that resulted in the defeat of a proposed \$250 per machine tax on coin-op amusements in Los Angeles.

The current \$18.75 annual licensing fee for locations will remain the sole financial attachment the city makes on amusements.

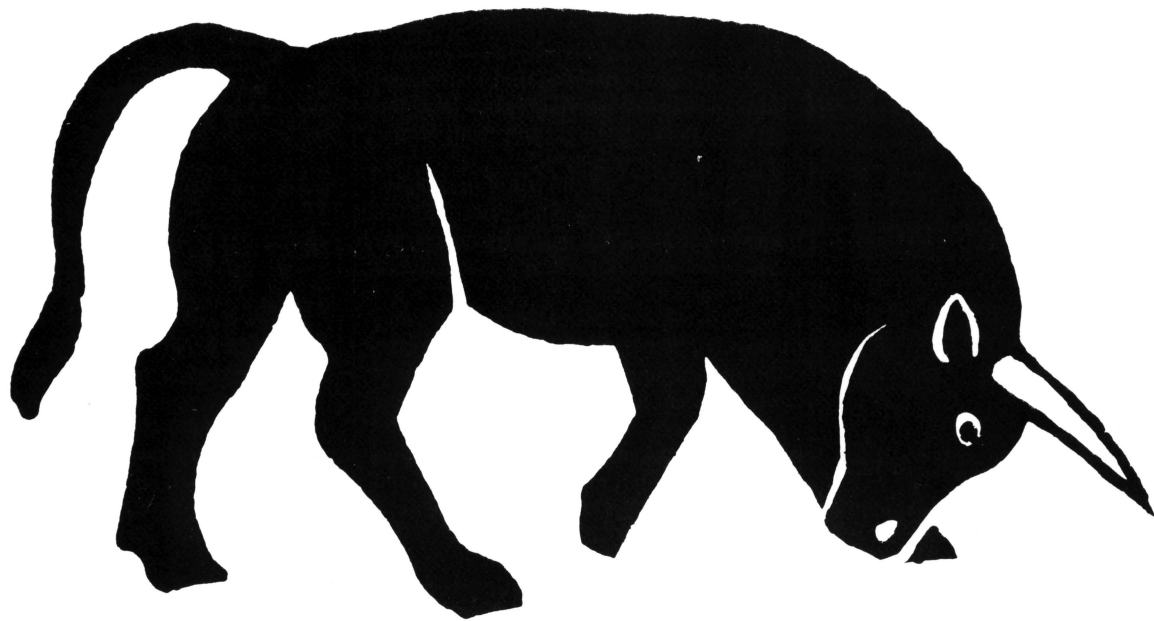
The Los Angeles City Council wanted to tax the games to benefit its general revenue fund, but according to C. A. Robinson's Ira Bettelman, California's tax reform bill, the highly publicized Proposition 13, was providing a stumbling block.

According to the legislation, California cities cannot create a new tax without taking it to the electorate. So, in order to pass a tax on the amusement industry, the City Council first (by July 14) had to formulate a proposal to be put before the voters at general election time in November.

To battle the tax, industry representatives hired an attorney who had had previous dealings with the City Council, and as a result, was aware of the workings of the Council and was familiar with its members.

Choosing the right negotiator, according

We have one thing to say.



“We’re bullish on the industry.”

CLEVELAND COIN INTERNATIONAL

Experts with your investment in the coin machine industry

Call us for our complete selection of new and used equipment at competitive prices.

Send for our list of closeout specials in the “Cleveland Coin Journal” Top Ten.

17000 South Waterloo Rd.
Cleveland, Ohio 44110
216/692-0960

7029 Huntley Rd.
Columbus, Ohio 43229
614/846-8590

848 - G Nandino Blvd.
Melbourne Industrial Park
Lexington, Kentucky 40511

Outside Ohio toll-free 1-800-321-2778, 1-800-321-2779
In Ohio toll-free 1-800-362-1296

“We welcome overseas inquiries”
Telex: 241554

NEWS

to Bettelman, was the key factor in defeating the tax. Special efforts followed—talks with council members in their offices and attendance at committee meetings. And, by the time the Council met July 14 to publicly consider the issue, the tax had already been securely put to rest.

Initially, the Council's Charter and Elections Committee, a body responsible for, among other things, suggesting to the general Council the merits of the proposed tax, studied the amusement issue, considered the input of industry representatives, then recommended to the Council that it table the tax.

The Council, however, persisted in trying to get money out of the industry, and it then offered the industry a compromise in the form of a licensing fee.

But the law requires fees to be collected only in an amount necessary to pay for specified services to the subjects of the fees. Although the Council tried to paint a picture of the industry as needing constant and heavy policing, the city's chief administrative officers could not "substantiate what extra services the industry was using," Bettelman said.

The private and public meetings and

negotiations between the industry and government representatives led to a July 14 Council meeting spiced with dramatic rhetoric.

Councilman David Cunningham opened discussion of the issue by scolding his fellow Council members.

"I can't believe we are blackmailing this industry," he said. Then he turned to the operators in the audience and told them not to pay the ill-conceived tax.

Several other dramatic speeches ensued, reported Bettelman, but the final result was a solid defeat of any additional burdens on the industry in Los Angeles. Only two of the needed eight "yes" votes were counted at the conclusion of the Council's meeting.

Bettelman noted distributors and operators in Los Angeles learned an important lesson from the fight against the Los Angeles tax measure. The industry has been preoccupied with denying it is highly successful, but it is useless to avoid the \$5 billion industry tag that government officials characterize it with.

What is more important, said Bettelman, is to use the facts rather than hide from them.

"If I'm a \$5 billion industry," said Bettelman, "then I want a \$5 billion hammer."

Bettelman said industry people in Los Angeles will no longer be caught off guard by government regulation attempts. Operators and distributors there will have, in effect, a local lobbyist to represent their views with lawmakers. They will work "in the trenches" of local government, supporting their friends and educating their enemies, he said. •

OMEGA GAMES SEIZED

Omega Products, a San Diego firm that manufactures video card games, has agreed to alter its machines for use in San Diego County.

A spokesman for the company, Jay Sarno, said Omega will reprogram the pieces so they will not award replays. Instead, the machines will now provide five games for a quarter and a high score display mechanism.

The alteration on the games came as the result of a county ruling that the devices are illegal. County sheriff's department deputies recently seized four games from two lounges in the El Cajon area. Don's Cocktails and The Coach Stop were invaded by the deputies who seized the games and arrested the managers of the lounges. They were charged with possession of illegal gaming devices.

San Diego County Sheriff's Deputy Tom Field said the games were illegal because they are games of chance that offer something in return when the players beat the machine. He stressed that two things in the same game—chance and payback—combined to make the games illegal.

Field said the seizures are important because it is the first local instance that someone determined the games themselves as illegal. No illegal payoffs were associated with the seizure action.

Although Omega and other video card games have been seized previously in California, this particular case was noted by both Field and Sarno as an important precedent setting action.

"There is other activity in the state as a result of this case," Sarno said.

He also said he is concerned about consistency in regard to his games. In some areas of the state, the games are all right, he said. In fact, he said, the same model games that were seized in San Diego County are legally licensed in the city of San Diego.

"We don't care what they decide, as long as they are consistent," Sarno complained.

games
service
immediately

We Cater To All Your

Coin-operated Amusement Needs!

Game Sales International

- * Immediate availability of Top Earners
- * Excellent used and reconditioned equipment
- * Expert service and board repair
- * No knock-offs
- * Lowest Prices

GS
I

Game Sales International

For price
quotes

— Call Sandy 201-964-5230

SERVING SUCCESSFUL OPERATORS
WITH THE HIGHEST EARNING
EQUIPMENT. BACKED BY OUR
46 YEAR REPUTATION FOR SERVICE
AND RELIABILITY.

EXCLUSIVE REPRESENTATIVES FOR:

ATARI
BALLY
CENTURI
CINEMATRONICS

MIDWAY
STERN
TAITO
VALLEY

C.A. ROBINSON & CO.
2891 W. PICO BLVD.,
LOS ANGELES, CA 90006
TEL: (213) 735-3001

ALSO REPRESENTING:

DECO
EXIDY
GAME PLAN
GREMLIN
U.S. BILLIARDS
UNIVERSAL

COMBINING EXPERIENCE AND DYNAMIC
YOUNG IDEAS. OUR STAFF IS THE FINEST.
SPECIALISTS IN ACCOMPLISHING THE
DIFFICULT TODAY AND THE IMPOSSIBLE
TOMORROW.

NEWS

THE BATTLE OF NEW YORK

Two separate coin-op amusement associations presented two separate bills to the state Legislature in New York this summer, but as the session closed, neither was accepted into law.

The two associations, the New York State Coin Machine Association and the Empire State Coin Machine Association, remain at odds with each other and, apparently, their inability to agree on what measures the state should take to regulate the industry has led to further confusion for the legislators in New York.

Millie McCarthy has been submitting the bill with slight alterations since 1965. In a newsletter released after she gave up efforts in the final hours of the legislative session, she did not mince words in expressing her dissatisfaction with Bally's Syracuse distribution office. The office's manager, Jack Shawcross, is the predominant figure behind the Empire Association.

"How many times should our efforts be defeated by some of our industry people—

either the ones who fear stability because of their own questionable background, or the ones who want to continue capitalizing on our instability?" she wrote. "It is far easier for us to deal with government than with the conflicting forces within our own industry."

"I regret that there are animosities," commented Shawcross. "We are hoping for a compromise effort plan."

Shawcross said the main difference in the bill proposed by McCarthy and the one sent to the committee considering coin-op regulation through Empire Association lobbyist Don Boyle was that the Empire bill would have the state license locations whereas the McCarthy bill would have the state license operators.

Additionally, the Empire bill called for higher fees, which, Shawcross said, would have satisfied the Legislature and kept it away from attacking the industry with gross receipts taxes and additional licensing on a per machine basis.

McCarthy, on the other hand, vehemently objected to the higher fees called for by the Empire bill and said her fears that those fees might be incorporated into her bill caused her to withdraw her efforts.

As a result, no legislation came out of the session which would regulate the industry. Both Shawcross and McCarthy would like to have some regulation issued by the state in hopes it would set statewide standards and take power away from local municipalities to tax games unfairly.

McCarthy also wanted her measure passed to stabilize the industry against any negative legislation that might result from the coming session.

"Now we are quite helpless against any new tax package being readied for the next session under the excuse that we need control," she wrote in the newsletter. •



WHAC-A-MOLE

You'll profit from our experience. We have been building unique games that appeal to people of all ages for 12 years. Games like Whac-A-Mole give you high traffic, excellent profits and minimal down time. Call and let us tell you more.



Bob's Space Racers
427 15th Street
Daytona Beach,
Florida 32017
(904) 677-0761

WE INTERRUPT THIS MAGAZINE FOR AN IMPORTANT MESSAGE!

Central Distributing Co. is reported to be making the best deals on new (& used) equipment.

The Omaha, Nebraska firm, known industrywide for its immediate deliveries, is beating all competition in the areas of:

SERVICE • PARTS • AND PRICE

THEY'RE SECOND TO NONE!

Representing all major manufacturers
We have the best reconditioned games
in the country—no brag, just fact.

CENTRAL DISTRIBUTING CO.

3814 Farnam St.

Omaha, Nebraska 68131

(402) 553-5300

ENHANCEMENT MAKER PUTS UP SHIELD

Shield, a legal protection organization formed to assist video game copyright infringement defendants in their court battles against major manufacturers, is conducting its first case on behalf of John Clark of Aatom Amusement Service, a manufacturer of game enhancement kits.

Clark, who sold a *Pac-Man* enhancement kit to an undercover representative of Midway Manufacturing's Los Angeles law team, Loeb and Loeb, was one of 38 defendants named in a Midway suit in the U.S.

Games Galore of Texas

WE HAVE The Games People Play...



**Nationwide Games
Galore, Inc./
dba Games Galore**
10031 Monroe Drive
Suite 306
Dallas, Texas 75229
Telex 732561 TELESERV-DAL
IN SPRINT 101888

**(214) 247-GAME
(4263)**

★ Call us for information regarding these games or any other machines we have not listed.

★ A complete line of interchangeable games is also available.

★ We also have a wide selection of good used equipment.

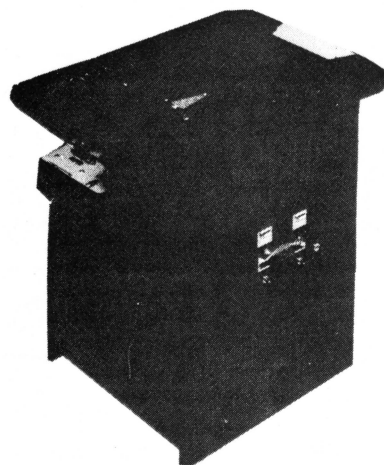
★ We are among the most competitive in price of United States Distributors.

We now feature
The Video Outpost™
Acclaimed by
"Frank the Crank"
and featured
in many articles.

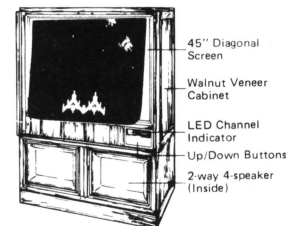
We have the following games to offer, as well as many others, from smaller U.S. Game Manufacturers:

Alpine Ski • Amidar • Bosconian • Caveman • Centipede • Devils Dare • Dig Dug • Donkey Kong • Eyes Fantasy • Frogger • Galaga • Haunted House • Jack the Giant Killer • Jump Bug • Kangaroo • Kram Lady Bug • Looping • Make-Trax • Mission X • Mr. & Mrs. Pac-Man (pin) • Ms. Pac-Man • Nato Defense Pepper II • Pioneer Balloon • Qix • Rapid Fire • Robotron 2084 • Roby Roto • Snap Jack • Solar Fox Space Duel • Stargate • Tempest • Thief • Triple Punch • Tron • Turbo (s/d) • Turbo (u/r) • Tunnel Hunt Valley Tables • Victory • Wild Western • YoYo • Zaxxon •and many more!

Projectavision Video™



With the glut of game machines being introduced into the market place and in an attempt to keep game rooms attractive, innovative and competitive Games Galore is proud to introduce Projectavision Video™. Unlike wide screen projection systems currently available, Projectavision Video is a rear projected system that has no loss of color when projected. The system can be wired to almost any cocktail table and is interchangeable. Currently, those on test are earning between \$250 and \$550 per week. Starting August 1st the system will be selling nationally at \$8,495. Our introductory price will be \$8,195. This includes your choice of table, wide screen television and assembly. If you wish to supply your own table that amount will be deducted from the price.



Panasonic presents a color TV that is as beautiful as it is big, the CT-4600. The CT-4600 carries a big 45" diagonal screen in its handsome, one piece design. There's an individual pre-focused lens for each of the three projection tubes, so you get a crisp, bright picture that you can enjoy in normal room lighting. The simulated wood doors combine with the walnut veneer cabinet to enhance your interior decor. Big. Beautiful.

Suggested Retail \$8,495.00

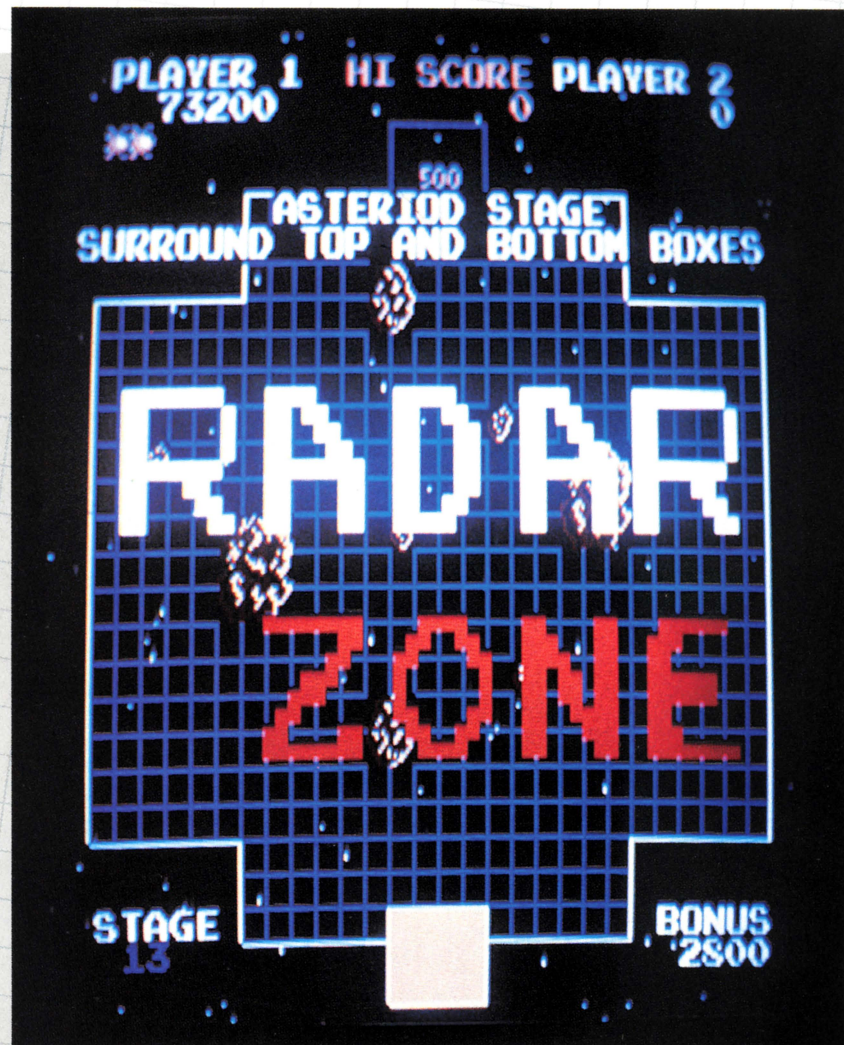
Distributorships available outside Texas and Oklahoma

**24 MONTH
FINANCING,
12 MONTH
WARRANTY,
AND**

RADAR ZONE

**ARE JUST
3 REASONS WHY...**

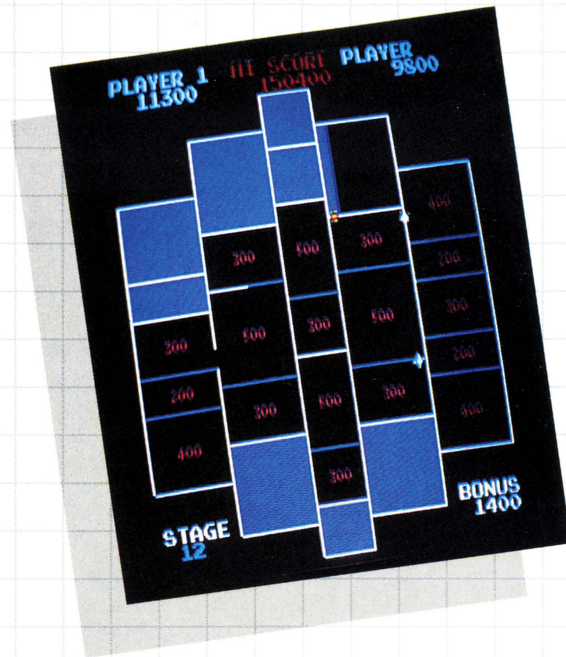
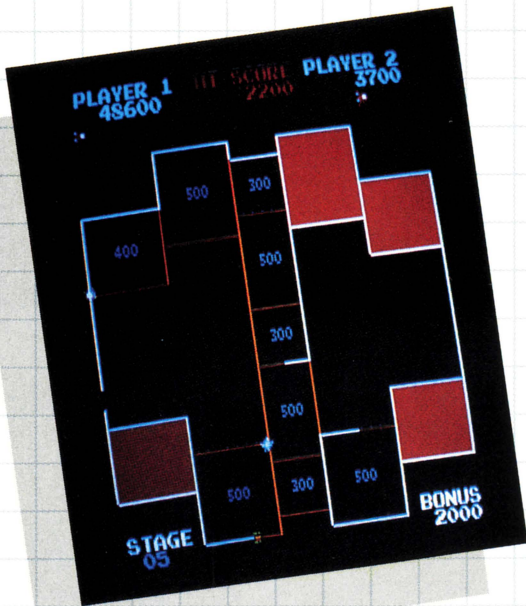
WE'RE GAM



Tuni Electro Service, Inc.
1716 W. 4th Street
Tempe, Arizona 85281
(602) 968-7257 TELEX 165819
800-528-1409

...AT \$1895.

We're game at TUNI. Game enough to offer the new, exciting RADAR ZONE™ at a special introductory price of \$1895. TUNI is so excited about this new game, that we want to give you the opportunity to try it at this low, *one-time-only* price! We have made special arrangements with our fine distributor family to make this price offer available through October 31st.



Just try the new RADAR ZONE™ and you'll see why this action packed game is already a proven high earner in location tests. RADAR ZONE™ is a multi-level game simple enough for the beginner, yet an exciting challenge for even the best video game expert!

Eye-catching color and startling sound effects are guaranteed to grab players attention.

CALL FREE-1-800-528-1409

**TUNI INTERCHANGEABLES™
ARE AVAILABLE FROM
ANY OF THE FOLLOWING
DISTRIBUTORS**

ALABAMA

Continental Distributors
611 Holt St.
Montgomery, AL 36108
205-265-9738

ARIZONA

Sun Star Distributing Inc.
509 S. 48th St. #105
Tempe, AZ. 85281
602-967-2966

Coin Optronics
245 S. Plumber #22
Tucson, AZ. 85719
602-624-2826

CALIFORNIA

American Amusement
4630 Park Newport
Newport Beach, CA. 92660
714-894-7563

Astronix, Co.
1106 Bentaok
San Jose, CA. 95129
408-973-1069

Delta Pacific Distributing
7404 Fulton Ave.
N. Hollywood, CA. 91605
213-765-7200

Full Spectrum Marketing & Sales
1650 S. Amphlett Blvd. #121
San Mateo, CA. 94402
415-572-9222

K.A.J. Inc.
4413 Aquarius
Lompoc, CA. 93436
805-736-5075

North Country Distributing
275 Hilltop #15
Redding, CA. 96003
916-244-2138

Pacific Bay Distributing
2194 Edison Ave.
San Leandro, CA. 94577
415-430-9811

COLORADO

Sharp Entertainment
2652 11th St. Rd.
Greeley, CO. 80631
303-493-7179

GEORGIA

Souther Amusement
710 N. Hamilton St.
Dalton, GA. 30720
404-278-1044

MISSOURI

21st Century Amusement
4314 Rider Trail
Earth City, MO. 63045
314-291-0089

MARYLAND

Complete Coin Corp.
Route 213
Chesapeake City, MD. 21915
301-885-5146

Vega

7133 Rutherford Rd.
Baltimore, MD. 21207
301-944-6110

NORTH CAROLINA

Mountain Music
180 Cisco Rd.
Asheville, NC. 28805
704-258-0230

OHIO

Mid America Entertainment
643 Henry St.
Niles, OH. 44446
216-530-4905

OREGON

Pacific Rim Distributors, Inc.
Hayden Island Bus. Park #8
Portland, OR. 97217
503-285-8036

PENNSYLVANIA

Amato Music
528 Merchants St.
Ambridge, PA. 15003
412-266-7555

J.O.V.A. Games, Inc.
2272 Mercer Rd.
New Brighton, PA. 15066
412-843-5190

TENNESSEE

Ultz, Inc.
1602 Highway 51 South
Covington, TN. 38019
901-476-1363

VIRGINIA

Greater Atlantic Assoc. Inc.
6501 Loisdale Ct. #606
Springfield, VA. 22150
703-971-6611

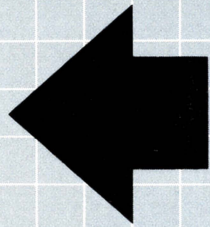
WASHINGTON

Carefree Video
19226 66th Ave., Bldg. L, 104
Kent, WA. 98031
206-872-3556

TUNI.

And to make it even easier for you, TUNI has financing available! On your approved credit, our 24 month plan allows you to extend your cash outlay over a 2-year period so your new RADAR ZONE™ can pay for itself!

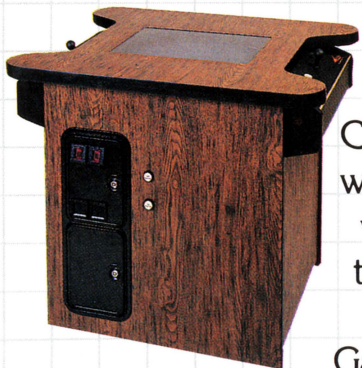
If you're not sold yet, TUNI quality allows us to offer you investment protection with our revolutionary **12 month limited warranty!**



WHY NOT PLAY OUR GAME?

Keep in mind that RADAR ZONE™ is a TUNI INTER-CHANGEABLE™ game which can later be converted to a brand new top earning game at a substantial savings!

Games such as Dazzler and 8-Ball are available now, and new games will be introduced soon!



the court has granted him two postponements and is currently pressing to get it to allow him to continue business while he awaits a final decision on the legality of his kits.

STERN ELIMINATES PINBALLS

Stern Electronics will, at least temporarily, cease manufacturing pinball games.

The move to get out of the continually softening pinball market was noted by President Gary Stern as a reflection of the company's intent to become more concerned with its production of videos.

Among its employees, Stern counts Harry Williams, generally known as the "father of pinball."

"Harry will remain with the company," Stern said. "He furnishes us ideas for video games as well as pinballs."

ANTI-GAME LEADER GETS VICTORY

Ronnie Lamm, the nation's most publicized anti-game campaigner, has won another victory near her home in Brookhaven, N.Y.

There, the Brookhaven Town Board extended its moratorium on video games from six to nine months that will enable the board to get into the school year before it has to make a decision on legislation to restrict amusement centers.

Lamm, president of the Middle County PTA Council, was unopposed in her bid to extend the moratorium. No one showed up at a public hearing on the extension to object.

Another local PTA president, Barbara Phelps, called for specific measures to restrict or completely ban videos. She said that she recognized such legislation would not be popular with the town's adolescents, but she dismissed their objections, saying she equated the efforts to eliminate the

games with "the immunization of childhood diseases."

Backing the PTA president was Councilman Gene Gerrard who asked the town attorney to look into a total ban on the games for Brookhaven.

"They are popping up all over the place," Gerrard told the board. "Without a blanket ban, it would be almost impossible to enforce any local law. You would need an army to do so."

BURGLARS HIT CLEVELAND COIN

Ohio operators and distributors have had more than their share of problems with video game burglars.

The latest in a rash of burglaries took place at Cleveland Coin Machine on Waterloo Road in Cleveland. There, burglars took \$84,000 worth of video

IT DOESN'T TAKE A CRYSTAL BALL

Your best buys won't come from overstocked, discount distributors. The best deals still come from a full-service distributor who's looking out for all YOUR needs today...and tomorrow.



Call us today...It's your future!

GENERAL VENDING SALES CORP.

NOW WITH TWO OFFICES TO SERVE YOU

245 W. Biddle St.
Baltimore, MD 21201

301/837-4119

8588 Sanford Dr.
Richmond, VA 23228

804/262-GAME

"If it draws a crowd, it's from General Vending Sales Corp."

NEWS

games and stole the company's \$18,000 1980 Mercedes-Benz truck.

Thieves bypassed the alarm system and knocked a 4-foot-square hole through a concrete wall on the building's south side. They made their way into the office, took the truck keys, and loaded the games into the truck from the loading dock.

"All were very popular games," company Comptroller R. C. Heckman said. "They were professional thieves who knew exactly what they were looking for."

Thirty-four games, including models of *Pac-Man*, *Ms. Pac-Man*, *Galaga*, and *Donkey Kong*, were taken, Heckman said it was the first robbery at his company.

Cleveland Coin President Ron Gold noted three youths were captured in Cleveland July 20 for theft of some *Pac-Man* games from a street location, but he indicated that there was little likelihood they were responsible for the Cleveland Coin job.

Gold said video games are too easily reduced to black market status. All that needs to be done is erase serial numbers and the games are easily marketable, he said.

"I hate to say it," he said, "but even the legitimate might be tempted to buy a stolen game."

He opined that while an automobile or jewelry, for example, might be fenced at 10 or 20 percent of its value, the easy reduction of a video game to unrecognizable identity would bring the thief a much higher percentage of its new cost. •

MIDWAY STOPS "HOW TO" BOOK

Midway Manufacturing has stopped the publisher of "How to Win at *Pac-Man*" from issuing a second edition.

In action taken in the U.S. District Court in Chicago, the publisher, Gulf + Western Corp. (Simon and Schuster), and the authors, Publications International Ltd. (editors of *Consumer Guide*), were enjoined on July 14 from any further printing, publishing, or distributing of the book.

The book was found to be an infringement on the copyrights of Midway relevant to its *Pac-Man*. The suit came in answer to a filing by Publications International

against Bally Manufacturing and its Midway subsidiary seeking a declaratory judgment that the *Pac-Man* trademark and copyright claims were invalid.

The court allowed the publisher to sell off the remainder of more than 500,000 copies of the original edition of "How to Win at *Pac-Man*."

It took into consideration conversations between the publisher and Midway and the time that had passed while the two were attempting to reach an agreement over the rights to publish the book. The court said the time and conversations had stripped Midway of the right to recall books that had already been published.

Sidney Katz, attorney for Midway in much of its copyright litigation, said the two firms had been haggling over the issue for six months. The injunction means the sequel will be "stopped cold," he said. Additionally, Katz noted Midway would pursue action against Gulf + Western, suing the firm for profits it made from sales of the book and for attorneys' fees.

In other *Pac-Man* infringement action, Midway has taken initial steps to stop a controversial religious group known as Jews for Jesus from utilizing the *Pac-Man* character in its literature. Jews for Jesus

Hold your Horses!



The best deals on the hottest games are at Culp.

**REPRESENTING: Stern, Williams, Automatic Products, Bio-Rhythm, Exidy, Game Plan, Gottlieb, Midway
Moyer Diebel, Rock-Ola, Sircoma, Irving Kaye, Valley, American Shuffleboard**

CULP DISTRIBUTING CO.

OF OKC, INC.

614 W. Sheridan • Oklahoma City, Oklahoma 73102 • (405) 232-9591



Discover why **BELAM**

**MEANS GOOD BUSINESS
HERE AND ABROAD**

WE HAVE

Great Games • Great Service • Great Parts

Now with three offices to serve you better

R. H. BELAM COMPANY, INC.

Long Island's Full Service Distributor

1 Delaware Drive, Long Island, NY 11040

516/488-5600

Telex: 221568

Cable: BELAMEX NY

BELAM FLORIDA CORP.

Florida's Best Distributor

1541 N.W. 165 St., Miami, FL 33169

305/621-1415

BELAM FLORIDA-ORLANDO

Serving Central Florida

7575 Chancellor Dr., Orlando, FL 32809

305/857-3381

NEWS

issued a religious pamphlet titled "Pac-Man Fever," wherein gospel tracts are punctuated by cartoon portrayals of Blinky, Pinky, Inky, and Clyde. •

'KONG' SEIZURES PASS 1,000

Nintendo of America has taken several successful steps to eliminate piracy of its popular *Donkey Kong*.

Most recently, U.S. District Judge James Meredith issued a preliminary injunction against 14 St. Louis area firms distributing counterfeit versions of the game.

In raids by U.S. marshals, 13 games bearing the names *Crazy Kong* and *Congorilla* were taken in nearby southern Illinois. All of the companies named in the injunction were locations. Warehouse Games of Fairview Heights, which allegedly had been placing the games throughout several states, agreed to a "constant decree" that carries the same business halting effects of an injunction.

The actions brought the total number of *Donkey Kong* imitations seized by Nin-

tendo in the United States to more than 1,000. None of the seizures have yet resulted in a full trial.

Previous to the St. Louis seizures, Nintendo had been busy picking up *Donkey Kong* imitations in Richmond, Va. There, 25 games were seized May 25 and preliminary injunctions were issued against defendants including O'Conner Vending Machine Co. and Capital Amusements.

Prior to its activity in Richmond, on May 22, Nintendo picked up about 60 games and circuit boards in Dallas. Thirty defendants were named there, including Games Ltd., Games Galore, PlayMore Games, Commerical Music, and Quorum Industries. •

WE HAVE THE LOWEST PRICES IN USED VIDEOS

| | | | |
|------------------------------|--------|------------------------------|--------|
| Asteroids | \$ 500 | Crazy Climber | \$ 700 |
| Galaxian | 500 | Space Duel | 1700 |
| Stratovox | 500 | Asteroid Deluxe (cab.) | 550 |
| Asteroid Deluxe | 600 | Bosconian | 1300 |
| Qix | 900 | Scramble | 800 |
| Super Cobra | 900 | Venture | 900 |
| Asteroids (CT) | 450 | Tempest | 1700 |
| Defender | 1500 | Hyperball (pin) | 1400 |
| Kickman | 1500 | Solar Quest | 900 |
| Missile Command | 600 | Omega Race | 1200 |
| Warp-Warp | 800 | Space Fury | 1000 |
| Super Tank | 1000 | Wizard of Wor | 1200 |
| Missile Command (cab.) | 550 | Asteroids (cab.) | 450 |

MACHINES ARE LOCATION READY
Call: 1-313-894-2100 • Ask for Gene

METRO VIDEO

3950 Michigan • Detroit, Michigan 48210

Assuring your climb
to success...

