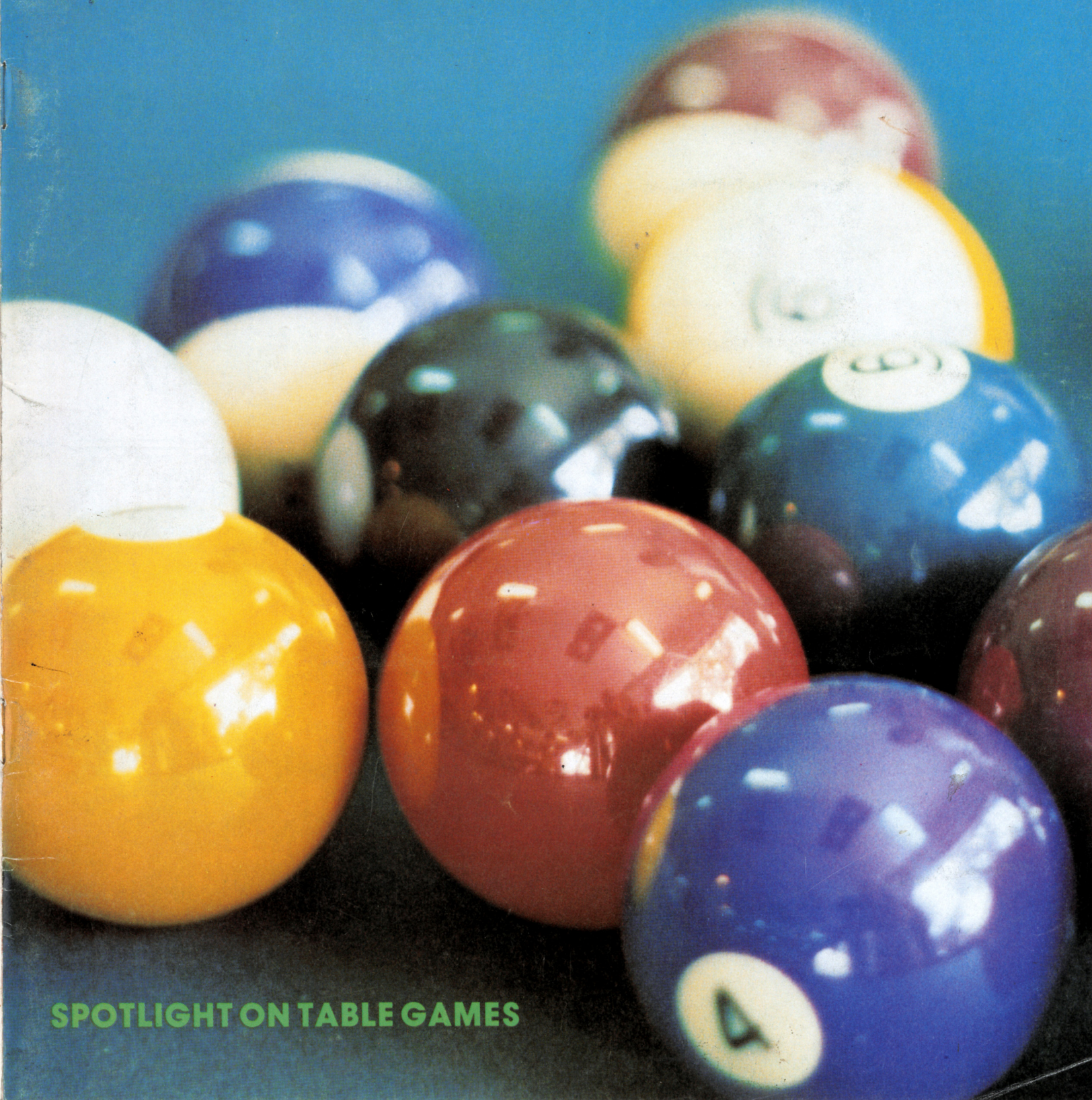


# PLAY METER

Volume 3 No. 19

October, 1977

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Volume 3 No. 19  
October, 1977

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MEMBER

# PLAY METER

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Dick Welu answers many varied questions about things you always wanted to know about the coin industry but you thought were too dumb to ask. You know, you were right.

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# FROM THE EDITOR

The A.M.O.A. show is coming. Its an event that a great many people, including ourselves, look forward to. For some it will be an occasion long remembered. For others it will be a weekend hangover that will be hard to forget. Yet amid the mass confusion of people running from one booth to another, the endless discord of bells, buzzers, blips, and beeps, one is left wondering sometimes if it is all worth it. All I can say is until somebody—and that somebody just might be Play Meter—comes up with something better, the AMOA show is all we've got, and we'll all just have to make the best of it.

One thing some people complain about is the timing of the show. Game manufacturers complain that it is held too late in the year, past the buying season. Phonograph manufacturers are usually delighted with the A.M.O.A. dates because they usually coincide with their own, once-a-year new product introductions. Most distributors, though, care very little about when or even where the show is held. Operators, in similar respects, are like the distributing people and will attend a show anytime of the year almost any place, provided that it's worth it.

Another complaint about the timing of the A.M.O.A. is that it hardly ever coincides with the N.A.M.A. (vending) show. While I agree that this practice is totally ignorant, I don't feel that the two shows should be held under the same roof in the same room. But if, in fact, they both must be held in the fall, then they should complement each other rather than to be in direct competition.

There's no question about it, the timing of the A.M.O.A. show presents a problem. When it's held later in the year, the game manufacturers complain, when it is held a couple of weeks after N.A.M.A. or at the same time but in different cities, a great number of distributors and operators start complaining.

I see only two ways the A.M.O.A. can go to rectify the situation. One is that it decide to match or overlap dates and match cities with the N.A.M.A. show and seriously consider holding a second show in a different city in the very early spring or late winter to coincide with the arcade season. The second solution is very much like the first solution. They could simply move the show to the late winter or early spring and forget about the fall/winter show. Then the only people that might get mad would be the phonograph manufacturers. Such a show would hit them just past the middle of the year. Still, having a handful of phonograph manufacturers upset is a bit better than having a whole bunch of game manufacturers, distributors, and operators upset. It's worth a thought.

In any event, it's too late now to do anything about this year's show. It's set and coming this month—Friday, October 28; Saturday, October 29; and Sunday, October 30. Although you do not need to be a member to attend, I encourage you to attend the show and join the association, if you have not already done so.

Other than Play Meter, of course, the only two things you've got going for you on the national level are the A.M.O.A. and its annual convention. So you should make the best of both. Attend and join. See you at the Conrad Hilton in Chicago.

Sincerely



Ralph C. Lally II,  
Publisher & Editor



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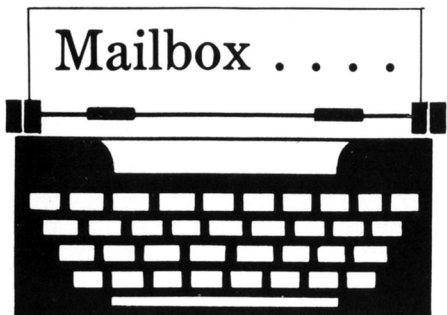


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## Why prices vary

I would like to take this opportunity to respond to Mr. Champion's letter (*Play Meter*, Sept., p.6) concerning the different prices on new and used equipment.

Variances in the prices of equipment between distributors throughout the United States can be for many reasons. Some of those are as follows:

(1) Some distributors give the operators more support than others by maintaining a larger parts inventory; delivering and picking up equipment for the operator thereby saving him time; stocking advance replacements on monitors and logic boards which is extremely costly and nonproductive profit-wise, and maintaining large facilities with an adequate staff to service and repair equipment as quickly as an operator needs it.

(2) Depending on the closeness of the distributors to the manufacturer's location, there is a large difference in freight cost, which has become an extremely expensive part of the cost of equipment.

(3) Every piece of equipment manufactured is not a winner and sometimes proves to be extremely costly to the distributor. Most distributors take two samples of every game made by the manufacturer and a lot of these samples end up in the warehouse as unsalable items due to their inability to produce satisfactory revenues.

Finally, the variances in prices between distributors most generally can be an indicator of the amount of service and back up that an operator can expect to receive from the distributor that he purchases from.

**James W. Frye**  
**Brady Distributing Co.**  
**Charlotte, North Carolina**

## Tax article

Regarding your article on taxing ("A Taxing Situation," August *Play Meter*), please keep going after the information. It could really help us all in our battle against taxes.

**Dennis R. Hilligin**  
**Pioneer Vending, Inc.**  
**Cincinnati, Ohio**

## Microprocessor games

We need to see more and more information on microprocessor games, also a better way of testing ram sections in games. The way of testing them now is not 100 percent perfect.

**Glenn W. Morris**  
**Majestic Amusements Inc.**  
**Asbury Park, NJ**

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## New Orleans taxes

Until I stand corrected may I advance the statement that Louisiana, particularly New Orleans, has by far the highest tax structure on amusement games in America.

Here is what each and every operator has to pay on flippers and amusement games: \$50 city or parish license, \$50 state license, \$10 amusement tax and 6 percent sales or use tax, whatever the case may be, and if outside of New Orleans the use or sales tax amounts to 5 percent. In addition to the aforementioned license fees and taxes, there is also a personal property tax and in Orleans Parish, an operator's license of \$1,000 if over fifty games are operated.

**Tom Bahman**  
Algiers, Louisiana

## Sharpe reader

I really enjoy your magazine, especially all the information you supply on pinball. I would also like to commend you on the "Critic's Corner" section by Roger C. Sharpe. I really find that informative and look forward to reading it each month.

However, I would like to see more articles on the smaller manufacturers of pinball and amusement games. Every article so far brings up the same names—Bally, Gottlieb, and Williams.

I work for Allied Leisure and rarely see our name mentioned. We may not be considered a major manufacturer of pinballs yet, but watch out. I have just begun designing pin games for Allied and can tell you we've got some really good products coming out. So how about some more stuff on us small guys?

Also, Roger C. Sharpe says in one of his articles that we can order his new book for half of the newstand price, but how?

Enjoy all your articles very much, glad to be a subscriber.

**Bob Betor**  
Allied Leisure Ind.  
Hialeah, Florida

[For those interested in getting copies of Roger's book at the reduced price, contact Bill Whitehead, E.P. Dutton Company, 201 Park Avenue South, New York, New York 10003. Also, Roger and his book were featured in the Living Section of Time Magazine's September 26 issue—Ed.]

## Certified mechanics

How come in such an advanced industry as ours there is no testing procedure which would qualify individuals as certified game mechanics? As it is now, anyone who can solder or turn a screw is a "mechanic." Some of these guys are giving us a bad name.

**Jack Guarnieri**  
Brooklyn, New York

[The problem you speak of does not exist in this industry alone. You would encounter the same situation if you owned a TV repair shop or an auto repair shop. The truth of the matter is that the demand for good technical help far exceeds the supply. Naturally, this creates a void when it comes to the mechanic/technician. Personally, I've never been one to be impressed by "certified" people; it seems that if a person has put in his time to gain a certificate, he has not put in enough time working in the real world. There doesn't seem to be an immediate solution to the problem of the lack of qualified help in this industry. If you want to attract the right people, you are going to have to offer reasonable pay, benefits, and job security. There have been many changes in the last few years when it comes to servicemen. Operators are offering more and more, and talented young energetic people are coming into the job market. No one knows if this means that the supply may one day exceed the demand, but it does indicate that there has definitely been an improvement—Tech. Ed.]

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# COINMAN OF THE MONTH



## CHUCK FARMER

*There will always be a place for promotions in the coin-operated games industry, and Chuck Farmer is good evidence of that. As vice president of marketing for Shaffer Distributing of Columbus, Ohio, Chuck is presently handling more promotions than one would think possible. Tournaments, exhibitions, and sales promotions—all have become a way of life for this month's Coinman.*

*Chuck began his professional career in the pharmaceutical business, after graduating from Ohio State University. And he worked for Wyeth Laboratories until about twenty years ago when he got the calling to join the coin industry. "It was a natural thing for me," he said. "After all, my father-in-law is Ed Shaffer, president of Shaffer Distributing."*

*Shaffer Distributing has been around for 54 years and is now distributing every major game line in the United States. Presently, the firm is servicing a three-state area—Ohio, West Virginia, and Kentucky.*

*Chuck is 41 years-old, married (his wife's name is Jeanne), and he has three children (Sherry, 17;*

*Julie, 12; and Jeff, 9).*

*He is very much the gamesman both in and out of the office. In the office, though, that energy is funneled into promotions such as his foosball and pool tournaments which have been meeting with great success. Out of the office, he transforms into a ten-handicap golfer (He quickly qualifies that by saying "It's a very tough course"). He's also an avid follower of football and is active in coaching youth sports, specifically little league baseball and football. In addition, he is quite active in church functions.*

*Though he's been in the business for twelve years, perhaps none of those years have been as rewarding to Chuck as 1977. He's got a \$25,000 foosball tournament on his hands and a large, probably the nation's largest, pool tournament. And his other promotions also have the earmarks of success.*

*With all this interest in promotions, he seemed to us just the man who could give us some hints about picking up an industry that is just coming out of its annual summer slump.*

**PLAY METER:** We understand that you're involved right now with several table game promotions. Why do you find this necessary at the distributor level?

**FARMER:** With the price of equipment going up as high as it is, the operator is ending up with less and less money to work with. That obviously makes it harder for the distributor. How can he sell an

arcade piece for \$1,995—even if the piece is guaranteed to make a lot of money—if the operator can't meet the overhead costs of buying new equipment? So we found ourselves faced with having to come up with ideas to help the operator get more money out of his present equipment. And promotions and tournaments, we found, were the answer. If we can help the operator get more



money in his cashbox through things like tournaments, then the operator can afford to buy more of the big money-making expensive games that are coming out now.

**PLAY METER:** What's one promotion that you've found to be successful?

**FARMER:** Well, foosball was doing absolutely nothing in the state of Ohio. Then the Tournament Soccer people sent in a traveling promotional team that we took to taverns and universities and bowling alleys. That started creating enthusiasm for the game of foosball. And pretty soon we started seeing the demand for the game increasing at the operator level. We went from selling absolutely no foosballs to selling tremendous quantities, and now I understand that we're selling more Tournament Soccer foosball tables than any distributor in the United States.

**PLAY METER:** How do you keep that interest in foosball alive?

**FARMER:** Through tournaments. This coming weekend, for instance, we're going to have a \$25,000 foosball tournament that should prove to be quite exciting. Tournament Soccer is sponsoring the event along with us, and we're expecting kids from Seattle, New Orleans, New York, and Texas to come and participate in the competition. The result is here we have a piece of equipment that sells for \$575 that now can get between fifty and a hundred dollars a week. So foosball tables in Ohio are becoming pieces of equipment that can produce a lot of money for an operator.

**PLAY METER:** While we're on the subject of foosball, why do you suppose some foosball tables are more popular in some areas than others? Foosball players tend to favor a particular table whereas pool players don't.

**FARMER:** I think that can be explained by the strong distributorships throughout the United States. Our salesmen, for instance, are on the road promoting Tournament Soccer. If it was another part of the country where it was another brand, it would simply be a case of one distributor in the area outworking everybody else. It's really that simple. The guy that's working the hardest is going to get the business. We've found that this is true with other types of games also. It's just a matter of promoting.

**PLAY METER:** Now what about pool? We understand you have been promoting quite a large eight-ball tournament in Ohio.

**FARMER:** Well, really, this is an idea we got from Len Schneller of U.S. Billiards. He came to us with this tournament philosophy of his, and we saw that it was a winner. We've had some success with ours, and evidently it's the biggest in the nation. We have 200 locations involved. I'm kind of proud of that. But, believe me, it could have been 400.

**PLAY METER:** How did you get it together? Two hundred locations seems a bit unwieldy?

**FARMER:** We went to all the operators in our area and told them to give us as many pool locations as they wanted. The only thing we asked was for the operator to make sure the location owner was a promoter. We didn't want locations where the

owner does nothing but complain about how bad his business is. We wanted locations where the owner was always doing things to promote his business—things like happy hours and ladies nights. We wanted only those locations where the owners were interested in making money. That's what this whole thing was about, getting more money into the cashbox. So we secured 200 locations this way. Some of the operators gave us thirty locations, some gave us five, and some gave us just one. The tournament itself runs for eight weeks at each of the locations. Then on the ninth week, the eight weekly winners meet for the location championship. After this, the first, second, and third place finishers advance to the Class A, B, and C championships in Columbus, Ohio where we'll hold the finals October first. The players there will be competing for prize money and merchandise of \$25,000. In addition, we give a pool cue to the eight weekly winners at each location. And they also get a trophy. But it's only at the finals in Columbus that the players will be competing for money.

**PLAY METER:** How do you pick what night to hold the tournaments?

**FARMER:** We ask each location to give us his worst night of the week to run the tournament. So if sixteen people sign up for the first week's tournament, if the owner is a promoter, he's guaranteed that sixteen people will come into his bar who wouldn't be there if it hadn't been for the tournament. Now probably each one of those players is going to bring someone along, whether it be his wife or girlfriend or whatever. So actually he's got thirty-two people in his bar. And while they're in there, they'll probably play the jukebox, Sea Wolf or some other game. So, as a result, both the location and the operator benefit. By the way, now I'm beginning to get some feedback from the operators on this, and they're telling me that on tournament nights the bar business has picked up in excess of a hundred dollars. The place is jammed. The locations are excited more than ever because the people are in there. And the players are showing up on other nights during the week to practice. As a result, locations that were doing \$60 a week business before are now doing \$120. This is what promotion can do at the location level.

**PLAY METER:** Where does the funding for all the prizes come from? Player entry fees?

**FARMER:** No, there's no entry fee at all for the players. We bill each operator \$150 per location. Half of that comes from the location and half from the operator. This we found is good because if the location itself has invested something in making this tournament a success, then the owner is going to put a little more into it. As for the \$150, over a nine-week period of competition at the location level, that comes out to a little over eight dollars per week from the operator and the same for the location. And that money comes out quite easily from the collection at the pool table because the players will be paying with their quarters to play. The matches are the best of three games. So the overall collection of money is going to pick up. If there's more than one pool table in the location, we





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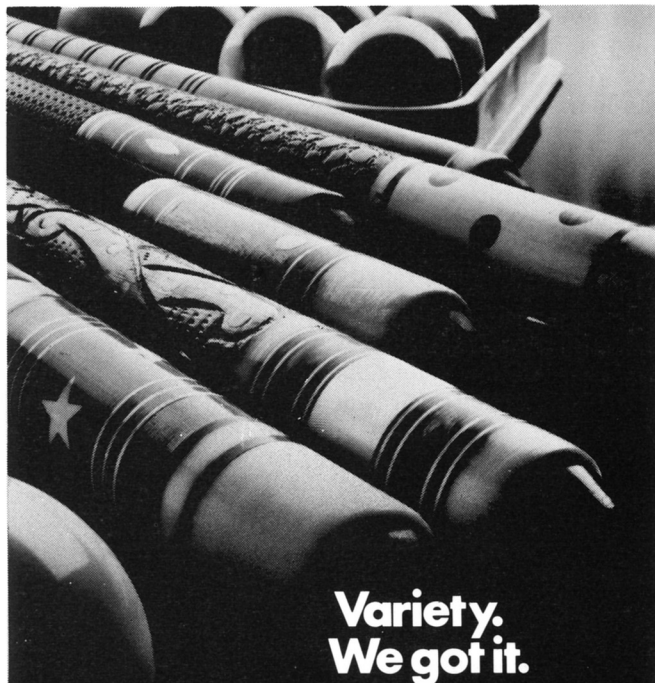


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designate one as the tournament table. The players can practice on the others. By the way, we play the tournament on whatever pool table they have in the location. If there's a Valley in there, fine, U.S. Billiards, fine, Irving Kaye, OK. We're not demanding that the operator buy a U.S. Billiards table to get into the tournament.

**PLAY METER:** The \$150 fee you charge for each location goes for the prizes and materials?

**FARMER:** Yes, it goes toward the purchase of pool cues for the eight weekly tournaments at each of the 200 locations. Plus there are trophies for all the weekly winners at each location, plus the cost of all the printing materials, the banners, the scoring charts. At the finals, there will be baseball caps given to the players that read "Ohio Eight-Ball Championships." The A players will get red caps, the B players yellow caps, and the C players blue. And then we have to purchase a pool table to put on the floor for the finals. So we're putting out a lot. The balance of that money goes to the tournament fund to be given out to the players.

**PLAY METER:** Have there been any attempts by operators to use their tournaments to get better commissions or things like that?

**FARMER:** That's the secret of the whole thing. There have been a few operators who have been able to put their tables on fifty-cent play because of this tournament. You can imagine what that does to collections. It doubles them. And the players don't object to that because that way each player puts up a quarter for each game. Really, pool should be at 50 cents a game. It's the best buy in the world. Phone calls in Ohio are now twenty cents. Video games are a quarter per player, and still pool is twenty-five cents per game no matter how many are playing. Twenty-five cents per player or fifty cents per game is much better. What I'm finding is that it's the operators and the location owners who are afraid to push the price up to fifty cents, not the players. The players don't object. They're already paying twenty-five cents for one play on a video game, and a video game lasts about three minutes as opposed to a pool game which lasts much longer. So really, there's no comparison. Even if after the tournament, the playing time on the table is cut in half, you will still be taking in the same amount. So a tournament like this is really an avenue to push prices up. People are, after all, used to prices going up. After every increase, they know the prices won't go back down. I think new pool tables could be put into the locations on that condition. A new table means fifty-cent play. I think it's a very saleable idea for the location.

**PLAY METER:** And from all this promotion you, in turn, hope to benefit by selling more pool tables?

**FARMER:** Yes, we hope that the guy who sponsored one location will buy one pool table from us. And the guy who had five locations will buy maybe two. As a matter of fact, two of our biggest customers have purchased in excess of ten U.S. Billiards tables because they appreciate the work we've done for them and their locations. So it's really been a happy thing all around. It's really been successful for the locations, but it remains to be seen if we are going to sell all the pool tables we



hoped to. But if we can take any existing equipment in there and increase the revenue by thirty or forty percent, then maybe we, in turn, can sell more equipment.

