

COIN INDUSTRY

\$2.50

PLAY METER

Volume 3/No.7

April, 1977

SPRING ARCADE ISSUE



This is why The Atarians™ is earning twice as much as any other pinball.*



The superhero of playfields makes The Atarians the new superhero of earnings.

The Atarians™ flipper game is a completely new experience for players and operators.

It's the top collections connection wherever it's been location tested. With more exciting scoring and special play features than anything else in sight!

ATARI
Innovative
leisure

© A Warner Communications Company

Like . . . **A Wider Playfield**, 27" vs. 20½" while overall cabinet width is still a standard 29"

Dual Flippers for more ball control, more playing time and higher scoring.

Illuminated Digital Displays are easier to read, faster.

And there's more than meets the eye . . .

New selectable options for bonus revenues include exclusive playfield score status restoration, (the micro-computer remembers each player's achievement from one turn to the next), coinage, replays, "specials," 3 or 5 balls, and conversion to add-a-ball.

Add reliable solid-state micro-computer design, a built-in self diagnostics program, a wider variety of wild new game sounds, sealed dirt-free switches, a new Atari-designed coin door, plus Instapart™ 24-hour parts turnaround, and you have an unbeatable profit performance package.

Get in on the action. Call your Atari distributor now or contact us for referral at 1265 Borregas Ave., Sunnyvale, CA 94086 (408) 745-2500.



*Test location collection averages available on request.

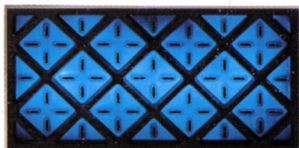


MOONDROPS BY ROWE AMI

choosy locations? ..offer them a choice.



PULSAR ORANGE



LASER BLUE



CONSTELLATION

When it comes to pleasing locations, only Rowe AMI offers a choice.

Wild.
Vivacious.
Lively.
Or dignified.

Each fronts for the same 100% solid-state system with digital readout, exclusive 200-selectivity, unmatched full-bodied stereo sound, and the only five-year reliability warranty on all moving parts.

See all four R-81's at your local Rowe distributor's showroom.

Four different moods of motif.

Your future profitability. It's the best reason for buying Rowe AMI today.



AMi

rowe international, inc.

A SUBSIDIARY OF TRIANGLE INDUSTRIES, INC.
75 TROY HILLS RD., WHIPPANY, N.J. 07981, TEL. (201) 887-0400, CABLE: ROVENO



Many of the world's largest amusement game distributors gather with Atarians for a class picture at our recent third annual distributors meeting. We thank them for being our distributors and wish them continued success.

Atari People. We're playing your game.

And we're still playing your game with just released "TRIPLE HUNT™". The *only* shooting game that gives you "Hit the Bear™", "Raccoon Hunt™", and "Witch Hunt™" — *three changeable* gun games in *one* unit. Get the data from your Atari distributor now or contact us for referral at Atari Inc., 1265 Borregas Ave., Sunnyvale, CA 94086. (408) 745-2500.


ATARI®
Innovative
leisure

 A Warner Communications Company



COIN INDUSTRY

PLAY METER

Staff

Publisher and Editor: Ralph C. Lally II
 Managing Editor: Richard S. Dietrich
 International Editor: David Snook,
 Editor, *Coin Slot*
 Technical Editor: Robin Minnear
 Correspondents: Roger C. Sharpe
 Dick Welu
 Mary Claire Blakeman
 J.W. Sedlak
 Randy Fromm
 Art Direction: Meyer Alewitz
 Typography: Skybird Typography
 Advertising Representatives: Ralph C. Lally II
 Carolyn Desmond
 Advertising Production: Don Randon
 European Representative: Esmay Leslie

Coin Industry PLAY METER, April 8, 1977. Volume 3, Number 7. Copyright 1977 by Skybird Publishing Company. Full editions of *Coin Industry Play Meter* are published monthly, the first Friday of the month. The Update news edition is published monthly, the third Friday of the month. Publishing offices: 4136 Washington Ave., P.O. Box 14270, New Orleans, La. 70184. Tel. 504/827-0320. Subscription rates: U.S. and Canada—\$25; Europe and Japan—\$45; elsewhere—\$50. One order multiple subscriptions: 2-9, \$20 each; 10-24, \$17 each; 25 or more, \$15 each. Advertising rates available on request. No part of this magazine may be reproduced without express permission. The editors are not responsible for unsolicited manuscripts. Application to mail at second class postage rates is pending at New Orleans, La. Postmaster: Send form 3579 to Play Meter, P.O. Box 24170, New Orleans, La. 70184.



Features

- Are Your Games Game?27
 The third and final of Roger Sharpe's series on the pinball player's relationship to the game he plays.
- Arcades Plus29
 The arcade of the future will not be a bunch of machines stuck in a store according to J.W. Sedlak. What else is there? Sedlak suggests some things you can do now.
- Pachinko Goes American31
 Will Japan's mania make it here? Mary Claire Blakeman looks at Pachinko in America, its beginnings and future.
- The Holdup Man56
 What do you do if you're arcade is held up? Security expert Harold Gluck offers some suggestions from the police.

Departments

- From the Editor6
- Editorial8
- Mailbox12
- Coinman of the Month14
- Operating18
- Critic's Corner34
- Manufacturing38
- Music Programming44
- Ask the Experts52
 This month's question: What are the top ten arcade pieces of all time. The experts answer in this new department.
- Distributing58
- Technical Topics61
- New Products64
- Classified73

FROM THE EDITOR

Spring is here—at last! Indeed it was a long hard winter, but that's all behind us now and we can look forward to warmer temperatures and more people out enjoying themselves. And that means more business for everybody—arcade and street operator alike.

Now's a good time to get out and do a little spring cleaning on your route, to get ready for one of the best seasons ever. You can do that best by making sure your equipment is clean and operable and your locations are neat and attractive.

In view of the general public's present infatuation with our industry, it might be a good idea to consider a modest price increase on your games this season. On pins, take it in steps. For instance, if you're now at two games for a quarter, five balls, go to two for a quarter, three balls. If you're now charging 25 cents for two three-ball games, the next step would be to a quarter for one five-ball game. If you're already at 25 cents a play for five balls, go to three balls for the same quarter. At any rate, if you are looking to make a change, now is a good time to do it.

Speaking of spring cleaning, you will notice that *Play Meter* has done a little spring cleaning of its own, just in time for our annual arcade issue. I am pleased to announce the appointment of Meyer Alewitz as our new Art Director. Meyer will be responsible for the continued excellence of *Play Meter's* visual impact. His contributions to this issue are quite evident. And you can look for more of the same in future issues. We have further contracted for the services of Don Randon, who will assist us in the areas of advertising production and marketing. This will enable *Play Meter* to help all of you out there who have been interested in advertising with us but have been in the dark as to how to go about it. "Your troubles are over," says Don. "We can now help you plan your ad and your ad campaign for the greatest impact."

I think these two additions to our staff will result in a much improved product that is sure to benefit subscribers and advertisers alike. We've put a lot into this issue and do hope you enjoy it. We have added a new department to our regular line-up. "Ask the Experts" calls for your questions to be answered by our ever-changing panel of experts. This month, we try to come up with the top ten arcade pieces of all-time. In addition to the rest of our regular departmental features, we have the final episode in Roger Sharpe's "Are Your Games Game?" series plus features by arcade expert J.W. Sedlak [who doubles as our Coinman], Mary Claire Blakeman, and Harold Gluck and special reports from the AMOA 5th Annual Business Seminar and the big Atari Distributor meet.

So enjoy. But we hope too that you get something out of this issue. That's what it's all about. Helping you has made us what we are. Thanks for your support and have a prosperous spring season.

Sincerely



Ralph C. Lally II,
Publisher & Editor

Calendar

April 15-16

Ohio Music and Amusement Association, annual convention. Carousel Inn, Columbus, Ohio.

May 6-8

Amusement/Music Operators of Tennessee, annual convention. Henry Horton State Park, Chappel Hill, Tenn.

May 12-15

Music and Amusement Association [New York], annual convention. Stevensville Country Club, Swan Lake, N.Y.

May 20-22

Music Operators of Minnesota, annual convention. Holiday Inn, Minneapolis, Minn.

June 10-12

Colorado Coin Industries, annual convention. Holiday Inn, Glenwood Springs, Colo.

June 17-18

Illinois Coin Machine Operators Association, Hospitality Inn, St. Louis, Mo.

June 17-19

Music Operators of Texas, annual convention. St. Anthony's Hotel, San Antonio, Texas.

July 22-23

Montana Coin Machine Operators Association, annual convention. Outlaw Inn, Kalispell, Montana.

August 5-7

North Carolina Coin Operators Association, annual convention. Radisson Plaza Hotel, Charlotte, N.C.

September 16-18

Florida Amusement Merchandising Association, annual convention. Deauville Hotel, Miami Beach, Fla.

Haul Home a Big Profit Load with New *Bally*® **NIGHT RIDER**

4-PLAYER FLIPPER

CONVERTIBLE TO ADD-A-BALL



**NEW
VARIABLE SCORE
KICKOUT
HOLE**

**TWIN BANKS
OF
DROP TARGETS**

See Distributor or write *Bally*® 2640 Belmont Avenue, Chicago, Illinois

EDITORIAL: herb gross



I recently viewed the *60 Minutes* news special on pinball. It was a great story but years behind John Bilotta. John Bilotta is an old-timer in the coin machine industry but a great innovator nonetheless. He's the youngest thinking 60-year old person I know.

Back in the 1950's, the coin machine industry had a public relations board, which failed as I understand the story. It was this time about, that John Bilotta decided to make the betterment of the industry's image a one man crusade.

In the 1960's, John promoted pinball tournaments in college locations. The tournaments involved both faculty and students, and the success of the tournaments led John to approach coin machine manufacturers with the idea of using tournaments as both a promotional and public relations vehicle. He received a great deal of verbal but no financial support.

It was at that time that I first met John. I proposed a community-wide tournament involving the mayor of Rochester, N.Y. and local business people, with a worthy cause to receive the proceeds. This became the first Lights Out Pinball Tournament, and it captured news coverage on television and in other media.

John Bilotta now had some physical evidence that he could show people who doubted that a pinball tournament could be successful and that pinball could get good public exposure. Hearing about the formation of a National Pinball Tournament Association in Washington, D.C., John flew there (at his own expense), to propose a collective effort among the association and manufacturers. The association was very interested, but once again, all John received from the manufacturers were *words* of support, no financial aid.

Not yet discouraged, John continued to promote the concept of tournaments. He continued to believe that there could be a great national tournament movement and he proceeded to talk with the Miami Tourist Development Association which was interested in promoting a more youthful image for the city. But the manufacturers were still not interested. The idea failed to materialize.

When California was fighting for the legalization of pinball, John went out there (again at his own expense) and provided them with newsreel footage, articles and photographs to help prove the value of pinball. California won and John Bilotta continued his one-man crusade.

New York State was next. Millie McCarthy and the New York Coin Machine Association were interested in a concept to help promote the industry's image. John Bilotta introduced them to the pinball tournament, and they're now on their third year of promoting a state-wide tournament. But the New York Association is starting to falter under the heavy weight of carrying the financial burden by themselves.

Until the day arrives that the pinball manufacturers become financially involved with those people in the industry who are willing to work for their industry, the efforts of those few will continue to have only limited success.

Now that *60 Minutes* has picked up on the story of pinball, many will say that *60 Minutes* started the ball rolling. Well, I say that John Bilotta and people like him are the ones who are responsible for keeping the image of the coin machine industry alive and well. That's not saying that *60 Minutes* was not one of the best things ever to happen for the industry, but it is to say that we still have a long way to go.

And we'll continue to need men like John Bilotta.

NEW FROM MIDWAY

SHERIFF

BOOT HILL

BOOT HILL

EXCITING
WESTERN
SHOOTOUT

- 1 or 2 player game
- As a 1 player game...player is challenged by the computer.
- Complete player control of the Cowboys
- Changing scenes for added interest
- 3-dimensional interior
- Coordinated electronic Western music
- Built-in RAM and ROM tester
- 23" monitor
- Double 25¢ coin chutes
- Adjustable timer
- Unit: —26" wide — 66 cms. wide
—24" deep — 61 cms. deep
—67" high —170 cms. high



MIDWAY MFG. CO.
A BALLY COMPANY

10750 Grand Avenue, Franklin Park, Illinois 60131

phone: (312) 451-1360



Mailbox

Trak 10 Conversion

I enjoyed your article on the Trak 10 changing track conversion in January's *Play Meter*. As an operator, I have been using the modification for some time with great success. You mentioned putting a sign on the game to advertise the fact that the game has two tracks. I have carried the conversion a step further to make it change tracks continuously during the attract mode. This attracts the player's eye just as the Lemans game does.