MOUNTAIN COIN DISTRIBUTORS

WITH FOUR OFFICES TO SERVICE YOU

300 W. 53rd Place, Unit B
Denver, CO 80216
(303) 620-9350

3850 W. Van Buren
Phoenix, AZ 85009
(602) 269-8292

2910 'C' 4th St. N.W.
Albuquerque, NM 87107
(505) 345-7706

3753 S. State Street
Salt Lake City, UT 84115
(801) 262-5493

PARENTAL FEARS UNNECESSARY

One of the principle objections to video games that has come from parents, educators, and administrators has been that they are "addictive" to youth.

But the July issue of *Working Mother* magazine offers some solace to those who fear the games, saying videos have positive influences on children.

The contention was the result of interviews with several psychologists.

"It is absurd to think of a machine as addictive," declared Mitchell Robin, professor of psychology at the City University of New York. He said parents' overreactions to the games most often stemmed from "computer phobia, a fear of mysterious machines that seem to entice and outwit human beings."

On the contrary, offered Robin, the games provide a "chance for kids to excel at a new kind of competitive sport, one that requires strategy and coordination but does not depend on physical strength." Robin said the games are "what education is all about. Inquisitive children who play video games ultimately ask 'How does the game work?' and then, 'How can I make it work?'"

Psychologist Marilyn Rothenberg dismissed parental fears that game addiction could be a problem for their youngsters and praised the benefits of videos.

"The degree of concentration required," she said, "the necessity to learn to react in a specified time, the ability to gain self-esteem by perfecting a skill through practice—all of these are positives. Such intense periods of concentration are useful escapes as well, and help children focus



TOKENS • TOKENS • TOKENS

(STOCK AND CUSTOM)



FOR ALL MAKES OF GAMES,
TURNSTILES & VENDING MACHINES



PRIZE REDEMPTION & TRADE CHECKS



CASINO SLOT & GAMING COINS



Phone or write for catalog & samples

VAN BROOK OF LEXINGTON, INC.
P.O. BOX 5044, LEXINGTON, KY. 40555

606/231-7100



Copyright © All Rights Reserved

Five great reasons why Modern Vending Sales should be your Video Game Distributor.

1. 50 years experience in coin-op
2. We are specialists in all phases of setting up Video Game Centers
3. Thousands of used games in excellent condition in inventory
4. We have the most popular games
5. Our prices are very competitive

Factory Authorized Distributor for:

Atari • Williams • Taito • Nintendo •
Stern • Seeburg • GDI • Exidy • Valley
Rock-Ola • Game Plan • Nichibutsu

Call (Toll Free) either Scott Housefield
or Dick Thomas today for more information.

1-800-428-4206 (Outside Indiana)

1-800-382-4050 (Indiana)



Modern Vending Sales Corp., Inc.
7940 Pendleton Pike
Indianapolis, Indiana 46226
(317) 542-9207

NEWS

their concentration.

"The bottom line for parents should be what the child's total life looks like, how much time is spent at games in proportion to other activities. It is only when the time is excessive that a parent need feel concern."



Psychologists noted that some parents fear places that offer video games because they think the locations are undesirable hangouts, but they stressed that any arcade owner who wants to stay in business has to create an acceptable environment. •

SOUTHWEST CONSTRUCTS FACILITY

Southwest Vending Sales Company's Oklahoma City branch has opened its new office, showroom, warehouse, and service center.

"The new office was built on our own property," said President John Gatens, "at the corner of Meridian and 33rd Streets, just about 1/2 mile north of I-240 and the airport. We're extremely proud of the facility which was built to increase our customer service and efficiency."

According to Oklahoma City General Manager Phil Oldham, the building has more than 21,000 square feet accommodating a large customer showroom with sales offices on the perimeter, a wide parts

department counter directly accessed into the showroom area, 12-man service department, a customer/employee lounge, and the warehouse itself. The three-bay loading dock is partially weather-sheltered, and the exterior drive area features a maneuvering lane for large freight trucks.

"I'm very proud of the new office," Oldham said. "It was designed using our experience in the other two offices in Dallas and San Antonio. All functions of everyday business can be conducted with no interference as we have had in the past. We can now load or unload three vehicles at the same time and still have plenty of space for customer and employee parking."

Oldham also said that the growth of their business had dictated the need for their expansion into the new facility. •

'ZAXXON' COMMERCIAL GOES NATIONAL

After experimenting with two weeks of television commercial time in Los Angeles, Sega Enterprises launched a nationwide

IT'S A SMALL WORLD WHEN YOU BUY FROM

Bally



INC.

Whether you're nearby or half-way around the world, Bally Empire International, Inc. can serve you better. With over 40 years experience in serving the overseas markets, Bally Empire International, Inc., can offer you quick, dependable delivery and service on any order from their complete line of new and reconditioned coin-operated equipment, meeting all your specific requirements. And as part of America's largest Distributor, Bally Empire International, Inc., features a fully stocked parts department for your needs. Professional marketing and sales expertise in English and Spanish are always included from our knowledgeable staff.

Call Bally Empire International, Inc., for big service and selection in a small world way.

BALLY EMPIRE INTERNATIONAL, INC.
2828 North Paulina Street
Chicago, Illinois 60657—U.S.A.
(312) 871-7600
Telex: 25-4026
Cable: EMPIRE-CHICAGO

No Bubble, No Trouble!

With top earning interchangeable video games from us, you don't have to worry about any video game bubble.

If you own our cabinets, you'll be able to interchange with any of the new top games we have for you. And, since we produce and sell only legal games, there's no copyright hassle.

Recently we acquired the non-exclusive rights to produce Game-A-Tron's top video game 'DAMBUSTERS'

'Dambusters' now joins our growing list of top earning interchangeable videos, including:
LADY BUG • RED CLASH • FRISKY TOM • LI'L HUSTLER

ELECTROGAME INTERNATIONAL CORP.

WANTED:
MANUFACTURING
RIGHTS TO
NEW VIDEO
GAMES

67 Overlea North
Massapequa Park, NY 11762
516/799-2279 • Telex: 475-4242
CALL TOLL-FREE
1-800-645-9164
"The wave of the future."

WANTED:
DISTRIBUTORS
TO REPRESENT
OUR GAME
LINE

Distributorships and Territories Still Available!

You've seen the copyrighted prototype at the trade shows. Now its perfected for the market. The preliminary test data is in, and it says unmistakably that the world wants the Caterpillar®. The game is as challenging as it is revolutionary, and many insightful minds have already begun calculating the potential that this trend setting machine has for them!

INNOVATIVE VIDEO GAMES, INC.

For more information talk
to one of our sales staff
today by calling:
1-800-227-1617x540
or
214-484-4080



Across America
the Game
is the Same!

SHAFFER SERVICE
Makes the
DIFFERENCE!



Dial
Us
BEFORE
You
Deal

TOLL FREE
in Ohio
1-800-282-0194
in Ky. & W.Va.
1-800-848-0307

Factory
Authorized Distributor
for

| | |
|--------------|---------------|
| Atari | Rowe-AMI |
| Bally | Gottlieb |
| Sega/Gremlin | Cinematronics |
| Midway | Dynamo |

SHAFFER
DISTRIBUTING CO.

COLUMBUS
1100 W. Third Ave. • P.O. Box 12417
Columbus, Ohio 43212
(614) 224-6800

CLEVELAND
Capital Sq. Business Park
7792 Capital Blvd.
Macedonia, Ohio 44056
(216) 467-4850

You're Sure with Shaffer
— Our 53rd year in
the Coin Machine Industry

NEWS

television campaign in behalf of its highly successful coin-op video *Zaxxon*.

The effort marks the first time commercial television has been used to attract player interest to an arcade video game.

The commercials were shown in major markets across the country and featured computer-generated action promoting the three-dimensional play qualities of *Zaxxon*.

In Chicago, commercials for *Zaxxon* ran during the July major league baseball game and on such shows as "Saturday Night Live," "Greatest American Hero," "Different Strokes," "MASH," and "American Bandstand." The same variety of programming was selected for commercial use in the New York and New Jersey market, including several airings within the reruns of "Star Trek." A schedule was also contracted for the Philadelphia area.

In discussing the commercial approach, Sega President David Rosen said: "With the video arcade market crowded with competing games, capturing the attention of the player calls for new and innovative marketing techniques. *Zaxxon* is the perfect vehicle with which to innovate a television marketing campaign since *Zaxxon* itself is technologically innovative in terms of the three-dimensional visual effect it achieves." •

EMPIRE FOLLIES '82 REVIEWED

A look at the stage production of Empire Follies '82 reveals an impressive array of talent gathered for this summer's show.

The event, staged annually by Empire Distributing (now Bally Midwest) and the Order of Alhambra (a Catholic charity organization) for the benefit of retarded and handicapped citizens in the state of Michigan, featured employees and customers of Bally Midwest as its stars in addition to the SRO dance troupe and comic, mime, and magician Jonathan Haglund.

The entire two-act variety show was produced and directed by Hank Heiser, Bally Midwest general manager.

Ticket buyers who might have imagined their purchases were strictly charitable contributions may have been surprised by the amount of pure entertainment delivered by the cast of the Empire Follies. Titled "Give Them Tomorrow," the show was packed with great music, excellent choreography, and timely Haglund humor pieces.

In the three years the Empire Follies has played, it has contributed more than \$85,000 to the Order's charitable efforts. •

Short Subjects

Exidy is offering two modification kits for its games *Pepper II* and *Victory*. Modification kits for *Pepper II* are being called *Hotter Pepper II*, and conversions will be done by the operator. For *Victory*, the firm has issued a kit called *Victor Banana* that offers similar play but changes the characters to render the game a "cute" or comedy piece. *Victor Banana* modifications will be factory installed. Suggested retail on both kits is \$450.

* * * * *

Bally Corp.'s **Aladdin's Castle** division has responded to nationally vented truancy concerns by declaring its company policy to prohibit play in Aladdin's Castle locations to school-age children during school hours.

* * * * *

Jack Sammons of **S & P Enterprises**, Memphis, has been named president of the **Amusement and Music Operators of Tennessee**. Sammons has served on the board of directors for the past four years and has been very active in recent battles with Tennessee legislators.

New games being released in Japan this summer include another three dimensional entry from **Sega Enterprises**. Called *Sub Rock* in Japan, the game follows on the heels of the highly successful 3-D game, *Zaxxon*. Among games released for summer Japanese introduction were a **Knoami Frogger Part 2**, a *Shogun* from **Ohmori**, a golf game from **Taito**, and a tennis game from **Data East**.

* * * * *

Stern added exposure to its product line in Kansas with the addition of **Bird Distributors** to its distributor network. Bird has offices in Merriam and Manhattan.

* * * * *

Cinematronics is offering high score award certificates to operators who want to recognize outstanding players. Calling the certificates "the diplomas of the industry," the firm noted the certificates are suitable for framing. The **El Cajon** company is also offering tip cards and card holders for *Jack the Giantkiller*. The cards furnish introductory hints for successful game play. Both products are available through the Cinematronics's sales office.

...with a whole new portfolio

It started in 1981 with DEFENDER. Williams' first entry in the video category took the industry by storm and, by the end of the year, the award for the highest earning game as well.

Then, following in its footsteps yet going one step further in technology, in sophistication, in play, came STARGATE. A proven winner, STARGATE is still earning strong, still available and still in production after months of acclaim by distributors, operators and players alike.



of video games!

Now, a hot new offering. The next in the new portfolio of games. ROBOTRON: 2084. Paying big dividends. Fast becoming the best investment opportunity on the market.

The Williams portfolio of video games.
Profitable, reliable, bullish on the industry.

Williams[®]
ELECTRONICS, INC.



BIG...BETTER... BETSON

**BETSON BRINGS YOU
THE BEST OF
BOTH WORLDS!**

**WE EXPORT
TO 36 COUNTRIES
AROUND THE
GLOBE!**

Jerry Gordon
V.P. Sales

Art Warner
Sales Mgr.

Bert Betti - Chairman

Technical
Department

Parts
Department

**BUY FROM
THE BEST!**
• VIDEO GAMES
• VENDING • MUSIC
1-STOP HOUSE
BEST SERVICE & PARTS
DEPARTMENT ON EARTH!

Auto.
Prod.
Snack
Shop
II



Rock-Ola
488



Ms.
Pacman



**AUTHORIZED
REPRESENTATIVE
OF ALL U.S.
MAJOR DOMESTIC
MANUFACTURERS:**

- AMERICAN • ARDAC
• ATARI • AUTOMATIC PRODUCTS
• BALLY • CENTURI • CINEMATRONICS
• EXIDY • GAME PLAN • GOTTLIEB
• GREMLIN • IRVING KAYE • MIDWAY
• MOYER DIEBEL • NATIONAL REJECTORS
• NINTENDO • ROCK-OLA • ROCK-OLA
PHONOGRAPHS • SEGASA • STERN
• TAITO • UNITED BILLIARDS
• WILLIAMS ELECTRONICS

BETSON ENTERPRISES

"THE WORLD'S LEADING INDEPENDENT DISTRIBUTOR"

BETSON/PACIFIC
2444 West Pico Blvd., Los Angeles, CA 90006
213/388-9338 / Telex - 181-318
960 Howard St., San Francisco, CA 94103
415/543-4495 / Telex - 340-552

BETSON ENTERPRISES
6 Empire Blvd., Moonachie, NJ 07074
201/440-2200 / Telex - 134-301
1045 Rte. 109 N. Lindenhurst, Long Island, NY
516/226-0400

301 Brewster Rd., Milford, CT 06460
203/878-6966



Distributors discuss market, industry's future

By Laura Braddock

"Our market for video games has reached the saturation point..."

Jim Frye
Brady Distributing Co.

"There is an overabundance of inventory on the distributors' part..."

Alan Bruck
Banner Specialty Co.

"The market is very, very slow right now."

Marty Cerin
Mountain Coin
Machine Distributing

"There is a little bit of a glut; there are too many machines on the market right now."

Alexander Kress
Coin Machine
Distributing Inc.

Talk to eight different distributors from all over the United States, and they'll all tell you the same thing—the distributing market has slowed down.

Ask these same eight distributors why, and they'll have many different reasons.

Take it one step further, and ask the businessmen if there's hope for the future of their industry, and you'll get a positive answer from all eight of them.

But before the distributors tell you about the industry's future, read what they say about the present and the reasons why the business slowed down—overproduction, knock-off companies, operators who can't meet payments, a bad economy, the summer slump, expensive financing, the absence of a used-game market, and a theory that all good things eventually end.

Greedy manufacturers?

"It (market) is soft because the manufacturers got greedy and made too much equipment," said Pete Entringer, president of Audio Visual Amusements. "They (manufacturers) were pumping out 2,600 to 2,700 games a day, all of them combined, and the industry can only absorb 1,700 or 1,800 a day."

Entringer also blamed knock-off companies. "One thing that has hurt the industry is the so-called knock-off companies that have come out with the knock-off games and distributed them through blue-suede-shoe operators and to the locations through jobbers."

Operators who are slow in paying their notes or who are going bankrupt are also

worrying distributors. Most of the distributors said late or no payments at all coming from some operators are causing them to reconsider their business practices—to become a little more cautious.

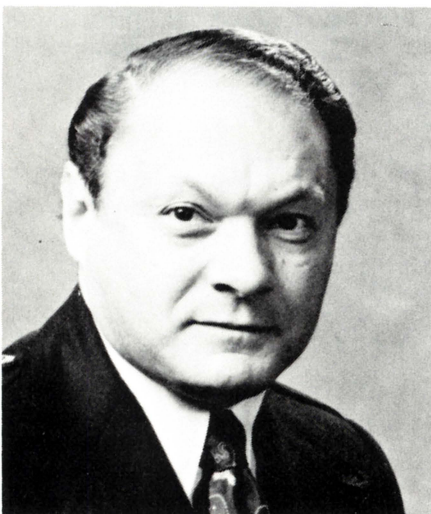
But before they revealed solutions to this problem, distributors talked about the reasons why operators are finding it hard to pay bills. Basic business practices are not always being followed.

"If they (operators) use poor judgment, a decline in business will amplify that poor judgment and affect their ability to make good judgments," Alan Bruck, president of Banner Specialty Co. pointed out. "For instance, half of the operators in the business have only been in business for about two years, and they haven't seen anything but a rise in collections.

"One of the mistakes of the new operators today is to overequip a location—like where they should put two machines, they put three to four. And if you get a decline in collections like we have now, that over-equipping mistake is amplified because he has to pay for four machines."

Questionable locations

Ira Bettelman, C. A. Robinson & Co. Inc.'s executive vice president, cited "mediocre locations" as a distributor's dilemma.



Jerry Marcus



Pete Entringer



Ira Bettelman

In other words, Bettelman explained, experienced operators passed up questionable locations a couple of years ago. But as the coin-op industry began going through a boon period, new operators began snatching up these mediocre locations and began making money. The new operators basked in success, and the experienced operators regretted passing up the locations.

But Bettelman said experience can be a helpful teacher. "Today everything is leveling off to reality as there are more machines, and the market is much more mature...Lo and behold, the guy who passed the location the first time is now smiling, and the guy who has the largest investment in what was known as mediocre locations is kind of losing."

Experience helps, but Bettelman said it's not necessarily the "golden answer. I have people that have been in the business for 10 years that can't pay the bills, and I have people that have been in the business for 10 months that can't pay the bills either."

So what are distributors doing to protect their businesses? Bruck said Banner is taking reactive measures such as watching expenses. Jerry Marcus, president of Bally Midwest, said his company has been slowed down some in the saturated marketplace. "I have been concentrating more now than in the past on accounts receivable, and that's diluting some of my sales."

Bettelman said it is a time of caution and regrouping. "It's a time of analysis of the

credit position of my operators—a time of analysis for myself and my warehouse and the inventory I am carrying."

Buy fewer machines

A "chain reaction" is how Marty Cerin, general manager of Mountain Coin Machine Distributing, described the situation. He said operators will see the need to buy fewer machines because of fewer collections on their routes. They will buy less equipment; therefore, the distributors will sell less equipment.

But he believes that if operators were more selective of what they bought, "that singularly can help the business more than anything right now."

John Gatens, president of Southwest Vending Sales Co., also noticed operators becoming more selective. "We are being more selective in what we are buying and more selective in how many units that we buy because the operator is being more selective in what he buys."

This may be a time of caution for many distributors, but it certainly isn't a time of panic—at least it's not for Entringer. "I'm in a unique situation because I don't owe for my inventory. I'm simply going to sell off my inventory, not panic, and not cut prices."

Alexander Kress, president of Coin Machine Distributing Inc., said his company is going back to the old way of doing business. "We are not going to have our showrooms loaded with video or our ware-

houses. We are also going to be very selective in our buying."

Business-oriented operators

One distributor said his situation is a little different from many distributors'. Jim Frye, sales manager for Brady Distributing Co., said he doesn't foresee any of the operators he deals with going bankrupt. "The people that we deal with are pretty well business oriented, and most of them work with CPAs. They just have a firm grasp on the business."

Aside from overproduction, knock-off companies, and operators who can't meet their payments, Cerin added two more reasons for this slack time: a weak economy and the annual summer slump.

Expensive money can't be overlooked as a problem for distributors either. "A lot of the old-time operators are going to go under because the newer operators listened to us and took short-term financing. Some of the old-time operators were paying these high interest rates," Marcus said.

Bruck also blamed a bad used-game market: "A lot of distributors have stopped taking trade-ins." He terms trade-ins as a "secondary market."

Overproduction, late payments, and high interest rates don't bother Bettelman. He blames this period on...the roller coaster theory. "Perhaps some of your readers may remember when they went on their first roller coaster ride. Everyone knows that the ride has to come to an end,

P.C. BOARDS

—Fully Licensed, No Knock-Offs!

CABINETS

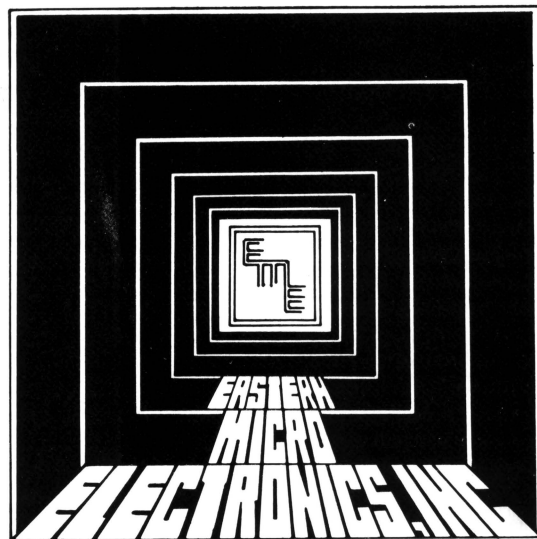
—Easily Adaptable To Any Game!

MONITORS

—The Latest In Video Technology!

GAME PARTS

—Power Supplies, Isolation Transformers,
Joysticks, and More!



**EASTERN MICRO
ELECTRONICS, INC.**

12D World's Fair Drive
Somerset, NJ 08873

(201) 469-9690

and that doesn't mean that you'll never ride another roller coaster or that's the end of your fun. I don't think of it as somebody's fault. I just think it's kind of like the end of a chapter."

Bruck agreed. "I don't think you can point a finger to anyone in particular. I think we live in an economy that when something is popular, it tends to be overdone. There will probably be a shakeout period."

Industry shakeout

And the term "shakeout period" brings a new chapter to the distributors' stories. Most of those interviewed believe there is going to be a shakeout, and it will cut across all industry lines—operators, distributors, and manufacturers. "...it's kind of like there are always shakeouts," Bettelman explained. "Nobody is surprised when the 'F' student is kicked out of school, but now we see where the 'C' student is getting kicked out, and I don't see that as bad."

When do the distributors see the shakeout period ending? The answers vary from the end of 1982, to November, to two to three months. Kress even estimated it to end around the second or third week in September. "The manufacturers today can pump out 14,000 to 15,000 machines a week. The market calls for about 10,000, so there is a glut of about 4,000 machines a week.

"The manufacturers have been closed down for two to three weeks, so that means that they are not going to be producing 28,000 machines. So that is going to give the distributors time to empty out their stuff because they are not going to be able to buy from the manufacturers. They will be able to see what they have in stock."

Like they have been saying time and time again, this slack period is a cautious time for distributors. But when you read their projection times for its end, you realize that these men are optimistic about the future of the distributing industry. •

"I think after the show, we will be in a strong position. The industry will be in a better position."

Jerry Marcus
Bally Midwest

"It is a growing process."

Ira Bettelman
C.A. Robinson

"It is going to be a healthy cleaning out of the industry of a lot of people that shouldn't be in the industry."

Pete Entringer
Audio Visual Amusements

"I think that your strongest will survive."

Alexander Kress
Coin Machine
Distributing Inc.



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)

"THE PROTECTOR"

A NEW ALARM SYSTEM FOR
Video Games • Vending Machines • Bill Changers

"THE PROTECTOR" is your guardian against vandalism and theft. It can be installed on any coin operated machine, on location, in 15 minutes.

| | |
|---|--|
| Solid State | Self Resetting |
| "THE PROTECTOR" is a self-contained unit that uses 2 nine volt batteries. Replace them only once a year. No external power source needed. | |
| "THE PROTECTOR" has | |
| ANTI-ABUSE MODE settings of 2½, 5 or 10 seconds | ANTI-THEFT MODE settings of 40, 80 or 160 seconds |
| YOU PROGRAM THE LOUD PULSATING ALARM | |
| "THE PROTECTOR" can be disarmed to move the machine. | |

90 DAY LIMITED WARRANTY **\$59.95**

If unit should malfunction beyond the warranty period, the manufacturer will refurbish alarm for only \$10.00 plus shipping and handling fees.

VIDEO COMPONENTS

CLEVELAND, OHIO
Call Collect: 216/932-4832
Dealer inquiries invited

Dramatic changes face operators

By Valerie Cognevich

If you ask someone in any business what is normal in his industry, you will probably get some kind of educated guess. However, if you ask someone in the coin-op amusement machine business what is normal in that industry, he will probably scratch his head and say, "Who knows?"

Has this industry ever really been normal? Frank Ash of Active Amusement Machines in Philadelphia offered an explanation.

"Normal," he began "was back in the days when we controlled the marketplace—it didn't control us." Explaining further, he stated, "Back before the advent of *Space Invaders*, we could pretty much gauge the market. The models of jukeboxes, pool tables, and pinball games didn't change radically. If there were models left over, there was no cause for concern because there was always an aftermarket for those pieces. After *Space Invaders* there was no consistency in the market. When a machine went dead, it really died. There just was no aftermarket for those games.

"Back then," he recalled, "we knew where we were headed and had a pretty good idea about how we were going to get there."

The advent of *Space Invaders* in 1978 caused the industry to work at full steam as it propelled into 1980 at a phenomenal growth rate. Ash contends that the industry grew extraordinarily fast in three years—it would have taken any other industry 10 years to achieve the same growth rate.

This video explosion was definitely not normal for this industry. If anything it was

abnormal. Abnormally good, but abnormal nonetheless. The general population was infatuated with this new craze. The industry was reading a new high on the growth chart.

More and more small manufacturers were entering the industry at a time when the supply of new games from the major manufacturers was not keeping up with the demand. These manufacturers brought with them smaller distributors, and in turn, more operators entered the business.

The blue-suede-shoes operators saw a way to jump into a ripe money market and seized the opportunity. These operators fed on the fact that people from all walks of life viewed the coin-op amusement industry as a way to get rich with very little risk. After all, everyone was really into video games. The dollars were just waiting to be spent, and the blue-suede-shoes boys were more than anxious to oblige.

Unfortunately, these operators gave the industry a black eye, because many of the games they sold were inferior or, even worse, many investments were lost from undelivered equipment. Locations promised were, in many cases, just another mirage. A lot of people lost a lot in these shady operations by not investigating thoroughly the heart of the industry and its structure.

The popularity of video games opened doors in locations where a pinball machine would have been out of the question a few years ago. Grocery stores to doughnut shops were asking for video games.

In an area where you would have found only several video games, you could now

find 10 times that many. Instead of bringing more dollars into the area, it was more like the same amount of money was being spread among all of the games.

Used equipment glut

Another problem in this industry is the glut of used equipment. As mentioned, there used to be an aftermarket for used equipment, but the market has been so saturated, largely due to the demand for equipment, that even the secondary locations frown upon getting a second rate or filler piece.

The locations are being so selective about what they want that the day of passing a game down the line to secondary locations is extinct.

These two factors--more volume of games in an area and the glut of used equipment—has created a dual problem. First, the operator isn't seeing enough collections. And second, with new games being introduced into the marketplace so fast and in such volume, the games are becoming obsolete faster and depreciate more rapidly.

The factories are in a precarious position because of these problems. Operators tend to spread their purchases out more. In this very competitive marketplace, and with the number of new pieces coming out, the operator doesn't have to settle for a mediocre piece.

With the operator spreading out his purchases the factories don't have long production runs on any one particular piece. For a factory to have a production run, it is forced to come out with a new game with the hope that it will be another

In this very competitive marketplace, and with the number of new pieces coming out, the operator doesn't have to settle for a mediocre piece.

Pac-Man, Zaxxon, etc.

As we all know too well, every game coming out is not a *Pac-Man*. When *Pac-Man* was introduced in the fall of 1980 here was a cute little furry head nuzzling his way into a conglomerate of space games.

There, no doubt, were more than just a few snickers among the operators, distributors, and manufacturers about this cutesy game. The tried-and-true space games had always been the successful games, so what was it with this new type game? Probably, in reminiscing, many of you can honestly say that you never thought it would make it.

Pac-Man's success

But though the staggering success of *Pac-Man* was not like an explosion at first, it had a consistently sustained earning power. Some games may have superb earnings for the first several months and then fall apart. That's what makes it all the more difficult for the distributors to plan ahead. "A game that has strong initial earnings may fool you. By the time you have sold huge numbers of the game, you may realize that it is not going to be the success that was expected." Ash said.

Just like *Space Invaders* before it, *Pac-Man* definitely had its impact on the industry—not only for those in the business but everywhere. Department stores carry complete lines of clothing,

dishes, etc. with the *Pac-Man* likeness. You would have to have been stranded on a deserted island not to have come in contact with *Pac-Man* in one way or another.

The industry has grown in huge proportions. The average earnings of a video game (according to *Play Meter's*

used games.

Another situation that has become a problem for some is the publicity this industry has been receiving lately. Video games are in the headlines almost every day. And being exposed in this way, the government has decided that there is money to be squeezed out of people in the industry. Taxes are outrageous. Laws are ridiculous. Kids can get a driver's license at age 15 or 16 and have complete control of a 4,000 pound vehicle but cannot legally control a joystick.

Expect changes

So as we stand in the middle of the tunnel looking forward to 1983, what kind of changes should we expect?

The number one change will probably be a shakeout, and number two will be growth. OK, it sounds like double-talk.

But the industry is like a ship sailing for parts unknown. It has been picking up passengers by the thousands. This next year should mark the termination of the voyage of many who perhaps never should have been in the industry in the first place.

However, according to Ash, the influx of new people will include the large hotel chains or fast food restaurants.

And we may see the end of the bootleggers. These game copiers have hurt the industry more than many realize. The operators who support them not only take

The number one change will probably be a shakeout, and number two will be growth.

annual operator survey) have grown from only \$44 in 1977, to \$64 in 1979, to \$140 in 1981! But with every success, problems lurk not far behind.

According to Ash, the industry is going to have to answer for the growth and all the pieces flooding the market. Solutions will have to be found about what to do with the

TOKENS • TOKENS • TOKENS

(STOCK AND CUSTOM)

FOR ALL MAKES OF GAMES,
TURNSTILES & VENDING MACHINES

PRIZE REDEMPTION & TRADE CHECKS

CASINO SLOT & GAMING COINS

Phone or write for catalog & samples

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

needed support from the major manufacturers but hurt themselves in the long run. The subject of copied games has been gone over many times in this magazine, but the consensus remains the same, those who support these scavengers take money away from those who can reinvest it into the industry for technology and research and development purposes.

Some will fail

One reason for the shakeout is that arcades have been a very popular way to enter the business lately. However a town that cannot sustain even two arcades is being besieged with six or seven arcades. There is just no way that all of them can be successful. Even with the best intentions, latest equipment, and best help, many arcades will fail. There is simply not a market for the number of arcades opening.

Also consider the laws and ordinances already mentioned. Though many distributors in various cities try to keep up on and fight against the laws that are being passed or trying to be passed, sometimes it is not enough. Some laws will pass, and some will not.

But when one of the asinine laws is passed, there will be someone out of business or someone with his business hurt.

No matter how ridiculous some of the laws are and will be, they are still laws and will be followed.

In light of all these problems, many locations may opt to remove the games from their premises. Everyone hopped on the bandwagon when the games had reached fad proportions, but as things cool off a bit, the small doughnut shop or similar location may decide its not worth the problems to have a game in an already

The industry has many problems to overcome—from the government to the copiers—but by pulling together, things can be straightened out and set on the right track.

too small place.

Even some distributors may find themselves in financial difficulty. The ones who may have been plugging along making, say \$2 million a year, found themselves at the peak making \$10 million a year. If they then decided that they only needed approximately 18 percent profit for

their overhead on the first \$2 million, and then started selling lower, they may find that when things slow up a bit, they may be in trouble.

It's very hard to raise prices once they are lowered. The distributor who has been dealing mainly in volume may be in trouble. He may have neglected his own territory more than he should have to pursue dollars elsewhere and may find that it wasn't such a good idea.

Some good changes

It will definitely be a year of dramatic changes. Many changes for the good, too. Everyone may have to work a little harder, but the industry is said to be recession proof. Though that may be a slight exaggeration, it has been very lucrative in a time when other industries have been suffering major setbacks.

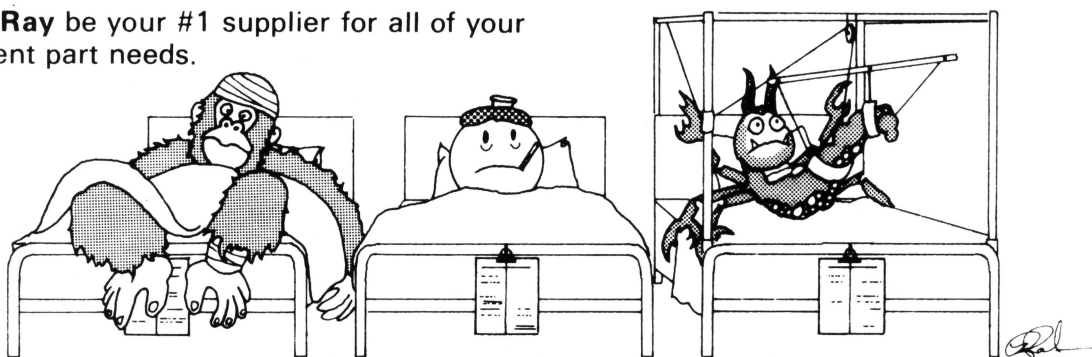
The industry has many problems to overcome—from the government to the copiers—but by pulling together, things can be straightened out and set on the right track.