**PLAY METER:** Did you have problems with the operators not wanting to divulge their locations to

**FARMER:** I thought we would have that problem. But, truthfully, no. We keep total secrecy on locations. With us, the competition stays right at the location so that the operators don't have to divulge where these locations are. We've been in business too long to lose trust that way. And as for all the tournament supplies—the pool cues, etc.—I deliver them directly to the operator.

**PLAY METER:** Who actually runs the tournaments?

**FARMER:** It's a mutual affair between the operator and the location owner. The operator has to stay on top of it each week, and the location needs an appointed person at the bar to run the tournament.

**PLAY METER:** Have any locations that own their own tables come to you and said they wanted to get into your tournament?

**FARMER:** Yes, we've had some locations call here and say they wanted to get into the tournament, but we told them that this tournament was strictly for operator personnel. We tell them that if they want to get into the tournament they have to contact the operator in their area. What I hope happens from all this is that the tavern owner on Main Street who owns his own table will see his customers going across the street, and then he'll call the operator and ask, "Why don't you buy back my pool table and let me into your tournaments."

**PLAY METER:** What can the operator do to protect himself from having a location buy its own equipment?

**FARMER:** I think some of the blame of locations buying their own equipment goes on the operator. Pool tables for the most part just sit around locations. The operators will recover them from time to time but that's about it. Now the location owner sees that the operator is not changing his pool table like he should, the location owner starts thinking if it's that easy, he can do it himself. It's a very natural response then for him to buy his own pool table. I think that a location that does a hundred dollars a week business deserves a new table every year. There's no question about that. And when the operator doesn't do that, he jeopardizes himself to the guys who sell directly to locations. But if an operator is interested in upgrading his equipment, making sure his table is in good condition, it's a lot different. The operator has got to show the location that he is interested in doing good business there. He's got to do promotions like tournaments. He's got to be willing to upgrade his equipment. Certainly there's a big market for the operator to get rid of used pool tables. An operator could really upgrade his pool table locations either by trading in his used table for, say, \$200, or by selling it to a home for \$300 or \$400. Let's face it, locations owning their own equipment is the worst thing that could happen to our business. Once they own their own equipment,

they are going to run their stuff into the ground. This tournament idea, I might add, has also helped some operators put pool tables in places where they weren't before. I know of a couple of cases where an operator was able to get a table into a location because of the tournament. The owner told him, "We can just move these booths over here and put in the pool table."

**PLAY METER:** What time of the year is the best for running the tournament?

**FARMER:** Len Schneller advised me against running this one in the summertime because it's the worst time of the year for business. Everybody is outside. But I took the opposite approach, now we're really going to do something for the operators. Everyone knows business is bad during July and August. So we took these two bad months, and that is when we started the thing. And it hasn't hurt play at all. So we know that if it's going to do good in the summer when people are outside playing golf, then it's going to be twice as good if we decide to incorporate it in the fall or winter months.

**PLAY METER:** It sounds like you are planning another one very soon.

**FARMER:** Yes, as a matter of fact, we're planning one in West Virginia. We're also distributor for West Virginia and Kentucky, and we've found there was a lot of operator interest in West Virginia. Nothing firmed up yet, but I did make one trip through West Virginia, and the operators there said they would go along with it. So our next step would probably be running one down there. Then I'd like to come back and do it again this winter in Ohio. This second time around is going to be a heckuva lot easier for me because I think I'm just going to have to call the operators and tell them we're going to do it again, and how many locations are they in for? And I think the guy who gave me only one location last time is going to give me five. And the guy who gave me 15 is going to give me 25. I really believe that. As I said earlier, I could have had more than 200 in this one, but how are we going to manage with 600 people in a playoff? I was thinking that maybe next year we can hold this on a regional basis—like the Cleveland area, and the Columbus, Cincinnati, and Dayton areas and, say, West Virginia, and then bring all the winners to Columbus for the finals.

**PLAY METER:** Do you envision expanding this tournament idea to incorporate other games—like pinball or air hockey?

**FARMER:** Yes, I think it can be done. We know already that it can be extremely successful in foosball and now pool. You mentioned air hockey. Well, in general our business in air hockey is not what it was two years ago. We sold a tremendous amount of Brunswick Air Hockey Tables, but since then I think the game has definitely dropped off. The arcades are still operating air hockey, at least in our area, but I see little interest in upgrading air hockey equipment. There's really no question in mind, though, that an arcade or wherever can run promotions or tournaments on air hockey and can increase their take tremendously. There's no question about it. It's getting the operators to do it,

*[continued on page 58]*

# Operating



Little Andrea McCardle, star of the Broadway hit "Annie," tries her new Evel Knievel game. Andrea, an expert pinball player, was given the game by Bally. Looking on are Lynn Rabin of TRG Communications and Dick Gilman of Bally.

## Arcade King dies at home

Mike Munves, who was known as the Arcade King, died August 23 at his home in Fort Lauderdale, Florida. He was 85.

In 1912 he established Mike Munves Corp. on Park Row in New York City and remained there until his retirement in 1970. He sold the company upon his retirement to its present owners who two years ago moved the firm to New Rochelle, New York.

In 1941, he wrote a 20-page book called "Profits in Pennies: Your Guide to Success in Modern Arcade and Sportland Operation."

He is survived by his wife, Rose; his son, Alvin; and two sisters and a brother.

## California association blasted

Fresh off a victory in the state legislature, the California Music Merchants Association (CMMA), has itself been both attacked and defended by association members. The controversy concerns whether the CMMA lacks the determination or the funds to follow through with its victory over non-chartered cities and try to force the legislation on chartered cities as well.

The legislation concerned is a CMMA-sponsored bill which, when signed by the governor, will require all 331 non-chartered cities to tax pinball and jukebox operators uniformly and according to gross income. California operators in non-chartered cities would be paying about \$2.25 for every \$1,000 grossed.

However, Chris Loumakis, a CMMA member and president of a Los Angeles distributorship (Pico Indoor Sports), contends that the state association "does not have the balls to follow through" with the legislation and try to require the chartered cities like Los Angeles and San Francisco to revise their taxes accordingly.

Presently, San Francisco charges a license fee of \$50 per machine, and Los Angeles has placed a

special arcade tax of \$565 and a pool room tax of \$360, in addition to the other city taxes charged to the operators.

Loumakis, who met recently with State Senator Paul Carpenter and Assemblymen Dennis Mangers and Chet Wray, claims that the time is ripe for the CMMA to make a second push, this time against the 97 chartered cities in the state.

"This is the problem we have had with the CMMA in the past," said Loumakis. "They lack the determination to follow through with things like this. The bill that was passed is not enough. I estimate that about 75 percent of the operators in the state operate in those chartered cities."

A legislative victory over the chartered cities, he said, would come only if the operators and the distributors in the state "commit themselves with both time and money, through the CMMA, to seeking real tax equity for the coin machine industry. To do otherwise," he maintained, "would be disastrous."

The CMMA, he said, is now faced with putting together a cohesive plan that will get the operators behind it. "I think it can happen," he said. "I think the time has come;

but I, for one, am not sure the CMMA has the cohesiveness to run it through. If the CMMA can get the uniform tax bill together, it has a chance for passage. But I doubt if they are going to try and pull it off."

However, Carl Fisher, an operator in Inglewood, California and an outspoken supporter of the CMMA, took exception with Loumakis's assessment of the situation. The CMMA, he said, doesn't lack the determination but, rather, lacks the money to make a second push at this time. In addition, he noted that "when you're dealing with politicians, you have to lead them along gently. It's kind of hard to get a lot of action out of them at one time."

He said the CMMA is restricted in pressing the issue further because such a proposal would entail a costly battle with lobby groups representing the chartered cities. Organizations such as the well-funded Urban League, he said, would be drawn into the fray because such a proposal would cut into the tax base of the chartered cities.

"We just can't force the issue at this time," said Fisher. "If we had just 500 more operators in the CMMA, then we could really go to



# Georgia does it!

It's official! The Georgia Amusement and Music Operators Association has been formed, ending thirty years of frustrated attempts to unite operators and distributors in that state.

In its second organizational meeting August 28 at the Hilton Inn in Macon, Georgia, the GAMOA reported a total membership of 55. The estimated number of operators in the state is 150. Frank Cannon of Thomasville, Georgia, the state association's newly-elected president told *Play Meter* (September, 1977, page 14) that the association was aiming for a membership of at least 40 before it could call itself a truly representative organization.

The guest speaker at the August meeting was Garland Garrett, president of the AMOA.

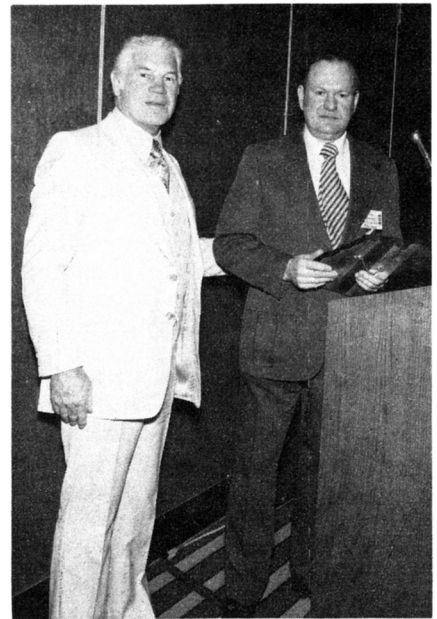
In addition to Cannon, the other officers elected at the August meeting were as follows: James Crews of Lagrange, Georgia, vice president; Lee Martin of Macon, Georgia, secretary; and John Martin of Macon, Georgia, treasurer. The membership also elected an 18-member board of directors which

will be headed by the association's four officers. The board of directors, according to state association Secretary Lee Martin, represent the operators and distributors throughout the state geographically.

Martin also said that the association will probably meet again before the end of the year but that no date has yet been set for that meeting. He also revealed that the organization's dues is presently \$100 but that will soon be amended after the association can project a budget.

The first order of business for the fledgling association will be to repeal adverse and antiquated legislation. Also, according to Martin, the association plans to focus in on ways to improve the image of the industry throughout the state. Russell Cates of Albany, Georgia is the committee head who will spearhead the association's legislative matters for the present time.

The state association was formed after an organizational meeting in July drew 81 interested parties. It was the fifth attempt by operators in the state to unite.



*Bill Swanson (right) LaFolles Coin Machines, Manistique, Music Operators of Michigan 1977 Music Operator of the Year receives the award from Mike Benson newly elected president of MOM. Swanson was honored for his contributions to the amusement industry and Music Operators of Michigan.*

## ... and defended

town. But believe me, the association is doing everything possible to reduce the taxes in the state. It's a tough thing. But if there were a piece of legislation which would threaten to raise the operators' taxes even higher, then all the operators would be saying they would join. But if we're talking about reducing taxes, then suddenly all the operators turn hard of hearing."

"In Redondo Beach, where I operate," he continued, "I paid \$1,500 in taxes last year. It's a chartered city and has a \$50-per-machine license fee. I operated thirty machines in the city and had to pay \$1,500 in taxes! That was more than Save-On-Drug Store paid, and it grosses around \$15 million a year. It paid only \$1,200. And big department stores like May Company, which gross many many millions more, paid only \$2,200 in taxes. And here I am paying \$1,500 for thirty machines.

"Sure, the taxes are bad, but if it weren't for the CMMA, they'd be a lot worse. Operators would be paying thousands more than they are now. Every change in the State of California to lower licenses has come through the efforts of the

CMMA," he added.

"Most operators, though, don't give a damn," said Fisher. "They're coattailers. They're getting a free ride. They won't pay their fair share, but they'll reap all the benefits anyway.

"It won't be the association's fault," said Fisher, if the uniform tax is not followed up. "It'll be the fault of those coattailers."

he said that in March he mailed out letters to 500 operators in the state to join with the CMMA to defeat detrimental legislation against the industry. "I received answers from twelve operators, and half of those were from present members who appreciated the fine work we are doing. Four hundred and eighty-eight operators ignored the printed addressed card to respond my letter. They spend a great deal of money for equipment and nothing to defend their businesses from unfair licenses and taxes."

Fisher continued, "So I mailed a second letter in early August. As usual, I received no response. These non-association operators want to ride on the coattail of the paying members." Fisher said that if more members would join the CMMA, the

state association would be able to get more done, perhaps fighting a second successful battle, this time against the chartered cities.

Former CMMA and MOA President George Miller said the recent CMMA victory over the non-chartered cities was because the state legislature was able to get the state legislature to accept pinball machines and jukeboxes as "vending machines." This was necessary, he said, because the non-chartered cities in the state got around an earlier state law affecting vending machines by saying that pinball machines and jukeboxes were not included.

"Now those non-chartered cities will have to tax according to the gross," said Miller. "They won't be able to get around it."

Miller added that he sees little hope at this time for the state association to press on against the chartered cities, though he conceded that "the goal of the CMMA is for a gross income tax with all the cities, both chartered and non-chartered, charging uniform licenses."

# Operating

## What next? A world pool tourney

What is being billed as the first world pool tournament reached its second phase last month with the introduction of preliminary matches in Great Britain. The third and fourth phases of the championships, in the United States and Canada, are still to come.

The World Eight-Ball Championship, which is being run by a Sydney, Australia-based company called Professional Promotions International (Australasia) Pty. Ltd., boasts of prizes totalling \$1 million in cash and goods.

The first leg of the tournament, the Australasian Championships, is already under way. It is bringing together players from over 6,000 locations in the seven Australian states, New Zealand, and New Guinea.

Tournament Director Mike Farley of Professional Promotions has just completed a three-week trip to the United Kingdom where he set up agents in four parts of that country to handle the initial rounds of the British Championships (Farley plans to return to the United Kingdom to supervise the later stages of the British Championship).

Presently he is talking with manufacturers and operators in the United States and Canada to get the second half of his tournament

underway.

The world championship tournament finals, which will bring together the top competitors from the four segments of the contest, will be held in Honolulu in July, 1978.

The world singles champion will receive \$25,000 (U.S. dollars); the second-place finisher, \$15,000; third, \$10,000; and fourth, \$5,000. The doubles champions will share \$30,000; second-place finishers, \$20,000; third-place, \$10,000; and fourth-place, \$5,000. Farley said the total entry from all four sectors of the world should top one million players, coming from 20,000 locations.

Farley said he used to organize eight-ball competitions for pool operating companies, and this gave him the idea for the World Eight-Ball Championships. "I felt that if tennis, golf, and professional billiards had world championships, then why not have a championship for the amateur pool player. No one had thought about the amateur pool player," Farley told *Play Meter*.

"I am trying to make this a world championship in the real sense of the word," he said. "I want to bring together in one grand annual competition the four main centers of pool players. That's what happens in other sports.

"Our competition," he continued, "is different in that it is not sponsored by any one company already involved in the industry. We have extensive experience in the operating industry in Australia; so we know what we are doing. But at the same time, we are independent of any manufacturer or operator."

Farley said he hopes the British, American, and Canadian tournaments will be organized on a similar basis to that in Australasia, with massive newspaper, radio, and television coverage of the latter stages of the competition started in the eight-ball locations.

Competitors in the World Eight-Ball Championship Tournament will be required to pay a small fee to take part in the competition. The tournament, Farley said, is for amateurs only, and will proceed on an elimination basis in both singles and doubles competition through the local, regional, and national levels.

Working through pool table operators, Farley issues each location participating with a Championship Kit, which consists of a handbook, general announcement posters, tournament entry chart, tournament elimination chart, official receipt book, and official tournament rules poster.



*Ed Lucente (right) receives an honorary Junior Wizard award from Pete the Pinball Wizard of the Novel Amusement Company of Linden, New Jersey and a Captain Fantastic pinball machine as being the winner of the top prize in a New York city radio station's promotion. Ed's ballot was picked at random from thousands of entries received by the station in a recent top 500 songs of all time promotion.*

## Oklahoma operator shot to death

Steve Weinberg, the owner of Recreation Enterprises in Oklahoma City, Oklahoma, was found shot to death September 8.

According to a spokesman for the Oklahoma City Police Department's homicide division, Weinberg was reported missing September 7 and a search authorized at that time for the 35-year-old operator. At press time no one was being held in custody in connection with the shooting.

Weinberg is survived by his wife, Linda; and a nine-year-old son, Michael.



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# F.A.M.A. '77

BY RALPH C. LALLY II

If it was sunshine Florida operators were looking for the weekend of September 17 and 18, they were out of luck. It rained throughout the fifth annual Florida Amusement Merchandising Association trade show and convention. But still the convention provided some silver linings to dispell the weather's gloom.

The full schedule of events actually began Friday, September 16 at the Deauville Hotel in Miami Beach with two separate workshops-- one on the repair of vending equipment and coin acceptors, and the other on the electronic board assembly of solid state pinball games. Both seminars were well-attended.

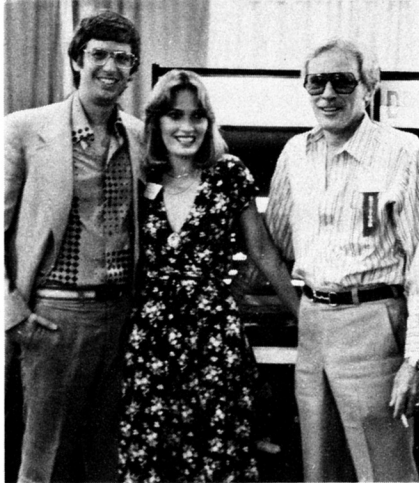
That afternoon there was a board of directors' meeting and that evening a cocktail party in the exhibit area.

A mixture of both music and games as well as vending equipment was on display throughout the weekend in some 75 different booths and an estimated 500 people were on hand to take in the show.

There were some new games unveiled as usual, but the one that seemed to be getting the most attention was Gremlin's new video entry, Depth Charge. Depth Charge in a way turns the tables on Sea Wolf. Instead of a submarine blowing up a ship, the Depth Charge player controls a ship that tries to blow up submarines (There's poetic justice in that). The playfield is a side view of a destroyer armed with depth charges, sitting on the water with submarines passing underneath it at different depths and different speeds. The object, of course, is to release the depth charges into the water in an effort to sink as many submarines as possible. The subs traveling at different depths are worth different values. In addition, they randomly release mines that float to the surface. Should a mine strike the player's ship, the player loses half his point total and momentary control of his ship. An added feature of the game is a high score incentive that flashes on the screen at the end of the game. In all, it looks like another good piece from Gremlin.

Atari's new Super Bug was also there. A single-player, stand-up video driving game, Super Bug can best be described as a blown-up version of Grand Trak 10. While the screen is the same, the graphics--

the street, the cars, etc.-- are all blown up much larger than earlier games. The playfield setting is an aerial view of the player's car-- a rather large, fat Volkswagen that moves along a street lined with tires and parked cars and oil slicks and parking meters. Player controls are a steering wheel, a four-speed shift, and a gas pedal. Players are offered a choice of either a novice track or an expert track.



*Top photo from left are Mark Haim of Belam and Sabrina Osment and Malcolm Baines of Gremlin. In lower photo is convention chairman Joe Gilbert*

The object of the game is to cover as much ground as possible over the winding track without any mishaps. Because of the enlarged graphics, the depth of the field is limited. Turns are not seen in the road until the player comes right up on one-- it's almost like driving right behind an 18-wheeler where one has a very limited view of the road. This feature encourages the player to memorize the track since it is never seen in its entirety. This new upright video is sure to be another in a long line of successful driving games built by Atari.

Two talks were given before the general membership Saturday, one

by Marshall Caras, vice president of D. Gottlieb and Company and the other by Robert Gransee, assistant to the director of government affairs of the National Automatic Merchandising Association.

Caras's talk emphasized the need for change at all levels of the industry. Said Caras, "The marketplace has resulted in a glut. Operators are being oversold and must be given a chance to digest their purchases before new equipment is pushed on them."

In the way of predictions, the Gottlieb executive cited that there will be fewer operators in the years ahead. Yet those that will survive will find themselves making more money than ever before. He predicted a continued increase in the number of arcades and that they will be more expensive and far better than what exists today. He predicted that we will see more and more video games in the \$6,000 to \$7,000 price range and that these games would accommodate four or more players at a time. "The games of the future are likely to be miniaturized versions of Walt Disney World with great advances being made in light projection and also sound," said Caras. "It is entirely possible for video games of the future to have the realism of the motion picture screen ala Star Wars."