The circuit uses another spare flip-flop and an outboard 7400 I.C. which can be piggybacked on D1 for convenience. While the modification is rather involved, the added play appeal is worth the effort.

The spare 7474 at D1 is set to toggle from the 1 sec. timer pulses. Complementary outputs from D1 are gated by the attract signal to the preset and clear of K8 which is wired as your original modification. I used K8 where you had used D1 because the early Grand Trak 20 and Formula K Boards have a trace from K8-6 to L5-13.

The other circuit is a crash disable. If the car ends on the pylons, it will crash each time the track changes. Cut the trace to C5-1 and gate the 1 sec. signal with the 7400 NAND gates as shown. This sets flip-flop C5 with Q low while in the attract mode, to prevent crashes from occurring.

I find Technical Topics to be a highly informative and a worthwhile addition to *Play Meter Magazine*. Keep up the good work.

Flash Randall
Oceanside Amusement
Oceanside, Cal.

Mispelling

In your February 1977 issue (Vol. 3, No 3), page 15, you've spelt **Genco** "Jenco." This history of the company and its owners is an interesting story but unfortunately far to expansive to recount here.

Jeffrey Chapnick
Genti International
Toronto, Canada

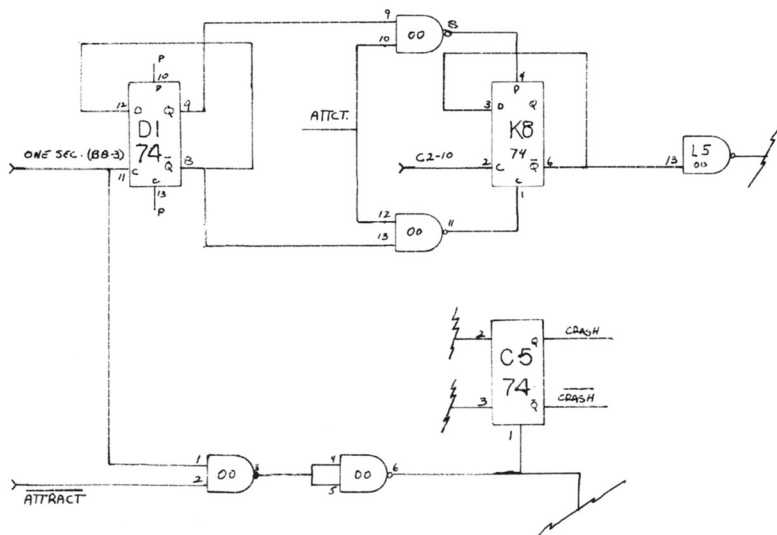
[The spelling error occurs in our coinman interview with Norman Little of Las Vegas. Our apologies. —Ed.]

Thanks

Thank you for sending our subscription to *Play Meter*. We always enjoy the magazine to the fullest and think you do the amusement business a good job.

S.L. Ehrle
ABC Coin Sorting-Counting Co.
Plano, Texas

TRACK CHANGE MODIFICATION



Imperial Billiard Industries



Offers The Coin Machine Operator The Finest:

- **PREMIER^{T.M.} CUE STICKS**
- **BELGIAN BILLIARD BALLS**
- **CLOTH**
- **ACCESSORIES**
- **SOCCER TABLE PARTS**

Write today for our new 1976 Catalog.

Imperial Billiard Industries

Eastern Office: 79 Hackensack St.
E. Rutherford, N.J. 07073 (201) 935-9330
Western Office: 2005 San Fernando Rd.
Los Angeles, Ca. 90065 (213) 221-1114

Time for a Change

The time for change has come. The video game industry has become big business and promises to become even bigger. Today's games are more sophisticated and more costly than ever. Repair facilities such as ours need your support.

We recently called a manufacturer for a schematic of one of their new games. We received a letter in two days stating that they only deal with distributors. It takes two

weeks to get that schematic through the distributor. This has happened before with a request for schematics or a manufacturer's special part such as an ROM.

Electronic Amusement Service is not a distributor. We do not sell games. We are one of the leading repair facilities in the country. Our main function is to keep your games operational with a fast turn around repair service. Time is costly to your customers and ours—the operators who buy your games. An operator doesn't want to hear he has to wait two weeks or

more for a special part or a schematic when he just paid \$1500 to \$2000 for a game and stands to lose a couple of hundred dollars in waiting time. The operator supports you when he buys your games—he deserves your support; we need it and appreciate it.

We at Electronic Amusement Service wish to thank those manufacturers who now give us the logistic support needed to keep your games in continued good operation.

Paul A. Crankshaw
Service Manager

Electronic Amusement Service
San Francisco, Cal.

**DISTRIBUTING
IS OUR
BUSINESS!**



**LET US HELP
YOU
WITH YOURS!**

ARCADES

ALLIED Street Burner . . .	\$895
ATARI Trak 10	945
ATARI Jaws	695
CHICOIN World Series . . .	625
KEE Formula K	695
MIDWAY Racer	925
MIDWAY Gunfight	1295
MIDWAY Wheels	945
EXIDY Death Race	1395
EXIDY Destruction Derby	1195
MEADOWS Cobra Gun . .	1145
MEADOWS Bombs Away .	845
MEADOWS Drop Zone 4 .	695
P.S.E. Maneater	545
Ramtek Baseball	595
RAMTEK Trivia	795
RAMTEK Hit Me	1245
SEGA Road Race	1295
U.S. BILLIARDS Shark . . .	595
U.S. BILLIARDS Air Jai Ali	695
FUN GAMES Tankers•	795
FUN GAMES Bi-Plane . . .	895
GREMLIN Trap Shoot . . .	925
GREMLIN Play Ball	845
BRUNSWICK Karate	595

GUNS

CHICOIN Coney Island . .	\$1195
CHICOIN Rifle Gallery . . .	795
CHICOIN Twin Skeet	545
CHICOIN Commando	395
CHICOIN Trap Shoot	395
CHICOIN Hunt Club	795
MIDWAY Haunted House .	245
MIDWAY Gang Busters . . .	545
ALLIED Knock Out	595
COMPUTER GAMES	
Big Twin Rifle	995
Big Duke Rifle	795
Six Shooter	595

COCKTAIL TABLES

DIGITAL Knock Out	\$445
ATARI Goal IV	595
DIGITAL Ping Pong	445
U.S. BILLIARDS Survival .	595
KEE Tank II	1095
FUN GAMES Take-5	795

Over 50 late model flipper pinballs ready for location!

HEADQUARTERS FOR: NSM Sales, Parts, Service In The U.S.A.

ADVANCE DISTRIBUTING CO., INC.

2820 N. Grand Blvd
Saint Louis, Mo 63107
call collect:314/652-1600

Tournament Info

We are interested in information about the following: pinball tournament rules (if available); foosball tournament information; short movies on pin or foosball rules; game room set-ups.

Pat Carrione,
Vice President
S & S Automatic Inc.
Norwalk, Conn. 06850

[Pinball tournament information of all sorts is available in the form of a booklet, "Tournaments A Tournament Procedures Manual by Herb Gross." Indeed Gross's ideas on tournaments could be applied to foosball tournaments as well as pin tournaments. The booklet is reviewed in the July, 1976 issue of Play Meter and can be obtained from Nice Day Productions, 84 Edgerton St., Rochester, N.Y. 14607. The cost is \$30.00. Nice Day Productions has also been working on a film about pinball. For more specific information on local foosball tournaments, check the article "Running a Local Tournament" by Adrian Hoines in the February issue of Play Meter.

As far as game room set-ups are concerned, you might want to check two other Play Meter articles, both by our arcade expert, J.W. Sedlak. The first, "Choosing an Arcade Site," appears in the November, 1976 issue. The other "Arcade Machine Buying," appears in the recent February issue. —Ed.]

COINMAN OF THE MONTH



J · W · SEDLAK

Jim Sedlak has been writing about arcades and arcade operation for Play Meter ever since we read his book Quarterly Dividends (subtitled "A Handbook of Arcade Operation") last year. His latest article appears in this issue.

A relative newcomer to the business, Jim opened his first arcade with partner Bill Kern in 1973. At the time, Jim was running a mail-order business which involved a lot of goods imported from overseas. But it was a bad time for it. "The U.S. was going through a number of dollar devaluations," he told us. There was a West Coast dock strike, and "I ended up with a lot of orders but no products to fill them." As a result, he decided to get out and into a business where "I didn't have an inventory problem."

"We started out opening up a miniature golf course," he told Play Meter, "with no machines whatsoever, and we operated that for about three months. By then the income of the golf course was dropping off, so we were beginning to look for something else to put in with it—that's when we got into machines." This first location—with machines—was a success, and arcades have been Jim's business since.

Though he hasn't been in the business all his life, perhaps because he hasn't, Jim is an especially keen student of it. The book Quarterly Dividends was the result of his researches. When he got into the business, he told us, "I found it very difficult to find information about setting up arcades or even about the industry in general." He had to seek it



out. So he went to the library, subscribed to the trade magazines and joined his state associations.

He recommends the last as an especially important source of information for the operator. "I find that a lot of arcade owners I know don't join associations because they don't see any direct benefit from doing so," he said. "But we have found that the knowledge and expertise we get out of talking with other members—especially people that have been in the business for 40-50 years—is just tremendous."

Both Jim and partner Bill are active in their state associations. They belong to both the New York State Operators Guild—Jim is vice president, Bill is on the board of directors—and the New York State Coin Machine Association—Jim is treasurer, Bill is vice president.

Jim is married. He and wife Michaeleen have three children, a boy nine years old and girls seven and five. They live in Poughkeepsie, N. Y.

PLAY METER: In the four years you have been operating arcades, have you had any unsuccessful locations?

SEDLAK: No, none that we've opened. We evaluated quite a few locations, and we've turned down a number that landlords have tried to push on us. Then we've watched other operators go in and, in a number of cases, go quite broke in a short period of time.

PLAY METER: What makes for a really successful location?

SEDLAK: As far as I'm concerned, the arcade business is a business for kids. Most of our clientele are in their mid-teens, 14 to 16 years of age. So what makes for a successful business is being where the kids are, being in a place where kids are apt to spend money, where there's a leisure atmosphere. The first location that we opened up was right next to a movie theater and very close to a restaurant,

and we found that combination to do very well. The kids would come in before and after the movies; and families would go to the restaurant and when the parents would stay afterwards for a few drinks, the kids would come on down to play at our place.

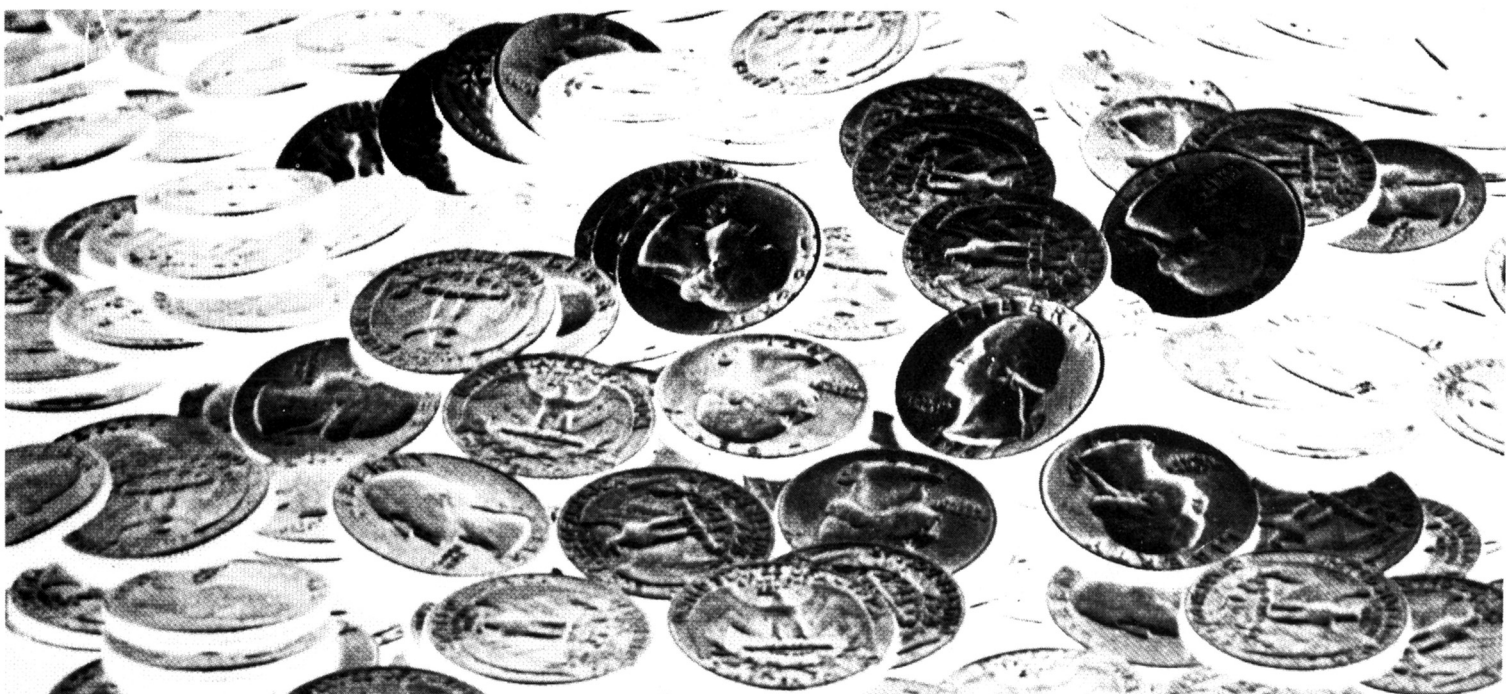
PLAY METER: So restaurants, for example, and movie theaters are good businesses to locate near. Are there others in this category?