It is vital to the industry to work together and work out the problems. The associations (operators', distributors', and manufacturers') are vitally needed to lead a course of action. Everyone is in the same boat, and if everyone paddles off in a different direction, nothing is accomplished. Get in the same boat and paddle together. •

ARE YOUR VIDEO GAMES ON THE "SICK LIST?"

Don't let your profitable games get "laid-up" due to worn-out or broken parts.

Let **Penn-Ray** be your #1 supplier for all of your replacement part needs.



penn-ray international corporation
1705 Winchester Road • P.O. Box 390
Bensalem, PA 19020

TOLL FREE
1-800-523-8934

IN PA
1-215-638-4720

TWX#
510-667-1537

At Penn-Ray where fine quality at a low price is traditional, this buy is

ALMOST UNBELIEVABLE!



ATARI RED LED BUTTON SWITCH

REF.# 62-039

STK.# 07-1365

ONLY \$ 4.40 EACH

MAKING THINGS HAPPEN PROFITABLY
FOR OUR CUSTOMERS IS A DEDICATION AS
WELL AS A SERVICE.

CIRCLE INTERNATIONAL CO.

LOS ANGELES:

2225 WEST PICO
LOS ANGELES, CALIFORNIA 90006
213 • 380-5850

PHOENIX:

3126 WEST THOMAS
SUITE 102A
PHOENIX, ARIZONA 85017
602 • 269-6736

SAN DIEGO

5640 KEARNY MESA RD.
SUITE G
SAN DIEGO, CALIFORNIA 92111
714 • 278-3575

NEW OR USED,
WE ALWAYS HAVE WHAT YOU NEED IN
EQUIPMENT. WE WORK AT STAYING
THE BEST IN THE WEST.

We have closed our arcade and are no longer in the amusement business.

Please cancel our subscription to Play Meter and send us a refund for the unused portion.

E.E.
Van Buren, Ark.

*Please cancel my subscription to your magazine.
The zoning board in my town forced me to close my gameroom.*

D.B.
Punta Gorda, Fla.

Atari P.R. push:

Going on the offensive

By David Pierson

We've all heard that it was coming. "The Shakeout," this industry's version of "the survival of the fittest." Now we see it coming. Some manufacturers, distributors, and operators will be going out of business, possibly even before autumn. In fact, as is evident from the two letters above, it's already happening.

And the widespread reports of token wars (eight for a dollar, 10 for a dollar, and even one case of 35 token plays for a dollar!), an overall decline in video game collection, and a sudden decline in video game sales are all indications that we're witnessing an apocalypse of sorts for some companies in this business.

But, in truth, even in the face of The Shakeout, what we as an industry are probably witnessing is a return to normalcy. The inordinate glut of new games forced upon the market in recent months has got to be absorbed, and obviously that time is upon us. It's noteworthy that a number of viable manufacturing companies, for instance, have taken their annual summer shutdowns in quick order. Hopefully, that should give the market a little breather. Maybe it's not the most popular thing to say, but what this industry doesn't need right now is another half-dozen or so games the operator must buy.

So, for all the complaining and head-shaking, operators, distributors, and manufacturers who have consistently made good business decisions will survive—perhaps with a temporary shrinkage in their profit pictures. But that's to be expected after the video boom we've witnessed. And, after The Shakeout, when their competitors have been weeded out for violating sound business practices by overbuying, overproducing, or by reverting to the game pricing structure of 1966—one play for a dime—the industry will indeed return to normalcy—with one notable exception.

A close reading of the two letters above reveals a disturbing distinction survivors

must consider. In one letter, the reader can only surmise the failing was no doubt brought about by the failure of the operator. He must have made some bad decisions—whether they were from overbuying or underpricing, but he's out of business because of it.

But the second letter writer appears to have a different story to tell. All we can ascertain is that, possibly for circumstances out of this operator's control, he also became a statistic in The Shakeout.

It's one thing to go out of business because we've made mistakes. And the problem with most failures is even after we've failed we generally refuse to accept the fact that the failure was probably brought about because of our inadequa-

cies. That's just human nature.

But when an operator is forced out of business because of circumstances out of his control, well, that's another thing entirely.

You see, this industry has always sided with the skill factor and against chance. It's reflected in the games we call our own—they are skill games, not random chance games—and it should also be reflected in our collective business philosophy as well.

If business skill, or a lack of it, leads to success or failure, so be it. But if happenstance is the determiner, then we've all got something to worry about because that could happen to anyone.

The capricious eliminator in this case is adverse legislation, the result of excessive



Atari's Osborne—"This videotape is the first real offensive tool the industry has gotten."



Great return

Get a great return from a low investment with Dynamo's new Pro-Bilt Table, the best deal yet for the coin-operated industry.

Reflecting the design improvements suggested by operators and players, Dynamo's new low-cost, low-maintenance table excites players and returns the goal of investors — a profit.

Dynamo built this table for the operators. It's durable. It's secure. And it returns a profit at the drop of a ball.

With over 12 years experience in producing high quality foosball tables, Dynamo joins the top foosball players in an exciting new national promotion.

Call Dynamo today to find out how you can get in on this great return of foosball.

Dynamo Corporation
1805 South Great Southwest Parkway
Grand Prairie, Texas 75051
214-641-4286 1-800-527-6054
Telex 732432



DYNAMO

#1 Hit

**MAKE
YOUR
PLANS
NOW**

| | |
|-----------------------------|----------------|
| "The Show of this Industry" | "Good Turnout" |
| "Congratulations" | "We're Elated" |
| "Terrific Show" | "Huge Success" |
| "Superb" | |

Amusement Operators Expo 1983

MARCH
25 - 27, 1983

O'Hare Exposition Center, Chicago

A proven record of success!

3 short years and AOE is the success story of the industry...

250% more attendees 250% more exhibitors

Keep pace with the growing market
Mark your calendar to attend
The 4th Annual Amusement Operators Expo

The most professional Seminar/Workshop Program in the industry...a business-like, dollars-and-cents, down-to-earth approach to solving problems that confront the entire industry. Subjects range from the technical and functional to the practical. A must for anyone in the amusement field.

The largest Exhibit Hall in the industry...featuring over 500 exhibits of top-name suppliers. Come see the latest amusement games, technical products, and services available: coin operated, pinball and video games, monitors, juke boxes, coin counting equipment, arcade supplies, kiddie rides and more...

Send **NOW** for your **FREE** brochure outlining the program, the seminars, and the special events. Or call **(203) 852-0500** for more information.

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

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

AMUSEMENT OPERATORS EXPO
 Conference Management Corporation
 17 Washington Street
 P.O. Box 4990
 Norwalk, Ct 06856
 203 852-0500

I am interested in attending
 I am interested in exhibiting



Bally[®]

ADVANCE

A GROWING CONCERN

We've been known as Advance Automatic for over 50 years; a company you've relied on for the expertise we offer the coin machine industry, both in vending and games. Today as we grow to meet the industry's needs, we've changed our name to Bally Advance. As part of the Bally Domestic Distributor Division, we offer you the best in product selection and service.

To serve the San Francisco area even more efficiently, we're moving to a beautiful new facility. 47,000 square feet with the same friendly service from faces you know and trust.

Be a part of our growing story. Bally Advance, serving the Northwest and Hawaii the best way we know; with you in mind.

Bally

ADVANCE, INC.

540 Forbes Blvd.
South San Francisco, California 94080
(415) 864-0400
Telex: 176-128

9745 Business Park Drive, Suite C
Sacramento, California 95827
(916) 362-3294

740-I Moowaa Street
Honolulu, Hawaii 96817
(808) 845-3305

“This videotape offers a balance where people will realize they may have unfairly prejudged against video games.”—Osborne

negative reaction to the video games. City council members and state congress members, knowing only what they read in the newspapers, have enacted some obviously capricious pieces of legislation—banning, unduly restricting, and/or overtaxing the video game industry. The anti-games minority has refused to define exactly what it doesn't like about video games, other than that they see the games as a threat to Shakespeare, botany, and the Christian concept of God. But that hasn't stopped the wave of negativity against the games.

We can only breathe a sigh of relief that John Hinckley said it was a motion picture and not a video game that drove him to take a shot at the president of the United States. What if it had been *Pac-Man* and not *Taxi Driver* that drove Hinckley to the limit?

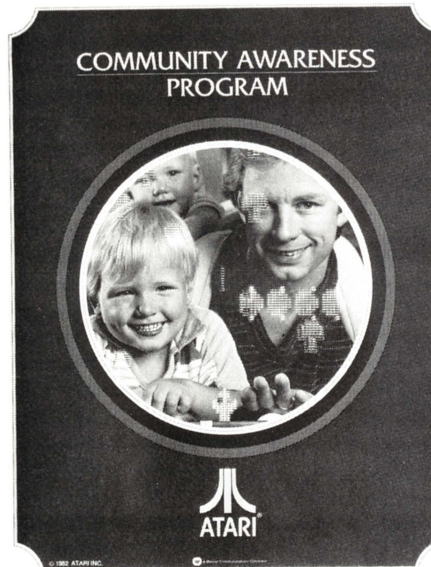
So now we've defined the problem. But, in fact, we've had it defined for some time now. It's just that until now no one has really done anything of significance about the problem of poor industry public relations. The three industry associations have combined for a public relations manual that may have some merit. But still there's a need for a public relations offensive. And it's odd that, to date, nothing has emanated from any of the three industry associations along these lines. After all, every day that passes represents more townships and municipalities closing their doors and their minds to the games.

It's odd also that the first public relations offensive would come not from one of these three associations but from another industry leader, a manufacturer, in fact—Atari.

Atari recently took the unilateral step of providing the industry with its first public relations offensive tool by offering a “Community Awareness Program.”

The Sunnyvale, Cal., games manufacturer recently produced for its program a 17-minute videotape documentary (at a reported cost of \$100,000) to give the industry's side of the story. The videotape presents several spot interviews with parents, children, city council members, and industry spokesmen—all of it accenting the positive features of the games, for a change. Perhaps the highlight of the videotape is the testimony of a Chicago police officer who reports that he's witnessed a significant decline in gangland wars ever since the influx of video game rooms in the Chicago area.

But it's not the purpose here to review particulars of the videotape. A recent article by Mike Bucki (*Play Meter*, June 15, p. 62) should serve that purpose. Instead, *Play Meter* wanted to find out Atari's philosophy behind the public relations effort. In light of floundering by the three associations, we thought it would be inter-



The “Community Awareness Program” hinges on distributor support, Atari says.

esting to see what someone else is trying to do.

For that, we talked with Atari's vice president of sales and marketing, Don Osborne, who quickly pointed out that the Atari effort was not meant in any way to preclude the work of the industry's three national associations. Osborne said Atari undertook the unilateral effort because the company decided time is of the essence on the matter of positive public relations. And while the three industry associations may be somewhat hampered by their bureaucracies to proceed immediately with such programs, Atari felt it could proceed.

It should be noted that the videotape, nevertheless, has all the markings of a professional television documentary. And it could hardly be argued the final product is self-serving to Atari. Atari product is not the only product featured in the film, but rather the company is represented as a part of the industry, not as the industry—a very healthy sign that lends a greater degree of credibility and polish to the final version.

Osborne and his staff are very enthusiastic and willing to field all questions about the Atari videotape production. They were quite free with their answers as to why Atari had ventured into the dark waters of producing something like this when not too long ago the prevailing industry opinion was that it was better to avoid any exchange with the media or general public, as though the industry had something to hide. But times have changed.

“We all want to be in a business with socially redeeming values,” Osborne said. “But we have an obstacle to overcome. When young people get together, no

matter how positive the activity, it's generally viewed by adults as something negative.”

He pointed out the endless barrage of video game attacks that cite police problems, gambling connections, drug sales, and widespread video game “addiction.” All this, he said is the result of a fear of what our children are doing when they get together for any purpose whatsoever.

“In the face of all this,” he said, “we have to take an intelligent, documented approach to the whole issue. We cannot allow ourselves to be drawn into an emotional exchange with our opponents. That just polarizes people and doesn't help get across our message, which is a positive one about the social benefits of our games.”

“And this videotape, we feel, helps us get across that message. We feel it's the first real offensive tool the industry has gotten. It's certainly not a whitewash. We took great pains to make sure it didn't come across that way.”

“This is a mature, responsible industry, and we must encourage proper, mature attitudes. That's part of our business. We've got to make the public aware there's a need to be better educated about this video games phenomenon.”

“Sure, the games are fun,” he added. “That's the main reason they're so successful today. They're a diversion, and we need more and more diversions in today's world. But these games get into other areas as well—education, for instance.”

“Something we have to make people understand, I think, is that it's the individual who has control over the machine, rather than the machine having control over him.” He said that differences between video games and the more passive entertainment mediums of television or motion pictures may account for a lot of the games' special appeal.

“This industry is grossly misunderstood,” he continued. “And we think this videotape offers a balance where people may start to be brought back to the point where they realize maybe they may have unfairly prejudged against video games. We hope the film opens the door for an intelligent discussion of the video game issue and co-existence in society.”

He said much of the problem in the industry is one of refusing to respond to negative media coverage. And that's because the industry has too little esteem of exactly what it has to offer society. Hopefully, he added, this videotape will make people realize we have something to offer.

“You can't watch that tape and not be proud of this industry,” he said. “And you have to be proud of this industry if you are going to talk to PTAs and religious and civic groups about what our games offer. You have to have pride to talk to the press

about our industry because that pride will convey so much."

The lack of that pride, he seemed to say, results in a lack of response when those who have no vested interest in video games claim the games have no socially redeeming value.

"The objections they're raising are our opportunities to enter into a dialogue and educate the public about our product. Until now, a lot of guys in this industry felt trapped when they were asked to explain their side of the story. Now, we feel, we have offered them one tool to go tell their side of the story with."

Possible future plans may call for the Atari videotape being aired on a public broadcasting network or a cable television station. Osborne revealed the company was investigating that possibility. However, the main thrust of the videotape program, he stressed, is that it is a tool that will require the great assistance of Atari distributors nationwide.

"Our philosophy was we wanted to help the distributor be better in order to help the operator better. So we felt we had to work with the distributors on this one."

Toward that goal, the company has distributed in the neighborhood of 100 videotapes to its network of distributors to be loaned out to operators for presentations at civic group meetings and other opportunities.

"Distributors are the key to it all," he said. "To the degree we can encourage their

leadership in the use of this tool, the videotape will be successful as a tool. Every distributor should make sure everybody sees it. It should be something that is run regularly."

Ira Bettelman of C.A. Robinson Co. in Los Angeles, told *Play Meter* he thought the videotape was "exceptional. I applaud Atari's efforts."

But he added he had some reservations about how some within the industry might try to use it.

"Anyone who thinks this videotape can change the views of people who have already made up their minds against video games is making a gross mistake."

He said the videotape's best audiences are those "who haven't polarized themselves about the relative merits or demerits of amusement centers. But all too often we find that the requests we're getting to use the tape are coming from individuals who need help tomorrow or three days from now. And, really, something like this is too late for that.

"This is an effective community information tool and should be shown at civic meetings *before* there are any problems. Yet, invariably, the only requests we're getting for the tape are from those who are asking for a license today...or tomorrow.

"Still, the effort by Atari is exemplary. I think something like this shows the professionalism of a company like Atari. While everyone else is just sitting back and saying we should do something, Atari did

something. And they should be commended for it. I would hope their effort would encourage other manufacturers like Williams and Midway, for instance, to do something along these lines because this is only one of the many tools we should have at our disposal to tell our side of the story."

Bill Draffen of Modern Vending Sales in Indianapolis was also enthusiastic. "In a local city council hearing where it was shown, I know it had a very positive effect for our industry. It was very effective."

The videotape, he said, can best be used for showings for city councils, civic organizations, and schools. But he also noted that for an operator to wait and use this at a hostile city council meeting may be too little too late.

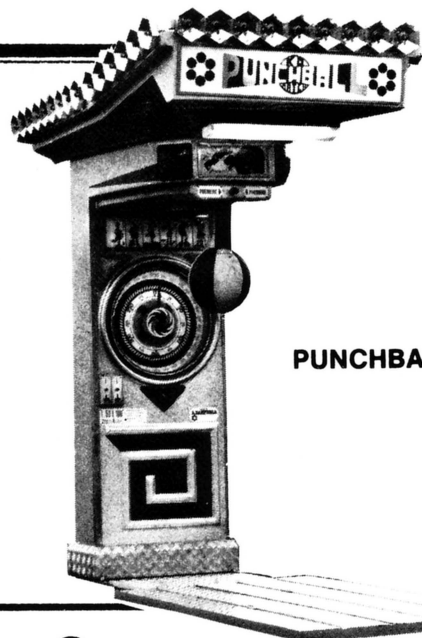
"It's a very effective tool for PTA meetings and the like, but not when they're all riled up," he said. "It's good just as a regular pitch. There are a lot of opportunities where this videotape can be used daily as a matter of course because its basic nature is to educate people about the video game phenomenon."

As a result of the Atari effort, Modern Vending has undertaken what Draffen describes as "an energetic, comprehensive public relations push in support of the Atari initiative.

"It's important that we show the positive points of our industry," he continued. "And it's up to us distributors to carry the ball on this one. We can coordinate this effort, and help unify the operators on a

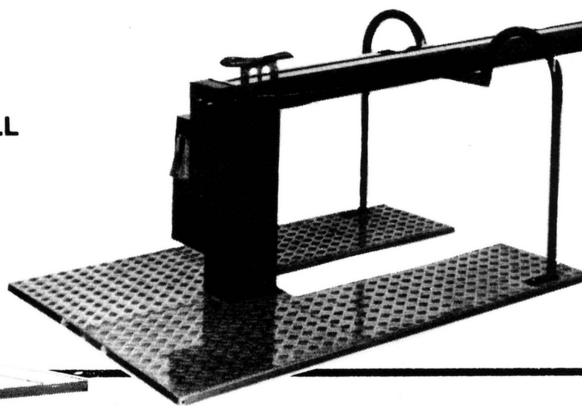
TWO WINNERS from...

ZAMPERLA

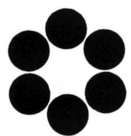


PUNCHBALL

Two super profit makers from the people who make the world's best coin-operated attractions



SPUTNIK



ZAMPERLA INC.

AMUSEMENT RIDES MANUFACTURES

16 Edgeboro Rd. East Brunswick N.J. 08816
ph.(201)238 6280 tlx.642286

Roger Williams Mint TOKENS COST LESS

Here's why:

- We're the largest manufacturer of tokens in the country.
- You buy direct.
There's no middleman.

CALL TOLL-FREE TODAY
1-800-225-2734

- *Immediate, same-day shipment on stock tokens and accessory items.*
 - *Wide array of all necessary signs and stickers.*
- *Token mechs. (metal and plastic)* ● *Cradles and cradle kits*
 - *Expert technical advice and assistance.*
- *Professional artwork and design service at NO CHARGE.*



Roger Williams Mint™

Northwest Industrial Park, 79 Walton St., Attleboro, MA 02703





Atari coordinated a series of public speaking seminars to give industry people more confidence when dealing with the media.



The public speaking classes videotaped the speakers' presentations and offered critiques on how to improve.



The class also included points to consider when dealing with hostile audiences.

matter of importance to everyone.

"So we've tried to become a focal point for our operators. We're using our newsletter for that, for instance. I think operators should let their distributors know where there are problems so their distributors can be of assistance with programs like this."

And he summed it up by saying, "This is definitely a change from the old coin-op philosophy of keeping a low profile."

Draffen prefers to use the tape in positive situations, but Jim Weatherhead of J.E. Weatherhead Distributors Ltd. in Vancouver, British Columbia, said it's also useful in hostile environments. "We've used it (the Atari videotape) a number of times and have found it to be most effective in bringing our industry to light.

"Older people are ignorant to our industry. And since they're not aware of exactly what our industry is, they're scared of it. But when you present something about what our industry is, and you present it well, as Atari did here, they'll accept it."

When asked if the videotape was useful only for those who haven't already made up their minds about videos, Weatherhead said in his case he had nothing but negative views to deal with from the beginning.

Around Easter of this year, he said that the police department in Vancouver started enforcing a 1922 ordinance that prohibited children under 18 years of age from frequenting any locations with "gaming" machines. And because there was no clear definition, video games were defined as gaming machines.

The games are still out of all these locations in Vancouver, Weatherhead told *Play Meter*. But it appears that within a few weeks time, the games will be allowed back into the locations, and that has been brought about because of a massive industry public relations effort that Weatherhead said included a very strong reliance on the Atari videotape.

"As things now stand," Weatherhead stated, "the only ones in the city who are against the games are those who just aren't knowledgeable."

The problem was aggravated by corporate chains not wanting in any way to be implicated with any local ordinance violations. So the industry was forced to meet the challenge head on.

"It looks like we'll be going back into the city within a short period of time," he said.

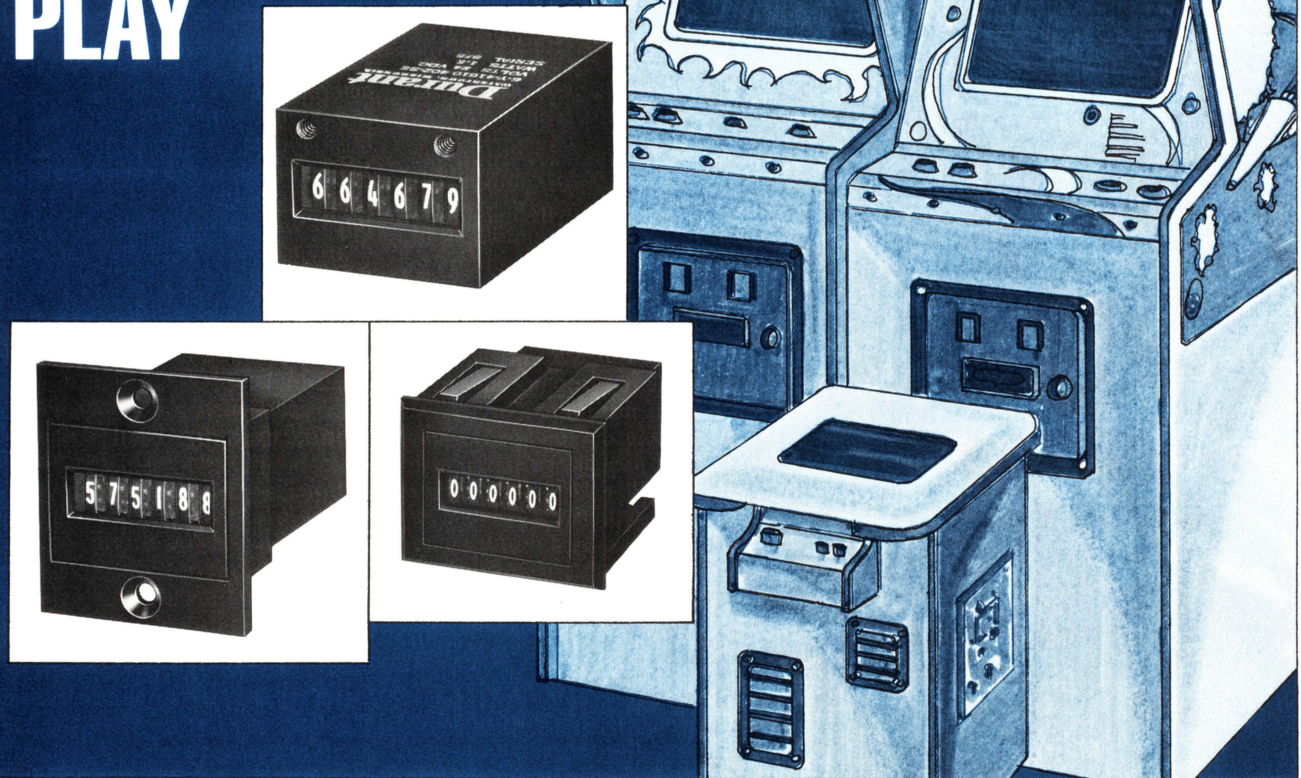
Parts of the film were aired repeatedly on television during the heat of the controversy and helped to make the industry's point that the games are not evil.

Also, with other municipalities in the province following Vancouver's lead, Weatherhead said the industry had to go into the smaller outlying towns and do similar presentations, using the Atari videotape.

"And they all made an about-face, and now they want to work with us on structuring good relations.

"So I'd have to say we've gotten a lot of

**Durant...
PLAY
AFTER
PLAY**



**YOU CAN DEPEND ON
THE ACCURACY OF
DURANT SE SERIES
SUBMINIATURE COUNTERS**

They're the "asked-for" counter in today's video games.

One of the most common and vexing problems that operators of video games experience is a play-metering counter that's inaccurate. It not only complicates bookkeeping but it takes a game out of play for service. That's why those who have discovered the accuracy and reliability of the Durant SE Series counters are asking game manufacturers to furnish them in every new game they buy.

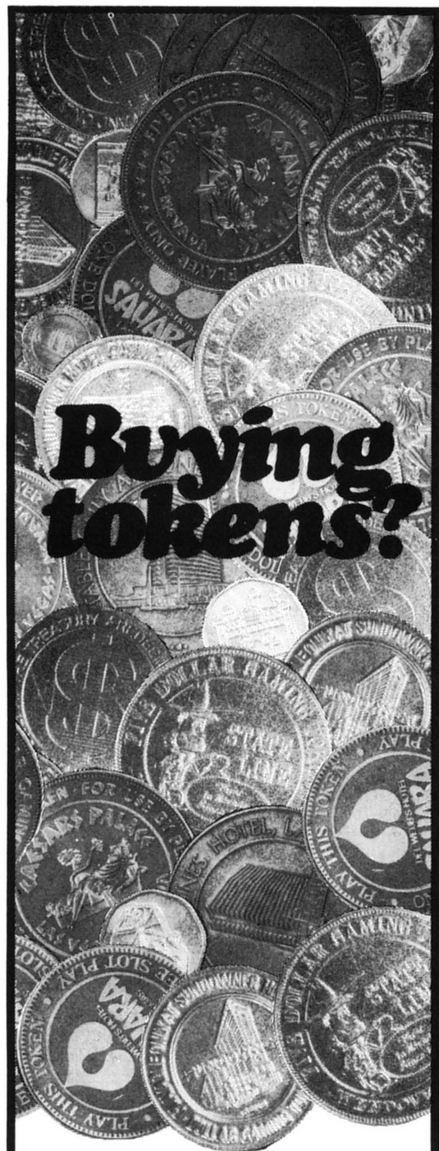
If you haven't discovered the benefits of this reliable and affordable counter, we invite you to use one the next time you need a replacement or ask that one be included in the next new game you order.

You'll find it's everything you expect a counter to be — a six figure, non-reset counter with easy-to-read .156" high bold white numerals behind a

dust-sealed window — completely adaptable to any type of mounting and power requirement — capable of 600 counts per minute and a long life of several million counts. Best of all, the Durant SE Series is as competitively priced as any available today. Furthermore, it's domestically manufactured by a worldwide supplier of counting instruments, responsive to the needs of users in all types of vending, commercial and industrial applications. The Durant name has been synonymous with quality and dependability since 1879. It's been a name to count on for service too, through its network of U.S. sales offices.

Don't play the waiting game — get complete information on the "asked-for" counter in video games by writing or calling Durant Products, Eaton Corporation, 901 S. 12th Street, Watertown, WI 53094 • 414/261-4070.

EATON Electrical / Electronic Control



Buying tokens?

Look to GREEN DUCK for quality and service at the best price. Our coining presses have been stamping tokens for over 75 years. Call us today with your token needs!



Phyllis Bohrer

green duck

255 S. Elm St.
Hernando Ms. 38632
Call Toll Free: 1-800-647-6168

mileage out of the Atari videotape. It's been a very good thing for us. I would hope to see other things like this coming from other manufacturers or the industry as a whole," he said.

Joel Kleiman of Pioneer Sales in Menomonee Falls, Wis., echoed the same sentiment. "Personally, I wish we would've kept the whole video game thing low-key." But he acknowledged that ever since *Space Invaders* and the vast media attention focused specifically on *Pac-Man* with references to seemingly limitless profit potential, "there's no way the industry can hide. So we have to change our approach and be vocal about our industry. We have to be a little more aggressive. And we're finding the Atari videotape extremely useful in that regard. We've found that it works out very well with PTAs and city councils."

He said Pioneer Sales lends the tape out to operators for anywhere from three to five days at a time, but he reports the response from the operators hasn't been that strong in his area. "For some reason, the operators aren't responding as much as they should be."

Paul Janda of New-Way Sales in Toronto described the Atari effort as "definitely commendable."

"I would hope more manufacturers would do something along the same lines," he said. "It's the first time we've seen a manufacturer take a step like this to get something done. But the problem we have goes much deeper than what can be remedied in a 17-minute tape."

"We've got to realize that nothing, no public relations effort will be any good if the industry doesn't clean itself up. If the arcades are run as dens of iniquity, then it really doesn't matter, does it? A public relations effort is only going to be as effective as the industry is clean."

In a related public relations move, Atari also spearheaded a drive to give industry spokesmen, especially its distributors, more of a feeling of confidence and professionalism when they deal with the general media and the public.

Besides the videotape program, the video game manufacturer recently arranged for a series of four public relations speaking classes—one each in New York, Atlanta, Chicago, and San Francisco. Participants in this program, of course, had to pay their own way as well as tuition. Atari acted as coordinator.

The purpose of this effort, Osborne pointed out, was to make industry people experts on how to handle the media, and at the same time, allow our industry to make a cohesive statement about itself and its purpose.

"People are looking for reasons for their beliefs, and it's our responsibility to make sure our side of the story gets out," he said. And if industry fear of knowing how to handle the media is the reason for a bad public relations problem, then something must be done to correct it, he said.

The seminars, conducted by Decker

Communications of San Francisco, were two-day sessions that focused on media relations the first day and on actual presentations the second day.

The most enthusiastic response about this particular program came from David Gilfor of Active Amusement in Philadelphia who reported that his fear of public speaking made him turn down an opportunity to tell the industry's side of the story in a 30-minute television talk show in the Philadelphia area.

"That would have been a half-hour exposure on television, for our company in particular and our industry as a whole, talking about video games. But I blew it out of fear. I didn't feel I could handle the situation of being on-camera and do it convincingly so I backed down."

That's why, when Atari offered the communications program, he realized its importance to him and enrolled.

"I thought it was extremely worthwhile. We had to speak in front of a group of people, and these presentations were videotaped and then shown back to us in private counseling sessions. It showed us our weaknesses. And between the first and last taping, you could see a marked difference."

"I learned a lot of techniques on how to handle myself in front of the camera." And most importantly, he said he learned to be confident about himself in front of the camera.

Confidence in public speaking is vital, he pointed out. "We talk about public relations a million times. Many of us in the industry are being called to speak at city councils, talk shows, everywhere because of the industry's high visibility. And even though we may have the knowledge, we are hesitant to get out our point of view. And this program, I felt, gave me the tools and courage to do it."

"As for the half-hour talk show, I guess I just blew it out of fear of public speaking. But something like that won't happen to me again."

He said the program dealt with, among other things, how to deal with hostile audiences.

Kleiman of Pioneer Sales echoed similar sentiments about the Decker program. "It was an excellent program. It gave me a little more confidence and not to feel uneasy about talking on camera or dealing with media or talking in front of large audiences."

So, for it all, though the Atari program doesn't appear to be the final answer, it's certainly a laudable first effort. In the face of a lot of where-do-we-go-from-here thinking by the industry in general, it is indeed encouraging that a company such as Atari took it upon itself to start things off.

But it's only the first step.

It could be argued by some that such an approach may be too little too late. But efforts are being done. It was necessary that someone do them, finally. •



**A
TECHNICIAN'S
DREAM.**
The ideal helper
for your Board
repair problems.
Save hundreds
of dollars.

SOFTY 2

Intelligent EPROM Programmer

- **COPY** - Copies 2716, 2732, 2532 EPROMs with no 'personality' module required.
- **COMPARE** - Compare EPROMs bit by bit - not merely by **checksum**.
- **DISPLAY** - Contents of EPROM can be displayed on video monitor/TV
- **EDIT** - Full cursor control and hexadecimal keyboard to change contents of EPROM.

PRICE ONLY \$650

SIMILAR MODELS SELL FOR AS MUCH AS \$2250.