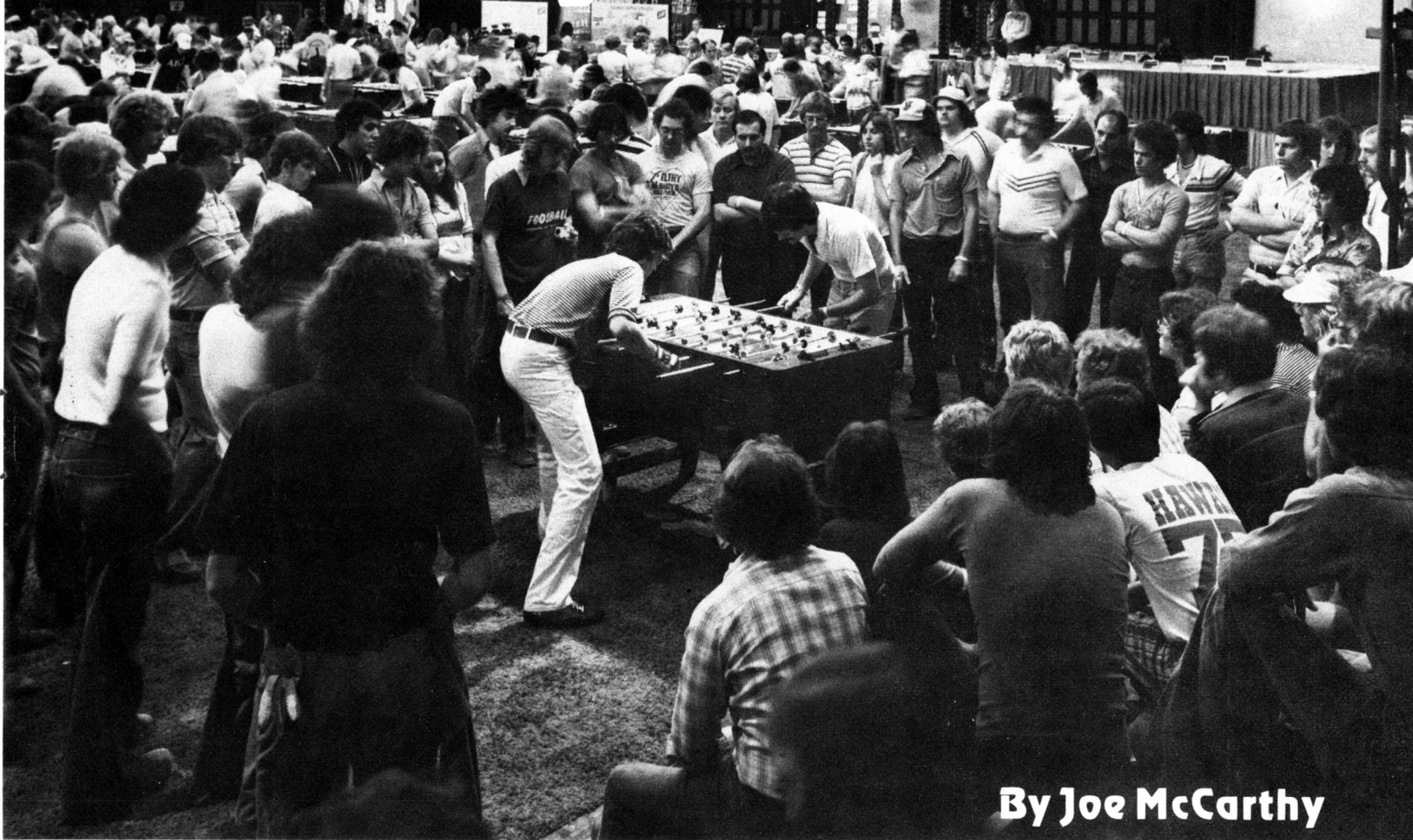
He added, "Manufacturers are going to increase production and sophistication." Since the cost of doing business is going up every day, he urged operators to start changing their attitudes and to start looking for different modes of doing business and start getting more money out of their locations.

A business meeting followed the two talks. Association President Ms. Ernestine Tolisamo greeted the members and called the meeting to order, and the A.M.O.A. president, Garland Garrett, delivered a brief message about the copyright negotiations and mentioned a series of ten-day pinball service schools being held in different parts of the country and being sponsored by the A.M.O.A.

Saturday night saw the gaiety of the annual banquet and stage show which reminds us that the Chicago show is just a few weeks away. Because of the A.M.O.A. show, the Florida association this year decided to move the dates for next year's show to late April or early May.



# Fordiscerningfoosballers



By Joe McCarthy

The overall value of almost any amusement device depends heavily upon repeat customers. Because of this, there are two points which the foosball operator should keep in mind if he hopes his repeat customers will continue to pump coins into his foosball table.

The first consideration is, quite simply, do the players like the table? Do they favor the playing characteristics of your table over those of the table at another location down the street? The second consideration is what type of condition do you keep your tables in? These two considerations can play a big part in helping you maximize your profits from foosball.

## WHAT KIND?

Choosing what kind of foosball table to buy is not usually a decision that operators spend a sufficient amount of time on. Oftentimes the choice is based on what kind your distributor carries. Many areas, for instance, still reflect the type of table the major distributor in the area favors, and many times this is not the type of table which the players in the area favor.

To many operators, a foosball table is a foosball table, and they can't seem to appreciate the

difference. They leave the choice up entirely to what their distributor has in stock.

But a good coin operator should spend as much time in choosing a good foosball table as he would hope a tentative location owner would spend in choosing a coin company to do business with.

Okay, so maybe "They all look the same." To be sure, all foosball tables have eight rods, 22 player figures, anywhere from seven to eleven balls (nine is regulation), and they all have dimensions that are relatively similar. To a person who plays this game on a regular basis, however, the similarity ends there.

Some people in the industry figured that the idea should be to make the game as easy to play as possible. So many of the first American-made machines featured relatively large goals (up to nine inches) in which a player could score easily. These features seem to make sense since the bigger the goal the faster the ball will go into it, and that means the faster the game will be over.

It would also seem that this would mean that more money would be made since more games could be played within a specific amount of time. This concept proved to be

successful for some time, but as players developed better dexterity, the game became more and more routine.

The forwards, with a rather large goal to shoot at and a rapidly developing shot, found that scoring a goal became very ordinary and the goalies didn't seem to have a fair chance. The goalies, consequently dropped in importance and were less involved in the game.

Now, some companies, most notably, Tournament Soccer have developed a smaller goal (7 1/8 inches). And now other companies, like Dynamo, have reduced the size of their goals to eight inches.

What else is different besides the size of the hole? Some tables have hollow rods, some solid. The solid rod idea was created because of operator complaints about bent hollow rods. Coincidentally the rod produced a great player appreciation since the heavier rod facilitated bank shots.

The design of the player figure is also of utmost concern to the player. The Texas-style man (Tornado, Dynamo, Mirco, and others) features a foot that looks tapered from the sides. Definitely the best dressed man is Mirco's with a bow tie and top hat. It even has a pocket

in the side of his foot for added ball control.

Tournament Soccer's men, on the other hand, have rounded feet. From the side the foot looks rounded off at the bottom. This feature is to facilitate grabbing balls in the front or rear much easier.

Another difference is in the playfield. The Texas-style tables have textured glass playfields while many others have a pliable formica-like playfield. The price of the tables does not vary that much, and the operator should downplay that consideration when purchasing a new foosball game because it is spread out over a longer period of time and figures very little in the net profit from the game.

#### MAINTENANCE

A foosball table will reflect how much simple maintenance and care it receives. If you think about a Captain Fantastic that has worn out flippers, is unlevel, and dirty and then think of a well-maintained one in good condition, you will see the difference in potential income. The same holds true for foosball tables.

People expect a good operating game when they put their money into it. And sometimes when they feel the malfunctions of the game caused them to lose, they will not hesitate kicking, punching, or pick-

ing up and bouncing the game around. They feel ripped off and many times will not leave the matter at that. As a result, the operator is the one who loses in the end. Well-kept machines are less likely to be abused.

An unlevel table may cause a player to have trouble getting control of the ball, and it may take him up to twenty or thirty seconds to set up his shot if he can't get the ball to hold still. This is time that could be spent shooting the ball into the goal; so consequently the game takes longer and you lose.

If the rods are not well-lubricated, it will be very hard for the players to move them laterally or to swing at the ball. Again, this results in longer games and less income.

A dirty playfield, dirty or beat-up balls will slow down the ball considerably and make shots that are much easier to block so they will not go into the hole as often. Bent rods and loose player figures will also prevent players from shooting their fastest and best possible shot. And again the operator is the one who loses because of the time involved.

Another problem is the threat of the location buying its own equipment. If a location sees that there is no maintenance going into the

machine or if he has to do the repair work himself, he will be more likely to buy his own table.

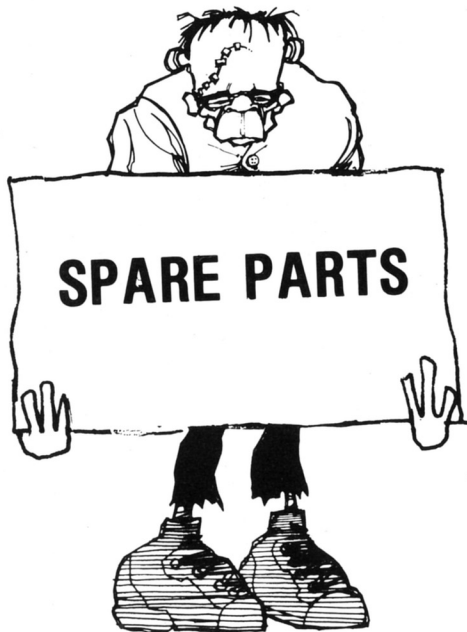
As both a foosball distributor and a foosball player, I have seen an unbelievable relationship between operators' unwillingness to maintain their tables or their refusal to get the location the kind of table they want and the locations desire to buy their own machines.

The operators are always quick to blame distributors for this dilemma, but in effect what this actually does is make the operators look unnecessary in the location owner's eyes. Arguments such as "My distributor doesn't carry that brand" oftentimes make the location owner think twice before going through an operator to get his foosball tables.

On the other hand, some operating companies are having great success in getting new locations because they can show how they specialize in foosball and are ready and able to cater to the specific needs of the location.

I have obviously failed to mention foosball promotions, since an entire book could be written on this subject. I'll just say that it is most certainly of tremendous value as operators in foosball hotspots like St. Louis, Dallas, or Portland will tell you. ●●●●●●●●●●

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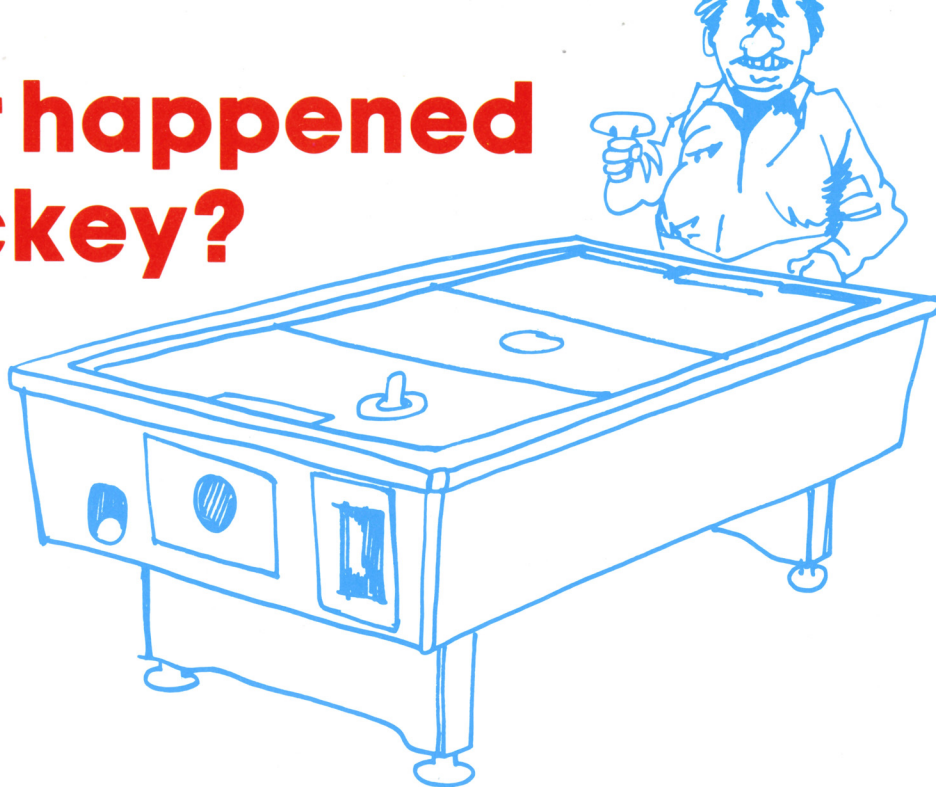


 A Warner Communications Company



# Whatever happened to Air Hockey?

By David Pierson



Last month something sort of historic happened. Brunswick Corporation, the inventor of Air Hockey, completed its final production run of that famous table that took the country by storm six years ago. For the record, that final production run was around 350, but they're not headed anywhere. There are no prospective buyers. The tables will remain at the Skokie, Illinois plant as a stock item until such time, if ever, that the demand for the fast-paced game returns.

Presently there is no market for the game, and so Air Hockey has died a quiet death, at least as far as the manufacturing of the game is concerned.

Other table games are still flourishing. So the question inevitably follows: Whatever happened to Air Hockey?

## THE HISTORY

The game was introduced nationally at the MOA exposition in October 1972 and internationally in January at the A.T.E. While its MOA debut was auspicious, it was, nevertheless, not greeted with wholesale enthusiasm. As Lyle Elliott, the manager of Brunswick's coin-operated division, puts it: "The operators and distributors were negative to the idea of Air Hockey from the start. They saw all the reasons not to buy it. They said it was too big (eight feet by four feet). They said it was too loud. And they said it was too different.

"Air Hockey was a new start into the future for the industry," says Elliott. "It was a totally new concept in the coin-operated market. Up to

that point, the market had been dominated by jukeboxes, pinball machines, and rifle games. But Air Hockey opened up new vistas for the industry." It was Air Hockey, Elliott claims, which laid the groundwork for later innovations in the industry like video games.

The game met with great initial success. With Brunswick pushing four major tournaments, game sales rocketed. But in retrospect perhaps Brunswick was pushing its product too boldly too quickly. In February 1973, after the game had been on the market for just a few months, the company held its first national championship tournament. (The American Air Hockey Championships which were played in Valley Forge, Pennsylvania).

According to at least one Air Hockey aficionado, Michael Dickstein, the Valley Forge tournament was not a true national championship and this did not sit well with the serious players of the game. "It didn't pull in players except from just a few states away," said Dickstein. "That was because the game still wasn't that well known. It hadn't been given time to catch on and spread across the nation. Really, the game hadn't made the impact yet that warranted a national championship."

Then in June, Brunswick held the second national championships. By this time the game was better known, the players were better (Even Dickstein concedes that).

More importantly, from the commercial standpoint of the game, the public was well aware of the game's existence after this second tournament. Portions of this second

tournament were appearing on national television broadcasts.

Then in the summer of 1974, Brunswick, along with Holiday Inn and Aurora Products, sponsored the North American Air Hockey Championships. The play by this time was clearly deserving of the \$30,000 prize money, and the tournament got the attention of 20,000 players who took part in the competition.

The following year Brunswick, apparently deciding that the game had a particular appeal for college students, arranged for a shift in the tournament from the national championships to the national collegiate championships.

The fanatical following the game had received by this time can probably best be illustrated by the action of Pat Wolff of Baltimore, Maryland. Wolff, the second-place finisher in the national championships the year before, was determined not to be denied the title a second year. The mere technicality that he was not a college student would not stand in his way. So he went to college solely to qualify for the national collegiate championships. His brief college stint did not go unrewarded. He won the championship.

But then the game began to lose nationally. And play in the sport became restricted, pocketed into certain areas. Still the game remained big in Philadelphia and Houston, probably because the distributorships in those areas pushed the sport enthusiastically.

For example, in Philadelphia, Al Rodstein of Banner Specialty Company pushed for a series of tournaments and exhibitions which



ultimately resulted in Banner selling a lot of Air Hockey tables. Among Rodstein's promotions were the Delaware Air Hockey Championships (which received much newspaper and television coverage) and an exhibition match between the collegiate champion Pat Wolff and Michael Dickstein.

Two of the Banner Specialty tournaments had proceeds going to charitable causes—the Hemophilia Fund and the Fight for Sight charity. Said Rodstein of this gesture, "It sure didn't hurt the image of the industry."

#### THE ECONOMICS

What happened then was, quite simply, a lesson in economics. The market had become inundated with Air Hockey tables. After all, there's a limit to how many Air Hockey tables can be sold.

Rodstein explains Banner Specialty's phase-out of Air Hockey promotions: "We had spent a lot of money promoting this game when it first came out. But the sales of Air Hockey tables dropped off, and there just wasn't any reason for us to continue the promotions."

Elliott of Brunswick says that over-production was only partially the answer for the decrease in Air Hockey sales. "Sure there was a saturation of Air Hockey tables," he said, "but there was also a loss of interest on the part of the operator. They were accustomed to the games making more. And when the game's earnings began to level off, they all lost interest. What they didn't realize was that the game remained a good income producer. It has earned back its initial investment several times over."

Another problem with the games (at least from the standpoint of the manufacturers and the distributors) was that the game was relatively maintenance free. And this points out a disturbing shortcoming in the industry—a product too-well produced has certain disadvantages that a poorer quality piece of equipment doesn't have.

Because of the nature of Air Hockey, the game was built to withstand punishment. Perhaps it was too-well built.

Rodstein puts it this way: "There's no obsolescence factor in the game. There seems to be no reason for an operator to trade in his old table for a newer model because his old table is still perfectly serviceable."

And so everyone loses in this scenario. The manufacturers and distributors lose out because the sales of Air Hockey tables drop off

to nothing. The operators lose out in the cashbox because the manufacturers and distributors cannot justify the added expense of promotions for a game that doesn't sell anymore. And the players suffer because there are no more tournaments for them.

There is however, one very vulnerable part of the game, the table top. Many of them warp or wear down from excessive play, and this ironically, has led to one last hope for the game of Air Hockey.

U.S. Billiards, hoping that there is a big market for Air Hockey tables with more rugged tops, is presently manufacturing SST. In addition, the large table game manufacturer has expressed quite a lot of interest in scheduling exhibitions and tournaments. This renewed interest in the game at the manufacturer level can only result in a second bonanza for operators with Air Hockey tables.

According to Elliott at Brunswick, however, U.S. Billiards is going it alone. Brunswick is not planning to manufacture a new type of table top for Air Hockey at this time.

#### THE PEOPLE

Though the manufacturer's market for the game has shrunk to almost nothing, the game is still something of a workhorse for the operator. Despite the stepchild status to the manufacturer, Air Hockey has remained on the scene through all these lean years, in bowling alleys, in universities, in arcades. And though almost everyone concerned with the commercial aspects of the game has lost interest in Air Hockey, still the game has had a large following, a following large enough to keep the game on location.

The best explanation for the game's continued popularity is that the aggressive nature of Air Hockey is a natural attraction. Unlike foosball where two teams stand at the side of the table and try to outwit their opponents, Air Hockey players meet in head-to-head competition and win only by smashing the puck AT their opponents and into their goals. There is no doubles play; so the game takes on a highly individualized nature. Defeat becomes much more personal, with the beaten players very unwilling to accept the fact that they are the inferior player (This is probably no more evident than when a father and son or a husband and wife square off on the table). As Shakespeare once wrote: "And damned be he who first cries hold!" Or as one Air Hockey fanatic, Michael Dickstein again, said about

a tournament he participated in: "He was the winner, not the champion."

So, if there's no profit in it, why this glance into the psychological aspect of the game? How can it help get more money into the cashbox? Because it is exactly this which is getting the players to put their quarters into the game. Air Hockey is a game that is played more than once. It is one of the highest replay games on the market. Because players take the game of Air Hockey so seriously and so personally, they will not readily admit that they were beaten by a better player. An Air Hockey player must be beaten twice before he will even admit that his opponent is possibly his equal. This cannot but help the collections in the cashbox since this points again to the high replay factor in the game. In tournament competition, this translates into double elimination.

#### ARCADE TOURNAMENTS

The ambitious arcade operator who wants to make more money off his Air Hockey table can promote the game himself quite easily. Not only will it increase his earnings substantially, but if he still has his table set on 25 cents per play, he will have found an excellent way to raise the price per game to 50 cents.

Sounds risky?

Let's check back one more time with that outspoken Air Hockey player, Michael Dickstein. Where he plays, the going rate for a game is 25 cents. But when asked pointblank what he thought about 50-cent play, he responded: "I personally believe that the players would be willing to pay more to play the game if they knew they were playing for something." That is a very revealing attitude on the part of the customer. It says, in essence, "Give me the action, and I'll be glad to pay for it."

This is where the tournament concept comes in, for it is an excellent way for operators to raise the price of a game. It should be noted, however, that an operator-run tournament is most successful in places such as arcades where the operator can promote interest in the tournaments himself.

The operators who decide to hold tournaments on their own, without the help of a distributor, should look upon 50-cent play as one of their big rewards for taking the initiative of holding the tournaments. Also, operators are warned against a timid price hike to an uneven amount like 35 cents because it is harder to get dimes to feed into the machines than it is to get quarters. As Len

Schneller of U.S. Billiards puts it, "When someone asks for change for a dollar, they expect four quarters, not two quarters and five dimes."

If you raise the price on your table to 50 cents, though, you should set the games at seven-point play (seven points to win).

Now, a good tournament idea which should prove successful to the individual operator is a formula which incorporates twelve preliminary tournaments spaced apart every other week for a six-month period. These tournaments should be treated as qualifying rounds which lead up to the championship finals where the cash and trophies are awarded.

The preliminary tournaments should all be double elimination. There are two reasons for this—it gives a truly representative champion and, second, it means more money in the cashbox. By the way, there should be no player entry fees. The collections in the cashbox from the tournaments should suffice. And if the table is set at 50 cents a game, that take should be substantial.

Each match should be the best three-of-five (this is the usual match setup for Air Hockey tournaments so don't cut yourself short with matches that are only two-out-of-three. With a three-out-of-five setup, and a sixteen-player field, you should gross about \$60 for a tournament (This is figuring that four will be the average number of games played in a match).

Theoretically, under this plan, with a sixteen-player field for each tournament, you should gross around \$720. Set aside a large amount, if not all, of this pool for cash prizes and trophies. But don't give money or any other prizes for winning individual preliminary tournaments. Keep in mind that those first twelve tournaments are merely qualifying rounds in which the players must do well in order to get to the finals where the money is won.

You should guarantee last-place money in the championship tournament and advertise this. A guaranteed last-place amount places a premium on getting into the finals competition. Also the prizes should be enough to warrant the players to compete. A last place total of \$30 prize money won't entice a player who has spent \$60 in the tournament. Of course, every player in the finals tournament should win money, and a good idea is to have first-, second-, and third-place trophies.

If you schedule the tournaments every other week for a six-month

period, the Air Hockey championship tournament will gain in interest and prestige among the players. The leading point winner should not be able to rest on his ranking but must consistently defend his ranking every two weeks. With this tournament formula a player cannot win one tournament and retire from the competition until time for championship play. He must come back week after week to insure his place in the finals competition.

The players in the twelve qualifying tournaments are competing for nothing else but points—no trophies, no prizes. Their sole reason for competing in the tournament is to get as many championship points as possible to qualify for the championship finals where the money is won. You should announce from the outset how many players will be involved in the finals (whether it will be four, eight, or sixteen). Sixteen should be used only if you consistently draw 30 and 40 players in the tournaments. Four and eight are the most attractive breakdowns. Obviously, the fewer players in the finals, the higher the cash prizes. You should not make it too easy to qualify for the championship finals. It must be something that is earned.