SEDLAK: First of all, we do have in each of our stores a miniature golf course. If we didn't, I'd look to locate near a miniature golf course. Our second store is located next to a bowling alley, and we've found that to be very successful. We get a lot of business from kids going to the bowling alley then coming over to our place. What we really look for when we locate our arcades is a lot of houses, families living in the immediate neighborhood. We feel that 90 per cent of our business comes from within a two mile radius of where we're located. What we do when we're trying to select a location is we examine the habits of the people in the area, how many kids there are in the area, how many families have kids, where the kids hang out. We try to locate in the center of an area with a lot of kids around, and a lot of family activity.

PLAY METER: Are there any businesses, or types of areas that you would particularly try to avoid when looking for a location?

SEDLAK: Yes, there are a few of them. One is an adult-type store, an adult book store or a massage parlor or something like that. Being next to a bar can be troublesome. One of our stores is located next to a night club and at times that can cause trouble, because kids do hang around outside and sometimes they can tend to overflow next door, to where the bar is.

In some areas, being next to a school can be bad but only because parents will be complaining that kids are spending all their lunch money in the arcade, and that's bad for public relations. But if the



community accepts it, there's no problem being near a school. In fact, it's probably one of your better locations.

PLAY METER: How do you go about discovering new locations?

SEDLAK: Basically what we do—I say "we" because I have a partner, Bill Kern, who has been in the business with me since the beginning—what we do is we periodically scout the area for any new shopping centers or any sites that seem to be opening up, and we evaluate them in terms of what I said before, the other businesses in the area, the population and the type of population. Then if we think a place is interesting, we talk to the landlords about what kind of rent they're asking, and if everything looks good, we start thinking seriously about the possibilities.

PLAY METER: At present, you do not own any of your locations. You lease all of your locations, is that correct?

SEDLAK: Right.

PLAY METER: What do you think about owning free-standing buildings for arcades as an idea?

SEDLAK: I think it's a good idea. My problem is this area is one of location. True, there are some free-standing buildings that are available, but they're not near anything. If I could get a free-standing building that was in the center of activity, with a lot of things going on around it, and at a reasonable price, I'd jump at the chance, but in this particular area we're suburban and the stores, the business activity, are all centered in shopping

centers. So if you want to go where the people are, you have to get near a shopping center, and it's difficult to find free-standing buildings for rent in shopping center areas.

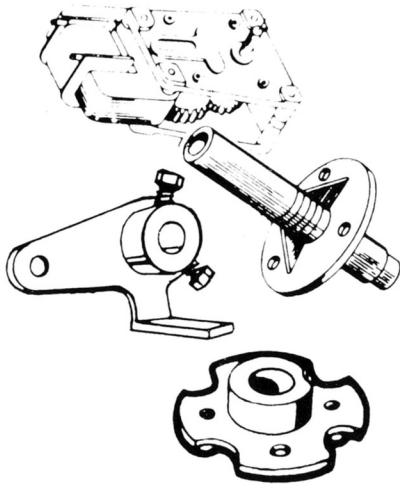
PLAY METER: Let's talk about leases now. What are some specific things you look for when you're getting ready to sign a lease?

SEDLAK: Obviously one of the big things is the rent, how much the guy wants to charge for the store. And I've had rents quoted me from as little as \$3 per square foot to \$20 per square foot. The next thing to do after that is to try to figure out what adds there are to the rent because the rent that they quote you is usually only the tip of the iceberg. You get hit with things like common area maintenance charges or charges for parking—we had one lease we were reviewing where the guy comes up at the end asking for the right to designate where we would park and even reserving the right to install parking meters. So common area costs are one thing

The next thing is to look to see what the guy is providing for his store. Some landlords will give you a completely finished store, with air-conditioning and heating and everything completely installed. Other landlords give you nothing; they give you basically four walls; and we had an offer once where they didn't even give you a cement floor—they actually gave you a dirt floor.

So you've got to find out what the landlord is going to supply for the money that you're paying. Those are the things that you're looking for

ALL KINDS OF **SPARE PARTS** AVAILABLE FOR:



**Slots • Uprights
Bingos • Juke Boxes
Amusement Games**

Ask for our Free Catalog!

SUZO

SUZO TRADING CY. C.V. - SCHONEBERGERWEG 85-87
ROTTERDAM 3006 - NETHERLANDS - PHONE 010 - 766848

cost-wise. Other things that you might look for; you may well be going into a location because of the other stores in the area. So what I look to get in the lease is something that says, that if the movie theater next door moves out, for example, I have a chance to cancel my lease—because I'm in there because the movie theater is in there. I look for these sorts of things, things put into the lease to protect me against certain eventualities.

PLAY METER: What do you look for in terms of options, specifically renewal options?

SEDLAK: I generally try to go for a short-term lease to start out with, as little as I can get away with, which is usually two years, I've evaluated the location issue, but you never know what you're really going to find when you open up. So I like to go for a short term lease but with as many renewal options as the landlord will let me have in the lease.

PLAY METER: What is the highest rent you think you can pay and still come out with a going concern?

SEDLAK: That depends on the area, of course. But unless the guy is providing something real special, then I am very reluctant to go over \$6 or \$7 per square foot. I do know of some big arcade concerns who have signed leases with shopping centers for \$17-\$18 a square foot. But in my position—we are a small operation, we don't have millions and millions of dollars behind us—before I'd venture anything over \$7 a square foot I would have to wonder what the landlord is providing for all the rent he's getting.

PLAY METER: Let's say we've signed a lease now.

Equipment aside, what sort of investment are we looking at in terms of improving an area before we can move in?

SEDLAK: This will vary of course, but one thing: I'm an electrician and Bill is quite good in carpentry, so we plan to do most of the work ourselves. So our expenses are mostly in materials. We do try to put in carpeting, put some nice teeny decorations on the walls. Generally the places we're looking at already have drop ceilings. So to fix the place usually runs us under a thousand dollars—unless we have to install our own air-conditioning. That would be another major expense—we have had to do that in the past. And of course, we can't really do that ourselves.

PLAY METER: What are some economical ways an owner can dress up his arcade?

SEDLAK: First of all, I think, the walls can be something other than just plain. A nice paint job on the walls can make a lot of difference. In one of our arcades, for example, we have a domino game painted on the wall, from the front of the store to the back a string of dominos laid out as they might be on a table after somebody had played them. Then, instead of stacking your machines up in a straight line, you might be able to put them in a semi-circle. This doesn't increase the number of machines you can put in, but if you do it and then you add a couple of mirrors at either end of the semi-circle, it gives the appearance that there's more to it. The mirrors add depth and actually make it look as if there are more machines than there are.

[continued on page 74]



the pool table with the Velvet Touch



innovators of the industry

- Zenith, Crest, Adjust-a-price
- Pool Tables
- Sportacard
- Sportaball
- TV Cocktail Table
- Bimbo
- United-Sardi Soccer Tables

U. B. I., INC.
 51 Progress St., Union, N.J. 07083
 (201) 686-7030



Variety. We got it.

Billiards is the name of the game, and variety is what we have. One-piece, two-piece and multi-piece cue sticks. Domestic and imported balls. Billiard cloth, cue and table repair items and accessories. Novelties and decorator items. And the best freight connections for immediate delivery.

INTERNATIONAL BILLIARDS, INC.
 2311 Washington, P.O. Box 7693, Houston, Texas 77007
 713/869-3237 1-800-392-2209 Texas 1-800-231-1282 Out of State

OPERATING



Checking progress on construction of the new AMOA offices at 35 East Wacker Drive, Chicago. The new offices are being custom designed to the association's needs under the supervision of Executive Vice President Fred Granger. Here Granger consults with carpenter Art Carlson (left) and electrician Lou Didomenico (right).

NAMA Expands Exhibition

The 1977 national Convention-Exhibit of the National Automatic Merchandising Association (NAMA) in Chicago will be expanded by the addition of a special hall for coin-operated music and amusement machines.

The decision to add music and games equipment in a separate hall of McCormick Place at the October 13-16 trade show of vending and foodservice management was made by the NAMA Board of Directors at its February meeting after thorough discussion at board meetings during the past two years.

G. Richard Schreiber, NAMA president, said the board decision concerns only the exhibit, and does not include any change in the association's present activities and services which continue to be limited to the merchandise vending and foodservice management operations of its member firms.

"Because our national and Western conventions and exhibits have been highly successful, an increasing number of members urged that we offer this additional service to the many NAMA member firms which operate music and games as well as merchandise vending equipment," Schreiber explained.

He said that operator members as well as NAMA exhibitors have been unhappy in recent years about the conflict in exhibit dates and locations of the NAMA Show and that

of the Amusement and Music Operators of America (AMOA) and that efforts to coordinate the dates and places have not been successful.

NAMA Director of Sales Jack Rielley has made contact with manufacturers of coin-operated music and amusement machines to inform them of the new exhibit opportunity and of NAMA's plan to add music and games to the 1978 NAMA Western Convention exhibit as well. He said the music and games exhibit will be in a separate, adjacent area at McCormick Place.

Schreiber said that one-fourth of the 163 new operator members who joined NAMA in 1976 indicated that they also operate music and games equipment and that nearly all members in the "street" cigarette business have long been in the music and games business as well.

NAMA was founded in 1936, in part to establish "merchandise vending" as a separate business for legislative and public relations reasons. Until 1962 the association maintained a policy of not admitting operators of music and games. Since then no restriction has existed regarding the non-vending operations of members but NAMA renders no services for the music and games activities of its members. Except for the new exhibit, this will continue to be the case, according to the action by the NAMA Board.

"Coin Connection"

Atari, Inc. has begun publication of a monthly newsletter, "Coin Connection." The publication is sent directly to operators, distributors, and others in the industry upon request. "The primary purpose for the newsletter is to let our customers know what is happening at Atari," says Carol Kantor, editor of "Coin Connection" and manager of marketing services at Atari. "It is part of our efforts to promote better communications with our operators and distributors," she adds.

The newsletter will include announcements of new games and reports from the field on Atari product performances. Also featured are technical tips from the Customer Service Department and profiles of some different and interesting locations which may be of value to our operators in giving them some new ideas.

The four-page newsletter is going into its fourth issue, and seems to be well accepted, according to the number of requests by people in the industry to be put on the mailing list.

There is no charge for the newsletter. Those wishing to receive it should write to Atari, Inc., 1265 Borregas Ave., Sunnyvale, CA 94086, attention C. Kantor. Include your name, company name, address and phone number.

Decco Announces New Catalogue

Decco, Inc., of Dallas, has announced publication of their new 1977 catalog collating over 7300 standard transformers and filters.

This catalog introduces many new series in addition to their standard lines of plug-in power transformers, subminiatures, filters and chokes as well as the conventional type transformers and inductors. Many items are per MIL-T-27.

Decco is located at 2655 Perth St., Dallas, Texas 75220. Tel. 214/358-2474.