For full details, send the attached coupon to:

ELECTRONIC TECHNICIAN

25 Eagle St., Bldg. #5

Providence, RI 02908

or call: (401) 751-5438

Please send me more about Softy 2

Name _____

Company _____

Street _____

City _____ State _____ Zip _____

Telephone () _____

Distributors offer more than games

By Valerie Cognevich

...the practice of contracts between the manufacturer and the distributor is actually not legal and may not even be practiced.

Selling out of a distributor's territory can lead to a snowball effect... The far-ranging results can be nothing but a big problem.

The distributor has his own customers, and his own warranties come first and should come first.

People in the coin-op amusement machine industry have heard and used the term "gray area" to describe pseudo-gambling games such as *Draw Poker*.

This term was used again recently in describing the subject of distributors selling out of their territories.

The term "gray area" conjurs up visions of something that is not easily defined. So, using the phrase could very well fit the subject of distributing territories.

Manufacturers appoint distributors to represent them, and assign the distributors an area of prime responsibility. The factory does not tell the distributor that he can't sell elsewhere, however.

The factories try to give each distributor a population area large enough to serve. According to many distributors, the practice of contracts between the manufacturer and the distributor is actually not legal and may not even be practiced. Even if a contract is signed, it still cannot stop a distributor from selling anywhere he wants.

Commission decides cases

Chuck Arnold, president of Bally Northeast Distributing, cites several cases where the Federal Trade Commission has handled cases similar to or pertaining to manufacturers telling distributors where to sell.

One case goes back more than 20 years to *The United States vs. Schwinn Bicycle*. Schwinn told its distributors to only sell within a certain territory, but the federal court said that a Schwinn distributor can sell anywhere he wants.

Then about 1955 came *The United States vs. Seeburg*. Seeburg told its distributors that if they sold out of a given territory, they would be dropped as a distributor for the Seeburg line. Once again, the federal government said it was illegal to make such threats.

About 10 years ago, Bally Manufacturing was asked by the Federal Trade Commission to sign a Consent Order banning it from telling their distributors to restrict sales to certain areas. This case was never actually brought to court, according to Tom Neiman, vice president of marketing. But Bally agreed to sign the form.

So, legally, maybe distributors cannot be bound by a contract—verbal or written—to sell only within a certain given area. But is this what is really best for this industry?

Some are gentlemen

"Some distributors are gentlemen, and others sell out of their territories," one distributor said.

In talking about distributors, it must be distinguished that there are really two types. The first type is the factory distributor who buys direct from the factory.

The second type is called a jobber. A jobber buys from factory distributors and does not directly represent the manufacturer. These jobbers are not limited to a certain area but sell anywhere.

Selling out of a distributor's territory can lead to a snowball effect. ABC Distributing may sell in XYZ's territory, so XYZ will retaliate and solicit sales in ABC's territory. The far-ranging results can be nothing but a big problem.

Let's see why an operator would buy out of his own area. First, price. Price should have a major consideration in any business dealing, but there are also a lot of hidden costs that have to be taken into consideration.

OK, let's say an operator sees an ad in one of the trade magazines for a piece of equipment he would like to purchase. In comparing the price to what his local distributor is offering, he only sees that he can save anywhere from \$50 to maybe several hundred dollars.

So it looks like he saved some money, right? Not necessarily. The game needs service so he calls the place where he bought the machine, and they tell him to send them the board. It takes a couple of days to get there (plus the shipping, of course), maybe two days to repair it, then a couple more days to get it back (don't forget the shipping again).

More costs

So the operator has shipping charges added on to the revenue that was lost while the game was down. The operator may even have put a replacement game in the location, incurring delivery and manpower expenses.

The total "savings" of that game may be

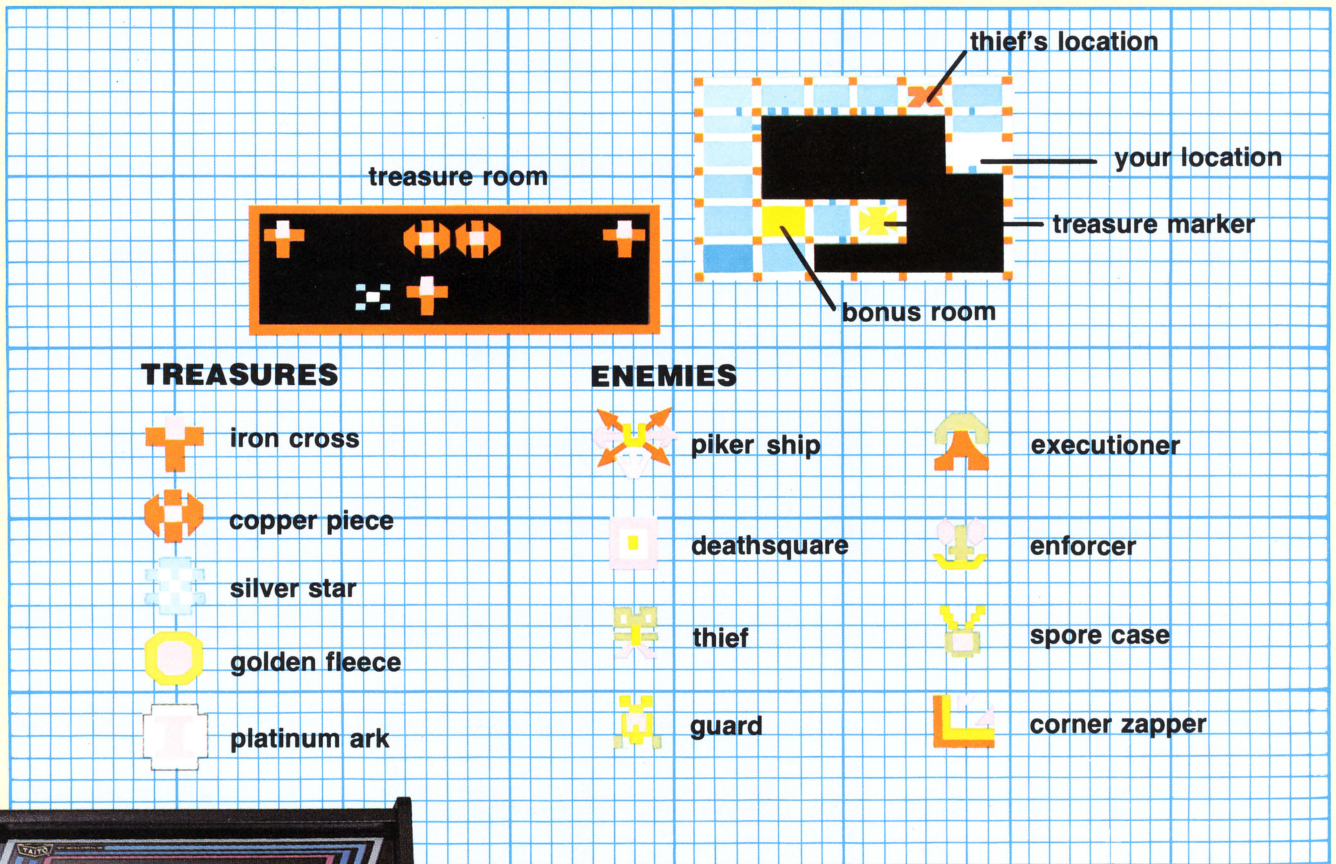
SPACE DUNGEON™



**a game of unlimited power
and untold riches!**

SPACE DUNGEON ^{T.M.}

Strategic Information



Mysterious cosmic treasures are buried deep within the space dungeon and await the raider who can penetrate the cosmos and gain the riches for his own ends! To collect the precious space metal, the player invades the stronghold, cleverly manipulating Guidance Control and Rapid Fire 8-way joysticks. Armed with tremendous firepower and a strategic radar screen for plotting tactics and maneuvers, he must evade or destroy the enemies, grab the treasure and follow the arrows to the Bonus Room. Points for collected treasure are scored only after a level is completely explored, with each level of a possible 99 having 16 treasures and 36 rooms. The deeper in the dungeon the player strikes, the more valuable the treasure, but the more difficult it is to survive!

When the thief steals treasure, the player must aim his weapon for a direct hit to make him drop it! But if the player shoots the hovering Spore Case, it will explode into a frenzy of deadly Spores that must be dodged at all costs! If the space pilot's ship (2-6 adjustable) is destroyed, the collected treasure remains in that room posted with a Treasure Marker and plotted on the radar screen so the skillful player can return to collect it. A Special Bonus of 10,000 x completed level is awarded for total exploration of that level. A Bonus Ship is earned for every 10,000 points (adjustable).

From beginners to experienced players, there's something for everyone with a Space Dungeon adventure that tempts with untold riches and challenges with unknown hazards! Each and every player can plot a different strategy to meet his skill level and goals, from collecting less guarded treasures on the upper levels to inflicting total destruction throughout the dungeon! And Space Dungeon is built Taito tough to take more play and make more profit!

**For technical service, call the hot line toll-free
(except in Illinois): (800) 323-0666.**

1 or 2 player upright:
Height: 170 c/m (67")
Width: 61 c/m (24")
Depth: 76 c/m (30")
Crated Weight: 126 kg. (280 lbs.)

TAITO AMERICA CORPORATION
1256 Estes Ave., Elk Grove Village, IL 60007
(312) 981-1000, Telex 25-3290



reversed into calculating the total "loss."

But you ask, why didn't that operator just call his local distributor (the one he didn't buy the game from), and see if he could fix the game faster.

The distributor has his own customers, and his own warranties come first and should come first. He may agree to fix it but there, more than likely, will be a delay. The distributor can't push aside his loyal customers to fix a game he didn't even sell.

One distributor said that if a potentially good local customer comes in for service on a game purchased out of the area, the distributor may bend over backward to offer good service to show that customer that he should have bought the game locally.

Distributors generally agree that they may lose a customer occasionally to an outside distributor, but the consensus is that the customer will be back dealing with his local distributor once he realizes his services are worth more than saving a few dollars.

Problems may develop

All distributors certainly aren't perfect. There may be problems between an operator and a distributor, but many of these problems can be worked out. The manufacturers tend to agree that they are interested in getting feedback from the operators (maybe from the service schools setup at a distributorship).

If you as an operator feel that you have been handed a raw deal from your local distributor, instead of just simply saying, "I'll never deal with him again," maybe you can work out the problem.

If problems occur regularly, and you feel that the distributor is not doing his job, remember, too, that he is representing a manufacturer, and you have the right to document your complaints..

Surprisingly, according to several distributors, it's not always the newcomers who tend to deal outside of their area but the old timers who feel that they can get a better price.

Arnold of Bally Northeast Distributing Co. said, "Your salesmen only sell the first game from the distributorship to the operator—the parts and service department sell the rest by how they handle that customer."

The salesman soliciting business out of his territory may not have the service and parts departments to back up his sales. Instead of selling to what could become a steady customer, he may find that he has a one-time sale, or lots of one-time sales.

Same number of sales

A distributor in Maine may sell 50 games in Ohio, and a distributor in Ohio may sell 50 games to someone in Maine. What's really happened is the same number of games are sold, but both distributors have sold out of their territory.

A local distributor will sometimes have knowledge about what one of his local



The ONE PLACE that has it all:

ATARI • BALLY • CENTURI • CINEMATRONICS • EXIDY • GAME PLAN

GOTTLIEB • GREMLIN • MIDWAY • NINTENDO

ROCK-OLA • STERN • TAITO • UNIVERSAL • U.S. BILLIARDS • WILLIAMS

ARDAC • AUTOMATIC PRODUCTS • COINCO

MARS MONEY SYSTEMS • MOYER DIEBEL • SHARP OVENS

Greater Southern
DISTRIBUTING COMPANY

2164 MARIETTA BOULEVARD • ATLANTA, GEORGIA 30318 • (404) 352-3040

ATTEND

**Amusement
Operators
Expo 1983**

Sponsored by Play Meter Magazine
Managed by Conference Management Corporation

THE INDUSTRY EVENT FOR:

- Amusement Machine Owners and Operators
- Distributors • Retailers • Arcade Owners
- Chain Store Executives • Technicians

The most professional Seminar/Workshop program in the industry...a business-like, dollars-and-cents, down-to-earth approach to solving problems that confront the entire industry. Subjects range from technical and functional to the practical. A must for anyone in the amusement field.

For more information and to receive a free brochure describing the program

**March 25-27,
1983
Chicago, Illinois
O'Hare
Exposition Center**

**CALL
(203) 852-0500**

customers should be buying. He can get to know his customers, and know if they have the locations and the income to justify expenditures. There is probably no way that a distributor can know what an out-of-towner should be purchasing, or what his locations are, or any of the information he keeps on his local customers.

A distributor can also help local operators establish credit or extend credit. However, a distributor loses control over his customer if he is out of his area. The distributor working out of his area may have to act on instinct or insist on cash up-front, but there are many checks to be bounced and many hassles to contend with in trying to collect from out-of-state customers.

For a distributor whose theory is to deal in volume, (whether to make the factory happy or to have it on the books) he may take a short mark-up intending to make it up on volume.

But it doesn't always work out that way, and the distributor may find himself in trouble. To get the cash flow, the distributor may then be forced to sell even lower. Once you have lowered your prices, it's almost impossible to raise them. But, you can always lower them!

Penetrate area

Don't give your customers any reason to want to buy from anyone but you—the local distributor. The operators who

support their local distributors are not just helping that distributor survive in this business. They are helping themselves in the long run and helping the industry survive.

Don't give your customers any reason to want to buy from anyone but you.

The distributors are fighting legal battles, offering service schools, offering parts and service on what they sell, etc. The list goes on, but it all adds up to the fact that the distributor is offering much more than just a game.

The relationship between the distributor and the operator can be compared to a couple who has chosen to live together instead of getting married. There is no legal document binding them to each other. (Just as there is no legal contract binding a distributor to only sell in his prime area of responsibility.)

But they stay together through mutual respect and loyalty. There's always that psychological aspect of knowing that you can walk out, legally, anytime you choose. Maybe each tries a little harder to put the best foot forward to make the relationship work.

The distributor is in a similar position now. If he is not bound by law to only sell in a certain area, it is up to him to make the local operators WANT to only buy from him. The distributor must put his best foot forward, and respect the operator to get that loyalty and respect in return.

Concentrating on satisfaction

The distributor who has salesmen out in the street, calling on customers and servicing those customers, doesn't have to sell out of his area—he is penetrating his own territory and is concentrating on making his customers satisfied.

On the other hand, the distributor who has salesmen only on the phone does not care where his sales are.

So, as one distributor said, "It is just not good business to sell out of your territory."

Do a good job in your own area, review your customers, and see if they are satisfied. Can you, as a distributor, improve the relationship between you and your local customers? If so, why not try to solve the problems that may have developed. Maybe your goal can be to have happy customers in your area of prime responsibility. •



MONTH AFTER MONTH

after month...after month...after month

You can count on Commercial Music Company. We've been locally owned for 40 years, serving our operator/customers with first line equipment and dependable follow-through.

Featuring Rowe AMI music, Automatic Products, and all major game lines.

COMMERCIAL MUSIC CO.

1550 Edison St. • Dallas, Texas 75207
(214) 741-6381

INTRODUCING..... (5) **NEW** MONEYMAKING KIDDIE RIDES

from
"The Original"

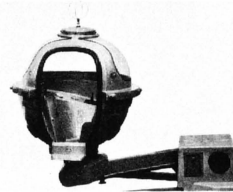
KIDDIE RIDES U.S.A.

(WE ARE THE **LARGEST** IMPORTER OF KIDDIE RIDES IN THE USA)



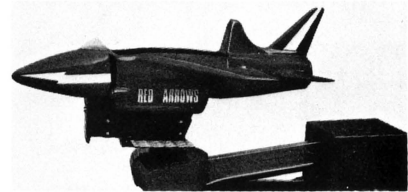
NEW

HYDRAULIC HELICOPTER (IT ROTATES)
"MOST PROFITABLE RIDE EVER"



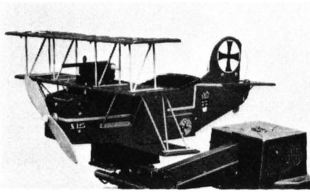
NEW

HYDRAULIC GALACTICAR (IT ROTATES)
FLASHING LIGHTS, AND SOUNDS
"A TERRIFIC RIDE"



NEW

HYDRAULIC RED ARROW (IT ROTATES)
FLASHING LIGHTS, DIFFERENT MOTIONS,
VARIOUS SOUNDS

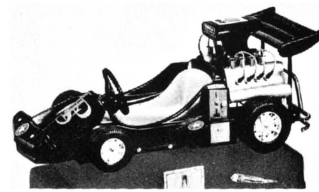


NEW

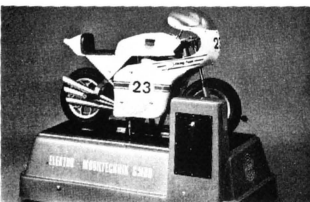
HYDRAULIC RED BARON
(IT ROTATES) WORLD WAR I TRIPLANE
"REAL LIFE ACTION"



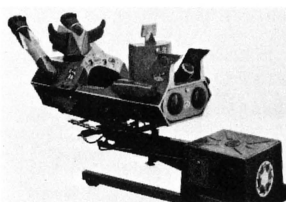
SANTA FE TRAIN
WHISTLE AND STEAM SOUNDS



LOTUS RACE CAR
"ALWAYS A FAVORITE"



MOTORCYCLE
SPINNING WHEELS AND REVING ENGINE



NEW

HYDRAULIC GOLDRAKE (IT ROTATES)
FLASHING LIGHTS AND SOUNDS



BATTERY CARS

Plus: race cars, trains, motorcycles, animals,
planes, carousels, boats, etc.

"WE HAVE THE BEST PRICE...CALL US COLLECT,
ASK FOR BOB OR MEL"

"The Original"

**K I D D I E
R I D E S
U.S.A.**

COIN OPERATED KIDDIE RIDES MEAN CASH IN YOUR POCKET

604 MAIN ST., DAVENPORT, IA 52803

(319) 326-6467

- All rides with exciting sound effects
- Flashing lights
- Large inventory of rides
- Excellent service and parts department at your disposal
- Over 9 years experience in children's amusements

Why some people fear videos

By Dr. B. David Brooks

Oh, we've got trouble right here in Rivercity with a capital "T," and that rhymes with "V," and that stands for video games.

Yes, in the minds of some, we've got trouble in those dark arcades where loitering, littering, and who knows what else is taking place. Yes, there is trouble that starts when a local businessman applies for a permit to open a family video amusement center.

Almost before the application is completed, the local PTA has called a Security Council meeting, churches have scheduled TV prayer meetings to rid the community of this electronic devil, local elected officials have checked to see if it's an election year, and school administrators have announced that they have found the cause of truancy. Police have

clear that the congregating of teenagers is the community's concern when he said, "...an arcade would result in groups of adolescents and young adults loitering, littering, vandalizing, fighting, drinking, and engaging in other forms of anti-social behavior."

Proponents of family amusement centers argue that this extreme position is tantamount to suggesting that anywhere kids get together there is cause for governmental regulation. They point out that there is no evidence that such anti-social behavior exists at family video game centers.

Most objective observers do not deny that any time there are large numbers of adolescents congregating, there is a chance, in most cases a very slim chance, that some type of trouble may occur. In

Not since the bomb shelter craze and the shaking of Elvis Presley's legs has this country been so swept up in such hysteria.

increased their budget demands, and kids have stopped buying records and started saving for **Asteroids** and **Pac-Man**.

Not since the bomb shelter craze and the shaking of Elvis Presley's legs has this country been so swept up in such hysteria. The fear appears to be based on a litany of evils that range from a suggestion by Dr. Mitchell Rosenthal that video games "can blunt pain" to a statement by a psychiatrist that "these games could induce dependency in pre-morbid personalities."

These statements and a fear of the unknown have resulted in total prohibition to the enactment of restrictive ordinances in cities throughout the country. Family amusement center restrictions include time of operation, age limits of customers, and requirements that parents

those rare cases, proponents argue that government should take action against the individual establishment, not the entire industry, especially not the entire industry **before** the fact.

Researchers are finding that there is little, if any, evidence other than isolated incidents to support the overregulation of family amusement centers. On the contrary, observation of family video centers clearly demonstrates that the opposite is true. The social interaction of persons within these centers is demonstratively positive.

Any aggressive behavior that exists is directed at the Space Invader who has just shot down the last Defender or the little round ball that has just devoured Pac-Man. In reality, as with the initial fears that video games cause physical impairment or psychological damage, the

...proponents argue that government should take action against the individual establishment, not the entire industry...

accompany children under 18. At first, proponents of such restrictions present arguments directed against the games themselves by suggesting that video games are addictive, cause bad posture, reduce youthful physical activity, cripple hands, cause eye strain, and even may result in radiation poisoning.

The real issue

However, as it becomes obvious that there is no evidence to support these attacks on the video game apparatus, the arguments shift to what appears to be the underlying issue. Simply stated, video game centers cause the congregation of teenagers, and this results in trouble—real trouble.

A pharmacist in Long Beach, Cal., speaking before the City Council, made it

assumption that the creation of a family amusement center in a community will result in serious juvenile problems has no support.

Visit a center

In an age of increasing leisure time and dwindling recreational resources for youth, streets that are unsafe, and hours spent unemotionally viewing explicitly violent TV screens, parents and governmental officials might find it not only enlightening, but perhaps even amusing, to spend some time in video game centers.

Unfortunately, indications are that many who are opposing family video amusement centers have not spent time in these establishments observing what is really taking place. Their arguments

CONTINENTAL DIVIDE DISTRIBUTORS, INC.

Great deals
on all
Videos
Pinballs
Phonographs
Pool Tables

Including:

Midway/Robby Roto
Midway/Kickman
Cinematronics/Jack the Giantkiller
Cinematronics/Naughty Boy
Cinematronics/Boxing Bugs
Williams/Hyperball

We also have a good supply of
Robotron, Zaxxon,
Ms. Pac-Man, and Tron

Now with
four offices
to serve you:

DENVER

778 S. Santa Fe Dr.
Denver, CO 80223
(303) 778-7778

Ask for Frank, Jerry,
Sol, Scott or Bill

ALBUQUERQUE

2429 Quincy N.E.
Albuquerque, NM 87110
(505) 884-6400

Ask for Don or Frank

PHOENIX

3051 N. 31st Ave.
Phoenix, AZ 85017
(602) 269-5891

Ask for Jim or Ed

GRAND JUNCTION

685 W. Gunnison
Unit No. 109
Grand Junction, CO 81501
(303) 241-2153

Ask for Jeff

Give us a call today—you won't be sorry!

CONTINENTAL

WE HAVE TOO MUCH INVENTORY THIS MONTH CALL US FOR PRICES & IMMEDIATE DELIVERY

| | |
|--|---------------------------|
| Rock-Ola EYES | Atari TEMPEST |
| Midway MS. PAC-MAN | Universal LADY BUG |
| Pacific Novelty THIEF | Atari CENTIPEDE |
| U.S. Billiards 3½' x 7' pool tables | Rock-Ola JUMP BUG |

Nintendo DONKEY KONG

.....and probably anything else you'd want!

BENSAR

DISTRIBUTING
CO.

P.O. Box #47, 200 Market St., New Richmond, Ohio 45157
513/553-2672

800/543-0368 Toll Free (Outside Ohio)

810/460-2875 Int'l TWX

HOME STUDY ELECTRONIC COURSE NOW AVAILABLE

Electronic Institute of Brooklyn announces its complete classroom course for the Video Game Repair Industry is now available on video tape for home study. This includes all material necessary for hands-on troubleshooting work. If you're worried about not having a V.T.R., we'll rent you one for the length of the course.

Also available to home study students is a free Hot line to the instructor.

Our course covers the following

Course Description:

- | | |
|--|--|
| 1. Basic Electronic Theory | 6. Using a Logic Probe |
| 2. TTL Logic | 7. Soldering techniques on double sided boards |
| 3. Power Supply (Theory & Repair) | 8. Microprocessor and memory theory |
| 4. Monitor Theory & Repair (B&W, X-Y, Color) | 9. Electronic Pinball troubleshooting and repair |
| 5. Using a digital meter | 10. Video Game troubleshooting and repair |
| | 11. Reading & Understanding Schematics |

For more information, call collect

(in NY State) 212/377-0369

(out of State) call Toll Free: 1-800-221-0834

or write

100% Satisfaction Guaranteed

ELECTRONIC INSTITUTE OF BROOKLYN

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

against the centers seem to be based on hearsay, rumor, fear of the unknown, and vague reference to some purported crime against some unsuspecting child in some remote video arcade.

After eyes and ears become accustomed to the somewhat noisy and confusing atmosphere, visitors will find a cordial, friendly, exciting interaction among the players and watchers. It may even surprise some to find that adults can be found speaking with teenagers in positive dialogue about something they both are enjoying.

Generally, smoking, drinking, and eating are prohibited, and when asked, the kids will gladly tell an observer where they get the money to play. Much to the dismay of the record or movie industries, they will say that they are spending their quarters on **Pac-Man**, **Space Invader**, and **Centipede** instead of buying records or going to the movies.

According to Isaac Asimov, quoted in the September 1981 **Smithsonian**, "The friendly computer is not something that's going to happen, it is happening. It's all around us, the games, appliances, the word processor instead of the typewriter. It's the new age, and it's here."

It may be well to keep this in mind as we look at the recreational activities of this generation. Youth are not inherently bad nor does their congregating mean trouble. Idleness is where the trouble starts.

Electronic video generation

Additionally, adults should consider the fact that youth will play the games of their generation, and for the generation of the '80s, electronic video games, both in family centers and homes, are here to stay.

The question is not will they play, but where will they play. Should they be played in family game centers open to the public where parents may occasionally check on the activities, where supervision by the industry may be required, and where school officials may check to see if the kids are there instead of in school? Or should they be hidden in the backs of stores or in neighbors' garages where supervision is near impossible? If forced out of town, will kids hitchhike across town or into other communities to play?

If history has taught us anything, it is that the prohibition of an activity that is available, fun, desirable, profitable, enjoyable, rewarding, and exciting, and making it unavailable and illegal, is the straightest path to trouble—real trouble. Sure, we've got trouble—trouble enough—so let's not make anymore. ●

Dr. Brooks is a former high school principal, a consultant in the prevention of juvenile crime, and a teacher of parenting education at the community college level.

BENSAR

DISTRIBUTING COMPANY



**POOL TABLES VIDEOS
PHONOGRAPHS**

**PINBALLS VENDING
ARCADE DESIGN**

**8,000 SQ. FT. SHOWROOM DISPLAYS.
ALL CURRENT EQUIPMENT FROM LEADING FACTORIES.**

**WHEN YOU CAN'T FIND WHAT YOU'RE LOOKING FOR,
YOU HAVEN'T CALLED BENSAR.**

P.O. Box 47
200 Market Street
New Richmond, Ohio 45157
(513) 553-2672

Toll Free (Outside Ohio):
1-800-543-0368
International TWX:
(810) 460-2875

**LEADERS SERVING OPERATORS IN THE INDUSTRY
FOR NEW & USED EQUIPMENT.**

FULL LINE DISTRIBUTORS: SALES • SERVICE • PARTS

ALSO A FULL ARCADE COORDINATING DEPARTMENT

Helps in all areas of game selection, room decor and management & technical training.

OUR 'CADES

By
Bill
Kurtz

Scouting an arcade location

In the last 15 years, enclosed shopping malls have become the place for teenagers to entertain themselves. Young people drop a lot of quarters into coin-op games and have made most mall arcades into booming businesses.

And plenty of thriving arcades exist in outdoor shopping centers and in freestanding street locations. There are advantages—and disadvantages—to arcade operating in all three of these arrangements.

If you believe an enclosed shopping mall is the most profitable place to run an arcade, in terms of sheer volume, you're probably right. Joe Camarota of Alpha Omega Amusements estimated that 10 to 15 percent of the people shopping in a mall will spend at least \$1 in the mall's arcade on any given day.

"There are a lot of kids in a mall, and parents will drop their kids off in your arcade," he said. "And about 20 or 25 percent of your players come just to your arcade, not to shop in the mall."

Danny Levin, of the Dream Machine, who operates 26 arcades in malls in New England and the East Coast, added that a mall arcade draws players from other stores in the mall, while a street location

makes money only on the strength of its games.

There are, however, potential pitfalls associated with mall arcades. Usually you have to pay at least \$20 per square foot per year or 10 percent of your gross revenue (whichever is greater) to the mall developer, which may be a higher rent than for a freestanding street arcade.

And since most enclosed malls close by 9:30 or 10 p.m., your game room must also close at this time—cutting off potentially heavy traffic on Friday and Saturday nights.

But Levin said closing hours is no problem for mall arcades. In fact, he said he would probably close his game rooms at 10 p.m. even if the mall was still open.

"The type of traffic generated after 10 p.m. is not the type of traffic you want in an image-sensitive business such as this. It's a trouble crowd," he said.

Levin said the modern mall arcade operator is not just someone who empties coin boxes.

"Arcade owners are thought of as retailers, and in a mall, they're forced to think like retailers," he said. "But the other retailers in the mall appreciate the job that

the bulk of mall operators do."

Some shopping mall developers may hesitate to sign a lease with a small operator, opting instead for an established chain because of its proven track record. Glenn Jobey, an operator and consultant with Coin Sports Distributors, said the small operator should think twice before making major concessions to compete with a chain for a mall location.

"Street locations are more reasonable to start in business with, because it takes more money to get a mall arcade started," he said. "In a freestanding street location, you can make money because you don't have a tremendous overhead. A lot depends on the area and local ordinances, too."

One example of an ordinance affecting freestanding game rooms but not mall or shopping center arcades is a Cleveland suburb's regulation that street arcades provide one parking space for every two machines or every 50 feet of floor space.

Where to open an arcade should be a carefully planned decision, more than just finding a vacant storefront. As much as game selection, supervision, or anything else, the location of your arcade can make or break its success. •

Introducing Our Latest Videoshirts



™ of Nintendo of America

- All shirts are printed on 50/50 Quality T-shirts.
- All shirts have 5-color silkscreen design.
- One dozen minimum per style
- Sizes:
Boys: 10-12; 14-16
Adults: S-M-L-XL



™ of Nintendo of America

THE WIZ KIDS

"PRINTERS OF THE OFFICIAL VIDEOSHIRT"
MANY OTHER VIDEOSHIRTS IN STOCK

161 Everest Drive, North Huntingdon, PA 15642
412/751-3020

800/245-6178

FAST: a bill that could slow business

By Irving L. Blackman

More than 200 years ago, our forefathers fought a war to free the British colonies from oppression. One of the cries of the colonists was, "No taxation without representation." Today we have taxation with representation. Yet, the cry of the American taxpayer is still an anxious plea to be freed from tax oppression.

I recently received a letter from the congressman who introduced H.R. 4821. The letter began, "Dear Overburdened Taxpayer: If you ACT FAST, you can help FREE AMERICA from high taxes, high interest rates, high inflation, high budget deficits and high unemployment!"

H.R. 21 is a bill titled the "Tax Simplification Act," and according to its sponsor, is a "fair and simple tax (FAST)," calling for every taxpayer to pay the same flat tax rate of 15 percent. The present graduated tax system would be abolished.

The letter goes on to say, "The graduated income tax system was a socialistic approach for redistribution of wealth, designed to soak the rich. But that isn't the way it has worked out." The letter then solicits the "most generous donation possible" to help pass FAST. It is signed "Sincerely, George Hansen, Member of Congress."

Will FAST become the law of the land? Would it be a good law? Would it solve all the problems claimed in the letter...or even some of the problems? In my opinion, the answer to all of these questions is a loud NO.

FAST has received and will continue to receive good press. Its backers have a war chest that will keep beating the media drums to gain support. The FAST campaign will concentrate on a) the simplicity of the proposed bill, b) let's get business and the rich guy to pay more taxes, and c) the ability of the bill to solve every fiscal problem facing the country.

The threat of this new FAST tax bill puts me in a strange position—defending the current complex maze of federal income tax laws. Winston Churchill once said, "Capitalism is absolutely the worst imaginable form of government...until compared to anything else."

So it is with our present tax law. It needs simplification; it has inequities; and it can stand improvement. But it does attempt to deal with problems such as old age, sickness, and people in debt on the personal side. For people in business, it recognizes deductions of every imaginable variety necessary to reduce gross income to taxable income and various methods of taxing (or not taxing) certain types of income as required by a modern complex industrial society. Our society must compete not only in America but with every foreign country.

Did you ever stop to think that the foundation of our country is based on a patchwork fabric of law that is ever-changing in an attempt to meet the ever-changing needs of our citizens? Our present income tax law has been formed and shaped in much the same way—though imperfect and in constant need of change, it still does its job well.