As for the point allocation, if sixteen players compete in a tournament, the final point totals could be as follows (from first-place to last): 50, 40, 33, 31, 27, 25, 22, 20, 16, 14, 12, 10, 8, 7, 6, 5. In whatever point allocation you finally decide upon, the last-place finisher should still get some points. If your second tournament is smaller than the first, there should be less points awarded. Conversely, if 40 players compete, there should be more points awarded. It is quite possible, therefore, for the third-place finisher in one tournament to have earned more points than the winner of one of the other tournaments. It all depends on how many players participate in the tournament.

This, of course, encourages the players to get their friends to compete in your tournament, because the more players in the tournament the more points they can win.

You might also try putting a minimum total of points that must be accrued before a player can qualify for championship play. This should not be too high as to discourage a player from competing but should be high enough to insure that there are enough players competing in your tournament to make the matter worthwhile for you. You might also decide upon a rule which specifies that a player

must compete in at least, say, six tournaments to qualify for the finals. This would stop a player who quickly wraps up a berth in the tournament from quitting play before the finals. He must come back time and time again, even if he is far in front in his point total because he must reach the qualifying total. If you set these conditions on qualifying, make it clear that a player is still not insured a championship berth. He still must rank in the top four or eight, or sixteen.

The tournament should be scheduled on a slow day or during the slack time in business. You may also find that since the tournament works into a double elimination format, maybe the tournament is better suited for you to be played on two days rather than one. This is one reason for having a week layoff between tournaments. Also, a week layoff will give the players time to practice and sharpen their skills. It will also give them time to drum up interest among their friends for the next tournament so that they can win more tournaments at the next tournament.

Finally, you should be prompt about posting the results for each tournament, listing each player's name and the point totals won for that particular event. In addition, you should keep an updated list of the new overall point leaders. This is best presented in a Top Ten or Top Twenty listing. This way the players will know how they stand in relation to the leading competition in the area. Of course, this will require a small amount of record keeping because you will have to have a ready list of every player's point total.

One final point, the championship play can be handled in many different ways, round robin, match play with the top seeds playing against the lower seeds, or double elimination. Again double elimination is the best alternative. Play at this level should be free—with no more cost to the players who have gotten this far.

Another promotion idea which operators can use to popularize the game of Air Hockey is league play. Players can be assigned to teams; and, though they compete on a one-on-one basis, their records are kept as team records of win-lost-tied matches.

This method, though, would require much more time from the operator, but it would be rewarded by consistent and continual play on your Air Hockey table which since the summer of '74 has been sitting quietly in the back of your arcade, gathering quarters. ●●●●●●●●●●



## Shaffer cruise

Shaffer Distributing Co., Columbus and Cleveland, Ohio, is promoting the sale of music, vending, and pinball equipment with a Bahamarama Cruise for January.

Operators who qualify will jet to Miami from Columbus, board a luxury liner and enjoy a four day cruise to Nassau and the sun-drenched Bahama Outer Islands.

To qualify for a seat, operators must purchase Rowe R-81 jukeboxes, 406 Cold Drink vendors, Seville 530 Cigarette vendors or pinballs. Any operator not interested in the Shaffer Bahamarama Cruise can get a 12-inch Panasonic color TV for purchasing a smaller number of the above new equipment.

## Rowe distributor holds Blue Hill Day

Rowe International's Dedham, Massachusetts distributorship sponsored a Blue Hill Customer Appreciation Day August 15 for Rowe customers, manufacturers, and employees.

Guests at the all-day affair competed in a golf tournament, played a softball game and had swimming facilities and tennis courts available for their use. In addition, there was a luncheon that lasted throughout the afternoon.

A cocktail party which ran from 5-6:30 p.m. preceded the gala dinner which drew over 600 people. There were drawings for prizes; and operators from Massachusetts, Rhode Island, Maine, New Hampshire, Vermont, and upstate New York had chances to win. The total value of all the prizes was \$10,000.

The operators qualified for the drawings by having purchased in the period from May 1 through August 15, products from at least one of the manufacturers who contributed to the prize fund.

Besides Rowe Phonograph and Rowe Vending, the other manufacturers who contributed to the prize fund were Atari, Gottlieb, Meadows, PSE, Ramtek, Stern, Tournament Soccer, United Billiards, U.S. Billiards, Valley and Amana.



*Singles champ Mark Crowell*

## Dynamo tourney

More than 1,000 contestants and spectators attended Dynamo's St. Louis table soccer tournament August 26 through 28 at a suburban motor inn.

The Dynamo Corporation, manufacturers of the tables used in the playoffs, were the hosts for the event. The company provided \$8,500 in prize money, plus three Honda automobiles. Willard Rand, representing Central Distributors of St. Louis, provided photographic coverage for the three-day event.

Mark Crowell, the leading money winner on the Dynamo circuit, again took home a large share of the prizes, including winning a Honda in the singles championship. In addition, he won cash prizes for taking second in the doubles match and third in mixed doubles.

Crowell, an aggressive and physically overpowering figure from Salina, Kansas attracted the largest audiences at the tournament. He came close to winning a second Honda in the doubles play but the Houston team of Ronnie Lewis and Joe Compean put on a closing surge to win the two remaining cars. An interesting footnote to this match is that Compean is only 15 years old and, therefore, is not permitted to drive in his state; so he elected to take the cash value of the car—\$3,200.

Ronnie Lewis also won the mixed doubles championships with his partner Becky Williams.

Bob Stuart, Dynamo's sales manager presented the awards at the close of the tournament.

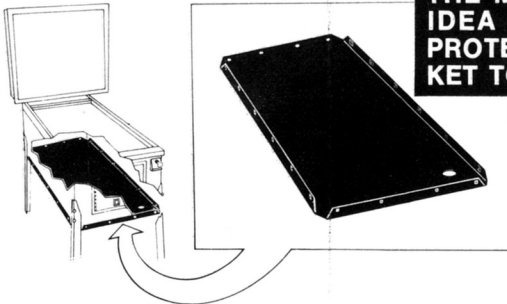
## Cleveland Coin changes quarters

Cleveland Coin International's Columbus, Ohio branch has moved into new quarters. Following the pattern set by its corporate headquarters in Cleveland two years ago, the major midwestern distributing firm moved from the downtown

area of Columbus to a new suburban plant at 7029 Huntley Road in the Huntley Distribution Center. The ultra modern new plant occupies 20,000 square feet with completely updated technical and parts departments.

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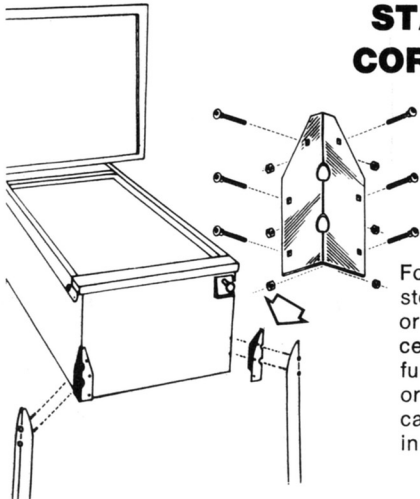
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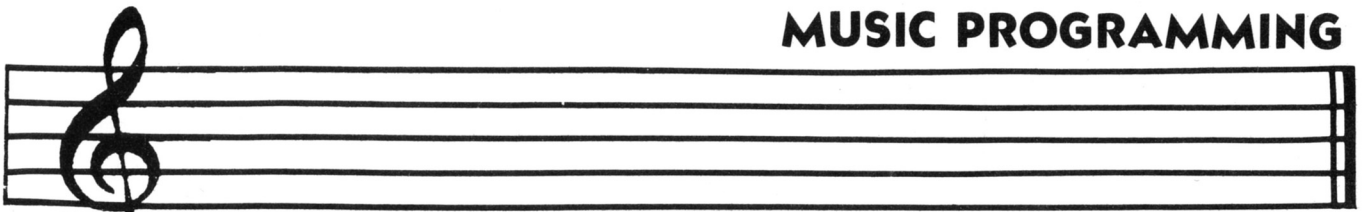
Bernie Powers explains the intricacies of Bally's Evel Knievel during a two-day service school which he and Jack O'Donnell conducted August 29 and 30 in Los Angeles. The school, hosted by C.A. Robinson and Company, attracted over 300 operators and servicemen from California, Arizona, Nevada, and New Mexico.

**Super  
Bowler  
distributors**

Bob Nallick, president of Sunbird Corporation, announced recently the initial distributors handling the newly introduced Super Bowler electronic wall game.

Current Sunbird Super Bowler distributors include: McKee Distributing, Portland, Oregon; Advance Distributing Co., Inc., St. Louis, Missouri; Northwest Sales Co., Seattle, Washington; Modern Vending Sales, Indianapolis, Indiana; Miller-Newmark Distributing Co., Grand Rapids, Michigan; Portale Automatic Sales, Los Angeles, California; Rowe International, Houston, Texas; Pioneer Sales and Service, Inc., Menomonee Falls, Wisconsin; Rowe International, Omaha, Nebraska; and Eli Ross Distributors, Inc., Miami, Florida.





# Back to school hits

When I first heard of the death of Elvis, I made myself a solemn promise that I wouldn't write anything about him, or about his music. For I think it has all been said, and we should let the man rest in peace.

But now, I have been reading about people selling out of his records, posters, and even T-Shirts with his picture and dates of his birth and death on them. Leave it to our free enterprise system, eh?

Nevertheless, if it hasn't crossed your mind, perhaps you could feature an Elvis month in your jukeboxes (that is, if you can obtain some of his records). Or, if your conscience is bothering you about capitalizing on it, how about a free play of all Elvis? It's up to you, of course. I'll leave it at that. All I can say is, Elvis, we'll miss your fine music. Enough said.

**CIRCLES**—Captain and Tennille/  
A&M Records 1970

I always hated the Captain and Tennille's television program, and because of it, for some time, I was turned off by them. And I suspect many others were, as well.

But if you can overlook that ridiculous image that they had on television, you can begin to appreciate their music. They are clean... slick...and polished. And this disc is no exception. From the very moment my stylus touched down, until I raised it, I was captivated.

This is a fine tune for middle-of-the roaders, or even some rock-type people who have some sophistication. This single has million seller written all over it.



**THE LOVERS**—Perry Botkin, Jr./  
A&M Records 1967

This instrumental has to be one of the best tear-jerkers of all time. The only other one (aside from some classical and folk music) that is as moving as this was the theme from Love Story.

Botkin is an adequate pianist, and puts the tune across, but it is the arrangement that brings out the romantic and emotion in us. Herb Alpert wrote this tune, and it's a great departure from his regular material. As usual, for an A&M pressing, the production values and sound are simply outstanding (I'm told that A&M only uses pure virgin vinyl for their pressings. Thus: superb sound). A glorious record to be cherished.

**HEARTBREAKER**—The Strawbs/  
Oyster Records-705

You have been saying that I have been avoiding rock? One of the reasons is because I don't feel that a really horrible record deserves space to be reviewed. But when I stumble across one that is good, I take pains to listen over and over again and review it thoroughly.

This tune is quite good. It is the first single released from the Strawbs' newest lp, Burning For You, which is currently climbing right up the charts. The Strawbs has been perhaps one of this year's most critically acclaimed groups, and rightly so.

The highlights on this upbeat tune are the intense vocals by Dave Cousins and the simultaneously lilting and searing guitar of Dave Lambert.

I understand that this tune has been, in the last week or so, one of the most programmed cuts on many of Los Angeles' Top 40 Radio Stations. Which means if it makes it there, it will make it in your area, and you should definitely consider it.

**BACK IN LOVE AGAIN**—L.T.D./  
A&M Records 1974

Readers with a soul audience, don't despair! There's a hot new single for you too. This one is complete dynamite. This group does something that has been needed in soul music for a long time. It's called originality.

There is a raw vitality here that sets this group apart from many other soul groups. Sure, it has the same commercial sound to it, the same "sure-sell" beat, but there is something here that makes this tune and group unique.

There is vigor, an understanding of what they are doing. Almost a vengeance! These people are brilliant practitioners of soul music. L.T.D. will have no trouble finding an audience: one that listens and wants to know what they have to say in words and music.

(Worth a mention: **PAT TRAVERS**—Stevie/Polydor-PD 14416

It's already a monster hit in San Francisco and Los Angeles...watch it)

Don't forget, all these records can be used as a promotion for the new school year which starts quite soon. Maybe as an introduction to your service at campuses where you have machines you might consider marketing your music (as the promoters of Elvis did) and you can make more money. Next month we'll get it together with some fall music... when the leaves turn brown...and people will be spending more time inside.



**By Michael B. Klein**



# COUNTRY HITS

# SOUL HITS

Now	Was		
1	1	DON'T IT MAKE MY BROWN EYES BLUE CRYSTAL GAYLE/United Artists XW1016	
2	2	WAY DOWN/PLEDGING MY LOVE ELVIS PRESLEY/RCA PB 10998	
3	3	SUNFLOWER GLEN CAMPBELL/Capitol 4445	
4	7	I'VE ALREADY LOVED YOU IN MY MIND CONWAY TWITTY/MCA 40754	
5	4	RAMBLIN' FEVER MERLE HAGGARD/MCA 40754	
6	9	DAYTIME FRIENDS KENNY ROGERS/United Artists XW1027	
7	8	SOUTHERN CALIFORNIA GEORGE JONES & TAMMY WYNETTE/Epic 850418	
8	6	TIL THE END VERN GOSDIN/Elektra 45411	
9	10	THAT'S THE WAY LOVE SHOULD BE DAVE & SUGAR/RCA PB 11034	
10	5	ROLLIN' WITH THE FLOW CHARLIE RICH/Epic 850392	
11	15	Y'ALL COME BACK SALOON OAK RIDGE BOYS/ABC Dot DO 17710	
12	11	A SONG IN THE NIGHT JOHNNY DUNCAN/Columbia 3 10554	
13	22	I LOVE YOU A THOUSAND WAYS WILLIE NELSON/Columbia/Lone Star 3 10588	
14	21	IT'S ALL IN THE GAME TOM T. HALL/Mercury 55001	
15	20	IF YOU DON'T LOVE ME FREDDY FENDER/ABC/Dot DO 11713	
16	24	WHY CAN'T HE BE YOU LORETTA LYNN/MCA 40747	
17	25	EAST BOUND AND DOWN JERRY REED/RCA 11056	
18	18	IF YOU EVER GET TO HOUSTON (LOOK ME DOWN) DON GIBSON/ABC Hickory AH 54014	
19	19	WHERE ARE YOU GOING, BILLY BOY BILL ANDERSON & MARY LOU TURNER/MCA 40753	
20	26	I GOT THE HOSS MEL TILLIS/MCA 40764	

Now	Was		
1	1	FLOAT ON FLOATERS/ABC 12284	
2	2	STRAWBERRY LETTER 23 BROTHERS JOHNSON/A&M 1949	
3	3	BEST OF MY LOVE EMOTIONS/Columbia 3 10544	
4	4	THE GREATEST LOVE OF ALL GEORGE BENSON/Arista 0251	
5	14	IT'S ECSTASY WHEN YOU LAY DOWN NEXT TO ME BARRY WHITE/20th Century TC 2350	
6	11	KEEP IT COMIN' LOVE KC & THE SUNSHINE BAND/T.K. 1023	
7	7	SUNSHINE ENCHANTMENT/Roadshow XW991	
8	8	WORK ON ME O'JAYS/Phila. Intl. ZS8 3631	
9	5	EASY COMMODORES/Motown M 141 8F	
10	10	LET'S CLEAN UP THE GHETTO PHILA. INTL. ALL STARS/Phila. Intl. ZS8 3627	
11	12	O-H-I-O OHIO PLAYERS/Mercury 73932	
12	9	L.A. SUNSHINE WAR/Blue Note 1009	
13	6	I BELIEVE YOU DOROTHY MOORE/Malaco 1042	
14	22	BOOGIE NIGHTS HEATWAVE/Epic 8 50370	
15	16	MAKE IT WITH YOU WHISPERS/Soul Train 10996	
16	13	SLIDE SLAVE/Cotillion 44128	
17	26	WE NEVER DANCED TO A LOVE SONG MANHATTANS/Columbia 3 10586	
18	17	DEVIL'S GUN C.J. & COMPANY/Westbound 55400	
19	15	A REAL MOTHER FOR YA JOHNNY GUITAR WATSON/DJM 1024	
20	24	I FEEL LOVE/CAN'T WE JUST SIT DOWN (AND TALK IT OVER) DONNA SUMMER/Casablanca 884	



TITLE, ARTIST, Label, Number, (Distributing Label)

SEPT. 17	SEPT. 10		WKS. ON CHART
1	2	<b>BEST OF MY LOVE</b> EMOTIONS Columbia 3 10544 (2nd Week)	14
2	1	<b>I JUST WANT TO BE YOUR EVERYTHING</b> ANDY GIBB/ RSO RS 872 (Polydor)	22
3	5	<b>DON'T STOP</b> FLEETWOOD MAC/Warner Bros. WBS 8413	11
4	4	<b>FLOAT ON</b> FLOATERS/ABC 12284	13
5	3	<b>(YOUR LOVE HAS LIFTED ME) HIGHER &amp; HIGHER</b> RITA COOLIDGE/A&M 1922	20
6	24	<b>THAT'S ROCK 'N' ROLL</b> SHAUN CASSIDY/Warner/Curb WBS 8423 (WB)	8
7	8	<b>TELEPHONE LINE</b> ELECTRIC LIGHT ORCHESTRA/Jet 1000 (UA)	14
8	6	<b>HANDY MAN</b> JAMES TAYLOR/Columbia 3 10557	14
9	11	<b>"STAR WARS" THEME/CANTINA BAND</b> MECO/Millennium MN 604 (Casablanca)	8
10	12	<b>ON AND ON</b> STEPHEN BISHOP/ABC 12269	13
11	15	<b>KEEP IT COMIN' LOVE</b> KC & THE SUNSHINE BAND/T.K. 1023	13
12	14	<b>COLD AS ICE</b> FOREIGNER/Atlantic 3410	9
13	7	<b>STRAWBERRY LETTER 23</b> BROTHERS JOHNSON/A&M 1949	11
14	18	<b>NOBODY DOES IT BETTER</b> CARLY SIMON/Elektra 45413	9
15	23	<b>BOOGIE NIGHTS</b> HEATWAVE/Epic 8 50370	8
16	19	<b>WAY DOWN</b> ELVIS PRESLEY/RCA PB 10998	12
17	21	<b>SWAYIN' TO THE MUSIC (SLOW DANCIN')</b> JOHNNY RIVERS/Big Tree BT 16094 (Atlantic)	13
18	9	<b>EASY</b> COMMODORES/Motown M 1418F	17
19	13	<b>SMOKE FROM A DISTANT FIRE</b> SANFORD-TOWNSEND BAND/Warner Bros. WBS 8370	13
20	10	<b>UNDERCOVER ANGEL</b> ALAN O'DAY/Pacific 001 (Atlantic)	22
21	25	<b>I FEEL LOVE</b> DONNA SUMMER/Casablanca 884	7
22	20	<b>THEME FROM "STAR WARS"/CANTINA BAND</b> LONDON SYMPHONY ORCHESTRA/20th Century 2345	10
23	27	<b>DON'T WORRY BABY</b> B. J. THOMAS/MCA 40735	10
24	31	<b>SIGNED, SEALED, DELIVERED (I'M YOURS)</b> PETER FRAMPTON/A&M 1972	4
25	16	<b>BARRACUDA</b> HEART/Portrait 6 70004	17
26	17	<b>YOU AND ME</b> ALICE COOPER/Warner Bros. WBS 8349	21
27	33	<b>JUNGLE LOVE</b> STEVE MILLER BAND/Capitol P 4466	7
28	32	<b>CAT SCRATCH FEVER</b> TED NUGENT/Epic 8 50425	8
29	30	<b>THE GREATEST LOVE OF ALL</b> GEORGE BENSON/Arista 0251	9
30	29	<b>TELEPHONE MAN</b> MERI WILSON/GRT 127	16
31	22	<b>JUST A SONG BEFORE I GO</b> CROSBY, STILLS & NASH/ Atlantic 3401	16
32	40	<b>BRICK HOUSE</b> COMMODORES/Motown M 1425F	4
33	26	<b>WHATCHA GONNA DO?</b> PABLO CRUISE/A&M 1920	20
34	52	<b>YOU LIGHT UP MY LIFE</b> DEBBY BOONE/Warner/Curb WBS 8446 (WB)	4
35	37	<b>SO YOU WIN AGAIN</b> HOT CHOCOLATE/Big Tree BT 16096 (Atlantic)	12
36	35	<b>I'M IN YOU</b> PETER FRAMPTON/A&M 1941	17
37	34	<b>GIVE A LITTLE BIT</b> SUPERTRAMP/A&M 1938	17
38	43	<b>HEAVEN ON THE SEVENTH FLOOR</b> PAUL NICHOLAS/ RSO RS 878 (Polydor)	5
39	41	<b>DAYTIME FRIENDS</b> KENNY ROGERS/United Artists 1027	8
40	36	<b>HOW MUCH LOVE</b> LEO SAYER/Warner Bros. WBS 8319	11
41	44	<b>IT WAS ALMOST LIKE A SONG</b> RONNIE MILSAP/ RCA PB 10976	9
42	28	<b>BLACK BETTY</b> RAM JAM/Epic 8 50357	16
43	49	<b>I BELIEVE YOU</b> DOROTHY MOORE/Malaco 1042 (T.K.)	8
44	48	<b>I WOULDN'T WANT TO BE LIKE YOU</b> ALAN PARSONS/ Arista 0260	6
45	58	<b>DON'T IT MAKE MY BROWN EYES BLUE</b> CRYSTAL GAYLE/ United Artists XW1016	8
46	47	<b>DA DOO RON RON</b> SHAUN CASSIDY/Warner/Curb WBS 8365 (WB)	19
47	50	<b>HELP IS ON THE WAY</b> LITTLE RIVER BAND/Harvest P 4428 (Capitol)	8
48	81	<b>THE KING IS GONE</b> RONNIE McDOWELL/Scorpion SC 0543	2
49	59	<b>SHE DID IT</b> ERIC CARMEN/Arista 0266	4
50	53	<b>LITTLE DARLIN' (IF I NEED YOU)</b> THE DOOBIE BROTHERS/ Warner Bros. WBS 8408	8