CAR POLO

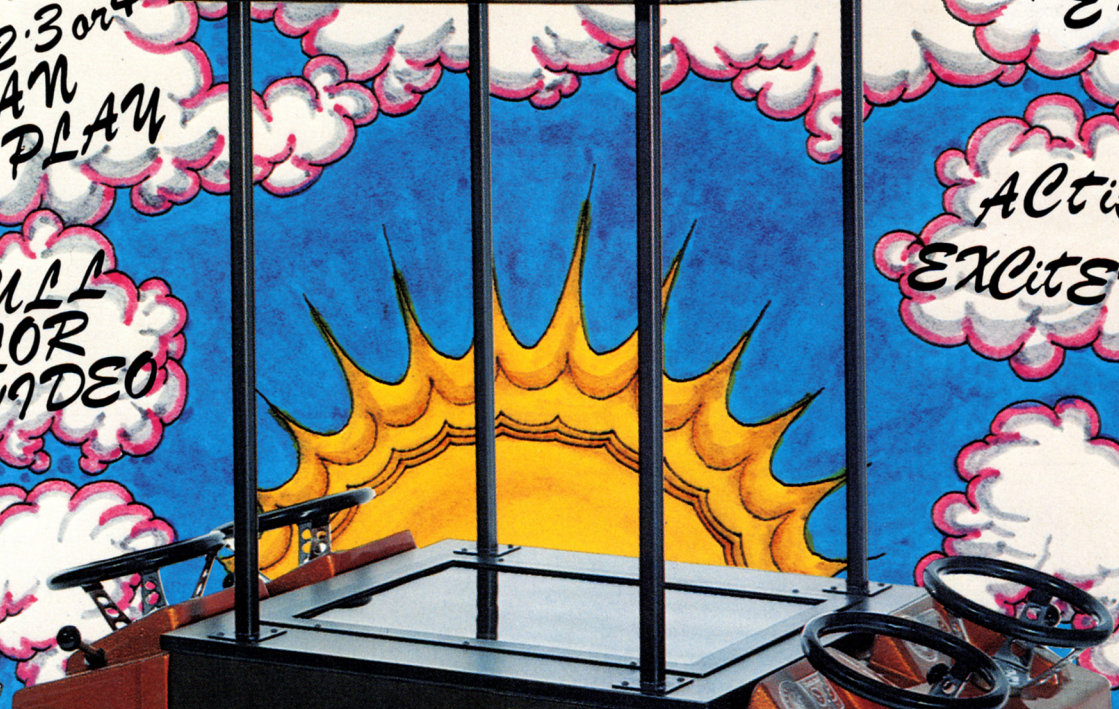


by Exidy

1, 2, 3 or 4
CAN
PLAY

FULL
COLOR
VIDEO

ACTION!
EXCITEMENT



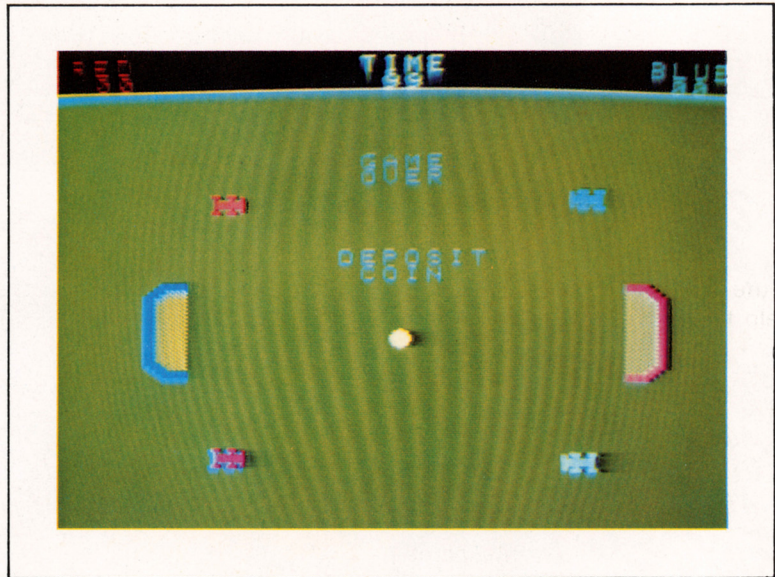
EXIDY 2599 GARCIA AVE. MT VIEW CA. 94043

EXIDY EXCITEMENT

CAR POLO is our new 1, 2, 3 or 4 player **FULL COLOR** video game that combines the skills of driving with the intense player interaction of team sports.

THE OBJECT of **CAR POLO** is to score by bumping or pushing the ball with a car into your team's goal. Teams and goals are defined by red and blue colors. After each score an animated **EXIDY REFEREE** resets the ball at center field and announces "GET READY." Cars are reset at each end of the field and play resumes. Unselected cars are computer-controlled and play automatically. **BOLD COLOR** alpha numerics display time, score, and announce "GAME OVER - DEPOSIT COIN."

TEAMWORK revolves around passing and blocking **STRATEGY**. Play becomes **FAST** and **FURIOUS**, and **EXCITEMENT** is enhanced by realistic car motor noises, crash sounds, controlled grass skids and bouncing ball motions.



EXIDY'S CAR POLO comes in a rich brown cabinet with **DETAILED COLOR GRAPHICS**. **EASY ASSEMBLY** - secure canopy only. **CAR POLO** is a single unit 29" wide, which easily **FITS THROUGH A STANDARD DOOR**. **CAR POLO, WITH** or **WITHOUT** a **CANOPY**, enhances any location. **MODULAR DESIGN** features slide out monitor and logic board, separate steering and foot control units.

NEW ELECTRONIC FEATURES:

- 25" Full Color Monitor
- Built-in Color Alignment Features
- Micro-processor Controlled by a Single Logic Board
- Separate Volume Control for Each Player
- Maintenance Free Infra-red Steering Modules
- 4 Separate Static Proof Coin Mechanisms

PROFIT FEATURES:

- High replay rate through intense player interaction
- Attractive modular design
- Operator-adjustable time limit (30 seconds to 6 minutes)
- One year logic board warranty

DIMENSIONS:

Crated: 57¼" L X 33¾" W X 52½" H
Installed: 51" L X 29" W X 78" H (with canopy)

WEIGHT:

Uncrated: 363 lbs.
Crated: 415 lbs.

[415] 968-7670 TLX 348-329

EXIDY 2599 Garcia ave. Mt. View Ca. 94043

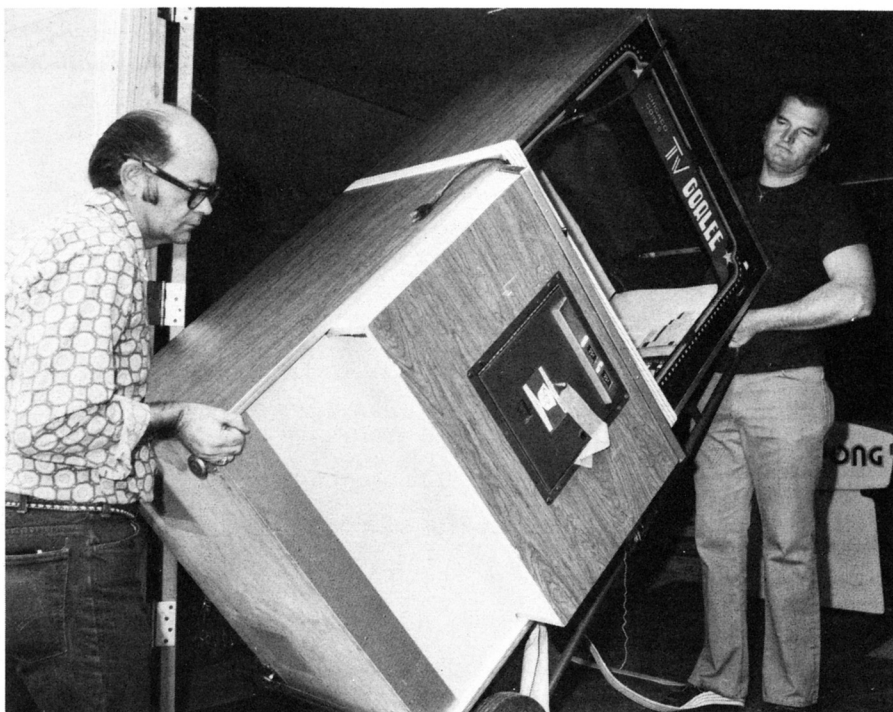
DISTRIBUTED BY:

TSTI Receives Major Games Donation

A truckload of video games has been donated to the Music and Games equipment Repair Program at Texas State Technical Institute in Waco by All-Coin Rockola Distributors of San Antonio. Chairman of the Board Malcolm H. Gildart, President Dan G. Perrotta and Senior V.P. Malcolm H. Gildart, Jr. were responsible for the donation.

Jim Teele, program chairman, said the equipment would be used to help train students. "Donations like this one help keep the program up-to-date. As a state institution, we are not able to purchase the equipment we would like to have to train students. We are fortunate to have friends in the industry."

Recently, Standard Cigarettes of Waco donated cigarette machines and video equipment to the program, thanks to Bob Mimik, district manager.



TSTI Music and Games Program Chairman Jim Teele [L] helps unload training equipment. The games were a gift from All-Coin of San Antonio.



TURN JUNK CARS INTO \$\$\$\$\$\$\$



- \$ - Full player control of crane and claw
- \$ - Extra time bonus car hoppers
- \$ - Fun sounds of crushing junk cars
- \$ - Easy-to-service electro-mechanical design
- \$ - Adjustable game time
- \$ - Easy-access hinged front and rear service doors
- \$ - Safe, durable, tempered glass
- \$ - Die-cast metal junk cars
- \$ - Quarter play only



700 West Virginia, Milwaukee, WI 53204
Phone (414) 272-4323

OPERATING

8-Ball Tourney Into Finals



Shown discussing revisions to Michigan's Single Business Tax are Michigan House of Representatives Speaker Bobby Crim (D-Davidson); Music Operators of Michigan General Manager Walt Maner; and MOM Executive Secretary Michael Spaniola. The Single Business Tax assessed amusement machine operators heavily in its first year in force. Also discussed at the recent meeting in Lansing were prospects for legislation on such issues as sale of candy in schools, cigarette taxes and smoking prohibitions.

The Northern New York 8-Ball Tournament is now underway. Playoffs have been held since January 16, at Tri-Lakes, Whiteface, and Champlain Valley taverns and restaurants.

Tournaments have been held weekly for eight weeks at these places, with ninth week playoffs deciding A and B division winners. These winners will travel to the Lake Placid Olympic Arena Convention Center to compete in the finals on April 17, 1977. The prizes amount to over \$3,000.00, one of the largest purses on the East Coast, according to a spokesman for Upstate Vending, Lake Placid.

The competition will start at 11:00 a.m. and play will continue until a champion is decided in each division. A cash bar will be run by the Lake Placid Bobsled Club and the food concession will be open. There will also be displays by various coin machine distributors and manufacturers.

The tournament is sponsored jointly by Upstate Vending Service, Valley Vending Service and Huntington Novelty Co. The following towns are involved in the tournament: Tupper Lake, Saranac Lake, Lake Placid, Keene Valley, Wilmington, Jay, Au Sable Forks, Plattsburg, Keeseville, Mineville, Port Henry, and West Port.

New York Show Set

Only a few exhibition booths remain available for the upcoming annual New York Music and Amusement Association Convention and Trade Show. The weekend event, starting May 12 and running to May 15, is being held at the Stevensville Country Club, Swan Lake, N.Y. According to MAA Executive Director Ben Chicofsky: "Last year, we attracted manufacturers, record companies, distributors, and operators from every state along the eastern seaboard. Many West Coast industry members attended. We even had several foreign music-game operators, including representatives from Australia!"

Chicofsky explained that the 1977 Trade Show features double the exhibit space of last year. "And, already, the exhibitors from last year have just about everything reserved," he added.

Industry seminars offered this year are expected to highlight the relationships of record companies to jukebox operators. Many recreational enjoyments will be provided including golf tournaments, tennis tournaments, a baseball game (manufacturers vs. operators), and swimming. Special dinners and receptions are also planned for the anticipated 1,000 people attending and numerous prizes and awards will be given.

Seminars Planned

Atari's Field Service Engineer, Fred McCord, will conduct four Operator Service Seminars in April. The seminars are part of a continuous effort by Atari to promote better communications with operators and distributors.

McCord has been conducting Service Seminars for Atari for the past two years. Operators who have attended these sessions have indicated that the sessions have been of great value to them.