All that FAST will do is shift the tax burden helter-skelter to business (large and small—almost all will pay more) and to some high income tax payer (some will pay more, some less). For the moment, all that FAST offers is a lot of glitter—that is not gold. My bet is that neither Congress nor the American public will buy it.

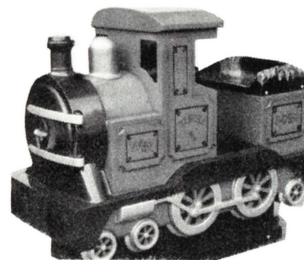
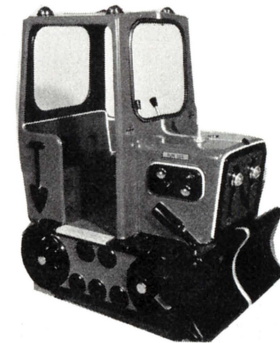
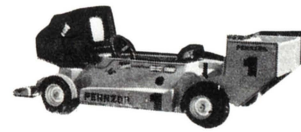
Irving L. Blackman is an attorney and the senior tax partner of Blackman, Kallick & Company, Ltd., Certified Public Accountants. Offices in Chicago (180 N. LaSalle St., Chicago, IL 60601), Miami, and Houston. Irv's firm has established a HOTLINE to answer the tax and accounting questions of Play Meter readers. Call Irv or Jim Harfield at 312/782-3424.

Our service is second to none. One of the largest spare parts inventories in America.

THE MOST PROFITABLE KIDDIE RIDES—EVER

ONE OF THE LARGEST SELECTIONS AVAILABLE

over 100 items
 • Trains, Bumper Cars
 • Cartoon, Ballon and Egg Machines
 • Carousels, Boats, Animals, etc.



524-2nd St. Rock Island, IL 61201

NORTH AMERICAN AMUSEMENT (Formerly: Thomas Leon's Kiddie Rides America)

309/788-0135

FRANK'S CRANKS

By
Frank
Seninsky

An early look at 'Tron'

It's not often that I write a review on a game before it has been out on location for a few weeks, but with all the publicity *Tron* is receiving, (the movie, national tournaments, zillions of *Tron* toys, and advertisements) I'll make an exception.

Tron comes equipped with Midway's new universal power supply that was first introduced in *Omega Race* and also used in *Kickman*. Midway plans on using this power supply in all of its future games—at least those made in the next couple of years.

One advantage of this supply is that it can drive both rasterscan and xy monitors. Another is that it has been designed to operate at levels up to 7 amps, where most other power supplies only function up to a maximum of 5 amps. This is an important feature and will eliminate those many service calls due to overheated and blown power supply components.

The universal power supply also has a new type of circuit called the "AC Synch Circuit." This section detects voltage drops in the AC line and resets the game's computer. This means that *Tron* won't freeze up or lock up during play if there is, for example, a sudden voltage drop. This will reduce nuisance service calls.

A separate heavy-duty filter circuit is located in the supply. A 100,000 uf capacitor, which is much too big to be placed on a circuit board, is a main component of this circuit. The capacitor may look frightening to some because of its size. It's better to have it securely seated on a separate power supply than to encounter problems because small capacitors were used on logic boards that heat up or vibrate loose.

The filter circuit is fused separately, as are the many circuits from the power supply (service outlet, florescent lights, monitor, 12 volts to power supply board).

Check the fuse

It should be noted that there is a separately fused circuit for the service outlet inside the game. If the game appears to not be receiving power, you may quickly check to see if the service outlet has voltage. If it doesn't, make sure you check this fuse

before you waste time looking in another area.

There are naturally two transformers on the power supply. The MT 89A is a constant voltage transformer. It will put out a constant voltage when the incoming voltage ranges between 105 volts and 125 volts. The second transformer, the MT 92, is an isolation transformer for the monitor and is also used to drive the various light circuits.

...Tron won't freeze up or lock up during play if there is, for example, a sudden voltage drop.

Above the power supply, on the left side of the cabinet, (looking from the back door) is a power supply board. An extra-large heat sink has been used to reduce (or eliminate) failures of Q101 (2N3772), Q103 (2N3772), and Q104 (TIP31).

This board also contains a rechargeable battery that enables *Tron* to retain the bookkeeping memory and game settings when the game is shut off. The practice of placing this battery on the power supply board, rather than on the CPU board, started with *Omega Race* and has its pros and cons.

On the negative side, the bookkeeping memory will be lost if the wires to the CPU board from the battery become loose or vibrate off. The farther away the battery is from the CPU board, the greater the chance of this happening.

One good aspect is that there is now less distance between the battery and its charging source, so there is a better chance that the battery will always be charged. So there

is a chance you will have a fully charged battery that may not get to be used.

To the right of the power supply, on the right cabinet wall, are three circuit boards. These are called the MCR II board system. The three boards are the I/O Sound Board, the CPU Board, and the Video Board. The three boards are connected by five ribbon cables.

Board computer

The I/O Sound Board has its own Z-80 computer and handles all of the control panel inputs. It also handles all the outputs for all the sounds, lights, and coin meter.

The CPU board contains the main program and the background scenery ROMS. This means that those shapes that move or shift on the screen, but are part of the scenery or background, are driven by the CPU board.

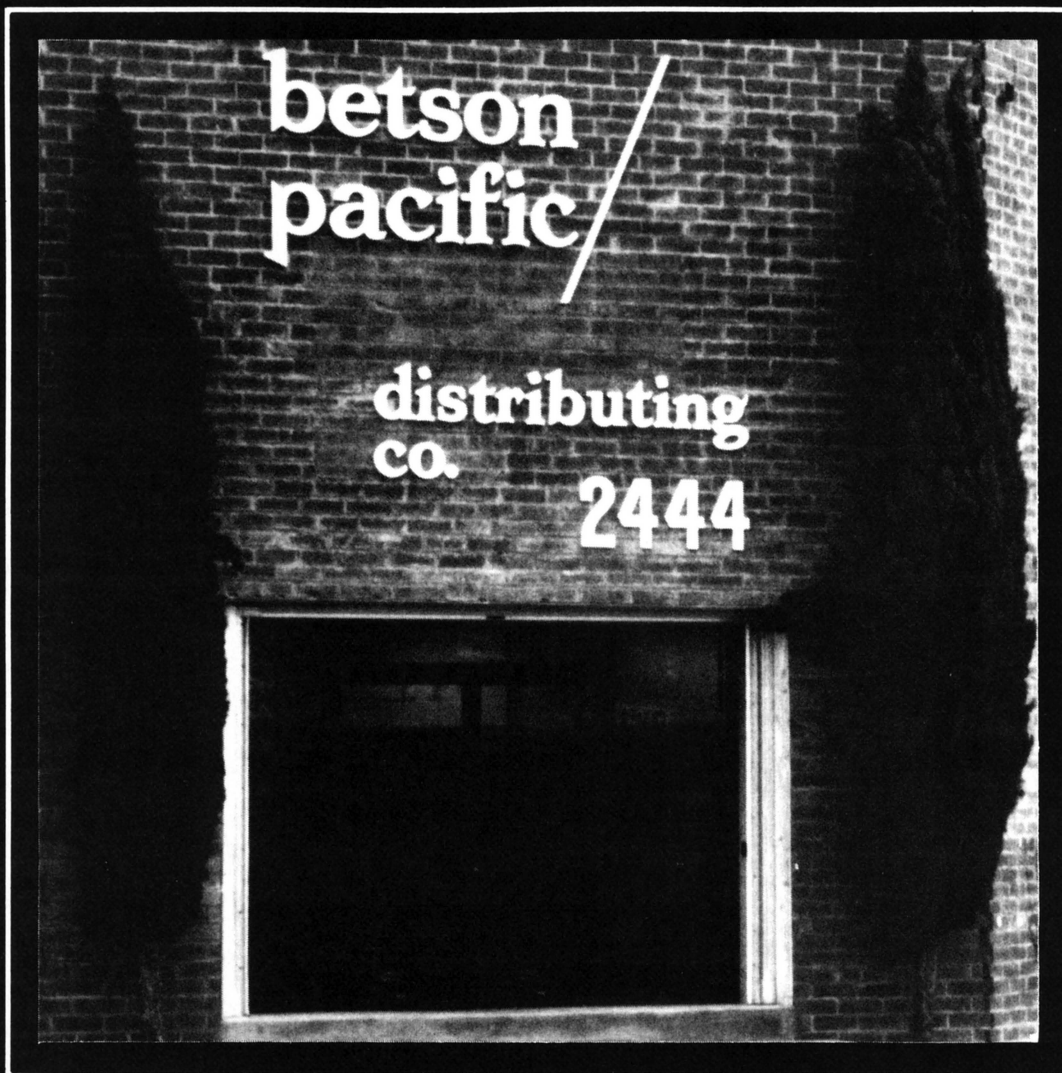
The third board, the Video board, contains the foreground ROMS. This board shifts the shapes that move on the screen in the foreground. These boards are very difficult to work on. You must first separate the boards by removing all the screws and clamps and laying the three boards on the floor. The harness wiring must be freed from its cabinet connection clamps, and it's just barely long enough so the boards can be laid out on the ground. I hope that Midway will find a way to mount these boards on future games so they can be worked on.

The last board is called the Duel Amplifier Board and is located just above the three boards, on the right cabinet wall. This board has two channels that drive two speakers. It was made into a separate board because there was no room left on any of the other three boards.

Tron cabinet

The entire cabinet of *Tron* is black. This is a good color choice since black hides scratch marks well and is so easy to touch up with standard black spray paint. The sides of the cabinet and the insides of the windshield viewing area have colorful decals. These decals come with a removable masking protector that must be peeled away. The instructions say to moisten the

Come In . . .



See how we're growing to serve you better. Our new Los Angeles offices are now open with the best sales, parts and service facilities in the Southwest. **THANKS** to all our customers and suppliers for their continued support toward our success.

**betson
pacific**

distributing company

2444 West Pico Boulevard
Los Angeles, CA 90006
(213) 388-9338

960 Howard Street
San Francisco, CA 94103
(415) 543-4495

masking with a wet cloth and rub off gently.

Let's hope that these decals stay on and don't wind up looking like those on my *Donkey Kong*. (Most of them are long gone.) There is also a masking covering the bottom plastic section under the control panel (looks similar to *Gorf*) that must be removed.

The monitor has an extension cover (called the bezel assembly) that covers three sides of the windshield area above the monitor screen. The bezel assembly is made of flexible plastic and does add to the attractiveness of the game.

The more assemblies on a game, the harder it is to remove them. If you need to remove the monitor cover to clean it, for example, you must: 1) remove the control panel; 2) remove the screws holding the two windshield retainer panels and lift out the retainers; 3) lift out the main glass support (a small finger hole has been provided in the middle of the support); 4) loosen the screws holding the bezel glass clamps (there are four); 5) slide the clamps to the side, and carefully remove the bezel glass; and 6) remove the clamp screws and remove the bezel.

At this point, you are probably asking yourself why you ever wanted to remove the monitor cover in the first place. If you can't figure out how to put it back, call for help.

There are two back doors on *Tron*. Each one is unlocked by a 1355 key.

Midway just ran out of 1355 keys, so it may be years until they run out of 1355 keys. Midway has used extra long tongues (cams) on the back door locks that is an improvement and will hold the doors on securely. There is an interlock safety switch located inside each back door. These switches will interrupt the 110 volt AC line when either of the doors is opened.

Two florescent lights are located inside the cabinet. One is in the back of the game and lights up the displays in the bezel assembly. The other is located behind the plastic section under the control panel. These will be an improvement over the light bulbs used in the *Gorf* control panel and marquee sections. Due to excessive vibration, the regular bulbs had a very short life span (few days at most).

The marquee is made of tempered glass, similar to that used on Atari games. It is much stronger than the easily breakable plastic marquees used on *Pac-Man* and *Ms. Pac-Man*. The marquee is held in place by two metal guides that are each secured to the cabinet by three Phillip screws. It's just too easy for anyone who knows what a Phillips screwdriver is to steal the marquee.

Coin door

The Midway door is the same as was used on past games. The small bracket containing the volume control, test switch, and credit switch is positioned on the top right side of the coin door frame. This is a

poor position for the bracket because it is easy to hit the test switch with your arm or the coin box when taking the coin box out or replacing it.

Another problem that may occur is that the credit switch can be activated or shorted by sliding a wire between the door frame and the door. If you see scratch marks in the door at this location, chances are this is happening. I suggest moving the bracket to another position. It's easy to attach the bracket to the right side of the cabinet away from the coin door.

Midway has placed plastic tubing over the coin door wire harness and group strap. The tubing will protect these wires from rubbing against the metal door or getting caught between the door and the frame when opening and closing the door.

Control panel

The control panel contains a clear blue, four position "Gorf" handle with a trigger, an optical encoder wheel (like *Omega Race*), and first and second player start buttons. The joystick handle is held together by five Allen screws that require a special wrench to turn.

Midway supplies the wrench with each game, unlike another company whose games have a big joystick with a special Allen screw. Switch blades and bushings, identical to those used on the *Ms. Pac-Man* joystick, are used on *Tron*. This assembly has proven to be very reliable. You can twist the handle 45 degrees in

TOKENS • TOKENS • TOKENS
(STOCK AND CUSTOM)

FOR ALL MAKES OF GAMES,
TURNSTILES & VENDING MACHINES

PRIZE REDEMPTION & TRADE CHECKS

CASINO SLOT & GAMING COINS

Phone or write for catalog & samples

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

Copyright © All Rights Reserved

SLITHER

WITH FULL SCREEN PLAY ACCESS

BY



A **DESTRON** COMPANY

SEE IT — PLAY IT — AT YOUR
LOCAL GDI DISTRIBUTOR



5945 N. ROGERS AVE.
CHICAGO, ILLINOIS 60646
Telephone: 312/286-6722
Telex: 206088

either direction without doing any damage. I couldn't break it, but it does seem that this may be a weak area.

There have not been many reported problems with the Gorf handle, so perhaps *Tron's* handle will be fine. Cross-hair blade switches are used under the player buttons. These have proven to be more reliable (Atari uses these.) than the round contact, gold-plated blade switches.

The control panel is held in place by two latches. When lifting up the panel, you will find that the ground strap cable bolted to the encoder wheel case has no slack. It will have to be disconnected or repositioned so the panel can be turned over. I find it much easier to work on a control panel when it is connected.

It would seem a valid request that all panel harness wiring and straps be made a little bit longer. The overlay material on the panel is thin but will resist cigarette burns to some degree. The game I saw had some bubbles under the overlay. This could stand some improvement.

One of the features I like about *Tron* is that both the bookkeeping and game settings are programmed from the front using the control panel controls. The Self Test has eight categories. To enter Self Test, slide the test switch on the right side of the coin door frame to "on" and close the "tilt" or slam switch. The list or "menu" will appear on the screen.

The cursor is moved up or down to the category you want by moving the joystick control forward or backward. You then pull the trigger (fire button) to execute a test. You must note that category #7, "preset" will set all bookkeeping categories to zero and all game settings to factory settings if you pull the trigger.

One of the features I like about *Tron* is that both the bookkeeping and game settings are programmed from the front using the control panel controls.

Easy instructions

All of the screen instructions are easy to follow. It would take too long to explain them all, but there are some that are new: 1) The sound test involves 26 different tests; 2) Each of the player input controls are actually spelled out on the screen when their corresponding switch is closed; 3) The bookkeeping section gives longest game, shortest game, number of games played in a time period (example 30-60 seconds)—there are 10 time periods up to six minutes, number of times a scoring bracket was

reached (example 5,000-10,000 points)—there are 10 categories that range up to 150,000 points; and 4) a special "buy in option."

This allows a player an opportunity to put another coin in, (It must be done within 10 seconds of finishing a game.) and continue to play a new game starting with the rack where the last game ended. This can only be done up to the third rack, and the new game will start with a zero score.

This type of feature was used on *Bosconion*, but if I remember correctly, the score didn't reset. I think this is a great feature. *Super Cobra* by Stern also incorporated this type of concept.

Tron has two sets of dip switches located on the I/O Sound Board that allow further game adjustments and tests. The video picture can be "frozen" for testing purposes. Namco first used this innovation. There are also a Ram/Rom test, Oscillator Test, and Filter test.

It's too early to give *Tron* an accurate reliability rating. The bezel assembly is nice, but I don't think it will hold up under constant abuse. The controls are durable and reliable. The three board system is difficult to work with, and ribbon connectors aren't the most durable method of connecting boards. The power supply is well designed and trouble-free. My initial rating will be an 8.0, and I will give a revised rating next month.



TOKENS • TOKENS • TOKENS

(STOCK AND CUSTOM)

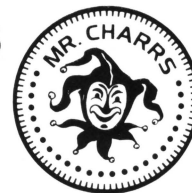
FOR ALL MAKES OF GAMES,
TURNSTILES & VENDING MACHINES

PRIZE REDEMPTION & TRADE CHECKS

CASINO SLOT & GAMING COINS

Phone or write for catalog & samples

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



Copyright © All Rights Reserved

SPEED UP COLLECTION TIME BY 40%

- Reduce the collector's work. With no time wasted counting quarters, he can cut collection time by 40%.
- Gain more than just a count. The receipts show the machine's serial number, the date and time of the collection—as well as the amount of money in the cash-box.
- Enlarge the possible ways of doing business. For example, by keeping the cash and mailing a check, you have additional short-term capital for 2-3 weeks; or, by giving the keys to trusted locations, your collector can interrogate the machine and have the location give him a check on the spot.
- Gain the confidence of location owners, especially those large chains that demand total accountability. Prospective new accounts will be impressed with your professional sales presentation.

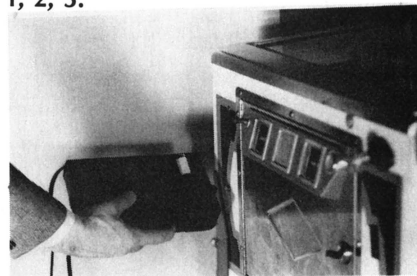
Also available: The TT-7 with 14-character Alpha-numeric reprogrammable identification code.

Call or write us for details.
You owe it to your business to find out more.

INTERNATIONAL TOTALIZING SYSTEMS, INC.

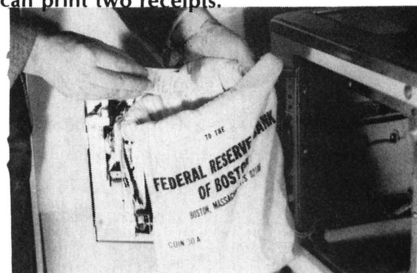
1244 Chesnut Street
Newton Upper Falls, Mass. 02164
(617) 332-4400

The ITS system includes the installation of an electronic totalizer in each machine which transmits collection data through a beam of light to the ITS microprinter. With this, collections are as simple as 1, 2, 3.



Step One

"Interrogate" the machine. ITS Microprinter can print two receipts.



Step Two

Empty the cashbox and put one receipt in the bag.



Step Three

Hand the second receipt to the location owner. Your collector takes all the cash.

Please send me more information on your ITS cash accountability system.

Name _____

Company _____

City _____ State _____ Zip _____

I operate

250-500 machines

under 250 machines

500-1,000 machines

over 1,000 machines

CRITIC'S CORNER

By
Roger C.
Sharpe

Gottlieb goes for a one, two punch

While we're both reading this, the summer results should be well known and viewed either positively or accepted for what they could have been.

At this point for me, it's all speculation. Some games, which I had hoped to bring this issue, have just hit the streets and will have to wait until I've had a chance to get a feel for them and scout out the crowd reaction. Others have faded all too quickly from view, and the sorting seems to be getting easier although no less frantic.

I know I've commented on it in the past, but writing two months in advance so that you can get the news now can be difficult at times, more so than usual. Such is the case now because I wanted to review Bally's *Tron* and can't since I haven't really had the time to get into it, as it's just hit the streets in my part of the country.

As for the machine itself, there are some general observations. It's four games in one, supposedly tied into some action on screen (the silver screen that is). And cosmetically it's a great package from the internally lit blue joystick to the cabinet graphics, colors, and basic design with its deep sunk screen. Depending upon the success of the movie, the game should prove to be a hit and pack players in. Whether the game play will keep them coming back for more is something we'll both know at this date, but still an unknown quantity for me now.

There are also a number of other models just breaking that offer some variation on a theme as well as some unique action which, if nothing else, is paving the way for fall and the showcase of the AMOA. Are there any really, truly breakthrough efforts on the horizon? I tend to think so and look forward to their release. But for now, let's look at a sample of the newest games and see how they stack up.

Gottlieb's *Reactor*

For 50 years it was known for a product line that was, for the most part, faithful to a

single attraction: pinball. Then times changed and so too did this stalwart enterprise when it unveiled *No Man's Land*, a licensed video. But, as with everything, things change, and the company tried an effort called *New York, New York*. The results didn't necessarily blow anybody away, but the commitment was there and so too was the funding to create a totally self-sufficient facility that would develop software and get the company right into the mainstream. The first payback from all the work is this in-house, home-grown machine that premiered at the AOE.

...Gottlieb has gone overboard with its 'musical accompaniment' that throbs and pulsates out a rhythmic beat well worth the efforts of any disco.

PLAY: There's a track ball control and a double set of buttons on either side (for lefties or righties) as players try to maneuver a geometric shape (similar to a square, but not really) ship around an offset field. It doesn't take up the entire screen and also offers separate, connected chambers at the top right and lower left.

The basic strategy is to wipe out enemy 'particles' that appear on the field, while an ever increasing center core expands to fill the screen, and wipe out the player's ship as well as the enemies. There are also a series of five 'rods' at the top left and lower right of the field, which means points and a chance to slow down the expansion of that center core if the player can maneuver his ship so that it propels the enemy particles into the rods.

To help the player achieve his goal of wiping out wave after wave of particles, a limited number of decoy ships are to be strategically used in winning the battle. During each succeeding level, the action gets faster, and there's more taxing hand and eye coordination.

ANALYSIS: *Reactor* is an interesting machine because there are some principles that can bring back remembrances of pinball, especially the need to bounce the enemy particles into the row of rods. In fact, the premise of play is to bounce the player's ship against the particles, so that they hit the outer wall of the field and explode before the ship itself is knocked against the wall and also destroyed.

Add to this that growing center core, and it's a battle of timing and reflex in order to survive and move on to the next level. As the play continues, the core takes on different colors (more about this later) and even changes shape to a swirling mass of 'energy' at the more advanced levels. Other touches include the invisibility of the outer edges, a true test for any player, and even a complementary disappearance of the two outer chambers, which are a nice resource for trying to tie up enemy particles.

GRAPHICS: When you look at *Reactor*, with its distinctively designed and colorful cabinet, the next thing that's noticed is that the use of colors has been, if nothing else, a major emphasis that is pleasing to any eye. They are vivid and with the action at hand, an integrated effort that shows a deliberate eye to detail.

But even if the colors don't get your attention, the sound has to—it's just great. In fact, Gottlieb has gone overboard with its 'musical accompaniment' that throbs and pulsates out a rhythmic beat well worth the efforts of any disco. All in all, the graphics and sound effects are a high point of the game.

PROS & CONS: *Reactor* presents a solid package of activity that's not so difficult for the novice player and not so easy for the skillful videophile to master it right off the

bat. On quarter play there are three ships and a limited number of decoys, while the option is open for 50 cent play with an increase in ships up to seven and also in decoys. But this is a subtlety that doesn't transcend a perceptual problem the game might pose. The action and purpose of the machine are fairly straightforward as are the controls, even for those who might not be track ball aficionados since the movement of it isn't that difficult to get comfortable with.

The shortcoming that might exist is the result of circumstance and less the fault of the game itself. For all of the color, sights, and sounds, *Reactor* lacks a personality which, if this were two years ago, wouldn't have had such an impact on the game's reception. But today, it could be a tragic flaw.

At a time when almost everyone is trying to come up with some cuteness to the images on screen, or just the semblance of some forms that approximate beings or creatures from God-knows-where, *Reactor* is asking players to get close to geometric shapes where nothing is really that distinguishable from anything else.

Even if the touch would have been to make the ship more of a form of some type or to make the enemies more of an entity than what they are, leaving the action alone, the machine would have offered an entirely different dimension that players

could have warmed up to since the activity seems to be warranting some type of humanizing of the video screen images.

It's too bad that it might have an effect on *Reactor*. Time will tell, but in its favor is the fact that Parker Brothers will be bringing out a game cartridge of it so that there might be some crossover down the road.

RATING: They were out to prove that they could do it, and Gottlieb has. Future efforts can only entrench them further into the marketplace as a highly viable factor—if they can hit on some of the intangibles that players appear to be drawn to. For a first time out of the box, however, they've come up with an appealing game that doesn't miss by much. I'm willing to bet if the shapes on screen had been more inspired by little Pac-Men or whatever, it would have been the talk of the town.

But as it is, with this ingredient lacking, the play alone is worthy, and we'll offer a generous ### for the effort and stand back for the next try and hope for even better.

Gottlieb's *Rocky*

Still a staple of the industry, although, admittedly not the factor that it once was, Gottlieb hasn't abandoned the diehard pinball players. And rather than just recycle old ideas or fall victim to what many might consider a no-win situation, this company continues to explore different themes and playfield designs that make

the efforts well worth the price of admission.

PLAYFIELD: The board offers a top right entry that is fronted by a single lane at the side and a five-drop target bank (1-4-a blue target-7-10), with an upper kickout hole and an array of a red, white, and blue set of three thumper bumpers. Move down and there's a single flipper at the middle for access back up and over to the targets, while three lanes are set at the right and fronted by another thumper bumper.

Back over to the center is an angled spinner lane that leads up and over and down to that flipper, with a long lane at the left for values that increase from 5,000 up to 40,000 points and access back up to the top. Meanwhile, the bottom is a dramatic departure from the norm with a bank of three targets at the right (2-5-8) and an outside lane below down to a right flipper, some kicking rubber, and a left flipper just across a drain down to the bottom.

Over at the left is a front standing setup of three more drop targets (3-6-9) in a bank and a left side stand-up worth 50,000 points when lit and a similar setup to the right side with that outer lane down to the left flipper and a short space (which at times seems like a gaping hole) between the right flipper.

And in between all this is a center area that offers a lane down to a kick-back kicker that can allow for a collecting bonus before sending the ball back up and is sided

O'CONNOR

OFFERS THE BEST IN THE BUSINESS

SERVICE • PARTS • EXPERIENCE

AND THE BEST EQUIPMENT AVAILABLE

Distributors for all major lines

**O'CONNOR
DISTRIBUTING CO., INC.**

9030 Directors Row

Dallas, Texas 75247

(214) 631-0150



CLEARANCE SALE

| | | | | | |
|------------------------|-------|----------------------|-------|---------------------|--------|
| Asteroids | \$650 | Eliminator | \$895 | Star Castle | \$ 595 |
| Asteroids Deluxe | \$650 | Kaos | \$895 | Super Cobra | \$ 795 |
| Armor Attack | \$495 | Qix | \$895 | Black Hole | \$1195 |
| Astro Invader | \$595 | Strategy X | \$895 | Haunted House | \$1495 |
| | | Space Invaders | \$295 | | |

ACTIVE AMUSEMENT MACHINE CO.

666 N. Broad St. • Philadelphia, PA 19130

(215) 684-1600 • (PA) 800/822-3748 • (NY, DE, MD) 800/523-3523

Buy at wholesale the arcade games
you can take home with you.

by **COLECO**

- Play & Sound just like the Midway arcade Pac-Man™ & Galaxian™ games
- 3 skills in one
- 2 skill levels



- Arcade type joystick control
- Record best score
- Demonstration



R. H. BELAM COMPANY, INC.

1 Delaware Drive • Lake Success, New York 11042
Call Toll Free — 800/645-6573

**TWICE A MONTH
WITH TWICE AS MUCH
AS BEFORE**

PLAY METER
MAGAZINE

by two short roll-over wires down and out. When lit, the wires have their own special value (more in a second on that). And that's the basic layout.

ANALYSIS: Talk about your game-within-a game-concept, this machine goes one step further and even adds in a left-side counter—just to the right of the left flipper button on the metal overlay where the readout is for rounds and rounds won. After all, if you're going to use America's success story, you've got to go for the knockout and *Rocky* attempts it with a totally integrated effort that should leave any pinball player slightly punch drunk.

The way the game has been designed and the strategy involved for maximizing the scoring chances calls for players to hit down the numbered drop targets around the board in sequence in order to win a round before the time is up and the round is lost. Winning rounds can bring bonus multiplier of 2X, 5X, or 10X depending upon the incremental buildup. Although even losing a round doesn't mean that much of a negative to a player if he can survive up to 10 rounds, and light that center blue target in the upper bank for an extra ball.

But it's all a question of getting into the flow of game that has the player going for the top, then the lower right side, over to the lower left side, and then back up to the top, and so on. If you want to take it one step further, it's almost like fighting someone—going for the head and then following with a right and left to the body, with five flippers supplying the punching power.

The right-side flipper button controls the lane lights on top right and below as well as the lighting of the thumpers and an increase in their value, while the left side features an additional flipper button for activating an instant winning round when the center kick-back kicker is lit and the ball enters into it.

What may be more of a concern to players in trying to set up an approach to get into the game, is that the scoring tends to be low. In fact it's a bitch to really get to the point where big numbers can be achieved. The shooting angles by the configuration of design tend to make the movements up and down rather than comfortably side to side, where some spacing is almost too severe to make it a standard part of the repertoire—like going from the left side bottom over to the right side bottom, or vice versa, although this is somewhat easier.

Neither are helped, however, by the size of that center kick-back kicker that cuts off a measure of space from the lateral play.

GRAPHICS: Hats off to the essence of what has become an American symbol of achievement (although Gerry Cooney might not feel like the embodiment of the Philadelphia story). True to form is old

Some say
operating today
is an uphill
struggle,



If so, that's why
now, more than
ever, you need a
distributor who
understands.
That why it
pays when you
buy from...

MONROE DISTRIBUTING, INC.

— IN OHIO —

2999 Payne Ave.
Cleveland, OH 44114
(216) 781-4600

4820 Industry Dr.
Cincinnati, OH 45014
(513) 896-6699

— IN FLORIDA —

Palmetto Lakes Industrial Park
5301 N.W. 161 St.
Hialeah Lakes, FL 33014
(305) 625-6666

Regency Industrial Park
10705-12 Rocket Blvd.
Orlando, FL 32809
(305) 857-1181

Rocky "Sly Stallone" Balboa with hands held high on the backglass and posed on the field artwork ready to pounce, with bright colors and sounds that are a breed apart. If *Sharpshooter* brought back the Old West, and *Eight Ball Deluxe* got players to stop talking and start chalking, then *Rocky*, too, brings the old Friday night fights back to life with crowd cheers, the tolling of rounds, and much more. In fact, it's a sensory delight even if you're not into pinball per se, and congratulations are due here for what was accomplished.

PLAY: As I mentioned previously, the scoring can be low on *Rocky*, although this isn't to suggest that the seventh digit won't get a workout. It will, but it won't be abused, which has become a hallmark of Gottlieb's last few games where the highs seem to always be in reach for that one standout effort every player sometimes feels but rarely taps. So the phantom wizard should provide some staying power over time.

With the game recycling its scoring and values after a player reaches 10 rounds, the settings for free plays should tolerate 600,000 points to start and another level of 1,200,000 points since the special on field is hard to accomplish.

As for extra ball play, I tend to feel that players will want the inducement of reachable limits that give them a bit more time on the machine. So I'll offer a guideline of

400,000 points to start, followed by 1,000,000, and 1,500,000 points, with the latter an extra boost for those players who only want some extra playing time, and also because there's no multiple add-a-ball here in memory to save what is otherwise lost if the player happens to get on a roll. **PROS & CONS:** *Rocky* is a challenge. There's no question about that. Although it can be frustrating at first because of the layout of features. But overlooking this aspect, while not minimizing its impact, the tying in of the whole board is a blend that achieves its desired results of getting a player to think about setting up the next flip and working all of his resources into the play of the game.

There is a flow to the chain of events and what a player wants to accomplish, but the level of it tends to box out the average player because of the angles and access to different areas of the board depending upon what must be hit next in the sequence of things.

However, even with all of this, the timing couldn't be better for the release of this summer game and the success of the third episode in the movie saga along with the instant recognizability of the personality. If anything, the inner city location is going to be a draw for players as well as those old staples and supporters of the industry's products over the years—the bars—where pinball still tends to rule the

play, along with shuffle alleys and pool tables. And that's where the strength will be, the question is whether it's enough to segment an already segmented market, and my feeling is why not if it works to serve a purpose.

RATING: The cosmetics are strong and appealing, and although the playfield action doesn't deliver all that it might have, the departure in layout isn't that much of a drawback and should make the game that much more of a challenge to an audience hungry for new product—the pinball player. All in all, *Rocky* balances out on many different levels of evaluation but gets a ### here for the implicit and delivered effort in its final form.