51	39	<b>YOU'RE MY WORLD</b> HELEN REDDY/Capitol P 4418	19
52	42	<b>EDGE OF THE UNIVERSE</b> BEE GEES/RSO RS 880 (Polydor)	9
53	56	<b>HOLD ON WILD CHERRY</b> /Sweet City/Epic 8 50401	8
54	66	<b>IT'S ECSTASY WHEN YOU LAY DOWN NEXT TO ME</b> BARRY WHITE/20th Century 2350	3
55	64	<b>ANOTHER STAR</b> STEVIE WONDER/Tamla T 54286F (Motown)	6
56	57	<b>L.A. SUNSHINE</b> WAR/Blue Note 1009 (UA)	8
57	60	<b>INDIAN SUMMER</b> POCO/ABC 12295	8
58	70	<b>JUST REMEMBER I LOVE YOU</b> FIREFALL/Atlantic 3421	3
59	77	<b>DO YOU WANNA GET FUNKY WITH ME</b> PETER BROWN/ Drive 6258 (T.K.)	3
60	46	<b>DO YOU WANNA MAKE LOVE</b> PETER McCANN/ 20th Century 2335	21
61	54	<b>SUNFLOWER</b> GLEN CAMPBELL/Capitol P 4445	10
62	45	<b>HARD ROCK CAFE</b> CAROLE KING/Avatar 4455 (Capitol)	8
63	38	<b>CHRISTINE SIXTEEN</b> KISS/Casablanca NB 889	10
64	73	<b>SURFIN' USA</b> LEIF GARRETT/Atlantic 3423	4
65	68	<b>I BELIEVE IN LOVE</b> KENNY LOGGINS/Columbia 3 10569	8
66	76	<b>DEVIL'S GUN</b> C.J. & COMPANY/Westbound 55400 (Atlantic)	7
67	71	<b>DUSIC</b> BRICK/Bang 734	3
68	61	<b>LOOK WHAT YOU'VE DONE TO MY HEART</b> MARILYN McCOO & BILLY DAVIS, JR./ABC 12298	6
69	82	<b>WE JUST DISAGREE</b> DAVE MASON/Columbia 3 10575	3
70	78	<b>I JUST WANT TO MAKE LOVE TO YOU</b> FOGHAT/ Bearsville BSS 0319 (WB)	4
71	72	<b>I GO CRAZY</b> PAUL DAVIS/Bang 733	4
72	75	<b>NOTHING BUT A BREEZE</b> JESSE WINCHESTER/Bearsville BSS 0318 (WB)	7
73	55	<b>A REAL MOTHER FOR YA</b> JOHNNY GUITAR WATSON/ DJM 1024	10
74	74	<b>HOUND DOG MAN (PLAY IT AGAIN)</b> LENNY LeBLANC/ Big Tree BT 16062 (Atlantic)	3
75	51	<b>YOU MADE ME BELIEVE IN MAGIC</b> BAY CITY ROLLERS/ Arista 0256	16
76	79	<b>GOOD MORNING JUDGE</b> 10cc/Mercury 73943	6
77	86	<b>WE'RE ALL ALONE</b> RITA COOLIDGE/A&M 1965	2
78	80	<b>THE MARTIAN BOOGIE</b> BROWNSVILLE STATION/ Private Stock 167	4
79	87	<b>THE LOVE THEME FROM "ONE ON ONE" (MY FAIR SHARE)</b> SEALS & CROFTS/Warner Bros. WBS 8405	2
80	89	<b>IT'S IN HIS KISS (THE SHOOP SHOOP SONG)</b> KATE TAYLOR/Columbia 3 10596	2
81	84	<b>SUNSHINE</b> ENCHANTMENT/Roadshow XW991 Y (UA)	12
82	85	<b>WE NEVER DANCED TO A LOVE SONG</b> MANHATTANS/ Columbia 3 10586	4

CHARTMAKER OF THE WEEK

83	—	<b>LITTLE QUEEN</b> HEART Portrait 6 70008	1
84	—	<b>DOCTOR LOVE</b> 1ST CHOICE/Gold Mind 4004 (Salsoul)	1
85	88	<b>WORK ON ME</b> THE O'JAYS/Phila. Intl. ZS8 3631 (CBS)	6
86	90	<b>DOG DAYS</b> ATLANTA RHYTHM SECTION/Polydor 14411	4
87	91	<b>O-H-I-O</b> OHIO PLAYERS/Mercury 73932	6
88	92	<b>WHEN I THINK OF YOU</b> JAMES & MICHAEL/London 5N 257	3
89	—	<b>BLUE BAYOU</b> LINDA RONSTADT/Asylum 45431	1
90	94	<b>RED HOT</b> ROBERT GORDON WITH LINK WRAY/ Private Stock 156	2
91	93	<b>SILVER LADY</b> DAVID SOUL/Private Stock 163	2
92	97	<b>YOU'VE GOT ME DANCING ON A STRING</b> DONNY OSMOND/Polydor PD 14417	2
93	95	<b>LET'S CLEAN UP THE GHETTO</b> PHILA. INTL. ALL STARS/ Phila. Intl. ZS8 3627 (CBS)	7
94	96	<b>THE WHOLE TOWN'S LAUGHING AT ME</b> TEDDY PENDERGRASS/Phila. Intl. ZS8 3633 (CBS)	2
95	100	<b>OH LORI</b> ALESSI/A&M 1955	2
96	98	<b>SAIL AWAY</b> SAM NEELY/Elektra 45419	2
97	—	<b>(EVERY TIME I TURN AROUND) BACK IN LOVE AGAIN</b> LTD/A&M 1974	1
98	67	<b>LOOKS LIKE WE MADE IT</b> BARRY MANILOW/Arista 0244	20
99	63	<b>MY HEART BELONGS TO ME</b> BARBRA STREISAND/Columbia 3 10555	18
100	62	<b>SLIDE SLAVE</b> /Cotillion 44218 (Atlantic)	15

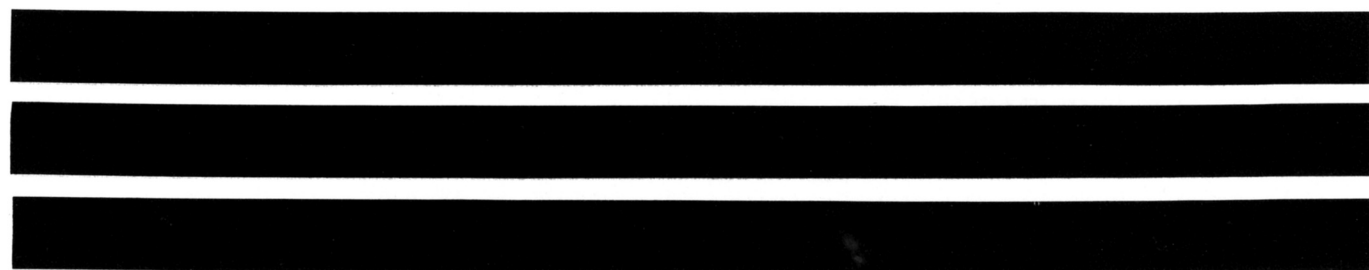


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## PLAY METER UPDATE

September 14, 1977 Volume 3/ No. 18

### Pool tournament is nation's largest

All across Ohio, a \$25,000 coin-operated 8-Ball Tournament is under way. Sponsored by U.S. Billiards and Shaffer Distributing Company with offices in Columbus and Cleveland, this event is considered the nation's largest, with 29 operators and 200 taverns, bowling alleys and arcades participating. A nine week qualifying tournament is now under way at each location, with the winners meeting for the \$25,000 Tournament Playoff in Columbus on October 1st and 2nd at the Columbus Hilton Inn.

Ohio coin operators participating include: Hughes Music Co., Springfield; Supreme Novelty, Springfield;

Laughlin Music Co., Chillicothe; Modern Music Co., Columbus; Acme Music Systems, Niles; J.C. S. Enterprises, Dayton; Pioneer Service, Inc., Cincinnati; J. & V. Coin Co., Newcomerstown; A. Van Brackel & Sons, Defiance; Automatic Music Co., Painesville; Falcon Vending, Washington C.H.; Roy George Music, Fainesville; Ellum Music Co., Massillon; Bell Music Co., Akron; Ace Amusement Co., Dayton; R. C. Music Co., Lancaster; Hopkins Music Co., Gallon; Big City Game Room, Columbus; Castle Music Co., Akron; Celina Music Co., Celina; Acme Miami Vending, Dayton; Robison Music Co., New-

ark; W K Corporation, Columbus; Captain Fantastic, Columbus; Laughlin Music Co., Athens; Sanborn Vending, Nelsonville; Tora Music Co., Columbus; Gem Music Co., Dayton; and Findlay Music Co., Findlay.

According to Chuck Farmer, Shaffer Director of Marketing, operators report that locations are enthusiastic about the increased business and the state-wide tournament is boosting pool table revenue significantly.

Trophies, pool cues with carrying cases and elaborate Tournament Kit supportive literature have been distributed to all the participating locations throughout Ohio.

### Seeburg sale planned

Seeburg Industries, Inc. has reached an agreement in principle to sell the business and certain assets of its Chicago-based products division.

Louis J. Nicastro, chairman of Seeburg, said the company would retain ownership of the products division's Chicago plant together with its machinery and equipment, and that all of these would be leased to the purchaser.

The products division manufactures coin-operated phonographs and post-mix vending equipment.

The purchaser, Nicastro revealed, is a company that will be organized by a group of independent Seeburg distributors. Under the terms of the agreement, the group will acquire approximately \$7.3 million of products division assets for cash, notes, and assumption of current liabilities.

According to Allan Metzger, an attorney handling the case, the purchasing body has not yet formed under a corporate name or elected a leadership. "The buyer," he said, "is still somewhat an amorphous body, and the company officials are also semi-anonymous."

The transaction, which is subject to the execution of definitive agreements and, finally, to ratification by the Seeburg board of directors, will not affect Seeburg's other operations. Seeburg will continue—through its Choice-Vend, Williams Electronics, Qualitone, King Musical Instrument, and entertainment divisions—to manufacture and market bottle and can vending machines, coin-operated amusement games, hearing aids, and musical instruments, and operate a theater-in-the-round.

### AMOA schedules mechanics schools

With the recent success of three other mechanics schools, the AMOA has scheduled two more schools for Indiana and North Carolina.

The Indiana school, which is currently in progress, is running from September 12-21 at the Best Western Motel in Indianapolis, Indiana. The North Carolina school will be held later this month in either Raleigh or Charlotte. Dates on that school have been set for September 26 through October 5.

Don Miller will be the instructor for both sessions. He has over 30 years experience in coin machines and was formerly owner of a coin machine school in Denver, Colorado. The AMOA schools will specialize in schematic reading and how to apply that knowledge to the machines.

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## Switches

By Robin Minnear of the Game Doctors

There are four common types of switches encountered when servicing electro-mechanical equipment. Figure One shows their schematic symbol and a side view of what the switch may look like.

These switches are designed to function with a single mechanical motion. By stacking several of these switches, you can perform multiple functions in one mechanical operation.

Most switch blades are made of highly conductive spring type metal such as phosphor-bronze or nickel-silver. Switch blades are manufactured in various sizes and thicknesses. Each is designed to deliver a certain amount of spring and handle a specific amount of current. Because of this, it is important to replace a broken switch blade with one of the same type.

Proper adjustment of switch blades is important to insure long life. Before adjusting any switch blades, tighten the screws holding the switch stack together (Figure Two). This will take up any space in the stack that may have occurred because of plastic insulator shrinkage.

For the most part, all switches should have about a 1/32 inch gap between the points. When the switch is closed, it should travel about 1/32 inch beyond the point of initial contact. This follow-through action provides a wiping motion between the contacts, keeping them clean and insuring good contact between the points.

Switch blade adjustments should be done first to the actuating blade. This is usually the longer of the blades. Once adjusted, the gap is set by adjusting the free contact blade.

The actual blade adjustment is achieved by using a sweeping-type motion and constant pressure on the blade with your switch blade tool (Figure Three). Start the adjustment with the blade tool next to the insulator and slide the tool towards the contacts while keeping constant pressure on the blade in the direction you want the blade bent. This will shape the entire blade.

Figure Four is an example of a properly bent blade.

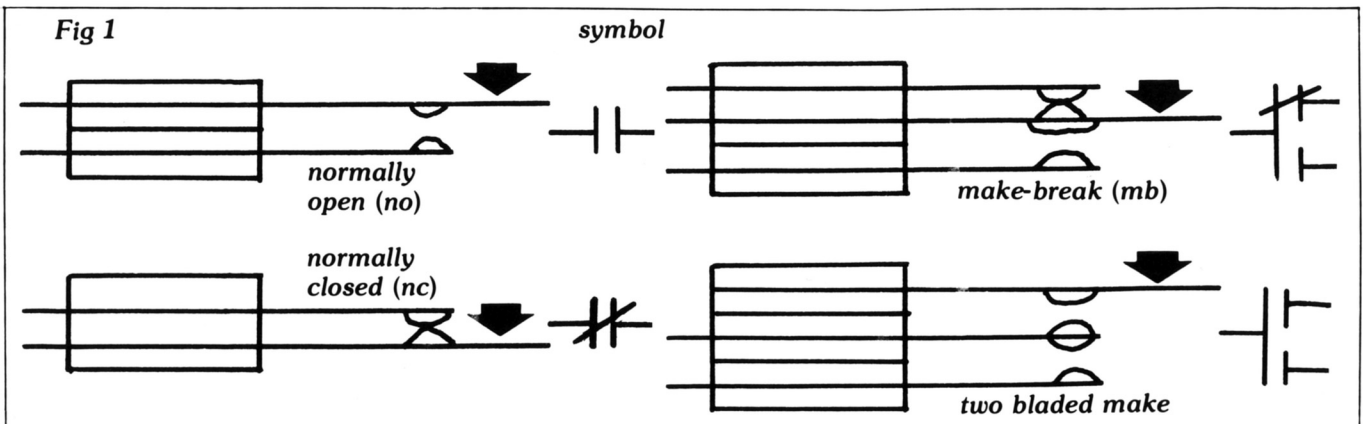
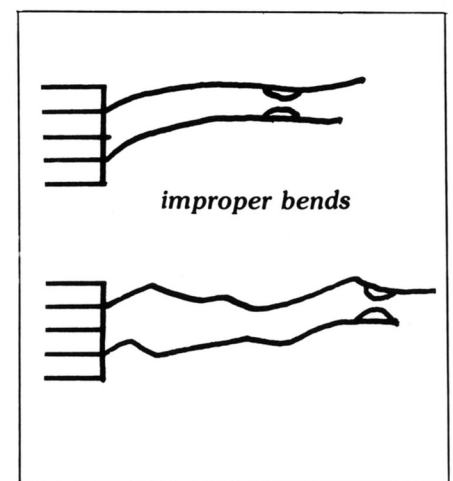
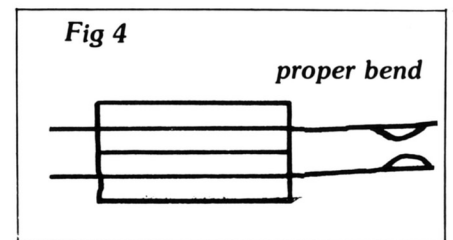
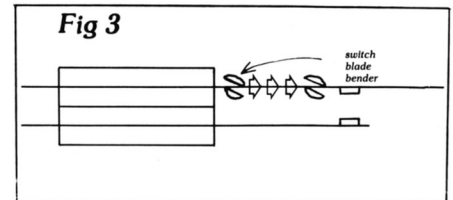
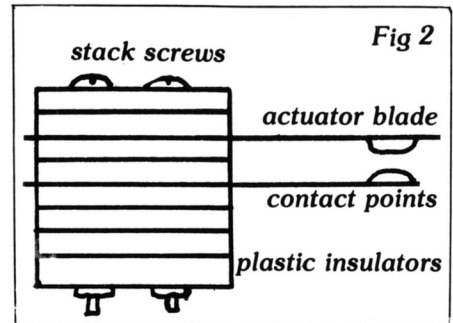
Figure Five shows examples of improperly bent blades.

It is important not to kink the blade or make any sharp bends in it. This will cause loss of spring, and eventually it may fracture and break.

The contact points are generally made of silver but some are made of a combination of silver and cadmium. This is because certain situations call for high current or low resistance. When replacing contact points, be sure to replace them with the same type. It's important to clean the switch blade thoroughly before replacing the contact point. Any dirt or gaps will cause arcing that will eventually burn up the blade and points.

When cleaning the contact points, you should use a burnishing tool. This will leave the points clean and smooth. Generally you should not file contact points. The file will leave the point surface grooved. This will cause arcing and excessive wear.

If the contact is excessively burned, you may have to file it to remove the deep pits. In this case you should burnish the points after you file them to insure a smooth clean contact surface.





# Topics

By Randy Fromm of the Game Doctors

## Flying Saucers

Atari's Anti-Aircraft is a game that has player appeal to satisfy young children and adults alike. It has proved to be a reliable piece that fits in well as a primary or secondary game at most locations. While it may not be one of the industry's biggest money makers, Anti-Aircraft still does all right when collection time comes around.

Now you can "beef-up" your earnings from the game and have a lot of fun playing "Earth vs. the Flying Saucers." This modification is fairly simple, and changes the game from airplanes that travel in a pre-selected direction across the screen, to flying saucers that seem to change direction at random. The excitement really builds when you get flying saucers in a "pickle" between groundfire. Adding the saucers also makes Anti-Aircraft more entertaining as a single-player game.

### THE CIRCUIT

As in GT10 and Tank, Anti-Aircraft uses a memory chip that contains two different sets of picture information. As originally released, the airplane image is read out. By cutting the trace that grounds K1-14, the flying saucer image is made to appear (see Figure One). This input is noted on the schematic by the words *plane type*.

If you want to make the saucers change direction in mid-flight, you should disable the existing direction select circuit (F2) from its original

clock source. Each time the clock input (Pin 12) is pulsed, the horizontal motion of the targets will reverse. To create the direction change pulse, a timer is used to generate a narrow pulse that occurs about once per second (See Figure Two).

The timer output is then NORed with 64V from the sync chain. This signal is used to throw a random factor into the direction change pulse. If 64V is high when the timer puts out its narrow, negative going pulse, then the output of the NOR gate stays low. If 64V is low simultaneously with the timer pulse, the NOR gate will pulse high and the direction select flip-flop will toggle to the opposite state. Simple huh?

### CONSTRUCTION

There are a few empty I.C. sockets on the Anti-Aircraft printed circuit board. I built my timer circuit at position L-2. There is a double set of holes there to facilitate construction. If you've never built a project using the 555 before, now is a good time to start. You'll be amazed at the easy way it goes together. Just four components (two resistors and two capacitors) and a few jumper wires, and the thing works every-time! (Well, almost anyway!)

The NOR gate is an extra that can be found at position F3. To go through the modification step-by-step, the changes are as follows:

1. Cut the trace that grounds K1-14.

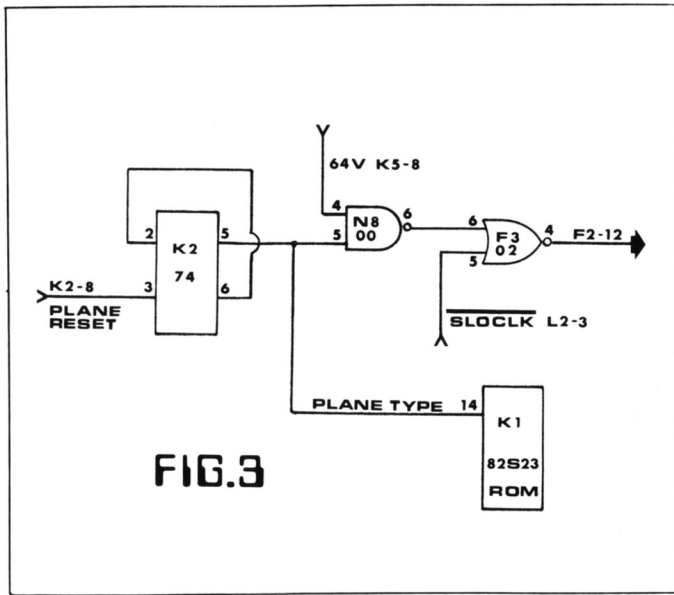
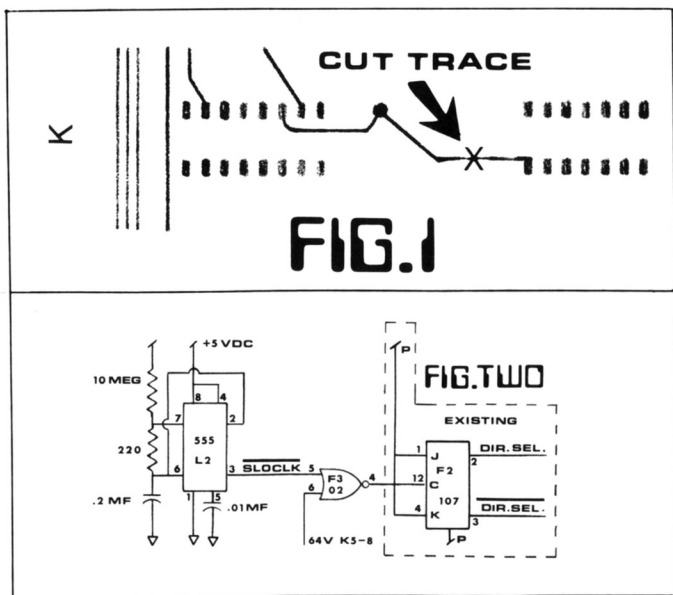
2. Add timer circuit at position L2.
3. Add wire between L2-3 (timer output and F3-5).
4. Clip and lift F2-12.
5. Add wire between F3-4 and F2-12.
6. Add wire between K5-8 and F3-6.

There are enough spare devices on the Anti-Aircraft board to carry the modification a step further. The flying saucer game can be made to alternate with the original game after each target (or pair of targets) has been hit (See Figure Three).