The April seminar schedule is as follows: April 13-14—Music Vending Dist. Co., Seattle, Wash.; April 18-19—New Way Sales Inc., Toronto, Canada; April 21-22—Betson Enterprises, New Bergen, N.J.; April 26-27—Coin Machine Dist. Inc., Peekskill, N.Y.

WE DELIVER



The Big Games for BIG Profits!
 Get ready for a BIG money-making season NOW!
 Write or call us for prices on any of your needs.
 We have them all – New and Used.

THE *Bally* **GROUP**

The World's Largest Supplier
 to the Arcade Industry



**Empire
 Distributing, Inc.**

Chicago Office: AC 312/421-5200
 Telex: 25-4026 Cable: ENCOMACH
 120 South Sangamon St., Chicago, Ill. 60607
 Branches: • Detroit • Grand Rapids
 • Green Bay • Indianapolis



**ADVANCE AUTOMATIC
 SALES CO.**

West Coast Office: AC 415/864-0400
 1350 Howard St., San Francisco, CA 94103
 Telex: 34-747 Cable: PINGAME



ROBERT JONES INTERNATIONAL INC.

(A DELAWARE CORPORATION)
 New England Office: AC 617/329-4880
 880 Providence Hgwy., P.O. Box 287, Dedham, Mass. 02026
 Telex: 924489 Cable: ROBT JONES
 New York State Office: AC 315/463-6251
 601 Thompson Rd. North, P.O. Box 23, Syracuse, N.Y. 13211

**ALLIED LEISURE • AMERICOIN • ARDAC • ATARI/KEE • BALLY • BRUNSWICK • DYNAMO • ELECTRA • FISCHER • GARLANDO
 • GOTTLIEB • GREMLIN • MIDWAY • NINTENDO • PSE • RAMTEK • SEGA • STERN ELECTRONIC • VALLEY**

AMOA, Notre Dame Host Denver Seminar

by Richard S. Dietrich



Dr. John Malone makes a point during his workshop at the AMOA 5th Regional Seminar. Over 60 people attended the school held in Denver.

Denver, Colorado is not normally a difficult place to get to. In fact its convenience for many people was probably what led the AMOA to schedule its 5th Regional Seminar there. But for the weekend of the two-day seminar which began March 11, Denver was a difficult place to get to.

Denverites were snowed in and outsiders were practically snowed out. As a result, this writer didn't get to the meetings until late Friday night and by that time they were half over. But then this writer had to get into and out of windy Dallas as well as into snowy Denver.

Despite the difficulties caused by the weather, some 60 people did attend the seminar, sponsored by AMOA and conducted by the Center for Continuing Education, University of Notre Dame. And those who got there a little bit late were even treated to special make-up sessions.

Instructors at the seminar were Drs. Gerry Sequin and John Malone

of the University of Notre Dame and William McInerney, independent security consultant and former Assistant Director for Technical Services at the National Crime Prevention Institute, University of Louisville, Louisville, Ky. McInerney substituted for Ed Toepfer, recently taken ill.

Friday morning, following registration and words of welcome from AMOA President Garland B. Garrett and Dr. Sequin as co-ordinator of the event, the program was given over to Dr. Sequin's presentation, "Management by Objectives and Results: A Total Management System for Improving Performance Management by Objectives and Results (MBO) is, Dr. Sequin explained, "a system of management which ties all of the manager's functions together in a co-ordinated effort to reach carefully selected targets."

He elaborated on the basic MBO concept by using an analogy from the sports world. In many ways a

football team is run like a business. And by utilizing certain "keys to effectiveness," a team can become a more efficient unit.

The effective football team must follow nine keys, according to Dr. Sequin. It it does:

"1. Everyone in the organization, from top to bottom knows and understands the basic purpose or mission of the organization."

"2. Top management *plans* for the long run." These are specific plans in specific areas.

"3. Yearly targets are set and communicated to all." These targets will, of course, vary from team to team according to the team's circumstances.

"4. Short term targets (for each game, for example) are also set."

"5. Each man has a specific, identifiable and measurable assignment—in writing."

"6. Short run plans dovetail with long run plans and they are *consistent* for every part of the organization." Linemen should not

pass block while the halfback runs a sweep, for example.

"7. Results are consistently monitored and corrections are made when forecasts prove inaccurate or when the original strategy doesn't work."

"8. Evaluation is made on the basis of results achieved." And,

"9. Extensive use of feedback is made as a device for development."

These keys can obviously be applied to business as well, and Dr. Sequin went on to relate them to the mythical Shamrock Music and Games Co., in Dr. Sequin's example, suffering from a multiplicity of ill-defined objectives, creating a general lack of direction.

Dr. Sequin showed how MBO could help Shamrock set targets and formulate strategies and tactics by which to realize those targets.

There are several formats for writing objectives, Dr. Sequin said, but he favored one that started the formulation of the objective with the word "to" and that *specified* a single result, a target date and maximum cash and time to be spent.

He also insisted that objectives in business must be "consistent with the mission and the goals of the organization" and all its parts, specific and "measurable" either "directly or by proxy," attainable but "stretching," and "in writing, with a copy for both supervisor and subordinate."

He concluded by explaining an MBO schedule for Shamrock, by discussing feedback and review and both the advantages and problems caused by MBO.

The first day's afternoon session featured the creator of the Shamrock Music and Games Co., Dr. John Malone, Associate Dean for Graduate Study in the College of Business Administration at Notre Dame. Malone's lecture was entitled "Salesmanship: The Road to New Business Development."

Every business, Dr. Malone demonstrated, has a certain business reservoir constantly being drained by losses. These losses can be caused by any number of things, competition, traffic changes, urban renewal, neighborhood changes, and taxation and licensing fees, among them. If a business is to develop, it must more than offset these losses with gains.

Gains are generated by new development strategies. Malone listed a number of such strategies for the coin operator. These included placing new machines in existing locations, placing additional machines in existing locations, generating new locations of a traditional type, moving into locations previously served by competitors, back into old locations now without machines, and into entirely new types of locations. All of these strategies involve selling.

Malone went on to outline the selling process, which he sees as occurring in six steps: prospecting for new opportunities, planning the approach, making the actual sales presentation, handling the customer's objections, closing the sale, and following up on it.

**"Remember
Objections provide the
real selling opportunity.
Welcome them."**

—Dr. John Malone

He went on to explain each of these steps in detail. Prospecting includes utilizing sources, analyzing the prospects turned up by these sources and making first contact with them by mail or telephone or in person.

Planning your approach involves a close analysis of the prospect's business: his location, clientele, volume of business, and estimated profit margin; and of the prospect himself: his "personality, management style," likes and dislikes and his problems. The salesman must be sure his product knowledge is up to date and he must develop a "selling proposition" relating his product to his prospect's needs. He must anticipate his prospect's objections, listing and preparing answers for each. He must decide the form his sales presentation will take, determine its "ideal time and place," and he should go through "a dress rehearsal."

The presentation itself follows a certain form whether it is to be an informal discussion or a more formal demonstration complete with audio-visual aids. Malone demonstrated such a formal presentation during his workshop on the second day.

The sales presentation includes the opening, a discussion of the prospect's needs, wants and problems and presentation of the product as a solution to those. This "solution" must be backed up by evidence: case histories, testimonials and statistics. The customer's objectives must then be met, contract terms and conditions be proposed and the deal closed.

Handling the prospect's objections requires special insight, particularly in separating excuses for real objections and recognizing the causes of those objections. "Lack of understanding, resistance to change, test of the salesman's knowledge and honesty, fear of buying... reluctance to make a decision" are among the cause that Dr. Malone mentioned. Objections can be answered more easily if their causes are identified. "Remember," Dr. Malone told the assembled operators that "objections provide the real selling opportunity. Welcome them!"

Dr. Malone went on to explain different methods of closing a sale and concluded his presentation with a brief discussion of following up the sale by means of periodic checks, prompt handling of complaints with service, and backing up promises.

The first day's activities ended with dinner which followed a cash bar.

The lecture portion of the seminar continued on the second day with a lecture and slide presentation by security expert William McInerney. McInerney, who substituted on very short notice for the ill Ed Toepfer, declared that he was "not an expert in the vending industry" or in "coin box locks."

He did, however, make some very interesting points about security in general. Most robberies, in fact, about 70 per cent of all crimes against property, are committed by opportunists with no real plans for the crime. Because this group has no skills, it is reasonably easy to protect one's promises and equipment from them. A certain amount

of "target hardening" will discourage them. Their attitude, said McInerney, is "if you've got a good lock on your door, I'll just go across the street."

More difficult to guard against are internal and professional thefts. It is also difficult sometimes, McInerney admitted, in the face of continuous revenue shortage, to determine whether "you are being hit by a pro or an employee."

The operator doesn't want to begin thinking that it is an easy task, but there are ways to discourage the professional thief.

An alarm, for example, "does not protect; it only calls for help." It can be a deterrent, but it will not stop the professional thief unless he is fairly certain it will bring a response.

The professional is deterred, however, by care on the part of the operator. He can exercise this care by "removing temptation" and being careful with the thief's target, his cash.

"Don't loan keys," McInerney warned. "Don't expose them and don't leave numbers on keys or locks, especially padlocks."

"Don't count your cash in the front room," he went on to say. He also recommended sealed containers for cash where the operator suspected employee theft.

For a machine to be completely safe, it would have to weigh 10,000 pounds, the security expert estimated. That is impossible, of course, "so siting, lighting and supervision become very important."

McInerney's slide presentation indicated how important. There are many ways to break into a machine besides picking the lock. These methods include impressioning, decoding, drilling, sawing and pulling. Moreover, there is no lock completely safe from picking—locksmiths have discarded the term "pick proof" in favor of "pick resistant"—but some locks are safer than others.

McInerney recommended UL listed locks. "Some of the UL listed locks are only a few dollars more than non-UL listed locks," he said. But "UL listing assures you of a product on which a certain number of tests has been run." It does give you some protection.

McInerney also recommended a system of key control. "If you're not going to control your keys, you're

not going to have control over your security system," he said.

He went on to discuss various kinds of locks and reminded the assembled operators that "locks are changing all the time," and that they do wear out. He urged strongly that they update their security equipment on a regular basis.

After lunch operators met in workshops with McInerney and with Dr. Malone. McInerney brought with him numerous locking systems and he passed those around while he discussed them. Dr. Malone acted out a formal sales presen-

tation and then opened the meeting for criticism of the presentation by his class.

Outside the day was sunny and mild, but Denverites were expecting another spring storm before the end of the weekend.

The AMOA has sponsored its regional seminars yearly since 1972. The seminars are a service provided by the association to help the operator better manage his business. Operator reaction shows the seminars have been a great success. Contact AMOA for more information.

ARCADE OPERATORS: TAKE A MOMENT TO TEST YOUR DISTRIBUTOR

Does your games distributor...

YES **NO**

...Give YOU business referrals (instead of operating or selling direct?)

...Inspect and/or improve each piece of equipment BEFORE sending it to you?

...Offer highly skilled electronics personnel to assist with multiple piece installations?

...Hold service seminars?

...Give assistance with "On Location" promotions?

...Offer package prices with multiple piece purchases?

TOTALS

5 or more NO's

3-4 NO's

1-2 NO's

ALL YES

You Must Be In Outer Mongolia! ★

You Must Be In Inner Mongolia! ★

Take Two Aspirin And Call Us
In The Morning!

WE'RE ALREADY FRIENDS!

★ call now
(612) 884-6604

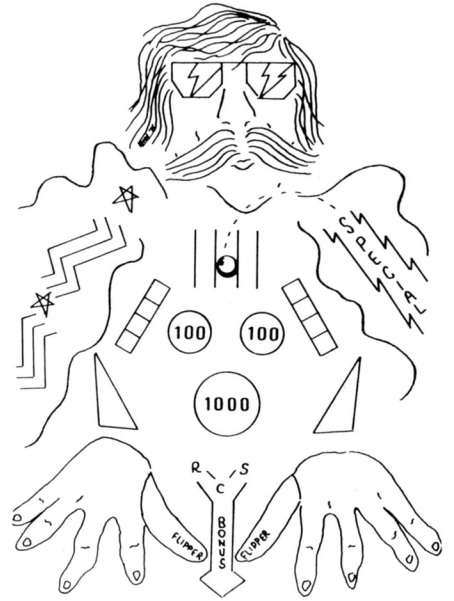
Suite 1, 9201 Penn Ave. So.
Bloomington, Minnesota 55431

HANSON Dist. Co.