And so it goes with coin-op. There are, of course, a variety of other machines such as Sega/Gremlin's newest piece with its use of speech and human looking face. Centuri's new game, called *D-Day*, has a beach-front effort and some good strategic action.

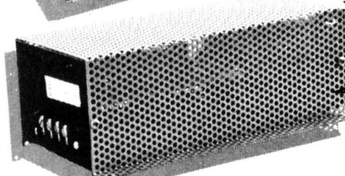
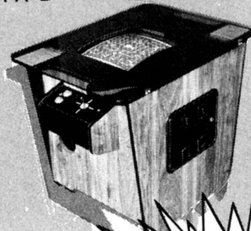
And there are more including *Kram*, with its skulls, interesting screen pattern, and walls that have to be built and then broken through; the changing colored mazes of *Pepper II*, the visions of *Eyes*; *Robby Roto's* make your own pathway; and much more.

As the issues come and go, I'll do my best to stay on top of the action. Until next time, as always, be well and prosper. ●

Compatible Convertibles UPRIGHTS & TABLE GAMES

Top earning legal machines featuring Signatron's "Exclusive Game Conversion System." PLUS a "Lifetime" cabinet that is compatible with most games and ideal for future conversions.

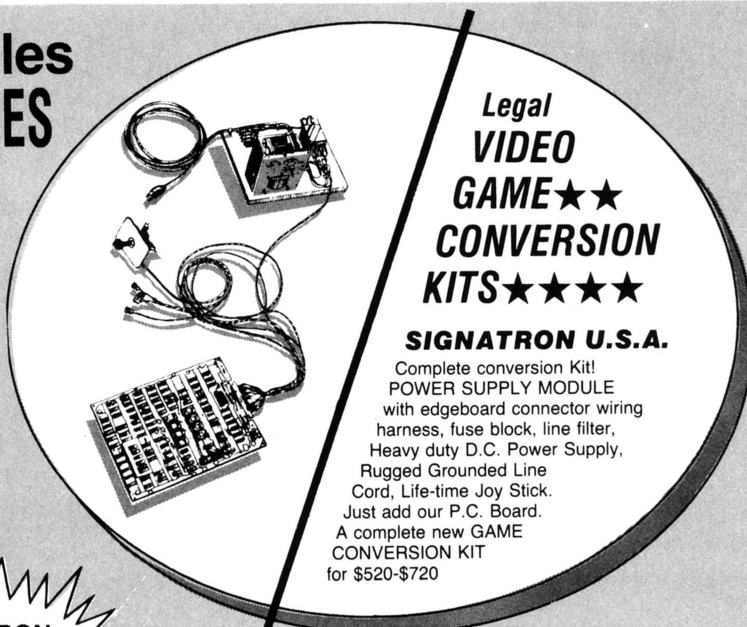
JUST SWITCH GAME BOARD, HEADER AND CONTROL PANEL FOR A BRAND NEW WINNER!



OEM conversion specs + 5 - 5 + 12. Finally a power supply made exactly for video games. (Not an infamous switching regulator.) WILL NOT BLOW OUT A BOARD.

Extremely reliable, repairable and made in the U.S.A. with all American parts... GUARANTEED FOR A YEAR. Game makers inquiries welcome.

SIGNATRON
UNIVERSAL
**POWER
PAK**



Legal
**VIDEO
GAME★★
CONVERSION
KITS★★★★**

SIGNATRON U.S.A.

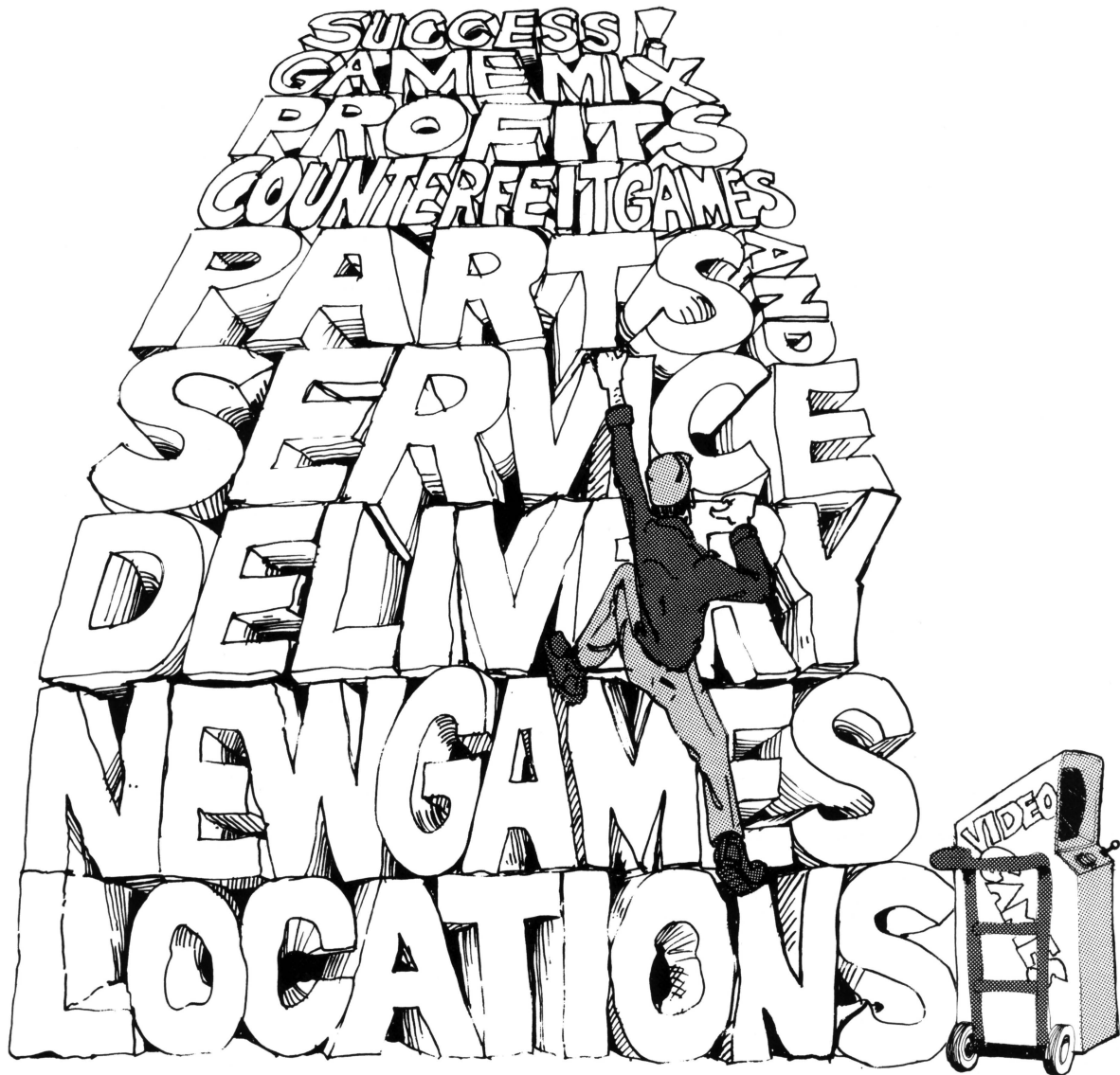
Complete conversion Kit!
POWER SUPPLY MODULE
with edgeboard connector wiring
harness, fuse block, line filter,
Heavy duty D.C. Power Supply,
Rugged Grounded Line
Cord, Life-time Joy Stick.
Just add our P.C. Board.
A complete new GAME
CONVERSION KIT
for \$520-\$720



Manufacture & Sales
of Electronic Games
Conversion Kits ★ Parts and Service.

**SIGNATRON
U.S.A.**

8150 Vineland Ave., Suite E
Sun Valley, California 91352 USA
Telephone (213) 768-7144
TELEX WORWESTCO GLND



**It's a Long way to the TOP! and You need
PROFESSIONAL HELP!**

We Can Help!

Our company is a complete-service distributorship . . . meaning that we stand behind the manufacturers' warranties, we inventory wide ranges of equipment and parts, and staff efficient service departments in each of our distributorship locations. Additionally, we represent virtually all of the major manufacturers whose product innovations result in maximized profits for your stores.

Because of our purchasing ability, we inventory the equipment that you, or your contracted amusement game operator, need for your stores. We additionally sponsor periodic trade shows and service seminars for all of our customers to see the absolute latest state-of-the-art equipment.



DALLAS

2455 Irving Boulevard, Dallas, Texas 75207, (214) 638-7002

SAN ANTONIO

4520 Tejasco, San Antonio, Texas 78233, (512)824-9223

OKLAHOMA CITY

3401 S. Meridian, Oklahoma City, Ok. 73119, (405) 682-8612

"The professional's who build your business on quarters"

P.R. PROBLEMS/ P.R. SOLUTIONS

By
Mike
Bucki

The reporter: friend or foe?

“**M**ake sure you get a shot of my logo in the story!” he demanded. It wasn’t a request; it was an order. But he wasn’t my boss.

I felt like telling him to shove it, but as a reporter for the top-rated television station in Atlanta, WSB-TV, I was fully aware that the image projected while gathering the pieces of a story is sometimes more important than the image projected on the tube. So I swallowed some pride, gritted my teeth, and tried tact.

“Oh, we’ll definitely shoot it (the logo),” I said, “but I can’t guarantee what the producer will do when we get back to the station.”

“If you don’t get my logo in your story, you might as well pack up and leave right now,” he said.

Where is this guy coming from, I thought? What the heck is he trying to prove? I’m trying to do a positive piece about his business, a “fluff piece” if you will, and he’s trying to tell me how to write the damn story!

successful operators in the Atlanta area. Maybe it was grand opening day jitters. Maybe he was nervous about his extremely good fortune that year. Maybe he’s accustomed to bossing people and getting away with it. I don’t know. I do know that I left that arcade that day, boiling with anger, determined to prevent that man from getting one second of favorable publicity. Given the opportunity, I would steer other reporters looking into the phenomenon away from him.

I was, perhaps, overreacting, but that’s what you get when you try to tell a reporter how to do his job.

This is not meant to imply that you have no control over what’s reported. You have much to say and every reporter inquiry is an opportunity. The key operative word (pun intended) is attitude. Assume, until proven otherwise, that every reporter is your friend. Even if the original concept of the story, as revealed during that first telephone call, is targeting negative aspects of the industry, it’s still an opportunity for you to present the positive side.

Reporters aren’t automatically your enemies. They can be your staunchest allies. It depends on how you use them.

TV natural

It was July, 1981, the middle of what later became known as the banner year for video. I, myself, had become addicted—yes, that’s the term I was using then—to *Asteroids Deluxe*. Having convinced the producer and the assignment editor that the affliction was widespread, I was trying to do a story on the phenomenon. It would be a lighter piece, nothing serious, but one that would be visually interesting, a TV “natural.” Rick, my photographer, continued to shoot the frenzied activity of the arcade as I talked to the owner/operator.

His belligerent attitude lessened somewhat as I assured him that I would do my best to attempt to get the logo in the story. It was a flat-out lie on my part. In my mind I had already resolved to make sure that the logo was left on the cutting room floor (figuratively speaking, video tape isn’t physically cut). I had done my homework and knew of several other locations where our “cover” footage could be shot.

Fortune smiled on me that day in an ironic sort of way. The camera malfunctioned moments after my confrontation with the operator. We had to return to the station for another camera. We got one and I completed the story...with footage from another arcade.

I don’t know what was bugging the operator that day. Charlie (not his real name) was and is one of the biggest and most

Clarify information

Let’s take the word “addiction” for example. If a reporter, while explaining the story he’s researching, inadvertently uses that word, politely interrupt and ask: “You used the term ‘addiction.’ Wouldn’t attractive compulsion be more accurate?”

Notice the approach. You’re suggesting, not telling the reporter that his use of a certain term may be inaccurate. That’s all that’s needed. Reporters are very sensitive about accuracy. In reply to your question, he’ll probably try to recover some of his lost status. Let him. As long as he doesn’t blatantly disagree with your suggestion, move the conversation forward by answering the question he was trying to pose.

But let’s say you’re a little leery of his intent. You’re not quite sure what he’s after. How do you fit into this story about, say, the fly-by-night con men who are using the publicity about video games to bilk naive investors? You’re an honest operator running a legitimate business, so how do you fit into his story?

If you don’t know and he hasn’t clarified where he sees you in his story, ask. Before granting the interview, ask. Indicate that you like to help him, but you need more information. When he explains the thrust of the story and the role he expects you to play, tell him you’ll be glad to help if he’ll agree to one slight condition, that you have his assurance that you will not be

quoted out of context. Understand, and tell him that you understand that he must edit what you say because of time or space constraints, but that you'd like his assurance of all quotes being in context.

By asking the reporter for more information about the story and your role in it, and by asking for the "in context" assurance, you've put him on notice that you know something about the way he functions. Even if he happens to be one of those few who envisions himself as some kind of super-investigative Dan Rather, he'll be more careful and more accurate while placing you in his story. He knows you'll call or write to his boss if he isn't accurate, and he may even wonder whether or not you know his boss. Let him wonder.

Have facts available

But on the other hand, be helpful. Have some facts readily available. Quote *Play Meter*, Atari's CAP program, or AGMA's *Community Relations Manual*. If you don't know the answer to a given question, say so, and try to refer him to someone who has the answer.

And remember attitude. Charlie, the operator in the scene that opened this article, should have known about attribution. People being quoted are identified. The script would have read something like:

COVER SHOTS:
PLAYERS IN THE HEAT OF THE BATTLE ...AND WHAT IS THE ATTRACTION OF THESE COMPUTERIZED PUZZLES?
BRIEF CUT: LOGO CHARLIE BLANK, OWNER OF THE NEWLY OPENED BLANKITY BLANK ARCADE, SAYS:

C.G.#___CHARLIE BLANK, NATSOT
BLANKITY BLANK PROPRIETOR IN: "I think it's the challenge more than...
OUT: "...the phenomenon that you see here."

C.G.#___BUCKI REPORTING INTERACTION IS ANOTHER REASON GIVEN. WHILE PLAYING A POPULAR VIDEO GAME THE PLAYER IS ACTIVELY INVOLVED IN WHAT'S ON THE SCREEN RATHER THAN PASSIVELY WATCHING.

The abbreviations C.G. and NATSOT are television parlance for Character Generator (a typewriter that places letters on the screen) and Natural Sound on Tape (meaning, in this instance, Charlie's voice and image).

So you can see that in the above fictional TV news script, Charlie would have had his name, the name of his arcade, and his logo prominently displayed had he approached the reporter with a reasonable attitude. But because he demanded a free commercial, he got nothing.

Reporters aren't automatically your enemies. They can be your staunchest allies. It depends on how you use them. Think about the confrontations between President Nixon and the young White House reporter by the name of Dan Rather. Many, including members of the media, thought Rather was being too brash, bold, and disrespectful. But where is each man now? •

IF YOUR VIDEO GAMES ARE MAKING

\$400 - \$800 PER WEEK

(Wall Street Journal 8-31-80)

IGNORE THIS AD

BUT, IF YOU...

HAVE TO WORK FOR YOUR MONEY...

ROTATE YOUR EQUIPMENT...

TRAIN YOUR EMPLOYEES...

HAVE MORE THAN ONE LOCATION ...

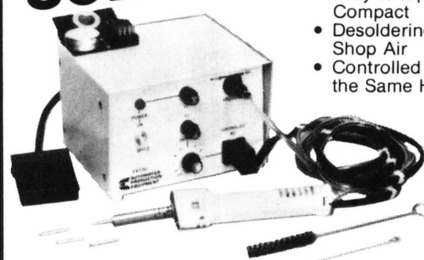
WANT A BETTER RETURN ON INVESTMENT ...

ARE INTERESTED IN THE FUTURE OF THE BUSINESS...

CALL YOUR FRIENDS AT

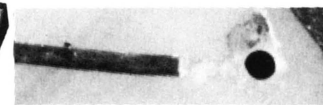
| | | |
|---------|--------------------------------------|---------|
| SALES | HANSON <small>Duc Co.</small> | SALES |
| * | | * |
| SERVICE | SUITE 1, 9201 PENN AVE. S. | SERVICE |
| * | BLOOMINGTON, MINNESOTA 55431 | * |
| PARTS | PHONE | PARTS |
| | MN - 612/884-6604 | |
| | MN WATS - 800/352-2780 | |
| | OUT OF STATE-800/328-2866 | |

DESOLDERING SOLDER EXTRACTOR



- Easy-to-Operate Control Center is Compact
- Desoldering Vacuum Operates on Shop Air
- Controlled Heat and Vacuum are in the Same Handpiece Tip
- Easily Releases Components from Double-Sided PC Boards
- Superior Technical Manual

PNEUMATIC TRANSDUCER OR SELF-CONTAINED PRINTED CIRCUIT REPAIR & REWORK



BEFORE: Pad and Eyelet are missing.



AFTER REPAIR with SRS-050 Kit, the Pad and Eyelet have been neatly replaced.

A.P.E.

Available from Kimco

4089 S. Rogers Circle, #10, Boca Raton, FL 33431, 800/327-4133, (in FL) 800/432-4839



Sniffing out the rats

Complete with rats and lizards, *Oli Boo Chu* is the latest video attraction offered by Thomas Automatics. It was built under license from Irem Corp. of Osaka, Japan.

The object of the game is for the player, Oli, to capture all the small rats, Chus, before being caught by the big lizards, Boos. If the player is able to get rid of all the Chus, the screen is cleared. Each new screen is of increasing difficulty.

In addition, there is a bonus corner, Race Trap, which a Chu sometimes goes into. If Oli can get to the trap and close its entrance-exit before the Chu comes out, the player is awarded with bonus points.

Also, mystery drops occasionally appear. These are yellow drops left behind by Boos. If Oli picks up these drops before Chus eat them, the player is awarded with special points for each mystery drop.



A slithering sport

With *Slither*, players can battle snakes, mutant gorillas, and dense vegetation.

Slither, from Destron/GDI, is also equipped with dual control buttons to accommodate southpaws.

The player, represented on the playing field by a blaster, is threatened by the likes of giant snakes, pterodactyls, mutant gorillas, and dense vegetation.

The attack starts with just a few snakes. The *Slither* bonus starts winding down. If the player destroys the snakes before the bonus reaches zero—he collects the remaining bonus points.

Fresh attacks by large waves of snakes are now in evidence. Every time the *Slither* bonus reaches zero, another attack is launched. During these attacks, pterodactyls and mutant gorillas cross the screen to add an extra element of danger. The closer the player allows the pterodactyls to approach him before shooting them, the greater the amount of points are scored.

To further tax the player's skills, the gorilla leaves additional vegetation on the screen. The player has to maneuver around the grass, or shoot his way through it with his blaster.

As the player's score mounts, the snakes get craftier. The small snakes now chase the player all around the screen. The player now must maneuver the blaster with the greatest of skill and dexterity to avoid the snakes' persistent attack.

The action on the screen is now very vigorous and frantic. If the player is able to destroy these crafty snakes—a new group of more vicious and devastating snakes emerges. They chase the player's blaster all across the desert, and when they are hit, they turn into grass, which in turn makes the player's movement of his blaster increasingly difficult.

The player is given no rest, and the persistent and deadly slithering snakes will eventually have their way.

The player can revel in the glory of thwarting their attacks for longer periods of time with higher and higher scores.

The player is awarded an additional blaster for every 15,000 points. If he gets one of the top 10 scores, he is allowed to enroll his initials in the *Slither* Hall of Fame on the screen.

CLASSIFIED ADVERTISING

SUPER SALE

CALL NOW!

ALL GAMES NEW

Video Uprights

| | |
|--------------------|---------|
| Turbo (mini) | \$3,125 |
| Tron | 2,695 |
| Kangaroo | 2,695 |
| Robotron | 2,645 |
| Zaxxon | 2,625 |
| Dig Dug | 2,625 |
| Ms. Pac-Man | 2,595 |
| Tunnel Hunt | 2,595 |
| The Thief | 2,495 |
| Mission X | 2,495 |
| The Pit | 2,450 |
| Donkey Kong | 2,395 |
| Looping | 2,345 |
| Dambusters | 2,195 |

SUPER SPECIALS

| | |
|----------------------------|---------|
| Frenzy | \$2,395 |
| Lady Bug | 2,195 |
| Space Duel | 2,125 |
| Jack the Giantkiller | 1,995 |
| Naughty Boy | 1,995 |
| Amidar | 1,995 |
| D-Day | 1,595 |
| Loco-Motion | 1,595 |

**Greater Atlantic
Associates**

6501 Loisdale Ct., Suite 606
Springfield, VA 22150
(Washington Metro area)
703/971-6611

SERVICE-SERVICE-SERVICE

Repairs on most
game boards & monitors.
REASONABLE RATES

UNI-VEND CO.

708 Barataria Blvd., Marrero, LA 70072
504/348-8363

**ARE YOUR CUSTOMERS HAPPY WITH YOUR JOYSTICKS?
DO THE JOYSTICKS IN YOUR GAMES FEEL SOFT & SLOPPY?**

Frustrated customers avoid these machines!

TRY OURS! NEWPORT Model 125A

NEW OEM JOYSTICK NEWPORT Model 130 now available

The precision joystick with the positive feel

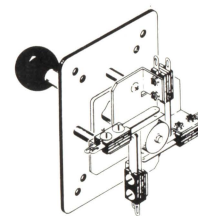
Play in more cash/need less service calls

Call us TODAY for FAST SERVICE

NEWPORT CONTROLS

P.O. Box 1214, Bishop, CA 93514

(714)873-4431 "Satisfaction Guaranteed"



NEWPORT model 125A



United Artists
Theatre Amusements, Inc.

LOWEST PRICES

PRICES ARE LOWER THAN ANY

PRICES IN THIS PUBLICATION

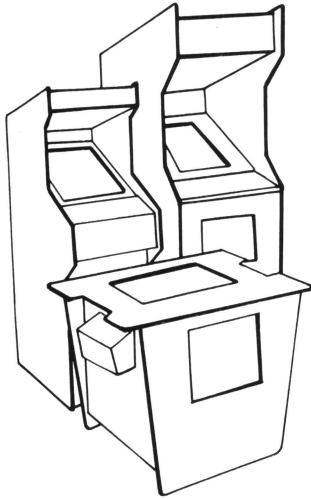
- ASTEROIDS
- BATTLEZONES
- BERZERKS
- CHALLENGERS
- DEFENDERS
- FROGGERS
- GALAXIANS
- GORFS
- OMEGA RACES
- PHOENIX
- QIX
- TEMPESTS

Available nationwide

Electronic Experience

futuristic family fun centres

213/533-1061



**WOODGRAIN VIDEO CABINETS
ARCADE, CABARET, COCKTAIL**

All accept 19" monitors
OUR DESIGN OR YOURS
Quantity & Price Negotiable

**NELSON'S CUSTOM
CABINETS**

7800 Industrial Street
W. Melbourne, FLA 32901

DAYS: (305)723-6500

NIGHTS: (305)777-1770

PRICE WAR!!!!

| | |
|----------------------------|---------|
| Defender | \$1695. |
| Gorf | 1195. |
| Asteroids Deluxe | 695. |
| Asteroids | 695. |
| Star Castle | 595. |
| Berzerk | 795. |
| Scramble | 995. |
| Venture | 1395. |
| Red Baron | 995. |
| Omega Race (cabaret) | 1295. |
| Tempest | 1695. |
| Battlezone | 595. |
| Pac-Man (ct) | 1895. |

NEWMARK ENTERPRISES

SPOKANE, WA

509/466-3368

**ORDER
NOW!**

NEW!



NEW!

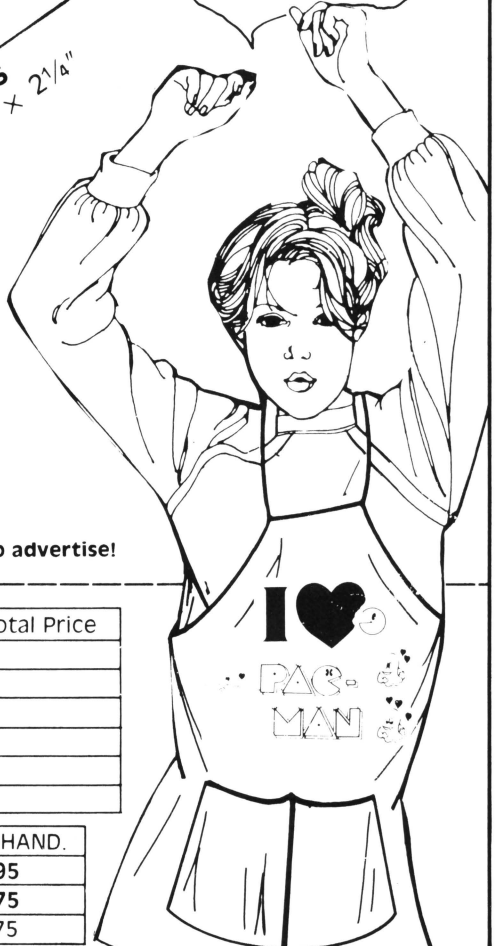


**ARCADE &
BAR-B-Q
APRONS!**
For cash or
for cooking!
Color on
Sturdy Cloth!

**INCREASE
YOUR PAC-MAN
PROFITS!**

- Aprons**\$6 ea., min. 1 dozen
- License Plates**95¢ ea.,
min. 1 gross (144)
- Bumper Stickers**(15-500) \$1.25 ea.
min. 1 dozen
(501-5000) 75¢ ea.

NEW!



New items arriving too fast to advertise!

PAC-MAN © BALLY/MIDWAY TM of BALLY/MIDWAY Mfg. Co.

SHIP TO: _____
Street _____
City _____ State _____ Zip _____
Phone () _____

| | Quantity | Unit Price | Total Price |
|-----------------|----------|------------|-------------|
| Aprons | | | |
| Plates | | | |
| Stickers | | | |
| Subtotal | | | |
| Postage & Hand. | | | |
| Total | | | |

TERMS: Check with order or send C.O.D.
Please make checks payable to:
Amusement Marketing Concepts, Ltd.
P. O. Box 3002
Springfield, Mass. 01101

**Contact us now to order or for free brochure —
use this form or call (413) 781-1220.**

| TOTAL | POST. & HAND. |
|---------|---------------|
| \$15-30 | \$3.95 |
| \$31-75 | 6.75 |
| \$75 + | 7.75 |

COMPARE THESE PRICES!!!!

Exceptionally clean upright videos
(ALL ORIGINALS)

| | |
|------------------------|--------|
| ASTEROIDS | \$995. |
| ASTRO BLASTER | 1295. |
| CENTIPEDE | 1995. |
| DEFENDER | 1895. |
| DELUXE ASTEROIDS | 895. |
| MAKE TRAX | 1595. |
| OMEGA RACE | 1695. |
| PHOENIX | 1395. |
| SPECTAR | 995. |
| STARGATE | 2095. |
| SUPER COBRA | 895. |
| TEMPEST | 1895. |

(713)569-9649

(713)560-3645

NEED NEW CABINETS?

*We manufacture formica'ed
Galaxian-style cabinets &
cabaret-style cabinets*
Quantity

| | |
|-------------------|----------------|
| 1-24 | \$275 each |
| 25 or more | \$250 each |
| 100 or more | call for quote |

F.O.B. LONG ISLAND, N.Y.

*Complete with cut-outs
and interior braces*

*Also available: metal hardware,
cash box doors, & control panels.*

SYSTEMS

516/643-6033

**HAVE GAMES
WILL TRADE!!**

Trade your Pac-Man, Defender, or
Monaco GP on any of the following
new games for immediate shipment:

| | |
|-------------|------------------|
| Tron | The Pit |
| Kangaroo | Rapid Fire |
| Robotron | Looping |
| Zaxxon | Dig Dug |
| Ms. Pac-Man | Lady Bug |
| Turbo | Donkey Kong (CT) |
| Stargate | Ms. Pac-Man (CT) |
| Centipede | |

**WE ARE ARCADE
PLANNING CONSULTANTS**

201/729-9195

Rapid Fire™
THE HOT NEW WAY TO LIVEN UP YOUR GAME ROOM

What do video games such as Centipede and Tempest have in common besides success? Speed. Excitement. The kind of action that makes you come back for more. The kind of action that can only

come from a game with rapid fire action. Now you can add this high speed crowd pleaser to all your firing video games. How? With a Rapid Fire continuous fire conversion kit.

Q. What is Rapid Fire?

A. To the player, Rapid Fire means the thrill of continuous fire action. Just hold the fire button down, and the firing will continue until it's released. To you, Rapid Fire means a small piece of electronic wizardry that will increase your profits wherever it's installed. And it comes with a bright yellow decal so your customers will know at a glance that your games are where the action is.

Q. Which games can use it?

A. Rapid Fire can be installed on any firing game except those which have this capability already built-in.

Q. Why should I install Rapid Fire in my game room?

A. To increase your profits. "Sleepers" and games you've had for years will take on new dimensions. Add a little speed and watch your game room jump to life. Just read what these Rapid Fire users have to say:
"Thank you, Rapid Fire. You made my nearly dead Phoenix



Players can identify Rapid Fire™ equipped games.

come back to life." – Silver Star Game Room, Utah
"I put Rapid Fire on my Asteroids. It paid for itself the first day and has been doing so ever since." – Family Fun Center, Texas
"Everyone has Defender, but I have Rapid Fire Defender. The kids love the difference." – Star Fantasy, Florida.

Q. Can I install it myself?

A. Yes. Rapid Fire is simple to install; no need to enlist the aid of a costly technician. Its three color-coded wires (four on Atari's Asteroids and Asteroids Deluxe) hook up to any game easily. Detailed instructions accompany the kit to assure mistake-free assembly.

Q. How about service?

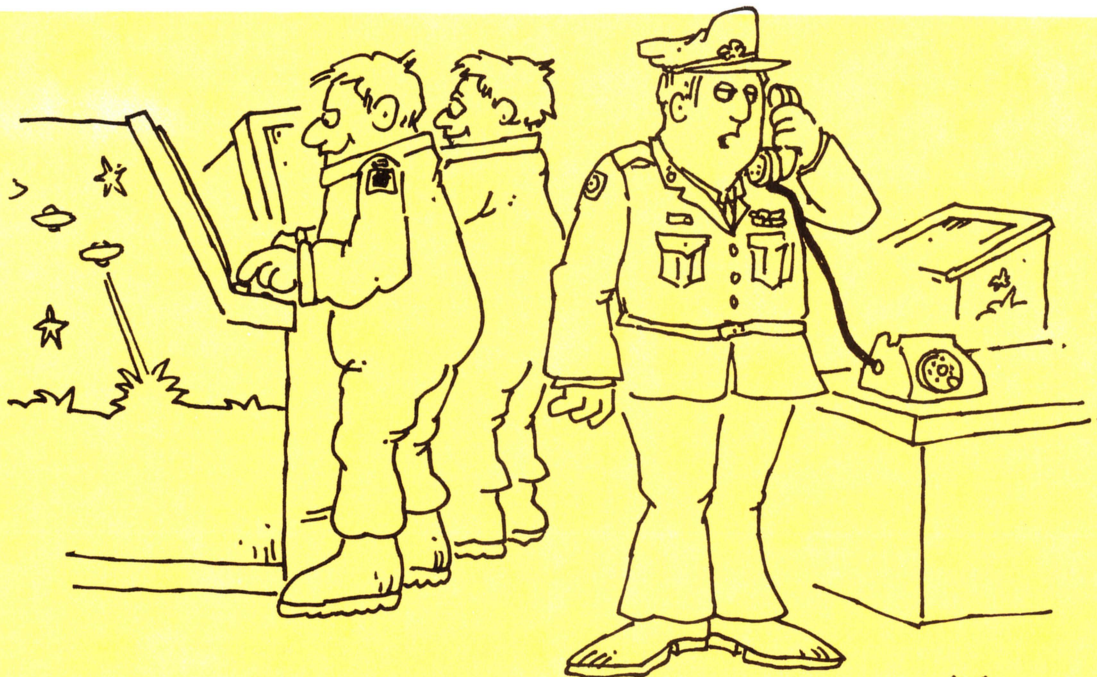
A. Because Rapid Fire is simple to install and contains no moving parts, it has proven to be virtually trouble-free. Nevertheless, we provide a full 90-day replacement warranty against any defects in materials or workmanship.

Rapid Fire kits cost \$18.95 each, or take advantage of our money saving offer: clip this coupon and get 3 for \$49.95. Send check or money order; sorry, no CODs. Prices include shipping, handling. Immediate delivery! In California, please add 6.5% sales tax. New for distributors! Special prices; write for details.

NAME _____
ADDRESS _____
CITY _____
STATE/ZIP _____

AMOUNT ENCLOSED _____
MAIL TO: RAPID FIRE
2332 KIRKHAM STREET
SAN FRANCISCO, CA 94122

RAPID FIRE. WITHOUT IT, WOULD CENTIPEDE AND TEMPEST STILL BE A SUCCESS?