Each time the planes are reset, spare flip-flop K2 is made to toggle. By tying K2-5 to the plane type input of the ROM, the game will change from airplanes to flying saucers and back again each time the flip-flop is pulsed. The plane type signal is also used to gate the 64V signal so that only the flying saucers and not the planes will change direction.

To perform this more involved modification, carry out steps 1-5 as before, and continue as listed below.

- 6a. Add wire between N8-6 and F3-6.
- 7a. Add wire between N8-4 and K5-8.
- 8a. Add wire between N8-5 and K2-5.
- 9a. Add wire between K2-8 and K2-3.
- 10a. Add wire between K2-6 and K2-2.
- 11a. Add wire between K2-5 and K1-14.



# Technical Tips

—By Stephen Perry, editor, *Electronic Amusement Report*

**SITUATION:** If you find it difficult to set your Atari Starship I for "Bonus time," it's probably because the instructions are backwards.

**SOLUTION:** The switch labeled BT for bonus time at location K6 on the PC board should be placed in the "off" position to award bonus time

and in the "on" position when no bonus time is desired.

## TIP B

**SITUATION:** Most "game-play" related problems on Midway's Sea Wolf are caused by failure of the optical-isolators on the game board.

**SOLUTION:** This list should assist you in locating your problem if game doesn't:

(1) Give credit on coin, replace isolator at A-2

(2) Start game on credit button, replace isolator at A-2

(3) Fire torpedoes, replace isolator at A-1

If torpedo won't:

(1) Shoot to left, replace isolator at B-1

(2) Shoot to near right, replace isolator at B)-2

(3) Shoot to far right, replace isolator at A-1

(4) Shoot to center, replace isolator at B-2

Be sure that printed board and contact fingers on top of periscope extension assembly are clean and making good connections. Also check that the edge connector jack on this wiper PC board is making good contact on *all* terminals.

For any free technical assistance, write Stephen Perry, c/o *PLAY METER MAGAZINE*, P.O. Box 24170, New Orleans, La. 70184.



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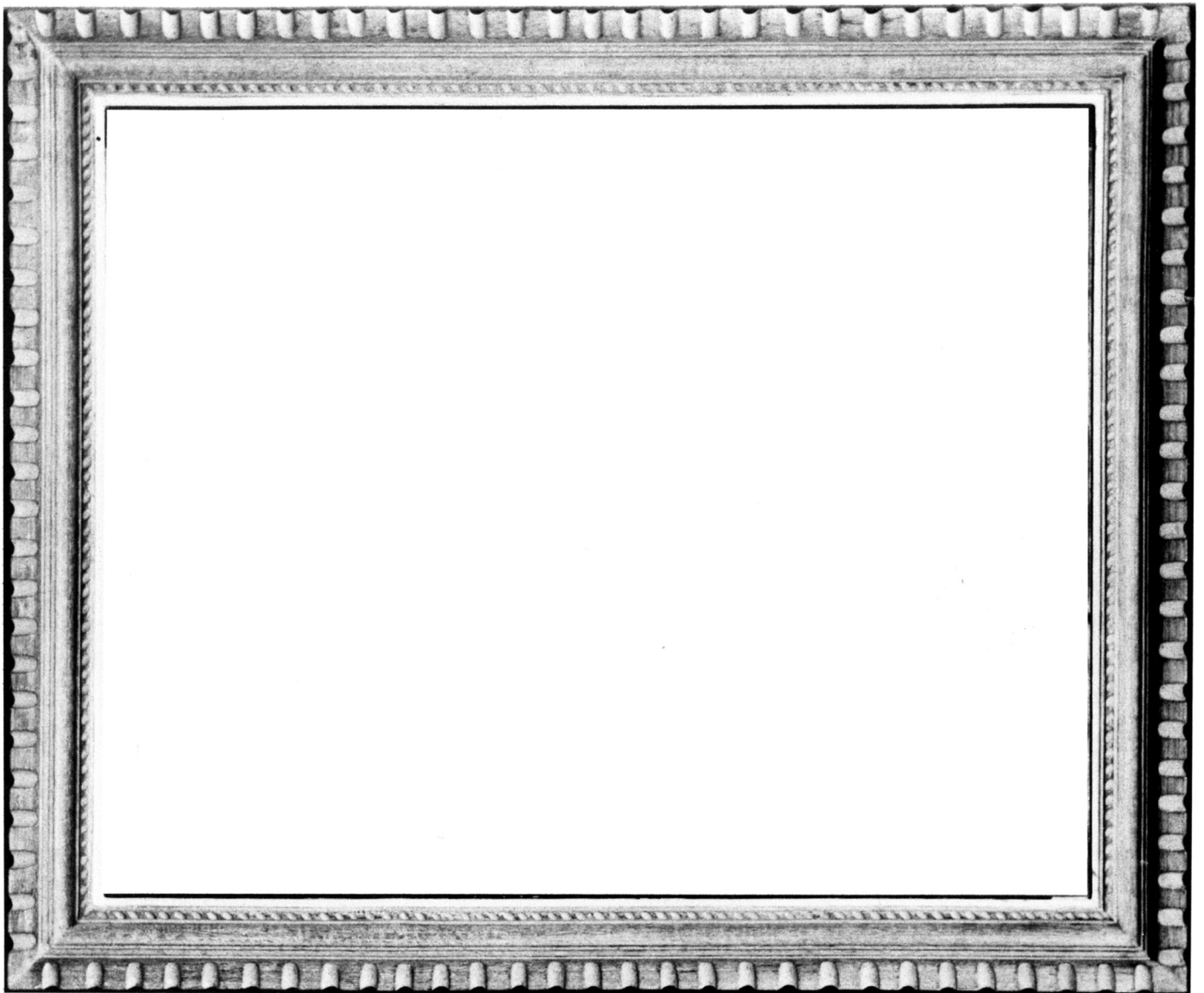
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## Bally puts Bigfoot forward

Once again the coin-operated amusement industry has been the beneficiary of some good national exposure. This time, the National Broadcasting Company, as part of one of its two-hour special events, televised a pinball tournament in which celebrities from the motion picture, television, and recording industries competed on a giant pinball machine designed specifically for the event by Bally Manufacturing.

The television program, called "Us against the World," pitted three teams (one each from the United States, Great Britain, and "The Rest of the World") in competitive events ranging from relay races, swimming races, horse races, soccer matches, volleyball games, dart throwing contests, bowling matches, and a sled pull.

But the highlight of the television show for the coin-operated industry came in a pinball competition which featured a new machine from Bally called Bigfoot.

Among those representing Bally at the event were Tom Nieman,

Jack O'Donnell, and Bernie Powers. After witnessing the enthusiasm generated by the pinball competition, Nieman ventured to say that the Bigfoot game may soon find its way into mass production for the coin industry. "If the response of the industry warrants it," said Nieman, "Bally would consider the possibility of offering Bigfoot in 1978." He added, "Bally's participation (in the NBC-TV Big Event) marks the first time a manufacturer has previewed a new item to the coin industry through the vehicle of a prime time, two-hour network special."

One of the standouts in the pinball competition was recording star Roger Daltrey, who has gained international renown as the Pinball Wizard following his title role in the motion picture "Tommy."

Among the other stars that took part in the NBC show were Gabe Kaplan, Flip Wilson, Elke Sommer, Rich Little, Marty Feldman, Sergio Mendes, Don Rickles, and Olivia Hussey.



*NBC stars Elke Sommer, Flip Wilson, Marty Feldman, and Roger Daltrey to beat Bally's Bigfoot.*

## Fun and games at NAMA

The National Automatic Merchandising Association (NAMA), which holds its annual convention and trade show October 13 through 16 at Chicago's McCormick Place, will for the first time have a music and amusement machine exhibit.

The exhibit, to be held in conjunction with the National Convention-Exhibit of Vending and Foodservice Management, will be viewed by more than 8,000 in the vending industry.

Among those companies reported to have reserved exhibiting space at the show are Atari, Inc.; Dynamo Corporation; Gremlin Industries, Inc.; Mirco, Inc.; Platt Luggage, Inc.; Rock-Ola Manufacturing; Rowe International; Segasa d.b.a. Sonic; and U.S. Billiards.

Lowell Thomas, veteran broadcaster and explorer, will be the headliner at the opening session of the show.

Some 8,000 industry executives are expected to participate at the

four-day convention that, for the last three days of the show, have as its themes—"Financial Management," "Marketing Management," and "Personnel Management."

As in previous years, the exhibit hours will be from noon to 6 p.m. on Thursday and Friday, from noon to 5 p.m. on Saturday and from 10 a.m. to 2 p.m. on Sunday. A special ladies' program, including a hospitality room at McCormick Place and events each day, is also being planned.

The opening session of the NAMA convention will be highlighted by a NAMA board of directors election. Seven candidates have been nominated for three-year terms by a committee chaired by James T. McGuire, a former president of NAMA.

Included among those candidates are Clarke Braly of Rowe Automatic Vendors and Merrill Krakauer of Rowe International. The election of the nominees will bring the 21-member board of NAMA to a representation as follows: fourteen operating companies, six machine manufacturers, and one allied member.

### STUDY

According to a recent study compiled for NAMA by Price

Waterhouse & Company, about 36 percent of the total sales of vending and foodservice management firms came from means other than vending machines. Among those other avenues of income for vendors was, of course, music and games installations. Other means of revenues for vendors included "manual" foodservice, concessions, restaurants, fast food operations, catering, and office coffee service.

The Price Waterhouse study also showed that net profits increased substantially in 1976 for 107 vending and foodservice management firms interviewed. However, the complete study, which took in an additional 48 firms that were not interviewed the year before showed a decrease in profits over the previous year.

Net profits for the 107 companies which furnished figures in both years increased from 4.14 percent of gross sales in 1975 to 5.36 in 1976. For the 155 firms, including the two-year participants, the average net profit was 3.79 percent of gross sales, a drop from the 1975 average net profit of 4.09.

"The divergence of these figures is not disturbing," said G.R. Schreiber, NAMA president. "It illustrates that wide differences exist among





different types of member firms and even within each sales volume group."

## DIRECTORY

NAMA has also announced that it has completed its 1977 Directory of members of the association. The directory lists more than 2,300 firms and operating units of the vending and foodservice management industry. The 70-page directory provides the addresses and phone numbers of nearly 2,000 vending and foodservice management firms, as well as the vending machine manufacturers and producers of equipment and food items who are NAMA members.

### Amusement exhibitors:

*Atari, Inc.*

*Sunnyvale, CA  
Booth No. 800*

*Auto-Photo Company*

*Costa Mesa, CA  
Booth Nos. 919-921*

*Coffee-Mat*

*Kenilworth, NJ  
Booth No. 813*

*Dynamo Corp.*

*Grand Prairie, TX  
Booth Nos. 714-716*

*J.F. Frantz Mfg. Co.*

*Chicago, IL  
Booth Nos. 900-904*

*Gremlin Industries*

*San Diego, CA  
Booth No. 816*

*Imperial Billiard Industries*

*Carlstadt, NJ  
Booth Nos. 901-905*

*International Billiard Corp.*

*Plainfield, NJ  
Booth Nos. 1014-1018*

*International Totalizing Systems*

*Newton Upper Falls, MA  
Booth No. 815*

*Irving Kaye Company, Inc.*

*Stamford, CT  
Booth Nos. 801-803*

*Mirco, Inc.*

*Phoenix, AZ  
Booth Nos. 907-909*

*Nu-Look Products*

*Philadelphia, PA  
Booth No. 1000*

*Platt Luggage, Inc.*

*Chicago, IL  
Booth Nos. 1008-1010*

*Play Meter Magazine*

*New Orleans, LA  
Booth No. 1006*

*Project Support Engineering, Inc.*

*Sunnyvale, CA  
Booth No. 710*

*Replay Publishing, Inc.*

*Woodland Hills, CA  
Booth No. 916*

*Rock-Ola Manufacturing Corp.*

*Chicago, IL  
Booth Nos. 700-702*

*Rowe International, Inc.*

*Whippany, NY  
Booth Nos. 706-708*

*Segasa d.b.a. Sonic*

*Beverly Hills, CA  
Booth No. 712*

*U.B.I., Inc.*

*Union, NJ  
Booth Nos. 918-922*

*U.S. Billiards, Inc.*

*Amityville, NY  
Booth Nos. 817-819*

*Vanguard*

*Overland Park, KS  
Booth Nos. 923-925*



## Manufacturing

### Shoemaker's Gravitation

Stephen Shoemaker, owner of the highly-successful, 30,000-square-foot Fun Factory arcade at the Redondo Beach (California) Pier, has begun manufacturing a high-grossing game called Gravitation.

The game is an off-shoot of an English game called Penny Falls. It works on the principle of money falling by gravity onto the playfield and is designed for the redemption market.

The object of Shoemaker's game is to have a quarter put into play by the customer pushing other quarters over a ledge. Quarters falling over the ledge are electronically counted for the operator and render a token to the customer for prizes. The more skillful the player, the more tokens they receive for their money.

The three main areas of skill are directing the slot where the coin may roll onto the playfield, choosing the area of play, and timing the release of the coin.

Shoemaker's entry into the manufacturing of Gravitation is the result of purchasing the \$9,000 Penny Falls game and then seeing that unit pay for itself within 25 days. Shoemaker immediately researched making his own version with some significant improvements and has applied for patents.

"My game will not tilt," Shoemaker explains in differentiating the British version from the Gravitation. "Also, I do all my own money counting with solid state photo electric cells."

Penny Falls has been officially legalized in such states as New Jersey (Amusement Board of Trade), and New York. And Shoemaker has begun actively seeking legal opinions in California from law enforcement agencies.

When *Play Meter* visited Steve, he had obtained permission from the City of Redondo Beach and had written to the Los Angeles County Sheriff's office, informing them about the principles of the new game.

Shoemaker, who will be manufacturing the game under the corporate name Redondo Games, Inc., said the price of his version will be around \$4,000—if he sells it. He may instead choose to lease them out to major amusement parks and game centers.

### Midway's winners

The winners of Midway's 280ZZAP giveaway sweepstakes are as follows:

280Z AUTOMOBILE: Ray Muschiano, West Warwick, Rhode Island

25-INCH RCA COLOR TV: Louis Lynn, Evansville, Indiana

15-INCH RCA COLOR TV: Mrs. Doloris M. Bower, Lewiston, Pennsylvania

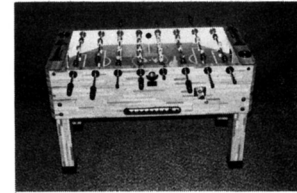
Those winners who will receive a citizens band radio outfit are as follows: Homer Morgan of Wichita, Kansas; G. McIntosh of Scarborough, Ontario, Canada; Edison Manuel of Mamou, Louisiana; and Sonny Hatzipetro of Southhampton, Massachusetts.



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## Stern acquires Universal Research

Stern Electronics, Inc. of Chicago has announced the acquisition of most of the stock of Universal Research Laboratories, Inc. of Elk Grove, Illinois.

*Play Meter* had reported in its July 22 *Update* that Stern Electronics had expressed an interest in funding the plan of arrangement for URL after Universal Research filed a petition under Chapter 11 of the federal bankruptcy laws for the purposes of reorganization.

Universal presently has two divisions under it—Electra Games and Video Action.

Electra Games manufactures coin-operated video games such as Flying Fortress and the Avenger; and Video Action is the consumer video game arm of URL. In addition, Universal also makes electronic components outside the amusement industry and has an extensive electronics research laboratory.

"The Universal operation is a natural fit into Stern's operation," said Gary Stern, president of Stern Electronics. "The electronics capability of Universal will allow us to

design pinball and other amusement games with advanced microprocessor technology.

"The company," he added, "has shown a fine capability in the coin-operated video field with such games as Flying Fortress."

Stern said Universal would produce the printed circuit boards for pinball, arcade, and video games and Stern will produce and test the completed games in its factory.

Universal, added Stern, will continue to operate as a separate operation. The management at URL will remain unchanged with Bill Olliges staying on as president and Ed Polanek as executive vice president. However, according to Stern, "Many everyday business functions will be combined."

Malcolm Gaynor, a Chicago attorney handling the case, said that under the terms of the order of confirmation entered by the court August 22, the unsecured liabilities of Universal Research Laboratories have been satisfied, and the company's operations are no longer under the jurisdiction of the court.



# ROBOT BOWL

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**REALISTIC SCORING** (strikes, spares, splits, gutter-balls). Hundreds of pin combinations through real life bowling research. The challenge to score high is what brings players back for more — a difficult game to master.

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**ANIMATED "ROBOT" BOWLER** is controlled by three sets of buttons:

1. Position bowler right or left.
2. Roll ball fast or slow.
3. Hook ball left or right.

**"FLIP-FLOP" VIDEO DISPLAY** when game is in two player mode. Allows players to sit comfortably across from each other while playing the game.

**CONTROLLED TIME FEATURE** — Player has 3, 5, or 7 seconds to shoot or ball is automatically released (no time limit feature if desired).

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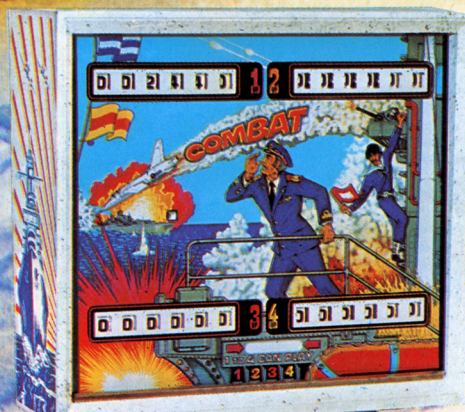
ELECTRONIC SOUND EFFECTS

BONUS CANAL WITH  
HOLE FEATURE

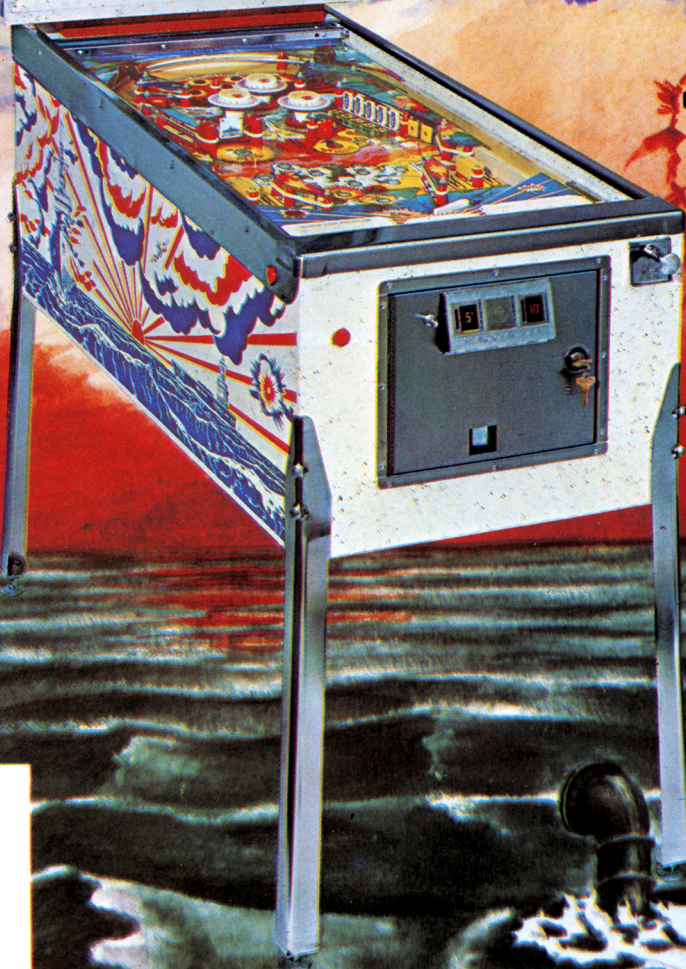
ACCEPTS 2 COINS ADJUSTABLE  
SYSTEM OF CREDIT

5 DROP  
TARGET'S ON BOMBS FEATURE

BUTTONS INCREASE  
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# Critic's Corner



By Roger C. Sharpe

## Halloween and the AMOA

The time is fast approaching to get in the mood for Halloween and also the AMOA show. With both events, one is sure to find some tricks and some treats depending upon how you view the new outpouring of games. It is a dizzying experience to say the least, to try to keep up with all the models that are being churned out. My hat goes off to distributor and operator alike, who must weed through the chaff to get to the wheat.

By now everyone has heard talk about games yet unvieled; this company's solid-state game, that company's new innovation. Every machine is being billed as being the best of the bunch, greater than ever efforts. Unfortunately, these last statements aren't necessarily true. There honestly have been that many world beaters of late, the reason may lie in the fact that the turn over of equipment has been so swift. How can you stem the tide and get a fix on the "new" machine, when another follows quickly behind?

Players are confused; I can imagine how the operator feels, and I sympathize. Where should the money be going? Which machines are going to hold their own and earn their keep? This year's chain of events in terms of production schedules, has probably been the most difficult when it comes to answering questions such as these.

I'd like to think that this column has helped in some way to give you some clues to the new games as they're introduced. I've tried to be as objective as possible in looking at individual machines for what they have to offer; no more, no less.

For those who have written in about the book, I'd like to think that between now, when I'm writing this column, and when you're reading it, you've either received your copies or at least have seen someone else's, and have liked it enough to want your own. Over three years in the making, I'd hope that each of you are satisfied with what I tried to do both in the quality and depth of the work. I think it's a knockout, I hope you do too. And thanks for the support, the book is really the product of each and every one of you, because without you I couldn't have done it.

Anyway, with few tricks up my

sleeve, let's look at some of the recent treats that pinball players will be trying in the coming weeks.

### William's RANCHO

The fact that Bally and Gottlieb have been turning out so many games of late has tended to overshadow the efforts of Williams, which has managed to turn out consistently good playing games without any fanfare. Admittedly, the number of models in their stable hasn't reached the gigantic proportions of the Big Two, but one cannot discount Williams' affect on the marketplace.

With this two-player one sees a slight departure from the sweeping spinner lanes of a Grand Prix or the precise positioning necessary on a Space Mission. In fact, in terms of shot selection, this game is smaller than some of its company's predecessors.