Factory Distributors for
Tournament Soccer and U.S. Billiards Lines

Are your games game? —a pinball player's view (part III)

by Roger C. Sharpe



In the previous two parts of this series I have tried to humanize pinball by weaving some fact and philosophy. I hope I haven't put too many of you asleep with my ramblings, but what I wanted to do was to talk with the players (as well as reporting my own observations) to give each of you a more realistic view of pinball machines in today's society. A huge undertaking? Yes. But I thought it was necessary, especially in light of pinball's increased popularity. Things are on the upswing in the industry.

Columbia Pictures, Warner Communications, Gulf & Western, and a recent story on Bally in the financial section of the *New York Times*: all these things add up to one thing—pinball today is big business.

But there is a problem with becoming so big that we lose sight of the basics. It was with this in mind that this series was started; the aim being to put everything back in perspective.

I have an empathy with today's player and his plight in surviving the glut of equipment on the market. He's drowning under the sheer volume of it, trying to keep up with the games being offered to him. He passes from the recent to the new without even a second thought, and this bodes badly for the future of the games. I've explored this problem before.

I also have been fairly optimistic regarding tomorrow's games and the players' reactions to them. For

me, it is an ongoing search to keep in touch with the players and to get into their heads to find out what motivates them, and also what they expect from their games. The findings have been eye-opening and continually interesting. I hope you agree.

Players are becoming far more sophisticated in their playing and analyzing of games. Increasingly, they are able to verbalize what they like and what they don't like about today's games. The overwhelming consensus though is that players like to *control* the action. Some excerpts from interviews I've done in the past three years bear this out.

"*Top Card* is a great game because there's good kickers on it...it's a fast game but I feel like I have control on it."

"*Outer Space* is a great game...I feel like I can control the whole flow of the action...the shots are really a natural."

"I didn't like *Fireball* because it was unpredictable with the spinner in the middle...the ball could drain right through."

These are just three observations from different players, with different likes and also different levels of skill. But what they had to say held a great deal of validity concerning attitude and also motivation when playing pinball. Of course, you can talk to ten different people and get ten different views of what makes a good pinball machine, but I think there is something to be learned

from players as a group, an insight into which features and playfield layouts hold the best potential for success.

Let's explore a little further with some quotes from other players regarding the games they like in general.

"I like a cluttered game only because I'm not that great a player." This is an interesting view. For the most part, players who think of themselves as being less than skillful, feel that they have a better chance on a game if there's more stuff on it. If you're catering to the kiddie and parent crowd you might just find more success with the crowded playfield games instead of some of the more wide open machines.

Taking this one step further; what are the features that could catch this kind of person's attention?

"I like drop targets. Usually you have five or six in a row and that makes it easier for people like me."

This player was talking about a cluttered playfield, and the initial reaction may have been that he'd like a lot of bumpers and kickers lining off the playfield. But the feature he mentioned first was drop targets, because he was thinking about the skillful part of the game and not lanes around the field or a great deal of plastic crowding in the features.

Moving on to a more talented player the view went in a different direction regarding playfield design

and this pinballer's idea of why he liked particular features.

"*Jumping Jack* is a good game because it has a lot of shots on it. The bumpers are worth something...and I like an open field. Usually, here, double flipper games are played by the skilled players."

This I found interesting because once again we find a drop target game as the focal point, but this player wasn't thinking in terms of the cluster of targets. In fact, his feeling about the "openness" of this machine showed that he wanted some "room" to maneuver in. Also the idea of coordinating four flippers on a machine was surprising. He made a point to say in addition that games like *King Kool*, with its flipper alignment wasn't the type of four-flipper game he liked. He wanted the flippers separated only because they offered more angles and more difficult shots.

Going further into the players' minds, it becomes apparent that there is a player for every type of machine whether it be fast, slow, open or closed. The popularity of symmetrical versus asymmetrical playfields also varies according to players and locations. What is fascinating regarding the various locations is that players tend to gravitate to places where players on the same level play. The spots for skilled players differ considerably from those family centers that entertain everyone and anyone. The cross-over was easy to see no matter where I traveled to. Some places are just better suited and designed to enhance a player's ability to function at the optimum degree. There is more care given to the maintenance of games, the lighting and the playing conditions in general.

But let's travel a bit more into the players' minds, in terms of the games that are turning them on, the features they like, and lastly, if they could do it themselves...how would they design their own games.

A recent visit to a local New York City Playland turned up a player in his early twenties who was battling Bally's new solid-state *Freedom*. He was carrying on a running commentary with the machine and also giving out pointers to anyone who would listen. Telling all that you should never try to swing the cabinet from left to right but rather to try and "push" into the game. I

knew I had a prime subject and proceeded to get myself invited into a game or two of pinball. By the way, he liked to go first and "set the pace."

What did he think of solid-state pinball, *Freedom* in particular?

"I love it, think it's just great. The sound...listen when the game first starts." (The chimes sang out their tune that sent me back to my days at Arlington Park and visions of beating the daily double. We were off to the races, so to speak.)

"I like the sound of this game," he continued. "It's different from the loud bells of the other pinball machines...there's something exciting about the difference. The only problem is that when the arcade is busy and someone's shooting ducks behind me, or blasting guns, you can't hear the game. I like to be here all alone with no other noise."

I found this surprising, but also informative. Here was someone commenting on a feature of the game, yet saying that during normal operating periods, this feature was lost. Designers and manufacturers take note—make the sound louder. Anyway my discoveries continued:

"See the light flash on for high score...I like that too. I don't know who got the 190,000 points, but I can beat it. Even if it takes long for me to do it, I'll do it." (A visit yesterday showed that the new high score was over 600,000 points; not bad for a three ball game—although I don't know if this fellow was the conqueror.)

What do you like about the game, in terms of play action?

"It's an honest game. You have the targets on this side (the left) and the values in the middle. The best shot is to go for that hole at the top. The spinner isn't too bad over here, if you miss the targets. And on the right they gave you a spinner and another hole, plus they made it so that every once in a while the ball can go back down (toward the plunger)."

I'd tried to pursue his idea of an "honest game." What don't you like on the playfield?

"You know those things...I don't know which game it was on...but those types of spinners or targets [I had a feeling he was talking about the swinging target on *Space Mission*, and the spinning target on a game such as *Triple Action* or *Top*

Ten] that don't give a true rebound to the ball. They send the ball off in a different direction than maybe what you'd expect. That's what I'd call a 'dishonest' feature because you could do everything right, but it's the machine that 'screws' up."

What he was saying is true once you stop to think about it, and yet it seemed so basic that I just stood there and nodded my head in agreement. Players have a way of doing that sometimes by what they say, and don't say.

Take the case of a girl I met down at a New Jersey shore arcade this past weekend. She knew what her favorite games were (*Target Alpha* for a new machine and *Atlantis* for a slightly older model), but she didn't know why she liked them. In talking with her though, about the games she liked (predominantly Gottlieb games) it became apparent what drew her in.

"You like drop targets don't you?"

"I hadn't thought about it," she replied, "but I guess you're right."

The discovery was a simple one, although she did mention the "feel" of particular manufacturer's machines over others. It was just another part of the puzzle.

Going back to the *Freedom* player though, came a question and answer that just about summed up the player's attitude toward the games.

"If you had the chance to design a game, what would you put on it?"

"Well, I'd want to do an 'honest' game, and I'd put everything on it...all sorts of features and targets. I don't know exactly how much I *could* put on it, I know there are cost factors involved and you just can't put everything on a game... but I'd sure like to try. There'd be stuff on top and on the sides...a lot of action to shoot for."

Today's player is thinking in terms of quantity. He wants all the flash and action he can get. The most popular feature seems to be drop targets, whether it be five or fifteen, in bunches and clusters. Spinners are liked because of their sound and visual stimulus. Big sweeping lanes are also liked for what they do by enabling a player to aim for a shot a long way away and following the path of the ball around the side of the playfield.

The other important factor tied into features is what I like to call a

[continued on page 48]



Arcades Plus by J.W. Sedlak

Catastrophe!!! You have just completed a successful year of operation. You have signed a nice lease with your landlord which gives you several more years at the same rent. All of your operational bugs have been worked out and everything is set for a smooth running year which will finally let you take a nice profit. *Suddenly* your income drops dramatically. The store becomes less crowded and all of those expensive games are sitting in your arcade staring back at you. You figure the situation is temporary, so you wait another two weeks...but there is no change. Your business has collapsed without warning. What happened?

You ask one of the kids where all his friends are. "Oh," he answers, "they're all at the new arcade down the street. I'll be going over there myself in just a little while." You rush to where the kid has directed you and your worst fears are realized. There you find a clean, well-lit arcade that has about 50 modern machines. All are clean and well kept, and all are working. The place is crowded, and you can see all of your former regulars pumping quarters into the new TV games, foosballs, pinballs, etc. Your heart sinks and, as you head slowly back to your own arcade, you begin to wonder what you can possibly do to fight this new competition.

The problem just outlined is not pure fiction. Indeed it happens to many arcade operators each year. The arcade owner's reaction to the problem will determine whether he is a true businessman or just an opportunist looking for the fast buck. Before discussing the next step taken by our unfortunate arcade owner, let's outline another problem that frequently faces arcade owners:

In discussing lease terms with your landlord, you may find that you can get significant price reductions and other lease concessions *if* you are willing to sign a 10-year lease and personally guarantee it. The problem is, you are not certain that the current boom in arcades is going to last 10 years. You are well aware that the American public is fickle and what "turns them on" today might become a "bore" tomorrow. So how can you possibly sign such a long term lease. Still, without the lease concessions, your business will not reach the profit level that you need.

Solutions to both of these problems can be found in a concept which is beginning to catch on around the country. The smart operators are not just operating arcades, they are operating arcades plus. "Arcades plus what?" you ask. The purpose of this article is to try to give you some possible answers to that question.

The concept is simple. When you open an arcade, you must combine the machines with one or more compatible businesses. The addition of these other businesses will offer your clients more service and, thus, reduce the chance that they can be stolen away by another arcade. The other businesses will also provide you with another source of income so that, even if arcade popularity declines, you can be reasonably confident that you can meet lease commitments over a long period of time.

What follows is a discussion of a number of compatible businesses you can operate in conjunction with your arcade. It is not intended to be an exhaustive list. You can probably think of other businesses that meet the general patterns of the ones described here. Indeed a unique business which you think of could really establish your arcade as something special. Many of the business concepts discussed below have been actually employed in Putt A-Round's own arcades; others are ideas I've thought about but have not actually implemented. On those items which we have implemented, I will give you as much information as is possible in the space of this small article.

FOOD SERVICE

In the arcade business, one of your biggest jobs is to get the people into your store. Once they're there, they will spend money and pay for your rent, your car, and your vacations. If you have a successful arcade, then you have accomplished this first hard task. Now, the problem is, how do you *keep* the people there? Generally, the longer they stay, the more they will spend.

One good way of keeping them there is to offer a food service. It does not have to be anything elaborate. Kids are usually satisfied if they can get a hamburger, hot dog, or french fries. Of course, they will also need some beverages. A simple soda can or bottle dispenser rented from your local soda distribu-

[continued on page 49]

1977 PHONOGRAPH LINE





WURLITZER

ask your nearest agent for more information
or Deutsche Wurlitzer GmbH

by Mary Claire Blakeman

Pachinko Goes American

IT TAKES A  TO PLAY
LOT OF  PACHINKO

The first time I ever saw one—actually I heard it before I saw it—was on a groggy Saturday morning at a friend's house in San Jose, Ca. While we drank coffee in the kitchen, her young daughter started up a commotion in the living room that couldn't have been caused by the cartoons on television. No, it sounded more like a couple of Gatling guns punctuated by door bells:

RAT TAT TAT TAT CHING TAT
CHING TAT TAT TAT

Translated, that means *pachinko*—Japan's version of pinball.

Pachinko also translates into big business in Japan where it is the third largest leisure industry after dining and travel. And although it has origins in a children's game, my young friend from San Jose would not be able to play pachinko in Japan since patrons at the 9,500 pachinko parlors must be at least 18.

With annual revenues of more than \$4.5 billion, pachinko is hardly child's play.

The game borders on national mania in Japan where 10 million players a day keep almost 2 million machines ringing, zinging, and tating with the hundreds of little steel balls that whiz around the game board every minute.