General, this is Captain Decker at the Space Combat Simulation Center. Sorry to bother you sir, but do you have change for a dollar?

Wally JK

VIDEO SALE

TABLES

| | |
|-------------------------|--------|
| Space Fever | \$595. |
| Space Invader | 695. |
| Space Firebird | 695. |
| Astro Fighter | 695. |
| Targ | 896. |
| Space Thunderbird | 995. |
| Moon Cresta | 995. |
| Helifire | 995. |
| Carnival | 1295. |
| Asteroids | 1295. |
| Uniwers | 1495. |
| Wizard of Wor | 1495. |
| Phoenix | 1595. |
| Lady Bug | 1895. |

UPRIGHT

| | |
|-----------------------|--------|
| Space Invader | \$795. |
| Space Encounter | 895. |
| Space Demon | 995. |
| Galaxian | 1295. |
| Uniwers | 1495. |
| Scramble | 1495. |
| Piranha | 1495. |
| Turtles | 1695. |
| Lady Bug | 1995. |
| Ms. Pac Man | 2395. |
| Naughty Boy | 2395. |
| Donkey Kong | 2495. |
| Zaxxon | 2595. |
| Space Duel | 2650. |
| Dig Dug | 2695. |

1/3 DEPOSIT BALANCE C.O.D.



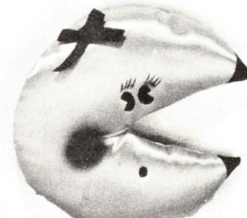
222 Wall St., Seattle, WA 98121

206/682-4495

THE RAGE OF 1982!



PAC-MAN
14" PILLOW



MS. PAC-MAN
14" PILLOW



PAC-MAN FLOOR PILLOW
24"

\$4.00 ea PAC-MAN

\$4.00 ea MS. PAC-MAN

PAC-MAN
\$10.75 ea FLOOR PILLOW
Minimum order 1 dozen

PAC-MAN

Ship to:

STORE

ADDRESS

CITY/STATE

ZIP

Date _____ 19__

Order No. _____

| Quantity Ordered | Unit Price | Line Total |
|------------------|------------|------------|
| | | |
| | | |
| | | |
| | | |
| | | |

TERMS: Check with order or sent c.o.d.

Please make checks payable to:
Cary Nostrant
4307A Valley Ave., Suite C
Pleasanton, CA 94566
(415) 462-4454

| | |
|---------------|---------|
| SUBTOTAL | |
| Post. & Hand. | \$ 7.75 |
| TOTAL | |

MIDWAY TM OF MIDWAY MFG. CO.

FOR SALE RECONDITIONED

PAC-MAN (used mini) \$1795
GORF (used mini) . . . \$1295

P.O. Box 218
Denison, Iowa 51442
712/263-2949

COUNT COINS FAST



Coin Sorter with Automatic Coin Feeder sorts, stacks, counts coins. Does an hour's work in 10 minutes!

- Cuts tedious hand work
- Sorts up to 500 coins per minute
- Speeds roll wrapping

COMPLETE: \$114.00

3-year guarantee on entire unit. Write for details or order now for 2-week free trial.

NADEX INDUSTRIES INC.
Dept. 17426
220 Delaware Ave. Buffalo, NY 14202

BRANCH MANAGER POSITION

IMMEDIATE OPPORTUNITY FOR INDIVIDUAL WITH PROVEN PERFORMANCE IN MANAGEMENT OF SALES, ACCOUNTS RECEIVABLE, AND DISTRIBUTORSHIP OPERATIONS.
contact:

Alan Bruck, President
BANNER SPECIALTY CO.
Fox Pavilion, Jenkintown, PA 19046
215/572-6966



IS IT SAFE
TO TALK ?!!

PHONE GUARD keeps your private calls *private!* Simply unscrew your phone's mouthpiece and replace it with PHONE GUARD. A red light on this device will illuminate, alerting you to bugs, wiretaps and eavesdroppers while your phone is in use. Install in your home, office and carry one with you for use in your hotel room.

Only \$49.95 each. (Two or more \$45.00 each). Add \$2.00 for shipping & handling. California residents add 6% Sales Tax.

S. E. CORP.
P.O. BOX 1132 - PM
YORBA LINDA, CA. 92686

(Specify Bell or GTE equipment)

NEW LADY BUG \$1,645

Laminated Cabinets
Full Color Graphics
Acca Industries
407 Blade Ave., P.O. Box 16037
Cincinnati, Ohio 45216
513/242-0161

MAKE YOUR ARCADE ^{SOMETHING} SPECIAL

GIVE YOUR PLAYERS WHAT THEY WANT!!!

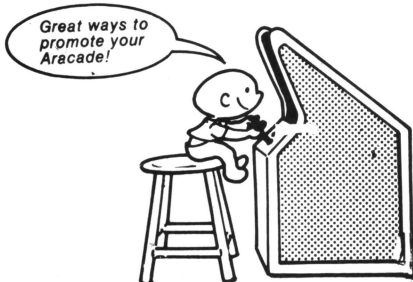
T-SHIRTS \$43.50/doz.
CAPS \$36/doz.
BUMPER STICKERS \$9.50/doz.

GREAT FOR:
PRIZES/PREMIUMS/PROFITS



TRON
MS. PAC-MAN
PAC-MAN
DONKEY KONG
etc.

Mention this ad and receive
FREE a dozen bumper stickers



Video Babies Inc.

145 Country Ridge Drive
Port Chester, New York 10573

914/937-7474



FOR SALE: (5) Replex Games: 3 brand new and 2 slightly used. Original price: \$7500; will sell all 5 for \$5500. (will also sell individually). 815/436-5099

FINISHED CABINETS
for video upright games
Quality built with wood-grained formica sides

First Sample: **\$225.**
Volume Discounts (1-6): Starting at \$200.⁰⁰ each

*Prompt Service Anywhere
Free delivery in Sou. Calif.*

**BRIAN'S
CUSTOM CABINETS**

213/256-3394
714/338-5972

BRAND NEW VIDEO GAMES
(all legal)

TEMPEST \$2850.
DIG DUG 2630.
SPACE DUEL 2195.
CENTIPEDE 2500.
KANGAROO 2695.
MS. PAC-MAN 2595.
LADY BUG 2000.
TRON 2795.
DONKEY KONG 2550.
THIEF 2495.
BATTLEZONE 495.
PAC-MAN (used) 1995.
DEFENDER (used) 1700.
EAGLE (used) 1400.
MISSILE COMMAND (used) . . 1400.

...various other games at low prices!
immediate delivery/financing available
"BUY WITH CONFIDENCE"

**VIDEO INTERNATIONAL
DISTRIBUTING, INC.**
3126 Pine Island Rd., Sunrise, FL 33321
305/748-4755

(Locations wanted all over U.S. for game rooms)
Trade-ins also accepted

HELP WANTED

Aggressive sales person to service distributors and operators nationwide for dynamic, young manufacturing company associated with the coin-op industry. Some college helpful. Experience with distributors desirable. Willing to re-locate in NY area and travel. Salary plus commission. Send resume immediately to P.O. Box 1546, S. Hampton, New York 11968.

VIDEO GAME ROOM
with
STAR WARS THEME
5000 square foot
125 top video games
350k per year gross and moving higher! **STARSHIP FANTASY** is like a Disneyland attraction.
600k, a ready to go business in tip top shape. **No brokers.**
Principals only call:
602/841-8124
Phoenix, Arizona

NEW HAMPSHIRE ENTERTAINMENT COMPLEX FOR SALE: Arcade, miniature golf, living quarters, valuable real estate in established resort area. \$150,000 down payment required. Qualified buyers contact: **COUNTRY BUSINESS SERVICES**, Box 824, Brattleboro, UT. 802/254-4504

COMPLETE BUYING SERVICE FOR ALL:

- **VIDEO & PINBALL (new and used)**
- **KIDDIE RIDES**
- **PROMOTIONAL ITEMS**
- **HOME VIDEO GAME CARTRIDGES**
- **PAC-MAN WATCHES**

unlimited quantities/Fast Delivery
WHOLESALE PRICES ONLY
ALL AMERICAN COOPERATIVE SERVICES, INC.
825 N.E. Lakewood Blvd.
Lee's Summit, MO 64063
816/795-0670

SEEBURG JUKEBOX REPAIRS: DRD (gray box); DTP (black box). \$15 per hour plus parts & shipping. 404/561-1759

NEW FOX QUICK LIFT: electric hand truck. Cut labor costs by using one man to do the job of several. Cost: \$1,100.⁰⁰. No reasonable offer refused. 314/621-1750

**DISCOVER A LOST DIMENSION
IN YOUR VIDEO GAMES**

Open up new markets for game placements in locations where silence is golden and revive interest in older equipment.

Head phones increase player interest and decrease non-player distractions.

Easily installed **SOUNDSENSOR** kit allows choice of speaker only, head phone only, or combination. The newest fad in video games is spreading rapidly. Try it to see increased business.

Kit #582 - \$6.95

Includes phone jack volume control and all necessary hardware and instructions.

Kit #583 - \$19.95

Includes head phones and all material listed in kit #582.



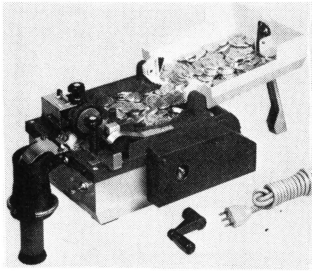
THE ORIGINAL SOUNDSENSOR KIT

Send orders or inquiries to:

VIDEO TRONICS INC.
P.O. Box 808
Green Mountain Falls, CO 80819
Allow 2-3 weeks for delivery
Incl. 50¢ shipping/handling for 1
\$1.00 for 2 or more

BELITA

Lightweight portable
COIN COUNTER



BELITA

LIGHTWEIGHT PORTABLE
COIN COUNTER
Manual or Electric

- AUTOMATIC STOP
- INEXPENSIVE
- COIN TRAY SUPPORT
- BAG HOLDER
- FAST
- ONLY 9 POUNDS
- LONG LASTING

R.H. BELAM CO., INC.
1 Delaware Drive
Lake Success, New York 11042
516/488-5600
Telex: 221568 or 7978093

FOR SALE
(3) SKEEBALL ALLEYS

PRESENTLY IN USE AT:
TROPIC ISLE GOLF

P.O. Box 2313, S. Padre Island, TX 78597
512/943-6621

PHOTO MACHINES
WE BUY & SELL
CHEMICALS, FILM, PARTS
BEST PRICES GUARANTEED!
ED HANNA
P.O. Box 5249, Utica, NY 13505
315/738-1122

TOP QUALITY! CUSTOM MADE! PROMPT DELIVERY!
UNBEATABLE & UNBELIEVABLE PRICES!!!

Formica Finished **CABINET** **\$200/C.I.F. (US port)**
(Ply Wood Custom Made By Your Instruction)

Japanese Style **MONITOR** **\$200/C.I.F. (US port)**
20" Color (14" Color Monitor .. \$180/C.I.F. (US port)

- **YOU DON'T NEED TO PAY DUTY BECAUSE WE PROVIDE YOU WITH OUR KOREAN GOVERNMENTAL G.S.P. FORM "A".**
- **MINIMUM ORDER QUANTITY** a 40' container for reducing our freight cost
Upright Cabinet = 54
20" color monitor = 440
14" color monitor = 500

(In case of air shipment & your small orders, our prices are a little different from the above.)

• **YOUR PAYMENT TERMS**
with your purchase order 20% in cash & 80% at sight/irrevocable letter of credit

for your order, please contact right now to:
Mrs. Cho, Top Secretary, CPO Box 7976, Seoul, Korea

STREAKER

© Computer Games 1982

THE HOT ONE!!

"A cute nude girl tries to outrun a patrol of policeman—points are gained by putting her clothing back on."

POINTS

| | |
|------|--|
| 100 | |
| 300 | |
| 500 | |
| 700 | |
| 1000 | |
| 2000 | |
| 3000 | |
| 5000 | |
| 50 | |

The Game That Outplays—
You Know What!

DISTRIBUTORSHIPS
still available in some
areas. Call (205)822-5696
today—to see if your area
is still available.

Upright

Table

PATRIOT GAMES
Birmingham, AL 35209
205/871-3143

100's OF USED GAMES FOR SALE!

Locations throughout the United States. Videos and Pinballs always available at good prices from our chain of game rooms!

Call or Write for Sales List:
Sue Spellman
Malibu Grand Prix
21300 Califa Street
Woodland Hills, CA
91367
(213) 703-0022



MALIBU FUN CENTERS

WHOLESALE

Route & Arcade Specialists

Immediate delivery on all
new video games

RECONDITIONED

| | |
|------------------------------------|----------|
| Turbo (sit down) | \$3,200 |
| Turbo (upright) | 2,600 |
| Stargate | 2,200 |
| Ms. Pac-Man | 2,200 |
| Zaxxon | 2,200 |
| Centipede | 2,100 |
| Tempest | 2,100 |
| Galaga | 2,100 |
| Donkey Kong | 1,900 |
| Looping | 1,800 |
| The Pit | 1,800 |
| Defender | 1,800 |
| Thief | 1,700 |
| Rapid Fire | 1,600 |
| Monaco GP (mini) | 1,600 |
| Monaco GP (sit down) | 1,600 |
| Space Duel | 1,500 |
| Qix | 1,400 |
| Omega Race | 1,400 |
| Lady Bug | 1,400 |
| Black Hole | 1,400 |
| Used Pinballs | \$200 up |
| Nat'l Cigarette Machines | \$ 400 |

NEW CLOSEOUTS

| | |
|--------------------------------|---------|
| Amidar | \$1,900 |
| Space Duel | 1,800 |
| Robbi Roto | 1,800 |
| Jack the Giantkiller | 1,700 |
| Vanguard | 1,200 |
| Challenger | 1,200 |
| Solar Quest | 1,200 |
| Phoenix (CT) | 1,200 |

NJ 201/729-6171

"BE AMERICAN - BUY AMERICAN MADE PRODUCTS"

NORWOOD PRODUCTS CO.

MFGS OF ONE & TWO PIECE BILLIARD CUES
SPEAKERS, SLIP TIPS • DIST. - BILLIARD CLOTH - BALL SETS

E. XAVIER BRIDGE
Nat'l Sales Mgr.

BOX 333
OSCODA, MI 48750

FOR CATALOG WRITE DEPT. N

517/739-9852

517/739-3221

SEGASA/SONIC Offers Sensational Close Out

Asteroids

Missile Command

U/R **\$595** ea.

X/warehouse Baltimore

Made in Spain from genuine Atari Kits

Shopped Mint Condition No Coin Mech.

CHERRY BELL

(PINS/NEW)

\$275 ea.

No C.O.D.'s; Send Cashiers Check payable to:

SEGASA c/o Bert Seigel

12377 Ridge Circle, Los Angeles, Calif. 90049

Phone: 213/550-7608

EPROMS PROGRAMMED

2708; 2716; 2532; 2732; 2564; 2764

**\$10.00 PER CHIP
PROGRAMMING FEE**

Send us any EPROM or ROM and we will duplicate it for \$10, plus the cost of the blank chip. You may supply blank or buy from us at the following rates:

| | |
|------|--------|
| 2708 | \$3 |
| 2716 | \$4.25 |
| 2532 | \$7.50 |
| 2564 | call |

Software
Development
Available

BOARDS REPAIRED

Send us any video board, power supply, or TV monitor. It will be repaired and shipped out within 24 hours in most cases. (Carry in service available)

GAMEROOM SERVICE

We currently service many of the most successful gamerooms in the New York City, Long Island area. Call for prices.

GAMETEK SERVICE CO. INC.

199-18 32nd Ave., Bayside, NY 11358
(212)631-9242
(800)221-9070 Toll Free

**WE HAVE THE LOWEST PRICE
ON AMERICAN LOCKS & HASPS
ACE LOCKS re-keyed . . \$1.00
ACE KEYS cut \$1.00**

**"FOR YOUR COMPLETE
SECURITY NEEDS"**

POWER SUPPLIES & MONITORS

PHILADELPHIA VENDING

8810 Dewees St., Philadelphia, PA 19152
215/698-2738

**VIDEO GAME
LOGIC BOARDS
LONG LIST**

Fabco International, Inc.
104 Applewood Dr., Suite 'A'
Longwood, Florida 32750
305/831-0399

ROUTE CLEARANCE SALE

(all original manufacturers)

- PAC-MAN \$1800.
- OMEGA RACE 1300.
- ASTRO BLASTER 900.
- ASTEROIDS 500.
- ASTEROIDS DELUXE 500.
- SCRAMBLE 650.
- GALAXIAN 850.
- ASTEROIDS (ct) 600.
- TEMPEST 1650.
- DEFENDER 1650.
- FROGGER 1650.

B & B VENDING

1560 Edison, Dallas, TX 75207
214/747-0041

**ALL ORIGINALS
NEED SPACE!**

- | | |
|------------------|-----------------|
| Sea Wolf II | Asteroids |
| Basketball | Star Castle |
| Lunar Lander | Football (4-pl) |
| Miss. Comm. ct | Firetruck |
| Circus | Rip Off |
| Bandido | |
| Space Encounters | |

Package price: \$5000.00
(will also sell individually)
Certified Check or Cash

FUNTOWN U.S.A.
North Conway, New Hampshire
603/356-6066

BERZERK-FRENZY/BERZERK-FRENZY/BERZERK-FRENZY

Our newest conversion kit is "FRENZY"

This complete board will retro-fit Stern's "Berzerk"

A complete board, no soldering or jumpers to install.

Simply remove your old board & install your new board. Simple as 1, 2, 3.

We have painted our old Berzerk's BURNT ORANGE to match the new "FRENZY", replaced the top name panel with a painted panel. I believe the cash box talks/Our average gross for the past 8 weeks has been \$260.00. This conversion is so strong that we are buying up old Berzerks.

This new board is available now at \$450.00. I'm sorry but credit CANNOT be given on old Berzerk boards--they are useless. My supply is limited. First come, first served.

Payment by cash, money order, certified check (NON-certified check/allow 14 days to clear.)
UPS collect by cash or certified check only.

I WILL STAND BEHIND THESE BOARDS FOR ANY AND ALL LEGAL COPYRIGHT PROBLEMS.

CROWN VENDING CORPORATION

111-59 44th Ave., P.O. Box 19, Corona, NY 11368

212/592-7070

TECHNICIAN NEEDED

For exciting opportunity in Washington D.C. Experience in all phases of game repair a must.

Please call: **703/354-5403**

WASHINGTON D.C. AREA

If your service is less than it should be, CALL US

We are the the repair specialists. We service arcades & locations in D.C. and the beltway suburbs. ALL GAMES: PINS & VIDEOS (no pirates please)

PINBALL WIZARD

354-5403



WIZARD ELECTRONICS

manufactures an incredible convertible video game..... 100's of games in one! Now featuring the top game "Lady Bug" plus many more copyright-safe games. Universal wiring makes a changeout easy-in 20 minutes replace computer board, controls panel and top marquee panel provided by the Wizards for a fraction of the cost of a new game! Available in upright, cocktail or tabletop. All models are constructed of solid wood and feature the highest rated color monitors and heavy-duty power supplies to last through many change-outs. Game is NEVER OBSOLETE!

RETAIL: \$2695.

LEASING PLAN AVAILABLE!!!!

Call: **702/877-0582**
or write for brochure

WIZARD MARKETING

3140 Polaris, Suite #22
Las Vegas, Nevada 89102

Dealer Inquiries Invited

IT PAYS TO CONVERT

Your worn out space games can become new income producing maze games for less than \$300. Simple installation

INTEGRATED BOARDS CORP.

201/379-5264

VIDEO ARCADE CHAIN FOR SALE

Well established and highly profitable Chicago area operation. Excellent personnel. \$600,000-plus cash flow. Owner retiring

Please write c/o:
Play Meter Magazine
P.O. Box 24170, New Orleans, LA 70184 (dept. LF)

FOR SALE OR TRADE
LOCATION READY
from
GOUDEAU, INC.

P.O. Box 539, Cottonport, LA 71327

318/876-3377

Asteroids \$1000.
Battlezone 900.
Missile Command 1000.
Qix 1700.
Scramble 1200.
Asteroids Deluxe 1100.
Red Baron 1100.
Asteroids (ct) 900.
Asteroids Deluxe (ct) 1000.
Missile Command (ct) 900.
Warlords (u/r) 1100.
Warlords (ct) 1000.
Vanguard 1500.

BUY GAMES FROM FRANK "THE CRANK"

BUY GAMES FROM "THE CRANK"

| | | | |
|-------------------------------|---------|--------------------------|--------|
| Missile Command | \$1250. | Barrier | \$345. |
| Luncar Lander | 500. | Crazy Climber | 1495. |
| Super Breakout | 300. | Lunar Rescue | 995. |
| Armor Attack | 995. | Polaris | 995. |
| Space Wars | 375. | Stratovox | 995. |
| Star Castle | 995. | Magical Spot | 895. |
| Astro Blaster | 1395. | Asteroids | 1395. |
| Astro Fighter | 995. | Asteroids (Deluxe) | 1295. |
| Carnival | 1295. | Tomahawk | 1095. |
| Moon Cresta | 995. | Football | 300. |
| Pulsar | 1095. | Super Cobra | 1445. |
| Space Firebird | 1195. | PINBALLS | |
| Galaxian | 1295. | Hercules | \$895. |
| Gorf | 1495. | Fireball II | 895. |
| Sea Wolf II | 500. | Flash Gordon | 995. |
| Space Invaders | 795. | Skate Ball | 875. |
| Space Invaders (Deluxe) | 895. | Viking | 850. |
| Defender | 1895. | Xenon | 1100. |
| Astro Invader | 995. | Black Knight | 995. |
| Berzerk | \$1295. | Fire Power | 745. |
| Scramble | 1395. | Pharaoh | 1100. |
| The End | 1095. | | |

Pinballs \$250 & up

LARGE INVENTORY OR OLDER PINS (CALL FOR LIST)

ARDAC Bill Changer (complete with base) \$1000.00
1/3 Deposit—Balance on Delivery

ALPHA-OMEGA SALES COMPANY

Office #3 Coral Street, Edison, New Jersey 08837

(201) 738-1800

Send for Complete List of Games

NEW-USED

WE HANDLE ALL MAKES:
GAMES • MUSIC • VENDING

"We're On The Move"



WORLD WIDE
distributors, inc.

2730 West Fullerton Ave.
Chicago, Illinois 60647

312/384-2300

BRANCH OFFICES

2555 South Division
Grand Rapids, MI 49507

(616) 247-1412
36339 Groesbeck Highway
Mt. Clemens, MI 48043
(313) 791-7870

SERVICE
EXPERTLY & RELIABLY
done on all coin operated
games. Boards repaired,
games converted, kits installed,
contract rates available.

Arcades a specialty
Call or Write:

JACK GUARNIERI
SERVICE COMPANY
Box 155, Brooklyn, NY 11236
(212)531-1557

For Midwest Game Manufacturers

HEAVY, HEAVY DUTY GAME CABINETS

Four (4) Styles

Priced \$185 down to \$165

picked up in Sioux Center, Iowa

"If you aren't satisfied with these,
you won't be satisfied with anything."

R.V. ELECTRONICS

712/722-3443

"Satisfaction Guaranteed!"

VIDEO GAME SPECIALIST

- 1 Repair most current video game PC boards at the lowest price.
2. Consult & design video game software & hardware. We can turn your idea into a new video game.
3. Supply PROM, IC chips, & parts related to game boards.

I.A.D., INC.

171-01 Jamaica Ave., Jamaica, NY 11432

212/739-0758

HIGH COST OF NEW GAMES CUTTING INTO YOUR PROFITS?

*Why not convert dead pieces
into new money makers for
less than half the price!*

VIDEO CONVERSION KITS

Easy to install...guaranteed!
Also new & used games available
Call in New York:

SYSTEMS

516/643-6033

!!!!GUARANTEED LOWEST PRICES!!!!

(Will Meet or Beat Any Deal)

All games guaranteed 30 days/boards & monitors.

NEW

Gremlin/Sega SPACE TACTICS . \$2495.
95.
Midway WIZARD OF WOR 1295.
Centuri ROUNDUP 995.
Taito QIX upright 1795.
Game-A-Tron DAMBUSTER 1595.
Atari TEMPEST call
Atari SPACE DUEL call
JACK THE GIANT KILLER 1595.

COCKTAILS

TEMPEST 2095.
OMEGA RACE 1695.
SPACE DUEL 1395.

CABARETS

TEMPEST 2195.
OMEGA RACE 1695.
BATTLEZONE 795.

PINS RECONDITIONED

SUPERMAN 795.
DRAGON 195.
BLACK OUT 750.
BLACK KNIGHT 795.
FLASH 495.
MEDUSA 1095.
FIRE POWER 595.

COCKTAILS

ZARZON \$395.
Taito SPACE INVADERS 295.
Midway SPACE INVADERS 395.
MOON CRESTA 695.

RECONDITIONED

Atari FOOTBALL 195.
Atari ASTEROIDS 695.
Atari ASTEROIDS DELUXE 695.
Atari TEMPEST 1795.
Atari TEMPEST cabaret 1795.

Atari SPACE DUEL 1795.
Atari MISSILE COMMAND 895.
Game Plan INTRUDER 895.
Universal ZERO 395.
Universal COSMIC ALIEN 395.
Universal GUERRILLA 395.
Centuri LOCOMOTION 1495.
Midway GALAXIAN 895.
Midway DOUBLE PLAY 195.
Midway SPACE INVADERS Deluxe 395.
Midway SPACE ENCOUNTERS 395.
Stern SCRAMBLE 895.
Stern SUPER COBRA 775.
Cremlin ASTRO FIGHTER 695.
Gremlin SPACE FURY 1095.
Gremlin SPACE ODYSSEY 1095.
Gremlin CARNIVAL 775.
Cinematronics SPACE WARS 295.
Cinematronics STAR CASTLE 595.
SUPER MOON CRESTA 795.

BUY WITH CONFIDENCE FROM

COIN MACHINE DISTRIBUTORS, INC.

425 Fairview Park Drive, Elmsford, New York 10523

Authorized: Atari, Rowe AMI,
Gremlin/Sega, Taito, Centuri, etc.

914/347-3777

Member: AMOA & AVMDA

THE NATION'S LARGEST STOCK OF ROWE AMI PARTS! KLOPP COIN COUNTERS IN STOCK NOW!

**SCHOOL FOR
ELECTRONIC GAMES**

Two-week course covers video and pins. By Schematics! Our 11th year! CAL'S COIN COLLEGE, P.O. Box 810, Nicoma Park, OK 73066. 405/769-5343

**PLEASE USE
OUR NEW
PHONE
NUMBER
FOR
SUBSCRIPTIONS**

Or for questions
concerning
your present
subscription

504/837-7987

FOR SALE: Space Duel (new), \$1695; Pac-Man, \$1895; Tempest, \$1595; Qix, \$1495; Space Invader, \$350; Space Encounter, \$250; and Asteroids Deluxe, \$895. D & P Music, 658 W. Market St., York, PA 17405. Call: 717/848-1846.

CHECKED & LOCATION READY

| | |
|--------------------|-------------|
| Donkey Kong | call |
| Tron | call |
| Mission-X | call |
| Ms. Pac-Man | 2459. |
| Galaga | 2459. |
| Robby Roto | 2059. |
| Lady Bug | 2095. |
| Pac-Man | 2095. |
| Amidar | 1995. |
| Alpine Ski | 2059. |
| Bosconian | 2059. |
| Kickman | 2059. |
| Strategy | 1495. |
| Qix | 1495. |
| Frogger | 1695. |
| Omega Race | 1295. |
| Tempest | 2095. |
| Armor Attack | 745. |
| Challenger | 1495. |
| Red Baron | 995. |
| Missile Command | 895. |
| Battlezone | 695. |
| Star Castle | 795. |
| Asteroids | 1095. |
| Meadows Lanes | 295. |
| Depth Charge | 295. |
| Space Invaders | 749. |
| Blockade (up & ct) | 249. |
| Bi-Plane | 249. |

**LAKESIDE ELECTRONICS
& AMUSEMENT COMPANY**
310 Covington St., P.O. Box 176
Madisonville, LA 70447
504/845-7146
(ask for Mike Cannon)

AUTO-TRIGGER™

Continuous Fire Action System

Games equipped with continuous fire action are becoming more popular every day. The reason for this is the excitement and pace it adds to the game.

Auto-Trigger™ believes that for the money an operator pays for a game, there should be a return on the investment. That is why Auto-Trigger™ has developed an approach to make games exciting after the new game zest appeal has worn off.

By depressing and holding fire button, game fires automatically, increasing interest and revenue of older games. Because of the built-in double channel feature of the Auto-Trigger™, only one system is needed for cocktail tables and games with two fire controls.

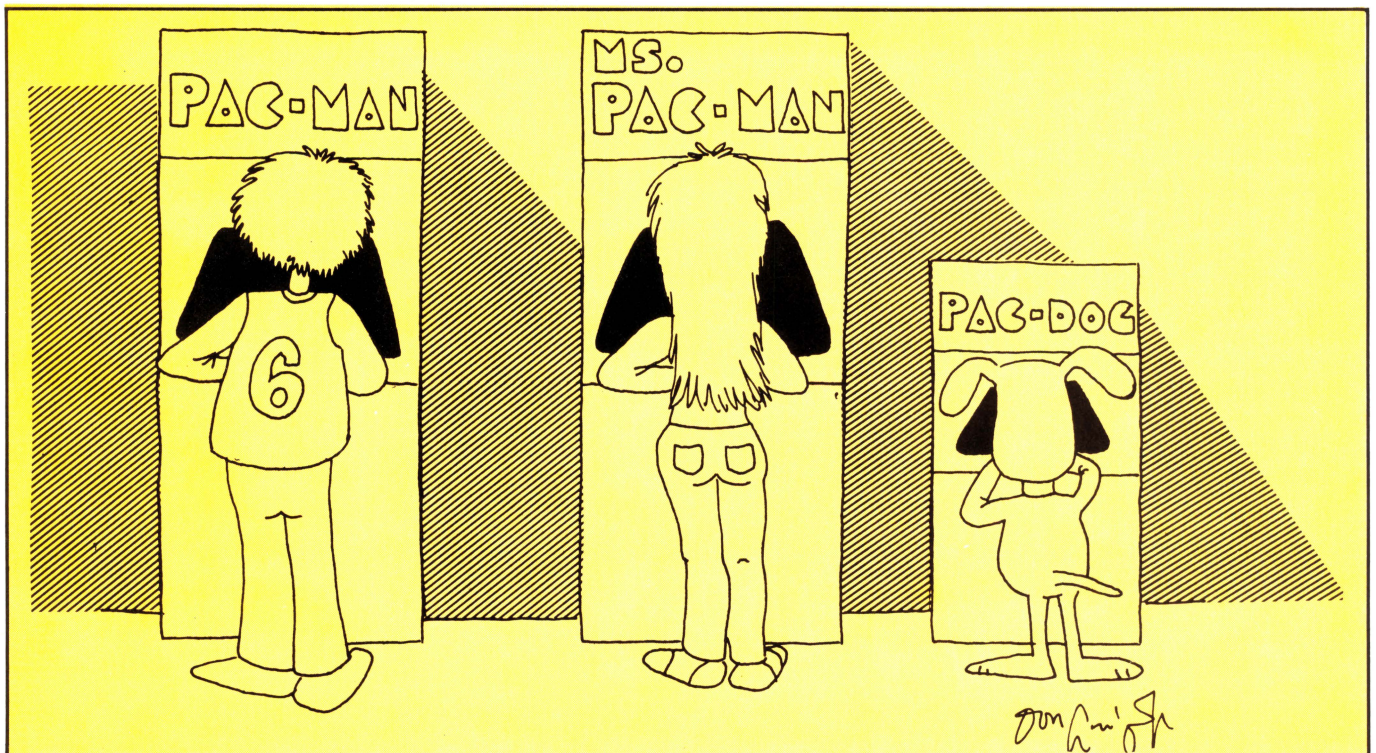
For prompt shipment, complete with decal & installation instructions, send check or money order for \$17.⁹⁵ to:

AUTO-TRIGGER™
P.O. Box 248, Rescue, VA 23424

(Virginia residents add 4% sales tax). For COD orders call:

804/898-3427

Fully warranted for 60 days
"Satisfaction Guaranteed"



TRON

Call for immediate delivery
on this latest Hit!

ALL OTHER POPULAR GAMES IN STOCK



7501 Port West, #50
Houston, Texas 77024

DISTRIBUTING CO., INC.

713/868-4145

**GENTLEMEN, WE'RE
READY TO
DEAL...**

Special Prices for Volume
Purchasing
Call for Current Inventory



KNOCKOUT

Available Now
A Sure Winner

A New Deal
Service available on all coin-op machines
even if you haven't purchased them from United States Amusements, Inc.