The top is a three lane set-up which includes a green and yellow bonus sequence tied into the middle lane. What has become a Williams' staple of recent vintage, returns in the two thumper bumper placement. There's a great deal of nudging here for sending the ball back up the lanes for more bonus points, for hitting a shot just to the top left of the bumpers, or to go into the alley at the right for bonus points and a chance for the ball to be kicked back up to the top.

At the top left one finds a spinner (quicksand) lane that ends with a kick-out hole for collecting the green bonus. Two drop targets grace the middle of the field with another at the right middle side of the board. At the left of this there's another at the right middle side of the board. At the left of this there's another kick-out hole which co-a flipper and kicker combo that reminds me of Liberty Bell.

The idea for the game is to knock down the drop targets in order to spell out R-A-N-C-H-O for double bonus values and specials, with an added incentive of trying to hit the middle two being an orange rollover which adds to out-hole bonus points.

Play is basically very simple after one gets the targets. The alley at the top right is a truer rebound shot off

the right thumper bumper rather than from the left flipper, and the spinner and kick-out hole at the left tend to add balance rather than a long "time" sequence of action.

For the most part, players will go for the targets and rollover button with great rebounding possibilities from the bottom kicking rubbers. Like most Williams' games, the play is fast, although the ball does tend to get caught up on the rubbers behind the middle drop targets setup. A great deal can be made around the top as Williams' bumpers continue to supply high speed and power.

Graphically, the game is a throw-back to another era with its look at the "wild" (?) west; telling people to "Go Bak" or warning of "Pieson Snakes". The use of color, though, is a nice departure from the norm with its yellows and oranges, and all in all it's a fun game.

Rancho isn't great by any stretch of the imagination, but is a good standard effort that should draw in its fair share of quarters. The scoring is high, six digits, and for this reason alone, as well as the fact that the play is not too complicated, should cause Rancho to be a good change of pace break from the other efforts out in the real world.

Rating: ## 1/2

### Bally's KICK OFF!

(QUARTERBACK two-player)

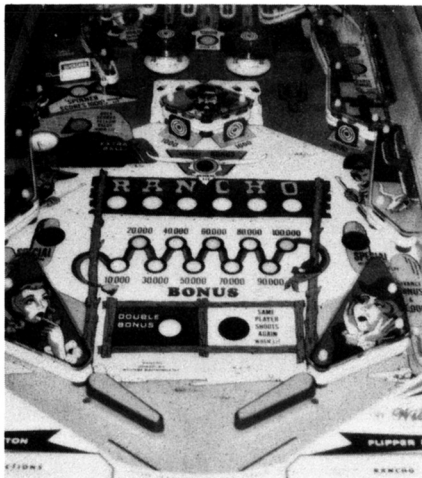
Well, Bally finally found the time to release this dual run during what has been a juggling act to figure out which of the coming hoards will be the next in line. Utilizing the old playfield on the playfield approach, reminiscent of Williams' Olympic Hockey and other sporting efforts of the past, Kick Off! is a wide open game that offers some variations in action and layout.

There are four lanes at the top as well as a rollover at the right, which when lit, will move the ball up or down the field. The idea, of course, is to score, and score you can with the seven drop targets at the right and the spinner at the left middle of the field. The three thumper bumpers offer some good power and rebounding toward the top and right side, and players will undoubtedly utilize this part of the game, especially once they get the ball to

the bottom.

The field is fairly open, but the best shots are those hard-to-ignore drop targets, and the spinner at the left. Both features will mean points, and if this game is set at three ball, will also mean a helluva lot of extra balls.

The game is fairly basic in terms of the top lanes and top right rollover, the target at the left just above the thumper bumpers, the left spinner and target just below this, as well as the drop targets—all advance the ball down the field for a goal or touchdown depending upon the game.



Williams' Rancho

Graphically, both Kick Off! with its soccer motif, and Quarterback with its football motif are well executed designs that are realistic in their greens and yellow influences. The feminine form is missing, which is a rarity on recent Bally games, but too much of a good thing tends to spoil one's sensibilities.

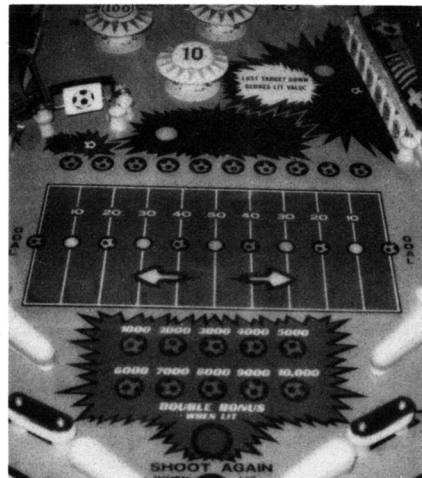
All in all, these two Bally efforts could be an end to an era for them if they do in fact become the last electro-mechanical games from this manufacturer: collectors beware! The play action is okay, not great; although once again, some players are going to like the use of a field

within a field, but then again, who doesn't like to *score* every once in a while?

Rating: ## ¼

### Bally's EIGHT BALL

This time around I saved the best for last, and the only thing I can say at the outset, is that if you haven't seen or played this game, do so because you're in for a real treat. Eight Ball is a truly innovative machine that gives one an idea of the real potential of solid-state. Let's take a rundown of the layout before we get into the real exciting part of this machine.



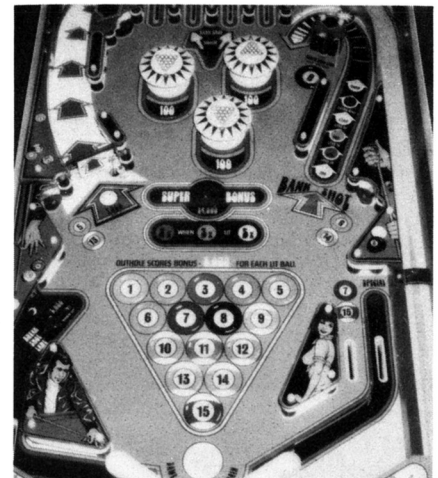
Bally's Kick Off!

There are four lanes at the top: 1&9, 2&10, 3&11, 4&12. At the right side is a "Bank Shot" sweeping lane that means 2X, 3X, 5X bonus or an extra ball or extra points depending upon how many times you can get the ball to sweep around and over the rollover button at the top of the arc. Just in front of this rollover is the 8 target. For balance there's a spinner lane at the left side with a target at the left just above the three thumper bumpers which really can thump and bump with maximum speed and power. This whole top area offers a great deal of action and nudging possibili-

ties for getting the most out of any one ball.

At the left, just below the spinner is the 5&13 target; and finishing off the left side is the return of the kick-back kicker, called here the "Break Shot Lane" when lit. At the right, just before the entrance to the sweeping "Bank Shot" lane there's yet another target, the 6&14. A conventional right side Gottlieb bottom finishes off the field and offers the 7&15 target.

To begin with, the game is a good *skill* machine with very few shots being gimmies. The right lane is, almost exclusively, a left flipper



Bally's Eight Ball

shot, and even when lined up correctly can still miss the mark depending upon velocity and the sureness of stroke. Going for the 8 target is truly a precision shot and more often than not, will be hit by a thumper bumper rebound.

Now, what makes Eight Ball the special game that it is? What insures that this machine will be a real winner? Well, even to a traditional purist such as myself, solid-state is the thing that sets this game apart; solid-state that integrates a memory and recall system, the likes of which have never really been seen before, but undoubtedly will be seen again

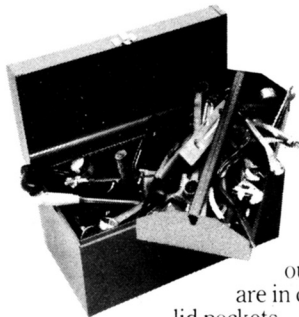


and again as future variations will refine the art of this concept to capitalize on its full potential. With Eight Ball, for the first time, a multi-player pinball machine has the build-up of action and suspense and continuity of play formerly found only on single-players; and Bally has worked that into what has become the popular format, the four-player machine.

The memory and recall system do just that, memorize and recall the board's set-ups from one player to the next, and from one ball to the next. Basically, it works like this: if one player is playing Eight Ball, he's

playing all balls under 9 and trying to aim to hit all the targets so lit. If on the first ball the 1&4 (both go out at the same time on this three-ball machine) and 6 are hit, the next ball will find these targets staying out and the rest of the "rack" remaining. And when you finish the rack, go for the lit 8 and start again, working for the Super Bonus value of 24,000 points. By the way, the scoring can be really high on this game, especially with 5X bonus possible. I don't know who did it at Bally, but the high score to date during my last visit was upwards of 800,000 points.

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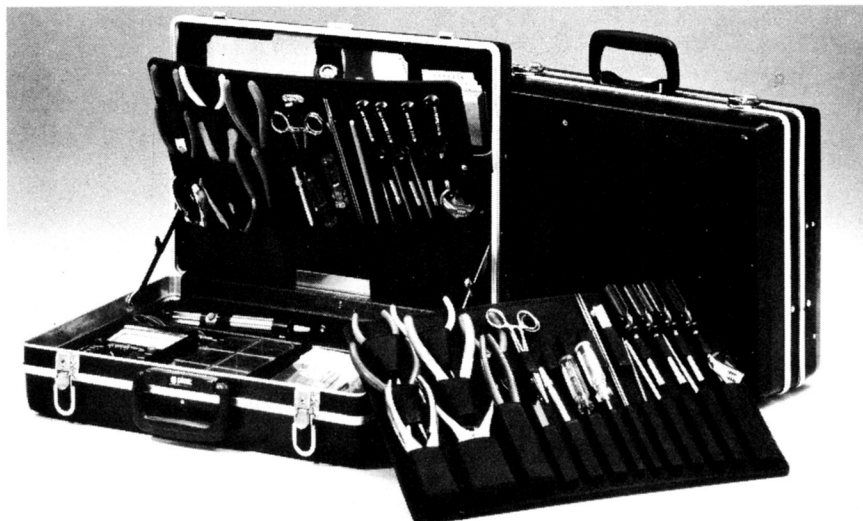
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When you think of the potential of the memory and recall capability you have got to think that people are going to be playing against each other on the same machine, but really aiming for different targets from one ball to the next. The allure should be obvious. And the play is smooth. One of the problems may be because the game is a skill game. The middle is fairly open, unless you hit the 8 target that left kick back kicker won't light up; the right side doesn't offer much for nudging when the ball is deciding for you whether or not it wants to go down the out lane or the 7&15 lane. The shot through the spinner from the right flipper isn't a ten out of ten proposition because the lane wire to this flipper supplies a slight "bump" at the end of its roll. But the flippers have power and the thumper bumpers can really kick the hell out of the ball.

Graphically, it's the return of the 50s, but don't think that Henry Winkler is incognito here, he isn't (right Paul?) and that girl with the ample build (there were no girls like that when I was growing up in the 50s!) is not, I repeat, is not Stella Stevens. So if your players happen to play the game for this reason alone, they're alone. Seriously, the artwork is great, with its greens, blues and browns, Bally jukebox and all.

But the thing that makes this game a landmark, an indication of what the future holds concerning pinball machine design and play action, is the integration and utilization of the solid-state logic capabilities—simply stated the memory and recall system. It is something that you have to play and experience. It is a winner in the sense that everyone has got to take notice of this Bally effort. And more importantly, Eight Ball is a pinball machine that is going to find a lot of players in "front of the eight ball" time and time again, and that's something you can bank (shot) on.

Rating: ####

Well, that's it for this time around. Next month there's going to be a preview of AMOA games you should be on the look-out for, as well as a report on the current state of pinball machines and how to increase business and your games popularity. For now, just keep those comments coming and thanks for the reaction so far on the book. And until next time....be well and prosper.



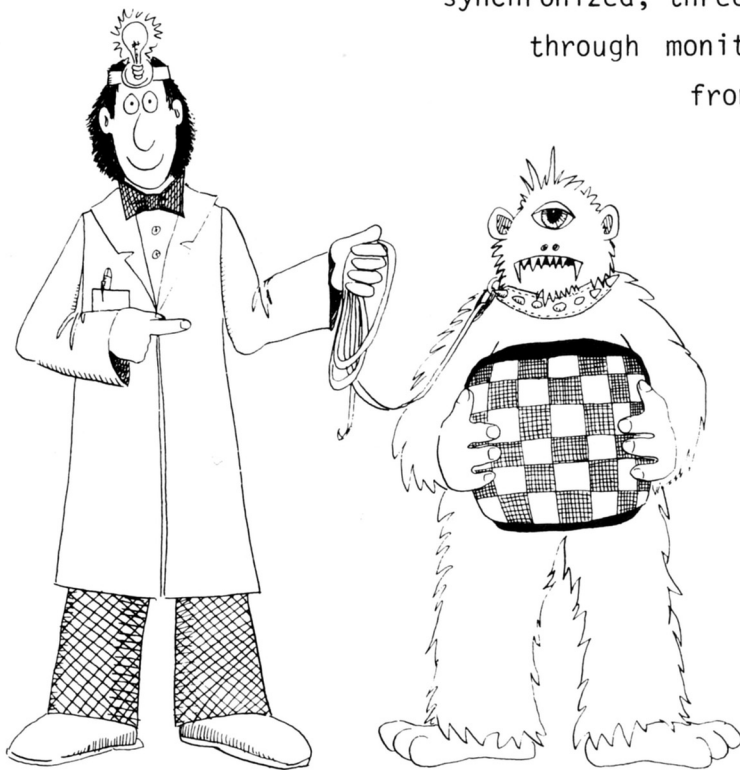
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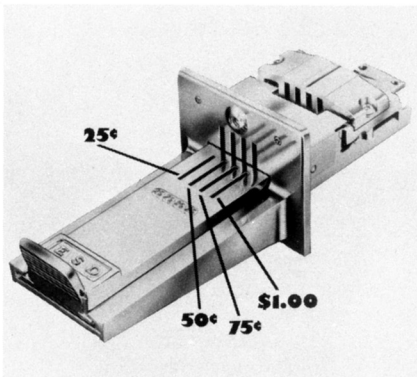
## Wild in the streets

Now players can experience the action of racing through city streets in a wild modified bug with the Super Bug game from Atari. This one-player driving game has the exciting realism of a road rally with quick unpredictable turns, oil slicks, sand skids, and parked cars along the course to add to the challenge.

Players select if they want the novice or expert course, then rev their engines and shift through four speeds to race the sunshine yellow Super Bug.

The game comes equipped with realistic sounds, fast action, and a variety of turns which demand quick player reactions to avoid crashes. The game also comes in a smaller size which makes it suitable for any type of location.

Standard equipment on the Super Bug includes Atari's exclusive built-in, self-test system and a new trouble-free coin door. There is also a new language option that includes video messages in English, Spanish, French, or German.



## Coin slide

Equipment Systems and Devices, Inc. (ESD) of Philadelphia, Pennsylvania, has recently stepped up to full production of its new four-coin slide. The slide is unique to the industry, permitting single push operation at four standard price levels of 25 cents, 50 cents, 75 cents, and one dollar.

The operator simply converts the slide to the price level of his choice with a screwdriver. The slide is available factory preset to the individual pricing requirements of the operator and includes special price decals and blanking plates for quick and easy price changes.

## Portable arcade

Mobile Amusement Engineering, a division of Elcon Industries in Ferndale, Michigan, has developed a 25-foot expandable trailer. The Magic Trolley, as it is called, is a mobile amusement center which houses twenty of the latest video games available. When on location, the Trolley trailer expands in width from eight to twelve feet in a matter of minutes, for a total of 300 square feet.

All video games operate on tokens which can be distributed by participating merchants in a shopping center, or on coins. The Magic Trolley can also be used in conjunction with a restaurant, at a fair, a fund-raising or sporting event...the possibilities are numerous.

The trailer is decorated inside and out to resemble the popular trolleys of the 1920s. Its lightweight aluminum construction allows for ease of hauling by car or van and is adaptable to many other uses.



## Space wars

Star Cruiser is the newest two-player video action game from Ramtek.

Players use steering wheels and foot pedals to control starships in an exciting battle. Fire buttons are used to launch phasers and torpedoes. And, as a bonus feature, the phasers can be maneuvered using the steering wheel. Exciting sound effects add to the realism of the battle. Test results indicate a high number of replays as players gain in skill.

The popular star battle theme plus the excitement of two-player competition make Star Cruiser a really hot product. The game's sound effects add to the realism of the battle.

Maximum game time and number of coins per play are adjustable. All mechanical parts are rugged, heavy-duty aluminum, and built for long service.



## A new look from Gremlin

Gremlin has come out with an action-packed, sound-sensation video game called Depth Charge. Its complex imagery of battleships, depth charges, and submarines make it Gremlin's first thematic game.

Until now, Gremlin has concerned itself with abstract, right-angle strategy games, such as Hustle, Blockade, and CoMotion. Depth Charge is a definite change from that trend.

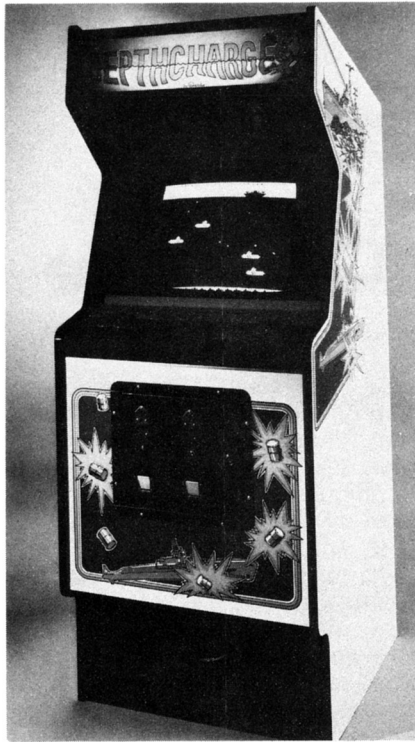
Offensive action for Depth Charge is twofold: the player maneuvers his battleship into position and launches depth charges in an attempt to sink as many high-point submarines as possible during the time limit.

A defensive element is added to the game in that the player must keep his ship away from mines randomly released by the subs. When his ship is hit, the player's score is cut in half before another ship comes to the scene of the battle.

A player must accumulate 500 points to qualify for a 45-second overtime period. Even if he doesn't make it, there's still a bonus because the computer adds 30 extra points for every sunken submarine tallied in the "graveyard" at the bottom of the screen.

"It's a nice touch," said Frank Fogleman, Gremlin president. "At the end of the game, the player is still not sure what his score is, so there's a lot of tension waiting for the outcome."

Between games, the high score to date is recorded on the screen for added incentive.



## Rack 'em!

An electronic triumph, that's the billing Bally is giving to Eight-Ball, its latest creation.

Eight-Ball is a new solid state, four-player flipper game which features a new memory system which allows the game to have the continuity previously reserved for one-player games. Regardless of the number of players—one, two, three, or four—the playfield is recalled for each player when it is his turn.

With the new memory system, the player is not required to start over with each ball. He can continue from ball to ball, building his score on scoring advantages from his previous balls. And the other players cannot cash in on his achievements.

With the pool hall theme, Eight-Ball allows for players to compete against one another in solid or striped ball play as in regular eight-ball. The first and third players shoot to light the solid pool balls (One through Seven) that are depicted in the triangular rack on the playfield, and the second and fourth players shoot to light the striped balls (Nine through Fifteen). The Eight-ball is neutral and is lit by a skill shot after a player has lit his 1-7 or 9-15 sequence.

A bonus function of the game is that when the ball drains, a player is awarded 3,000 points for each ball lit in the rack. In addition, those balls are remembered and lit again when it is that player's turn again so that he can continue building his bonus.

Also, the bonus can be doubled, tripled, or even multiplied by five, depending on certain "bank shots" which will require skill shots from the players.

The backglass features a 1950 setting with television personality "The Fonz" lining up a shot. All in all, it is a solid state follow-up for Bally following the success of Evel Knievel.



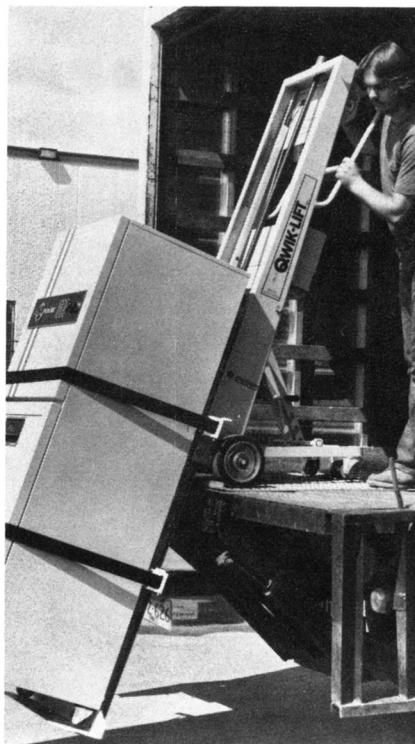


## Lift truck

The Qwik-Lift electric hand truck from Tony Team Industries, Inc. of Minneapolis, Minnesota, can lift a thousand-pound load up to 52 inches high, transport it across a warehouse, set it in a truck from either dock height or ground level, climb stairs, and twist through doors 30 inches wide. In short, it can go practically anywhere you can go.

The hand truck is of steel construction with ball bearing slides, heavy-duty wheels and dolly casters, automatic screw brake, channeled wiring, pivoted lifting plate, and heavy-duty non-spill battery.

Its features include a 27-inch wide lifting platform, a twisting pivot, two-load cinch straps, three heavy-duty power relays-twin points, and felt padded cinch bars.