The way the game is played in Japan, a patron purchases a number of balls—say 100 for 70 yen—loads them into the upright machine and starts shooting with a spring-loaded lever. The balls roll down through chutes, mazes and wheels on the game board and if the player gets the balls to fall in the

right holes, his prize is a loud cascade of new balls. At the end of play, the balls are turned in for more tangible prizes: anything from cigarettes to soy sauce, noodle soup to a box of detergent.

Such rewards from an amusement game may seem odd to operators in the U.S., but it is the Americans who heavily influenced the evolution of the game. Pachinko, which developed from a 1929 pinball prototype, was banned in Japan during World War II because officials felt it interfered with the war effort. But after the war, when the Japanese people were reluctant to accept handouts, the games were set up so players could easily win and the balls were refundable in food.

The "tulip" hole, invented in 1956 by Tatsuzo Naruo, also changed the nature of pachinko. The "tulip" is a larger hole than others on the board and upon the impact of a ball's entry, it opens even wider, offering the next ball a better chance of entry.

The chances of getting the balls into the holes are essential to the game's appeal, and operators in Japan are directly involved in manipulating that appeal. At the end of the day, operators, using an automatic ball counter, will check their machines to see if the game is making or losing money. A pin arranger, called a "kugishi" tightens or loosens the pins accordingly.

But if the parlor owners are smart enough to adjust the games, the players are saavy enough to keep track of which machines are tight

and which ones are easy winners. The players in Japan also keep demanding newer and different machines and, until the recent ravages of inflation, operators replaced the games with new models every six months.

Recognizing an inventory turnover when he saw one, an American named Ray Giliotti took a load of used machines off the hands of Japanese operators. Using his savings from a career in the service, Giliotti imported a thousand reconditioned pachinkos in 1973. He sold \$10,000 worth of games the first week his Sacramento, Ca. store opened.

By November, 1975, Giliotti's five Pachinko Palace stores had grossed about \$1.4 million. Today, the chain has grown to ten stores reaching from Seattle, Wash. to Long Island, N.Y.

"I saw all these crazy games on the walls, and I felt that there was an opportunity," Giliotti once told an interviewer. "My game's for the pinball freak, and there are lots of them; and not necessarily for the same creature who plays a video game."

The games available from Pachinko Palace however, are reconditioned, mechanical machines primarily marketed for home use with price tags of \$17 to \$55. Tom Kemp, manager of the Pachinko Palace in San Mateo, Ca. occasionally carries one or two coin-operated pachinkos but these games are a small part of the company's line. "Conversion to coin-operated games is a possibility," Kemp said, "But we're too

busy with the other market."

Among the American companies that do offer coin-operated pachinkos are Amutech Ltd. of San Rafael, Cal. and Swan Manufacturing of Long Beach, Cal.

Spokesmen for the companies agreed that the marketing of home pachinko games does not interfere with their coin-op business. "The home marketing is doing nothing but helping us," Herb Marion of Amutech said. "Probably two years ago, when we said 'pachinko,' people said, 'pachinko, who?' But today, because of Sears and others, it's become a household word so we have overcome the product i.d. problem."

It was about two years ago that Marion, president of Amutech, got interested in marketing pachinko. "On my first trip to Japan, I brought them a computerized version of their own game—it was like bringing coals to Newcastle," Marion said with a grin. "The Japanese custom officials were laughing at this American bringing pachinkos to Japan."

Amutech's computerized pachinko offers scoring, replays, and automatic ball handling. "The Japanese version had 30 moving parts," Marion explained. "We've reduced these to five moving parts and yet kept the same concept."

"Now, we're Americanizing the game, taking off the Japanese writing, and using backgrounds like football or 'Jaws.' Everything is new on the game, not reconditioned."

Ed Wanisko, research and development vice-president at Amutech, commented on some of the changes made in the game for the U.S. market. "Pachinko didn't have scoring, so we added that to make it appeal to the American player who is used to seeing a score and replays. Since we did cut the amount of moving parts, maintenance is minimal. The circuit has proven to be very, very reliable and the moving parts we do have are built to withstand a lot of abuse."

Another modification in pachinko for the American market is the number of balls used for each period of play. "The Japanese shoot rapidly," Herb Marion said. "They'll shoot 100 balls a minute. In the U.S., players seem to measure each shot. It takes about a minute and a



Tom Kemp, manager of the "Pachinko Palace" in San Mateo, California, demonstrates a token operated pachinko game. The game, practically unheard of in the United States a few years ago, is beginning to achieve a following. It is a national pasttime in Japan.

half to complete a game on our machine using 15 balls."

Operators make the decision on how many balls are used in each game, as Dave Price, Amutech's chief of technical services explained. "For 25 cents, the machine dumps three sets of balls for a total of 12, 15 or 18 balls," he said. "The operator can vary the number of balls it dumps each time by setting it to dump 4, 5 or 6 balls."

"The object of the game is to try to shoot the balls into open pockets," Price continued. "Every time the ball lands in an open pocket, or the hit pocket, the game dumps another set of balls and scores 10 points. When the player reaches a certain number, say 100 points, he gets a replay."

Ed Wanisko added that the recycling of balls enhances the attraction of pachinko. "One feature of pachinko over pinball is that the player gets the ball back; the ball doesn't just stay in the hole."

Or, in the words of Amutech's promo t-shirts: "It takes a lot of balls to play pachinko."

Besides appealing to American pinball players, pachinko also offers features similar to another popular American game: slot machines. In fact, no less a source than the *Wall Street Journal* said pachinko "... appeared to be the result of mating a pinball machine with a one-armed bandit." In Japan during the 1960's, pachinko balls actually were

refundable in money. "Japanese workers were blowing their weekly paychecks in pachinko parlors," Steve Shepard of the Seattle Pachinko Palace explained. "Now, the Japanese government only allows payment in prizes, but that hasn't affected the national addiction to pachinko."

Herb Marion noted that shooting skill distinguishes pachinko from gambling mechanisms. "Pachinko offers something that slots don't and that is the combination of skill as well as always the element of chance."

The main skill involved in pachinko is knowing just how far to press the lever to propel the balls into the open holes. Japanese players sometimes try to measure with their fingers the distance between the lever and the metal bar on the bottom right corner of the game in order to make better shots; however, Japanese operators frown on that practice.

"You can tell the professional pachinko players from the amateurs because the pros wear white gloves because their thumbs are so sensitive," Herb Marion added.

Speaking of other possibilities with the game, Wanisko said, "We have two or three prototypes in various forms utilizing not just one-player action but also two-player action."

"Once you start looking into the game as I have, you start to see things," Wanisko continued, "Not only two players can play it, but you can do things to the face of the game so people can compete against each other directly while playing the game at the same time. Another thing we're developing is 'Big Pachinko.'"

Amutech plans to continue marketing pachinko in such locations as "7-11" stores; but the company also has an eye on other areas of the game market. "Pachinko has been a tremendous vehicle for Amutech which has afforded us the financial means to branch out into pinball and video games," Herb Marion said. "We're going to come out with a balanced line, and at the end of '77, we should have as many video pieces as pin pieces."

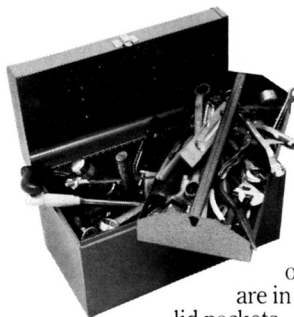
Swan Manufacturing is offering a double flipper pachinko as well as one which dispenses tickets that can be turned in for prizes. The operator can adjust the game depending on local ordinances, and, company spokesmen added, "There is tremendous versatility with this game. It can go almost anywhere."

P.E.I. intends to produce pachinkos with an emphasis on reliable equipment. "We want operators to understand that the machine is very reliable," Bob Spittler said. "On the first games, I'll admit that people could shake them up a bit but we've eliminated that by tightening the games up. That problem is out of the way. The next thing is education; the public has to learn the skills of the game. We're also looking into other Japanese games at this time."

Herb Marion presented an optimistic outlook on the growing popularity of pachinko, saying, "Our feeling is that within the next 24 months, the game will be a staple with operators and will be a household word like pinball."

Such a view is probably justified, for millions and millions of Japanese do play the game. There has to be something to it.

Your route mechanic's tool box is out of order.



Tools and parts are everywhere. They're hard to find. Service calls take longer. Maintenance costs go up. (And if tools get lost, some service calls might not even get completed.)

With a Platt tool case, things like that don't happen. It's designed to keep a mechanic on the job, working with his tools, rather than in his tool box, looking for them.

With a Platt case, he'll know just where everything is. Smaller tools are in individual pockets in our patented one-piece pallet. Larger tools and parts are in compartments. And papers and order book are in lid pockets.

And a Platt tool case not only helps a mechanic be more professional. It makes him look more professional. It comes in handsome, lightweight, durable ABS Thermoplastic. Or rich looking vinyl reinforced by ABS Thermoplastic.

What's more, it also has a 5 year guarantee.

A Platt tool case keeps a mechanic's equipment in order. So he does a better job of keeping your machines in order.

Contact us for complete information on Platt's full line of tool cases and your nearest distributor.

platt

Cases for business and industry.

2301 S. Prairie Ave., Chicago, Ill. 60616 (312) 225-6670

*Pat. No. 3,880,285





CRITIC'S CORNER

by Roger C. Sharpe

Well, this month's installment begins something new that I hope everyone likes—pictures of the machines. Admittedly, I'm not that great a photographer, so bear with me, but at least now when I go off on describing the games, you can follow what the hell I'm trying to say. By the way, schematic renderings of the playfields would also help...if any designers besides Greg Kmiec (thanks) and any manufacturers are reading.

Anyway, an overall opinion of the new games is in order, especially because I've gotten some feedback from people that the reviews done in this space each month are getting easier. I am not getting soft folks, honest. I'm just waiting for the bad pieces to come through. So far everything has been pretty damn good, and the prototypes I've been playing recently, show that there's no letting up. It's going to be a good season for both player and operator, as well as manufacturer. There *are* some duds, and you'll learn about them here, but for the time being, sit back and relax because spring looks like it's going to blossom and come out smelling like a rose.

My little intro out of the way, it's time to get down to business and review two pieces—one that I'm really high on; the other that still mystifies me.

Gottlieb's JACKS OPEN

From the kings of the drop targets comes what I think is a truly great game. It seems that Gottlieb, lately, can do no wrong. They've been turning out some remarkable machines recently, and emphasizing their greatest strength—drop targets. But more importantly, they've been designing *sound* pinball machines; games that have a continuity and purpose to their play action, and I think the players are going to recognize this fact.

This single-player isn't easy by any stretch of the imagination; in fact, it may ask for a more "physical" player than I am to play it like it can be played. But the logic is there on a very open playfield. The top features four lanes—which is suitable for a card theme since from left to right, the lanes go from Hearts to Diamonds to Spades to Clubs. Once again, as was the case with Volley these lanes are anything but a give-away depending upon how loose they're set. Often the ball will just bounce around and finally go down either side, hopefully into the waiting arms of one of the thumper bumpers. Of the latter, there are three, two 100 pointers on either side of a 1000 beauty.

The kicking rubber just beneath this bumper configuration offers some bounce and rebound possibilities for the player to "back door"

the ball up into one of the lanes, and should supply some good nudging chances. One caveat though, if the tilt mechanism is set too high, the game is a total waste since it begs to be pushed a bit when played.

The main area of the whole game comes next by way of nine drop targets, standing in a neat row at the top center of the game. These, Ace - Queen - King - Jack - Queen - King - Jack - Queen - Ten, hold all the scoring potential in their firm little grasp. At either side just below the targets are two lanes (one on either edge of the field) and a brief post and rubber set-up that should bring the ball down to the flippers rather effortlessly, if the game is level.

Now we get the part of the game that makes it all worthwhile, and also makes it more difficult than it could have been. But this is where some extra thought came in. Remember the bottom right side of Sheriff or Lawman or even Atlantis? Well, it's back and more excruciatingly delicate than ever before. (And this time it's on both sides.) That's the twist. A player can't just "save" the ball on the flipper, since the darn thing can drain down either side as one watches motionless to do anything about it. It all means an added dimension to flipper dexterity and skill if the ball is traveling too fast or too slow. There is some

chance for nudging because of the little rubber-ringed metal posts, but it takes a quick and strong wrist to accomplish the feat a majority of the time.

In terms of scoring, the game can either give a lot of points or a dismal showing for someone who can't control the added risks of the bottom lanes and flippers. Once again, the bottom kickers, as was the case on *Volley*, are not the most powerful part of the game. The greatest amount of the action has to be from the top thumper bumpers and the flippers. What's happening in between you ask? Plenty. The targets just stand waiting and begging to be hit—but you can't do it randomly. It takes skill. Did I say skill? I meant precision, because if you're not getting down the "right" targets at the right time; forget it. And that's where the theme comes into play.