CALL COLLECT FOR SPECIAL PRICES 201-926-0700
COCKTAILS & UPRIGHTS

| | | | |
|-------------|---------|-------------|------------|
| ZAXXON | FROGGER | BOSCONIAN | ASTEROIDS |
| ROBOTRON | GALAGA | KICKMAN | OMEGA RACE |
| SPACE DUEL | VICTORY | PAC-MAN | PHOENIX |
| DONKEY KONG | LOOPING | MS. PAC-MAN | SCRAMBLE |
| NAUGHTY BOY | FRENZY | CENTIPEDE | GALAXIAN |
| AMIDAR | DIG-DUG | TEMPEST | DEFENDER |
| QIX | TURBO | STARGATE | |

New or Reconditioned call us for Anything you need.
Our Service Department is Bigger, Better & Faster than ever.
Qualified Technicians Service Everything we sell — Anywhere we sell it.

UNITED STATES AMUSEMENTS, INC.
2 WEST NORTHFIELD RD. LIVINGSTON, NJ 07039

CALL COLLECT 201-926-0700



WAREHOUSE CLEARANCE

Equipment AS IS/complete

Terms: C.O.D. Freight FOB Charlotte, NC

VIDEO GAMES

ATARI

Asteroids \$800
Asteroids Deluxe 600
Asteroids mini 600
Missile Command up ... 800
Missile Command ct ... 800
Missile Command mini .. 800
Red Baron 800

CENTURI

Phoenix \$1200
Phoenix mini 1100
Pleides 1200
Pheides ct 1100

CINEMATRONICS

Armor Attack \$450
Solar Quest 600
JACK the GIANT KILLER 1250
Tailgunner 400

EXIDY

Tailgunner s/d \$500

GAME PLAN

Tank Battalion \$500

MIDWAY

Omega Race \$1000
Space Invaders 400
Space Invaders ct 300
Wizard of Wor 600
Wizard of Wor mini 600

STERN

Berzerk 700
Berzerk ct 600

PINBALLS

BALLY

Electra \$1100
Embryon 700
Fatham 800
Flash Gordon 700
Medusa 900
Space Invaders 600
Xenon 800

STERN

Flight 2000 \$500
Free Fall 500
Lightning 800
Nine Ball 500

GOTTLIEB

Black Hole \$1200
Mars 700
Volcano 700

.....ask about our many other games

BRADY DISTRIBUTING CO.

4308 Wilmont Rd, Charlotte, NC 28219

704/525-8130

SMALL VIDEO ROUTE FOR SALE

20 games in 8 locations
Gross: \$120,000 per year
Priced below market value

Route includes: (5) Donkey Kongs;
(5) Ms. Pac-Man; (3) Stargate;
(2) Dig Dug; (1) Turbo; (1) Robotron;
(1) Centipede; (1) Make Trax;
and (1) Phoenix.

Located east of Dallas

send replies c/o:

Play Meter Magazine
P.O. Box 24170, New Orleans, LA 70184 Dept. #61

FOR SALE: Eight Ball Deluxe \$1500;
Tempest \$2000; Zaxxon \$2525. Call: 1-800-433-2915 or in Texas 1-800-772-2708

SELLING OUT?

We are a rapidly expanding arcade chain seeking to acquire game rooms in enclosed malls of at least 200,000 square feet throughout the U.S. Prime strip & central business district locations will be considered. Send pertinent financial & real estate information in strictest confidence c/o: Play Meter Magazine, P.O. Box 24170, New Orleans, LA 70184 Dept. #TC

Kiddie Rides

2 Apollo Rockets
(never used) plus
1 Train

All for \$3,000 or will
sell separately

Contact: Pat Carrioni
203/838-7700

FOR SALE: Bosconian \$1395; Omega Race (cocktail table) \$1175; Robby Roto (call or write); Wizard of Wor \$1095; Gorf \$1295; Strategy \$1095; Amidar \$1495; Scramble \$1250; Moon War \$1175; Defender \$1395; Stargate \$2075; Tempest \$1595; Centipede \$1950; Qix \$1395; Alpine Ski \$1825; Mini Crazy Climber \$1250; Grand Champion \$2150; Kram (floor sample) \$1495; Wild Western (call or write); Electric Yo-Yo \$1495; Mouse Trap \$1525; Eliminator \$1225; Space Odyssey \$1195; 005 \$1495; Locomotion \$1395; The Pit \$1725; Radarscope (sit-down) \$1295; Jump Bug \$1495; Haunted House \$1350; Centaur \$1095; Eight Ball Deluxe \$1025; Hyperball \$1450; Hydra Boat \$1095. Call or Write: NEW ORLEANS NOVELTY CO., 3030 No. Arnault Rd., Metairie, LA 70002. 504/888-3500

VIDEO UPRIGHTS FOR SALE

Most Games Available in mini & cocktail models

ATARI

| | |
|-------------------------|--------|
| Asteroids (original) | \$950. |
| Asteroids Deluxe | 950. |
| Asteroids Deluxe (mini) | 895. |
| Battlezone (mini) | 695. |
| Battlezone | 750. |
| Centipede | 2295. |
| Dig Dug | 2695. |
| Red Baron | 1150. |
| Space Duel | 1995. |
| Tempest | 1795. |
| Kangaroo | 2695. |

CENTURI

| | |
|-------------|---------|
| D-Day | \$1595. |
| Eagle | 1395. |
| Locomotion | 1595. |
| Phoenix | 1950. |
| Round Up | 1295. |
| The Pit | 1895. |
| Vanguard | 1395. |
| Tunnel Hunt | 2395. |

CINEMATRONICS

| | |
|-----------------------|--------|
| Barrier | \$395. |
| Boxing Bugs | 1895. |
| Jack the Giant Killer | 1895. |
| Star Hawk | 595. |
| Solar Quest | 1250. |
| Sundance | 450. |
| Warrior | 595. |
| DECCO Mad Alien | 1195. |

EXIDY

| | |
|------------|-------|
| Mouse Trap | 1950. |
| Venture | 1095. |

GAME PLAN

| | |
|----------------|---------|
| Kaos | \$1095. |
| King & Balloon | 1095. |
| Megatack | 1195. |
| Por O' Gold | 1695. |

GREMLIN

| | |
|----------------------|---------|
| 005 | \$1695. |
| Astro Blaster | 1450. |
| Astro Blaster (mini) | 1395. |
| Eliminator | 1450. |
| Frogger | 2295. |
| Space Odyssey | 1350. |
| Super Moon Cresta | 1480. |
| Turbo (mini) | 3195. |
| Zaxxon | 2695. |

MIDWAY

| | |
|----------------|---------|
| Bosconian | \$1750. |
| Gorf (mini) | 1350. |
| Ms. Pac-Man | 2595. |
| Pac-Man | call |
| Rally-X (mini) | 1250. |
| Wizard of Wor | 1250. |
| Tron | 2695. |

NINTENDO

| | |
|-----------------------|---------|
| Donkey Kong | \$2595. |
| Radarscope | 1250. |
| PACIFIC NOVELTY Thief | 2195. |
| RAMTEK Trivia Quiz | 395. |

ROCK-OLA

| | |
|--------------|---------|
| Fantasy | \$1650. |
| Warp-Warp | 1050. |
| Space Attack | 795. |

STERN

| | |
|-------------|---------|
| Moon War | \$1150. |
| Scramble | 1350. |
| Strategy X | 1395. |
| Super Cobra | 1195. |
| Turtles | 1250. |

TAITO

| | |
|-----------------------|---------|
| Alpine Ski | \$2295. |
| Qix | 1695. |
| Space Invaders | 895. |
| Space Invaders (trim) | 750. |
| Wild Western | 2495. |

UNIVERSAL

| | |
|------------------|--------|
| Cosmic Guerrilla | \$750. |
| Cosmic Avenger | 1550. |

WILLIAMS

| | |
|----------|---------|
| Defender | \$1750. |
| Robotron | 2750. |
| Stargate | 2695. |

- * NATIONWIDE SERVICE/we ship anywhere
- * LARGE INVENTORY * PROMPT SHIPMENTS
- * EXCELLENT SERVICE BACK-UP
- * FREQUENT PRICE REDUCTIONS

CALL FOR LATEST PRICES!

DIXIE AMUSEMENT CO.

2803 Pass Rd., Biloxi, MISS 39531

(601)374-2681

TRONICS



INC.

Leaders in innovative accessories
for Amusement Games

Grab all the control
you can.....

This Challenger Series Video Glove is made from the finest materials available and designed to give you a smooth, comfortable fit. The "tacky" vinyl palm prevents slippage caused by perspiration and eliminates blisters from video play. Increase your score with Challenger Series Video Gloves.



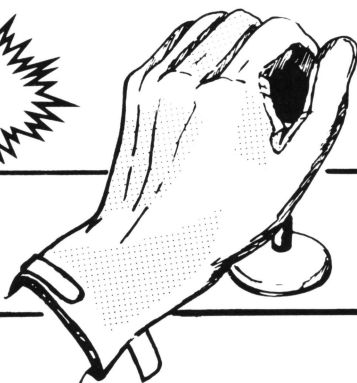
Price Per: Single Glove..... \$3.95
Case of 12..... \$37.20

When ordering, please specify:
Size: Regular or Large
Color: Red or Blue
and right or left hand.

Send check or money order to:

VIDEOTRONICS

P.O. Box 808
Green Mountain Falls, CO 80819
Allow 2-3 weeks for delivery
Incl. 50¢ shipping/handling for 1
\$1.00 for 2 or more



SNAPSHOTS



Mark McCleskey has been named vice president of sales at Data East Inc. He moves from Universal where he was national sales manager. McCleskey praised Data East's products pointing out, in particular, its *Mission X* which he said is proving to be the most successful interchange game introduced by the firm.



Atari participated in this year's California State Special Olympics. Company employees worked with youngsters to help them master video games. The company also presented a check for \$2,500 to the Special Olympics Committee.



Al Wells (left) of Wells-Gardener Electronics and **Fred Fukumoto** of Cinematronics Inc. congratulate each other on an agreement they reached whereby Wells-Gardener will sublicense the use of Cinematronics's X-Y monitor system to other manufacturers. The Chicago-based firm produces monitors for several video game manufacturers.



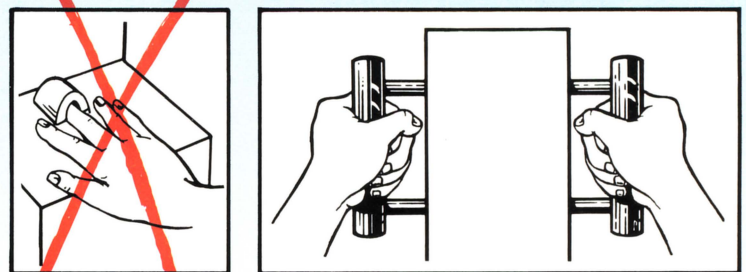
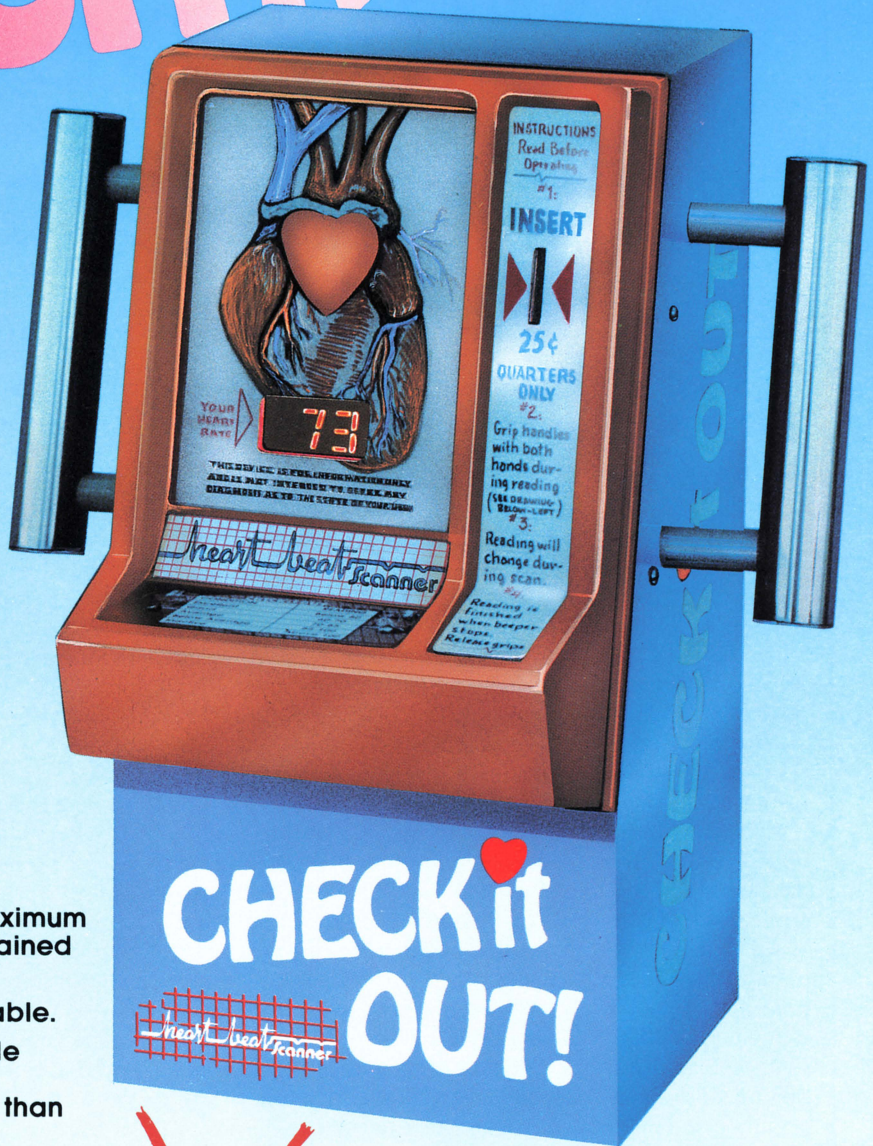
Laura Buxton, commentator for San Diego NBC affiliate Channel 39, shows her enthusiasm for Sega/Gremlin's *Zaxxon*. The game was spotlighted on Channel 39's *Weekend Magazine*.

Capitalize on the billion dollar health market

CHECK it OUT!™

At Last!
A pulse rate
monitor that
really works.

- ✓ Heavy gauge steel construction with ABS Plastic Bezel
- ✓ Flashing graphic of stylized human heart to attract attention. Flashes and beeps in rhythm to your heart during actual reading.
- ✓ Reading updates on large LED display every six seconds. Final reading freezes correct number and beeper stops when reading finished.
- ✓ Extra large coin box holds approximately \$400.00 in quarters.
- ✓ Padlocked slide-in access door for maximum security. Also allows machine to be chained to counter, if desired.
- ✓ Much easier to use and more dependable.
- ✓ Exclusive handgrip sensors on each side assure accurate reading. Utilizes Electrocardiograph technology rather than finger clip photo-cells on competitive machines which read changes in skin color.
- ✓ Dependable, yet repairable circuit board.
- ✓ Twenty-five cent coin slot activates circuitry. Reading begins once user grips handbars.
- ✓ Plugs into any standard 120 volt AC outlet. Available for foreign electrical and coin requirements.
- ✓ Optional matching stand for non-counter locations.



WRONG

RIGHT

Out dated finger-slot method is subject to inaccurate readings. New handbar method is much more reliable.

MANUFACTURERS

MOVIE HUT INC.

P.O. BOX 95, STATE HIGHWAY 38 WEST, ELKLAND, MISSOURI 65644

SALES: 417/329-5414 SERVICE: 417/329-5416

THE LAST WORD

Why people need games

By David Pierson

Games are an inseparable part of the human condition. Walter Cronkite said he was hooked on *Space Invaders*.

There was a Bally *Fireball* pinball game in Jimmy Carter's house in Plains, Ga.

And then there's the story of Mark Twain, who fell in love with the game of billiards. What was it he saw in the game? Billiards offers not only recreation but also an opportunity to play with pure geometry, he said, to investigate endless possibilities in abstraction.

Mental recreation? Yes, but it's more than just that. Games of all kinds—from board games to sports to video games to pinball—offer people something they need.

Thanks to the democratization of educational possibilities, there are more people today than ever before who have been trained to use their brains. More people than at any time in the history of modern civilization! And the awful truth of the human condition is that, for the most part, people aren't really encouraged to live up to their potentials. Instead, they are largely saddled with jobs that only tax a small part of what they've learned. And that sad state results in poor employee productivity and a general feeling of helplessness by a very large segment of the population. They feel unfulfilled by their occupations.

As a result, there are potentially more games players in the world than there are moviegoers, or record buyers, or sports enthusiasts because games and puzzles have a potential to appeal to everybody. And given the general feeling of slacking worker productivity and a feeling by the work force itself that it is not being fulfilled, it's clear that pastimes, diversions which serve to help man cope in today's fast-paced, highly-specialized world, are essential to society.

That's why video games are essential to American society. They are not a fad, a freak, like the Hula Hoop. And any attempts to classify video games as mere diversions that offer little more than maybe improved hand-eye

coordination completely miss the point.

In the July 1, 1982 issue of *Play Meter*, we compared the educational values of chess to that of video games. And something there bears repeating. We wrote: "The ability to abstract, project, analyze, imagine, and then solve a problem—all within the confines of a predetermined logic—contributes to the educational value of chess...The same holds true for coin-op video games. The challenge inherent in games—to spot trends, tendencies, and patterns on the video screen—and to react correctly—creates a propensity in the player to deal in a problem-solving manner in other disciplines, with other systems of logic."

Now we find that educators are actually beginning to suspect the same thing themselves!

A recent issue of *Seventeen* magazine reported a study by Edna Mitchell, chairman of the Education Department of Mills College in Oakland, Cal. The education specialist reportedly found that girls who played video games regularly showed dramatic improvements on tests in spatial relationships, logical reasoning, and reasoning based on abstract shapes and forms!

The story, which was reported also by United Press International, quoted Mitchell as saying, "Girls begin to develop skills when they repeatedly have to estimate when to pull a trigger, how to guide a car through a highway maze, how to shoot an object."

Mitchell was also reported saying the game play study proved girls have no genetic lack of skill. "They just have never been encouraged before now to develop and practice this type of coordination," she said.

If ever there was an argument that needs to be brought home to the American public about video games, this is it. All the public has heard up until now is all the vague, totally unsupported suspicions about anti-game fanatics. Now maybe after that furor has died down, the real word can get out about the games—that the reason video games have captured the public's imagination is...because they've captured the public's imagination. ●

LIGHTNING HOT!

Ten Spot

The World's First!
Ten Player-Selectable Games
in One Single Cabinet.



ALL THIS AND MORE:

- ★ STRONG LOCATION APPEAL
- ★ ELIMINATES ROTATION
- ★ REDUCED DOWN-TIME
- ★ ELIMINATES OBSOLESCENCE
- ★ 240K MEMORY CAPACITY
- ★ RELIABLE YET SERVICEABLE
- ★ GAMES INDEPENDENTLY INTERCHANGABLE
- ★ THREE ATTRACTIVE CABINET STYLES
- ★ BROAD UN-SEGMENTED PLAYER APPEAL
- ★ FIRST-OF-A-KIND UNIQUENESS

*At Last...
You're the Winner!*

FOR YOUR NEAREST DISTRIBUTOR
CONTACT:

DMI

Distributor Marketing International Corp.

NASHVILLE, TENN. 615 - 366-6060
SANTA CLARA, CALIF. 408 - 980-8666

ZEKTOR™

"I have conquered Eridonus. You will not take it from me."

The bewitching graphic faces and chilling voices of alien robots dare the player to liberate the eight cosmic cities the robots defend.

Now comes ZEKTOR, the player's ultimate journey into a totally new realm of video game cosmos. Never before has a challenge been so great, opponents so defiant, or a game so alluring. A kaleidoscope of color, action and sound summons the player into a thrilling test of space game skill.

The Player Ship must defeat Enemy Fighters, Moboids and Roboprobes. Lethal Zizzers can destroy the Player Ship.

Fierce male and female robots with menacing alien voices pack eight exciting rounds with unique space adventure. The Mission: to liberate eight captive cosmic cities. The Opponents: eight evil robots and their awesome defenses. The Payoff: excitement, fun and thrills to keep every player playing. ZEKTOR is a color X-Y, one- and two-player, upright game you can't afford to be without.

Convert-a-Game™

A New Game for less than half the cost.

If you own an Eliminator™ or Space Fury™ upright Convert-a-Game™, we have *great news* for you! Now you can convert your old game into a brand new ZEKTOR game for less than half the normal-cost of a new game!

Your authorized SEGA distributor will convert your Eliminator or Space Fury game and return it to you as a brand new ZEKTOR game.

It pays to buy a SEGA Convert-a-Game . . . whether your distributor converts an older game with Sega's Convert-a-Pak™ . . . or you purchase a completely new Convert-a-Game such as ZEKTOR.

If this sounds like *great news* to you, call your authorized SEGA distributor today.

SEGA®

Convert-a-Game™

SEGA Authorized Distributors

ALABAMA

Birmingham
Birmingham Vending Co.
(205) 324-7526
Montgomery
Franco Distributing
Co., Inc.
(205) 834-3455

ARIZONA

Phoenix
Circle International Co.
(602) 269-6736
Continental Divide
Distributors, Inc.
(602) 269-5891
Mountain Coin Machine
Distributors
(602) 269-7596
Rowe International, Inc.
(602) 279-2314

ARKANSAS

El Dorado
Jack's Amusement
(501) 863-5600
North Little Rock
Godwin Distributing
Co. Inc.
(501) 753-1138

CALIFORNIA

Los Angeles
Betson Pacific
Distributing Co.
(213) 388-9338
C. A. Robinson Co., Inc.
(213) 735-3001
Circle International Co.
(213) 380-5850
San Diego
Circle International Co.
(714) 278-3575
San Francisco
Bally Advance
(415) 871-4280
Betson Pacific
Distributing Co.
(415) 543-4495

COLORADO

Denver
Continental Divide
Distributing Co.
(303) 778-7778
Mountain Coin Machine
Distributors
(303) 620-9350
Rowe International, Inc.
(303) 534-6308

FLORIDA

Hialeah Lakes
Monroe Distributing Inc.
(305) 625-6666
Hollywood
Rowe International, Inc.
(305) 920-1411
Jacksonville
Rowe International, Inc.
(904) 733-6250
Miami
Belam Florida Corp.
(305) 621-1415
Orlando
Belam Florida Corp.
(305) 857-3381
Monroe Distributing, Inc.
(305) 857-1181
Southern Music
Distributing Co.
(305) 843-4302
Tampa
Rowe International, Inc.
(813) 885-4263

GEORGIA

Atlanta
Greater Southern
Distributing Co.
(404) 352-3040
Peach State
Distributing Co.
(404) 622-4401

ILLINOIS

Chicago
Bally Midwest
(312) 871-7600
World Wide Distributors
(312) 384-2300

INDIANA

Indianapolis
Bally Midwest
(317) 352-0466

IOWA

Des Moines
Philip Moss & Co.
(515) 266-5222

KANSAS

Wichita
United Distributing Co.
(316) 263-6182

KENTUCKY

Lexington
Cleveland Coin Lexington
(606) 231-8996
Louisville
Kentucky Coin Machine
Distributing Co.
(502) 966-5266

LOUISIANA

Kenner
Rowe International,
Louisiana, Inc.
(504) 469-0050
Metairie
New Orleans Novelty Co.
(504) 888-3500
New Orleans
AMA Distributors, Inc.
(504) 529-2315
Shreveport
S & H Distributing Co.
(318) 222-1642

MARYLAND

Baltimore
Banner Specialty Co.
(301) 994-5060
General Vending Sales
Corp.
(301) 837-4119

MASSACHUSETTS

Dedham
Rowe International, Inc.
(617) 329-3300
Norwood
Bally Northeast
Distributing, Inc.
(617) 762-9300

MICHIGAN

Livonia
Bally Midwest
(313) 525-8700
Wyoming
Bally Midwest
(616) 243-3644

MINNESOTA

Minneapolis
Lieberman Music Co.
(612) 887-5300

MISSOURI

Kansas City
Philip Moss & Co.
(816) 421-4570
Rowe International, Inc.
(816) 531-5715

St. Louis

Bally Midwest
(314) 991-1505
L & R Distributing Co.
(314) 421-3622
Musical Sales, Inc.
(314) 535-4310

NEBRASKA

Omaha
Central Distributing Co.
(402) 553-5300
Philip Moss & Co.
(402) 331-2333

NEVADA

Las Vegas
UAI Nevada, Ltd.
(714) 440-5785

NEW JERSEY

Moonachie
Betson Enterprises
(201) 440-2200
Springfield
Mondial International,
Corp.
(201) 467-9700

NEW MEXICO

Albuquerque
Continental Divide
Distributing Co.
(505) 884-6400

NEW YORK

Albany
Rowe International, Inc.
(518) 489-8501
Elmsford
Coin Machine
Distributors, Inc.
(914) 347-3777
Lake Success
R. H. Belam Co.
(516) 488-5600
New York
Albert Simon, Inc.
(212) 564-0006
E. Syracuse
Rowe International, Inc.
(315) 437-8371

NORTH CAROLINA

Charlotte
Brady Distributing Co.
(704) 525-8130

OHIO

Cleveland
Cleveland Coin
International
(216) 692-0960
Monroe Distributing, Inc.
(216) 781-4600
Columbus
Cleveland Coin
International
(614) 846-8590
Shaffer Distributing Co.
(614) 224-6800
Fairfield
Monroe Distributing, Inc.
(513) 223-0550

Macedonia
Shaffer Distributing
(216) 467-4850

OKLAHOMA

Oklahoma City
Southwest Vending
Sales Co.
(405) 682-8612

OREGON

Portland
Dunis Distributing, Co.
(503) 234-5491

PENNSYLVANIA

Jenkintown
Banner Specialty Co.
(215) 572-6966
Philadelphia
Eastern Music Systems
Corp.
(215) 627-1000
Pittsburgh
Atlas Music & Novelty Co.
(412) 471-1704
Banner Specialty Co.
(412) 782-0800
Wilkes Barre
Roth Novelty Co.
(717) 824-9994

SOUTH CAROLINA

North Charleston
Palmetto State
Distributing Co.
(803) 747-0726
W. Columbia
Rowe International, Inc.
(803) 796-0925

TENNESSEE

Memphis
Rowe International, Inc.
(901) 525-3609
Game Sales
(901) 525-8351
Nashville
Rowe International, Inc.
(615) 244-6646

TEXAS

Dallas
Commercial Music Co.
(214) 741-6381
O'Conner Distributing Co.
(214) 631-0150
Southwest Vending
Sales Co.
(214) 638-8411
Houston
H. A. Franz & Co.
(713) 523-7366
Peterson Coin Machine
Distributing Co.
(713) 523-7494
San Antonio
Southwest Vending
Sales Co.
(512) 824-9223

UTAH

Salt Lake City
Struve Distributing
Co., Inc.
(801) 328-1636

VIRGINIA

Richmond
General Vending
Sales Co.
(804) 262-4263

WASHINGTON

Seattle
Music-Vend
Distributing Co.
(206) 682-5700
Spokane
Music-Vend
Distributing Co.
(509) 535-5757

WISCONSIN

Green Bay
Bally Midwest
(414) 468-5200
Menominee Falls
Pioneer Sales &
Service, Inc.
(414) 781-1420

Milwaukee

S. L. London Music
Co., Inc.
(414) 344-3220

CANADA

ALBERTA

Edmonton
Dons Vending Co.
(403) 434-2433

BRITISH COLUMBIA

Burnaby
J.E. Weatherhead
Distributing, Ltd.
(604) 294-8271

ONTARIO

Rexdale
New Way Sales
(416) 746-2255
Toronto
T.W. Gilchrist Vending Ltd.
(416) 469-4181

QUEBEC

Montreal
Laniel Automatic
Machines, Inc.
(514) 731-5871

Gremlin Industries, Inc.,
16250 Technology Drive,
San Diego, CA 92127,
(714) 485-0910,
TWX 910-335-1621.
SEGA Enterprises, Ltd.,
#2-12 Haneda, 1-Chome,
Ohta-ku, Tokyo, Japan,
TLX 781-22357.
SEGA Europe, Ltd.,
15 Old Bond Street,
Mayfair, London, England,
W1X 3DB, TLX 847777.
SEGA Enterprises, Inc.,
2029 Century Park East,
Los Angeles, CA 90067,
TLX 688433.



DIMENSIONS: 71¼" high, 29⅞" deep, 25⅛" wide, 330 lbs.

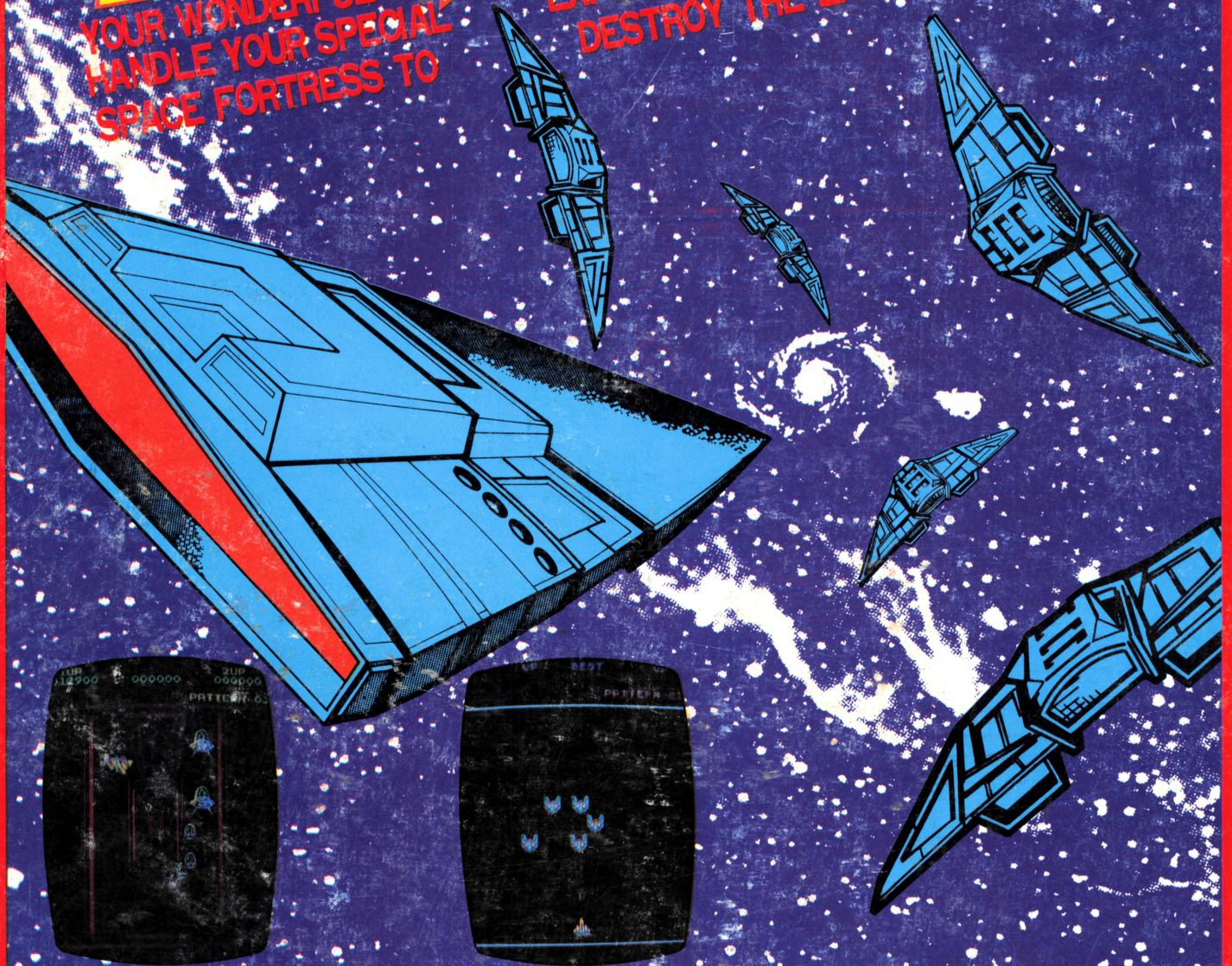
DECO CASSETTE SYSTEM

DECO
CONVENTIONAL
OR CASSETTE

Explorer

YOUR WONDERFUL 3
HANDLE YOUR SPECIAL
SPACE FORTRESS TO

DIMENSIONAL GALAXY ADVENTURE BEGINS.
EXPLORER CRAFT AND PENETRATE THE
DESTROY THE ENEMY WITHIN.



DATA EAST INC.

470 Gianni Street, Santa Clara CA 95050 U.S.A.
Telephone: (408) 727-4490
Telex: 172163 DATAEAST SNTA

To be featured on
TV show STARCADE®
(Check your local listing for date and time.)
JM Production Company