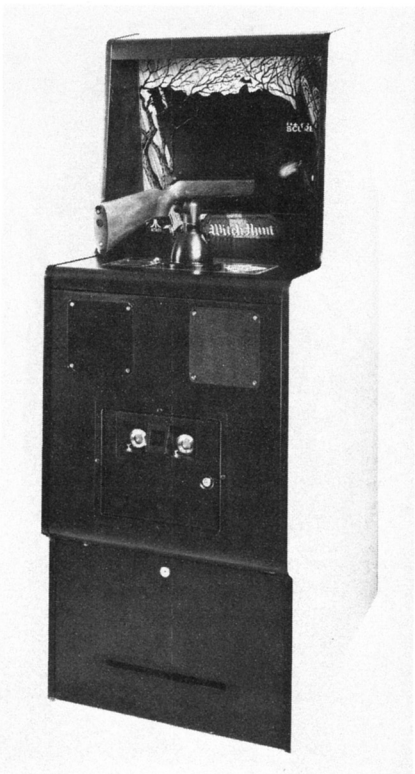


## Profitouch Selector

A new system for instant adjustment for 25-cent, 35-cent, or 50-cent play has been announced by The Valley Company of Bay City, Michigan. Called the Profitouch Selector, the system is available only on the company's drop chute version of the popular Big Cat coin table line. It is now standard on the Big Cat and exclusive with Valley.

The Profitouch Selector permits the operator to change the required coin count quickly and easily just by sliding a switch to one of three coin positions. This allows adjustments for regular play, for special groups, for tournament, or other changing needs. The system also operates on "overs;" when it's set for 35-cent play, for example, and 50 cents is deposited, the unit releases the balls for play.

The system is versatile, as well, as it is interchangeable with coin units on existing Valley drop chute tables. The only change needed—in addition to the switch mechanism—is the use of a double-faced plate (with dime and quarter slots) to handle coins needed for the different cost levels.



## Triple play

Hunting witches can be fun, and so can shooting bears and raccoons. Atari's latest addition to the video game market, Triple Hunt, combines these three into one game package and offers it in two different cabinet sizes.

The game, Triple Hunt, is available in a compact single cabinet as well as the arcade-style double cabinet. The new smaller version gives the location versatility with this three-in-one shooting game and reduces the overall space requirement by about 70 percent.

The three games included in the Triple Hunt package are Witch Hunt, Hit the Bear, and Raccoon Hunt.

In Witch Hunt, players try to hit ghosts appearing in the windows of a haunted house, and shoot the witches and bats that fly across a stormy sky.

Hit the Bear is a modern video version of the classic bear shooting game. A large bear and a small bear walk through a lush 3-D forest; and when their bullseyes are hit, the wounded bear roars, rears up, and turns.

In Raccoon Hunt, busy raccoons climb trees in an autumn forest scene. The more raccoons the player hits, the faster they climb to add to the challenge.

With a cross-hair target appearing on the screen for accurate sighting, players have unlimited rapid fire rifle shots. All three games include three-dimensional visual effects with blacklighted colors and realistic animation. The high score is displayed after the game is over.

Atari's built-in self-test system on Triple Hunt assists in trouble shooting and includes an easy gun alignment method.



## Pinball of the future

Atari's second venture into the pinball market, *Time 2000*, is a futuristic four-player pinball game with many exciting features to enhance play action. New double flipper playfield design, double and triple bonus features and strong visual impact attract pinball enthusiasts.

The time theme on the game includes two distinct bonus build-ups on the AM and PM Bonus Clocks. A wide variety of skill shots are offered to increase overall appeal. Drop targets, ball return lane, a new captive bumper, kickout holes, and bonus targets contribute to the fast action and high scoring features. Atari's exclusive pinball sound sensation also adds to the high attraction of this game.

The unique flipper setup offers players twice the flipper action and allows for challenged skill development with repeated play. Added action features provided by the wide playfield design significantly increases the play appeal while maintaining the overall space requirements.

Operators are offered numerous options with the game, among them, eight cost selections, eight maximum credit levels, sixteen different replay score levels, three different special settings for liberal or conservative selection, tilt sound option, match score option, and three- or five-ball play.

A complete built-in, self-test system is included for on location service diagnosis and adjustments to minimize downtime.



## Sub hunt

Atari has introduced a new one-player skill game, *Destroyer*. Players try to hit enemy submarines with depth charges while controlling their destroyer cruising across the top of the screen. There is total player involvement as players control the speed of their destroyer, set the charge for explosion and drop one to four depth charges.

This game requires skill and training. It is a challenge that has strong initial appeal and high replay levels. A line on the screen indicates the depth at which the charge will explode. This is set by turning the control knob. Pushing this knob in releases one of the charges. The two-speed control can be used to add even more challenge to the game. Realistic sonar sound effects increase the appeal of this action game.

There are two types of submarine targets that travel at different speeds and depths below the destroyer. Scores vary from 25 to 200 points per hit depending upon the level of difficulty and are flashed on the screen when achieved.

Operators can select from four different game times—50, 75, 100, or 125 seconds. Coinage options are one coin per play, two coins per play, two plays per coin, or free play for display and demonstration. An optional bonus time feature is also offered that can be set at three different levels of difficulty. Three-dimensional effects in a modernistic cabinet design and optional sonar sounds in the attract mode enhance the overall attraction of the game.

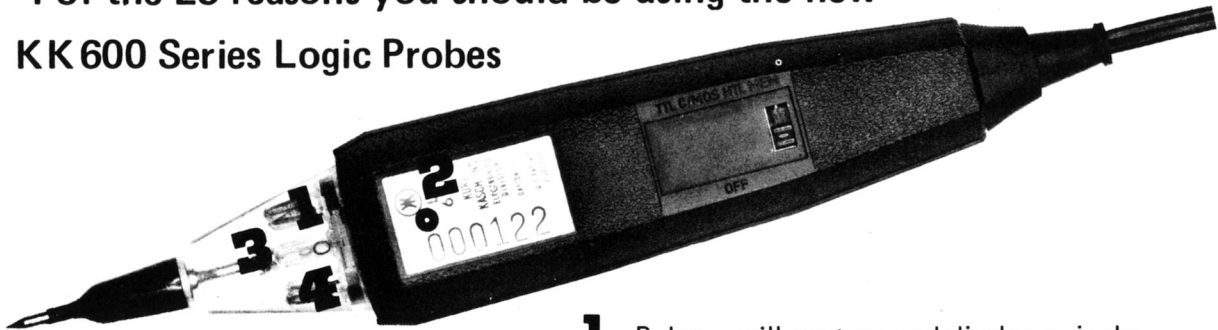
Atari's exclusive built-in, self-test system is included to assure easy troubleshooting and servicing.

In a field test recently, *Destroyer* was reported to have one of the highest earnings on location, and the game is reported to have a long earning life.



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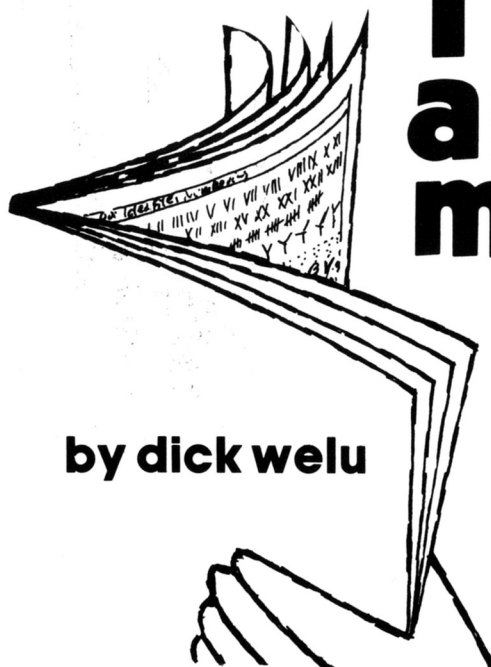
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# The answer man



by dick welu



Answer Man,

What's all the hoopla about the Sea Wolf? I've owned one for seven months, and it ain't made me any money yet.

**Signed,  
Disgusted Detroit**

Disgusted,

I'd suggest taking it out of the carton and putting it in a location. Ought to improve collections sharply.

**\*\* Jules Millman for sainthood. \*\***

Dear A.M.,

Can you explain the law of "supply and demand" as it applies to the coin machine business?

**Curious Reader**

Dear C.R.,

Let me put it this way. Suppose you operate an arcade. If the good Lord supplies the rain, you'd better have a ton of quarters on demand.

**\*\* One if by Land, two if there are two players. \*\***

Answer Man! I bought this great game at a low price from Innovative Coin Company, but now I need some parts and when I call their telephone number I keep getting told that it's been disconnected. What do you suggest?

**Sincerely,  
Worried Willie**

Worried Willie! I'd suggest sending a message by homing pigeon. You still won't receive a reply, but you'll find the pigeon a hell of a nice pet, and you can use the cabinet of your "great game" for a coop.

**\*\* More sexy gals on back glasses. \*\***

Hey Smart Guy,

Last time I wrote you for advice, you recommended "Block-Buster" as a big money maker. I bought six of those counterfeits, and I'm using their cashboxes to grow mushrooms.

**Desperate Dan**

Hey Desperate,

Let me know how the mushroom crop pans out. I have a few "Block-Busters" of my own I'd like to convert to more profitable use. In the meantime, I'll experiment with raising red worms.

**\*\* Bally's my pally. \*\***

Answer Man,

I am a 21-year-old college co-ed who is interested in getting into the coin machine business. Do you think that the men in the industry are ready for liberated women?

**Dedicated Feminist**

Dedicated Fem,

I can't speak for my colleagues, but I'm certainly BROAD-minded enough to welcome liberated women. And if you'll just send me your measurements, I'll see if my company needs anyone with your qualifications.

**\*\* An empty cashbox is like one hand clapping. \*\***

Dear Answer Man,

Why should I buy machines from a distributor? I can buy direct from some manufacturers and save a lot of money.

**Thrifty Ted**

Dear Thrifty,

Address all questions on these transactions to: Homing Pigeon Raiser.

**\*\* Buy American—don't use Canadian coins. \*\***

Answer Man:

My distributor recommends raising the prices on my flipper games from



2/25-cents to 1/25-cents, 3/50-cents, but I'm reluctant to change because I might lose customers. What do you think?

**Cautious Calvin**

Dear Chump:

If I could still buy gasoline for 39-cents a gallon, new pinball machines for \$800, service help for \$1.25 an hour, and groceries for my family at 1969 prices, I wouldn't change either.

\*\*Jimmy Carter wants more peanut vendors.\*\*

Dear,

Don't forget to bring home two quarts of milk and a loaf of bread.  
**Your wife**

Honey,

Wasn't the note in my lunch bucket sufficient?

\*\*Hi, parts suppliers, how're the reading lessons coming?\*

Mr. Answer Man,

My supply of #47 miniature lamps is constantly depleted and my service man says he has to keep replacing bulbs in pop bumpers. I have a suspicion that he's selling the bulbs on the side. Am I correct?

**Parts Poor**

Wrong! Pop Bumper Breath,

Actually, extensive research on my part indicates the C.I.A. is to blame. Having trouble getting funding from Congress, the C.I.A. has quietly bought stock in companies such as Westinghouse which produce miniature bulbs. To insure an annual dividend, the C.I.A. has placed agents on the manufacturing lines to sabotage all bulbs so that no pop bumper shall remain lit longer than six hours or 65 games, whichever comes first. Furthermore, undercover operatives have infiltrated the engineering departments of all pinball manufacturers to abort any electrical advancement in pop bumpers over the last 45 years. And that's why we screwed up in Viet Nam. Does that answer your question?

\*\*Old pinball players never die; they just lose their balls.\*\*

Hey Man,

Me and some buddies a mine been

sittin' around at night smokin' this funny weed and we dreamed up this really super game we think'll sell but what we wanta know, man, is if it's risky to get into manufacturin' games?

**Pothead and Pals**

Hey, Mans,

Is it risky to teach rattlesnakes to sit up? Is it risky to be a javelin catcher? Is it risky to gargle lye? Is it risky to stall generators by grabbing the spark plugs? Is it risky to call Muhammed Ali, "Boy"?

However, you may have a head for business.

\*\*Chicago Coin, where have you goin?\*\*\*

You Dreamer,

I been goin' 50/50 wit my locations for years an now you guys are saying I gotta git a 60/40 split, but I kin just see me losin' all my locations. Whaddaya say about that?

**Old Pro**

Dear Old Pro,

Address all inquiries along these lines to: Dear Chump.

\*\*Roses are red, violets are swell, Where would we be without Nolan Bushnell?\*

Mr. Answer Man,

Some of my fellow operators have bought these new-fangled electronic flipper games like "Evel Knievel" but I don't trust 'em. What do you think I should do?

**Careful in Chicago**

Mr. Careful in Chicago,

If you didn't buy a Pong game when they came out, if you didn't buy a Wizard, if you didn't get a Tank, if you missed on the Sea Wolf, if you passed up Space Mission, DO NOT get an electronic pinball. Why spoil a perfect record?

\*\*Sega? You're due, fellows.\*\*

Dear Answer Man,

Looking for a little help in buying a new game. Are there any machines currently on the market I should avoid?

**Gene from Moline**

Dear Gene from Moline,

I believe you'd be wise to pass up

Instant Replay by Turkey Games. For a quarter the player gets to hear highlights of Howard Cosell doing Monday Night Baseball.

\*\*There's a new game called The Godfather—a hand grabs you by the throat and forces you to put a quarter in it.\*\*

Hey, Ace with the Answers,

How about a service tip or two?

**Man in a Hurry**

Hey, Hurryin' Man,

I've got two: never change fuses with one hand while drinking from a water bubbler; and, get your technical tips from Robin Minnear in PLAY METER.

\*\*Gerry Ney is World Wide Distributors' electronic genius—but he's getting married—how smart can he be?\*

Sonny Boy,

Dis a "new image" malarkey for da coin machine bizness kinda make a me mad cause I been in dis game a long time an just cause me an ma boys git a little rough some times don give nobody da right to call us "sleazy" an "hoods" ya see.

**Scarface**

Dear Mom,

I wish you'd quit talking like that. Holy cow, what'll my friends think?

\*\*Just a little joke, Mom... she can be a mean mother.\*\*

Answer Man,

How come PLAY METER publishes your second-rate stuff?

**Writing Critic**

Critic,

Simple. I'm cheap. Who else do you know who works for old Flying Ace tokens and an autographed picture of Ralph Lally?

\*\*PLAY METER is not your ordinary magazine—who else's centerfold lists song titles?\*

That's all the space we have for questions this time, folks, but don't fail to remember to forget to send any query you have on the coin industry to: Answer Man, Box 13, Shady Rest Home for the Incurably Weird, Auckland, Antartica.

# On the Move...

## Mandell joins Bally in London

Ralph Mandell, sales director for the British firm Associated Leisure, has left that company to join Bally Manufacturing in a sales and marketing capacity.

Mandell will open a London office for the American pinball manufacturer, and he will be working from that office, handling marketing and sales matters for Bally in Great Britain, Europe, and the Middle East. Dave Adams, a Bally field man, will work out of the same office.

Mandell was a founder of Phonographic in 1955 beginning as a site finder and collector working on Bal-Ami jukeboxes that were made under license in the United Kingdom.

In 1960 he moved into the sales office to work with Basil Mars and then became sales director in 1963 just before the company floated. He

remained a director right through the amalgamation with Ruffler and Walker, sharing the sales director position with Gordon Walker and continued in that position after the emergence of the Group as Associated Leisure.

In 1973 he saw the possibilities in building up the export sales side of the Group and took a deeper interest in it. Under his guidance, export sales grew from 150,000 pounds to last year's 737,000 pounds.

In a statement issued by Associated Leisure Ltd., Managing Director Nat Soloman said, "The Board of Associated Leisure Ltd. would like to acknowledge the valuable contribution that Mr. Mandell has made to the Group and its predecessors over many years, and wishes him well for the future."



## Atari promotes Lenore Sayers

Lenore Sayers has been promoted to sales representative for Atari.

Ms. Sayers started working for Kee Games, a subsidiary of Atari, almost four years ago. Over the past three years she has developed an effective sales order processing system for Atari.

In her new position, she will be responsible for product sales and sales support activities in the coin-operated division. She will also be traveling to meet with Atari distributors and operators in the field.

Said Frank Ballouz, Atari's national sales manager of the promotion, "Lenore has gained the respect of our distributors and others in the industry. I am confident that she will be an asset to our sales effort."

## Jarocki named to new Midway post

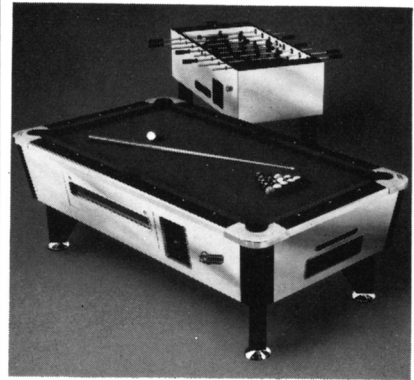
Stanley W. Jarocki has been appointed to the newly created post of director of marketing of Midway Manufacturing Company.

The addition of Jarocki is part of an expanded and accelerated marketing program which is currently taking place at Midway.

He will be in charge of marketing, sales, and advertising for the firm. His background in the coin-operated industry spans 27 years. For 25 years he was with Seeburg Corporation, serving as assistant sales manager, national advertising and promotion manager and vice president of phonograph sales. He is credited with originating and implementing many of that company's unique marketing and distributor programs.

For the past two and one-half years, Jarocki has been vice president of sales of the Electra Games Division of Universal Research Laboratories in Elk Grove, Illinois. At Electra, in addition to directing the firm's sales and distributor activities, he was also involved in product development, and in the marketing activities of the consumer product division of the company.

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## Caras to Gottlieb

C. Marshal Caras has been appointed vice president of marketing for D. Gottlieb and Company, the Northlake, Illinois Pinball Manufacturer.

Alvin J. Gottlieb, executive vice president of the firm, commented, "Marshall's twenty years experience in various phases of our industry will add new depth and dimension to Gottlieb's marketing program. His deep concern for the integrity of the manufacturer - distributor - operator chain, as well as the public's image of our business, is very much in line with the Gottlieb concept."

Caras, associated with Rowe Industries for many years, has most recently served as director of marketing for Atari, of Sunnyvale, California. On joining the Gottlieb organization, Caras stated, "Having operated a Gottlieb distributorship for several years, this move is akin to a homecoming for me, and I couldn't be happier. It is a most opportune time for me to join Gottlieb. Presenting their line-up of new products this fall, holds promise of being one of the most exciting periods in the history of pinballs."



# The only bell this game rings is in the cash register!

This is the age of the "glamour game"... the flashing lights, the rapid-firing pings, the screen with the shifting lines and "blips". It's exciting, and more and more players are spending more and more money to play. And this is good for the coin game industry.

doesn't whirr or tilt or clang. It's just a solid, dependable money-maker that costs less, is easier and cheaper to maintain, and that stays in service — and in customer favor — for years.

Pool survived its "fad" phase hundreds of years ago and



Valley Bumper Pool® Table

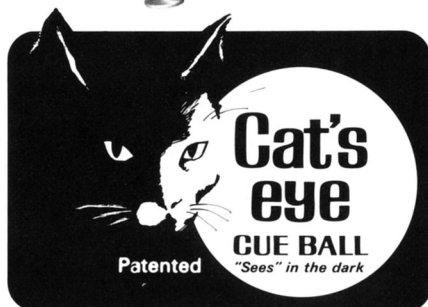
ent from the one before. Pool is so versatile that there's a way to play it to suit every taste. The player never becomes bored.

A pool table has only a minimum of "moving" parts, so there's not too much that can go wrong. Add this concept simplicity to Valley's sound planning and tough construction and you have the coin game that makes you more money, longer, for the lowest outlay in dollars. Pool's the game; Valley's the name. Every ball that drops into a pocket means more money in *yours!*



Valley "Big Cat"

still holds its popularity because people associate the game with skill, competition, and good times with good friends. It's for people who enjoy going one-on-one, testing their touch with a cue and their eye for an angle. Every "break" starts a game that's totally differ-



But let's not forget what's been good... what's been *best* for coin game operators over the years. Of course, this is the "green machine"... the proven pool table that



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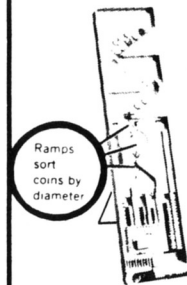
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[continued from page 13]

**PLAY METER:** What is the amount above normal collection realized by the tournament?

**FARMER:** If a pool table is doing \$120 a week before the start, it's awful hard to do a lot more. I've heard a substantial amount of operators talking about doubling. In every case it's gone up. There are three, four, or five locations where the thing bombed. You're always going to have that. When you're talking about 200 locations. You're going to have a percentage of these people who are not going to promote it. Because it is left up to the location owners to get the players in there. That's all they have got to do, nothing else. Once they get the players in there, things start happening.

**PLAY METER:** You mentioned at the beginning that one of the biggest problems for the operator today is his lack of cash because of the increased overhead of new more expensive games? Is there anything you've done along these lines?

**FARMER:** We're big leasers. We believe very much in leasing. It's a big, big part of our game program. We have programs now where the operator can buy the equipment off lease.

**PLAY METER:** And this has grown in lieu of contract purchases?

**FARMER:** Well, we do quite a bit of financing but we have certainly tightened up on it. With the way business is changing, manufacturers want their money a lot sooner than they ever did before, so we can't extend credit like we did three or four years ago. But we're interested in financing with people who can show a good financial statement. We're not interested in financing everyone on the street. I think a lot of that happened when the arcade craze hit. And now a lot of those people aren't in business today. Most of the big operators, though, don't tend to lease. In general, leasing seems to be favored more by the smaller operators.

**PLAY METER:** Is there a minimum amount of time the operator has to keep the equipment?

**FARMER:** We actually have a 26-week lease on arcade equipment, either a 26-week lease or 39-week lease. Naturally, the longer he keeps the piece, the cheaper we can lease it to him. On pinball games, we have a minimum lease of 15 weeks.

**PLAY METER:** You mentioned before about how tournaments are a good way for operators to raise the price on their pool tables to fifty cents. Are there any ways like that for operators to get a better cut of the commissions.

**FARMER:** That's something in this business that has got to change. Operators today are working with the same commission that Ed Shaffer's father gave 35 years ago, fifty-fifty. And by the time the operator pays for his gasoline, for the men he sends out, for the bookkeeping, and the equipment, he's really getting the short end. I think considering all that, we have a right to change the commission structure, to sixty-forty maybe. I know that some operators are putting out the Evel Knievel solid state pinball game on a 40 percent rather than the usual fifty percent. If the location owner wants a solid state piece, it's on forty percent. This isn't every operator though. This is being done by those guys who I think are making the right decisions.

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