Remember those days of after high school poker where you had all sorts of variations on the basic five card draw poker game? Well, *jacks or better to open* was always a standard in my group. Now it reappears again. The old build up in action ploy that single-player games probably do better than any other type of machine, is here in all its splendor and glory.

It's rather simple. Just get the Jacks down first, then the three Queens (once the drop targets pop back up), then those same three Queens you agonized over before and two Kings (once the drop targets pop back up), then the Royal Flush, which you can tell since they're the red targets (once the drop targets pop back up—did I say that before before before?), and finally, you're at the point of the old 'special when lit' world, trying to hit down the same Royal Flush you just got. (This time only the red targets pop back up so as not to confuse matters and thoroughly disenchant the player.)

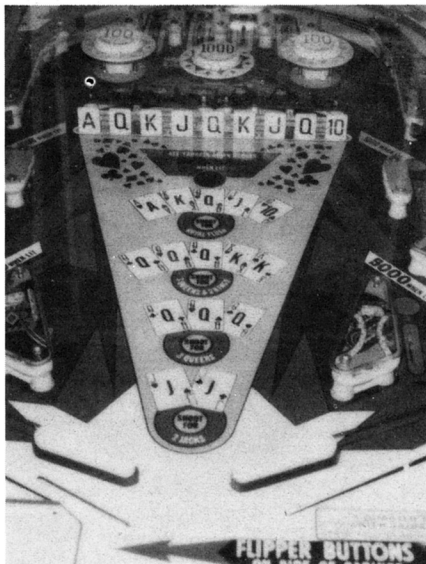
The action is great. You can hit down all the targets, but the ones you need, and there they will stand patiently awaiting the proper skill shot that will set them down. Wasted effort here is not advised, and players of all caliber are going to clamor for a try at this subtly difficult game. After all, drop targets are a cinch; aren't they? By the way, if the thought of getting those targets up and down and up and down is plaguing you, have no

fear. You can jump ahead on the Jacks opening, or Queens get, or any of the other levels, just by getting all the lanes out. Stick with the targets, though, there's a better than even chance to do something with them.

Also, as a byword to all of this, this game is far better, for the player, as a five-ball game. There's



Jacks Open: the backglass



Jacks Open: the playfield

a lot to do, and somehow the machine's logic gets diluted when it's set at three ball. In fact, as a three ball, they could change the name to *Three Queens Open* since that's where it starts, but it's not the same thing—believe me.

The five digit scoring is helped along by the use of a 100,000 light on the back glass, which is my only

qualm with Gottlieb's four players of late, they don't have this feature, and I know that players like to leave a game with 160,000 points and not just 60,000 points. It's better on the psyche. Even the six digit models should hold room for a one million light in animation, even if only one player out of a hundred accomplishes the feat. It's just another little thing for the players.

The back glass artwork is very Dali-esque, and continues the type of graphic treatments used by Gottlieb on their last few games (*Volley* excluded). There's a nice use of color, and the queen's face holding her four jacks should draw quite a few quarters. In fact, given some time to mellow with age, this machine should become one of the favorites at any arcade. With *Jacks Open* it's all in the cards.

Rating: ###

Atari's THE ATARIANS

What do you say about a game that breaks most of the rules and creates some of its own? Well, if it's from the stately maker of solid-state, you say "So this is it?" Atari calls their new game the "beginning of a new era in pinball amusements." I'm not so sure that *this* is the direction of tomorrow, but with all the attention and anticipation this game has garnered since its no-show at the Chicago convention, I thought that I would break a rule and review it even though it's still in prototype.

If you've only seen the ads for this machine, then you're in for a surprise when you first see it in person. The game is wider than conventional pinball machines, a factor that I'll get into later. But for now, let's hit the playfield and find out what the play action is like.

If nothing else, this game could be considered a tribute to Harry Williams, since the major feature on the field is the kick-out hole. Make that plural: there are seven of them, and you'll find them all at the top of the playfield. At upper top middle there's the A-T-A-R-I kick-out holes which light double bonus if you're able to get the ball in each hole. Moving to the top and bottom of this row one finds small black rubber ringed metal posts above and white posts below.

At the top left there's the bonus kick-out hole, which collects any accumulated points and also rings off the value as an out-hole bonus feature. At the top right is the extra

ball kick-out hole, which builds up by a sequence of E-X-T-R-A B-A-L-L that's tied into the targets on the playfield. At top center are three thumper bumpers in a fairly linear configuration. And this my friends is most of the action on the playfield, until one gets down to the flippers.

In the middle of the field stands the sucker shots, with a wide metal arc set-up, a target, four posts, and advance bonus roll-over, and also an open right and left gate roll-over. A word about the roll-overs in this game, and one of the things Atari has changed, they're magnetic, not the plastic "bumps" we're used to seeing on other playfields. These are built into the game and *sense* when the ball rolls over the particular area.

The bottom is wide open with a flipper set up much like King Kool. The double flippers here are supposed to help the player get to the mid-left return to the top lane and the right side return to the plunger gate. The Gottlieb bottom is a little wider, and shorter, than usual and on the left features an open gate like on Allied Leisure's Dyn O' Mite and at the right an open gate back to the plunger like on Bally's Hocus Pokus. The kickers just above the flippers supply some action for rebounding, but are not the old slingshot kickers that really propel the ball.

As for the rest of the game's strategy, nine targets dot the field with the end result being a random flashing special. The left side lane has the 1; guarding the entrance to this and buffered by posts are the 2 and 3; the left bottom lanes offer the 4 and 5; the right bottom lanes have the 6 and 7; just above this at the side right is the 8; and finally the center middle target is the 9. As you can tell, all these targets are below the middle of the playfield, in part due to the bulkiness of the center arc area which takes up far too much room to be useful.

As players, most of us are conditioned to be center-directed in our skill shots; on this game there has to be a change in this focus since the center is wrought with danger. The four posts add to this, plus the proximity of the 9 target to the flippers—this last makes for a perfect drain shot if the player hits it dead-on. The curved arc which should allow the ball easy access and exit is too wide and offers

instead a drain to either side lane, since it "sweeps" the ball without bringing back down in a loop.

In terms of the flow of the action in general, from the flippers, rather than being left to right and right to left (which most of us are used to),



The Atarians: the backglass



The Atarians: the playfield

because of the playfield set-up, which seems to be a little out of line, the flipper shots have to be right to right and left to left except when the player has a chance for the side return gate and side return lane. But forget about the kick-out holes unless you can get there through another plunger shot or the narrow side lane, since there's really very little chance for a "clean" shot up to the top. The right extra ball kick-out hole is a tough one, since the ball literally jumps out and back down through the flippers (at least it does on the machine I've been playing).

In talking about the play of the game though, the size of the machine comes glaringly into focus.

By being wider than normal machines in the past, this game has changed the center of gravity for the player. Without getting too complex, this means that the weight of the machine has been redistributed away from the head of the game and toward the center of the cabinet. The result for the player is simple; you can't easily nudge this machine because of the weight allowance, in fact the feel is almost like having a game nailed to the floor—and on this game the player has to be able to get a little physical. But even if he could, the reach is too wide from the flipper buttons to allow anything more than wrist and hand pushes, no arm strength.

The action off the flippers is sluggish pure and simple. Two double flippers set up in this manner just doesn't work, and never has. The power stroke is shorter by necessity and something is always lacking whether it be the side of Capt. Fantastic or Aladdins Castle or even the bottom of King Kool. Sure there may be skill in capturing the ball on the inside flipper, but then it's just a waiting game before the ball rolls down to the outside flipper. On this machine you can wait all day, and the "feel" of solid-state doesn't help the sense of power on what can be described as a very "plastic" stroke.

In terms of the solid-state, the one remarkable thing about this machine, and why it should bring in loads of money initially, is the sound. Remember Sega's Rodeo with its unique chimes? Well, Atari has gone one better with it loud echoing "boops" and "bings." When the sound is turned all the way up, there isn't any large size location that won't hear this game when it's played. That's the attention-getting aspect of the game. The only problem is that the feel is *soft*, and there are some very basic design problems that I'm sure will be worked out before the game goes into full production. Since it's still a prototype it's not fair to dwell on the negative; I'd rather wait and see the final results, but at least you have an idea.

One other part of the game, which I personally find distracting, and something I don't like, is the forgotten use of the back glass. In

pinball, half the playing is done in the terms of "spectator interaction." Here, it's almost impossible since the digital scoring, same player shoots again, tilt, everything....is at the front left part of the game by the players left hand and arm. Unless you're a player who likes people standing at your side or even at the front side of you, rather than safely behind you, you're not going to feel comfortable with this arrangement.

All I can say about this, is that back glass animation over the years has been strikingly effective and evocative of many things—while remaining "functional." On this game, the utilitarian use of the back glass has been forgotten or at least ignored; if they wanted to leave off the head of the machine, the only thing they'd lose would be the name and the shape that says "pinball." My reaction is, "How much room does LED readouts take?, though I know the reasoning goes deeper, since all the mechanics (electronics?) is in the cabinet and not the head.

The graphic treatments on the playfield and back glass are futuristically beautiful and colorful. Splashes of red, orange, blue and yellow predominate, and the motif has much going on in its circular worlds rendered on the back glass. Outer space never looked better. But the draw on this game will be the sound and the fact that it's a *freak* (don't take this wrong) of nature.

Admittedly, the game will draw in players because it *is* different. But the skilled player isn't going to last with this game since the sound is almost like a toy and the feel just isn't there. But the average players will come if only to try their hand at a totally modern game.

What I mean by the "toy" aspect is just that this game is so different and such a departure that the tried and true pinballer may choose to go back to the conventional machines where everything is the same as it has been for years. The change-over here may be too drastic.

I can understand what Atari wanted to do with *The Atarians*. They wanted to break all the rules about pinball design and come up with something that would set everybody on their ear. Well, it's one thing to be innovative and one thing to produce an Edsel in 1957

when people weren't into the sleek shape this car offered. Hopefully, Atari will fair better, because there is some merit to the game and it deserves closer study and scrutiny during the next few months. The one problem, and it is a real one, is that this game is tough, it's almost as if it's against the players since this machine controls the action, not the player. I think this is going to have to be modified if people are to play it consistently without suffering the frustration of continual low scores. I had to kill myself on a three ball game to get 98,000 points when I was done, I didn't know if the score was worth all my effort, it seemed like a constant battle and really didn't satisfy my competitive pinball urge.

The final thing about this game, is that after playing it and then moving on, the other games seemed lightweight and rather toyish in the way one could maneuver them. It acted as a plus, and a relief from arms that seemed stretched beyond their limits for too long.

Rating: Since *The Atarians* is something special, and also because it is still in prototype, something different is in order than just my rather personal and arbitrary #'s. So this time around I call on you the reader to rate a game for the first time in this space. Send in post cards or letters to me at the magazine and let me know what you'd rate *The Atarians*. You know the system of #### to #, so I put it to each of you. In the next month we'll tally up the results and give a breakdown of the voting in the May and June issue—with a final wrap-up in June. So I'm asking for your help. Let's hear what the industry feels. No names will be given, unless you want it to be, and Atari employees are allowed to vote, just one time for each person though, and no ballot stuffing. Try it and let's see if "tomorrow's game" is ready for today.

Bally's FREEDOM (solid-state)

This isn't so much a review as it is a recap on this machine enjoying a dual production run. The game is the same as the electro-mechanical one, only the sound and digital scoring are different (see my "Are You Game?" story in this issue for some more words about the game).

Briefly, the only point I want to make here is that this is the first

time, besides some previous attempts by Bally and also Williams (during AMOA time) to sample a pinball machine two ways and compare it. All I can say is that with solid-state the "feel" isn't there. When a player plays a pinball machine part of the stimulus he receives is the auditory sensation of ball hitting something, which is then relayed to his "touch" of the game. All of this is changed with solid-state perceptually as thumps *turn* into a more deadened thud. For younger players the transition may not be that marked, but for the old-timers there is some inherent difficulty in getting around the "feel" of the game. But the action *is* still there on what I think is a pretty good game (electro-mechanically).

But for more on the differences between solid-state and electro-mechanics from a player's standpoint, look forward to a future story I am putting together for sometime later this year, exploring the myths and realities of the two types of alternatives for the future of pinball.

Until then, get those votes in on *The Atarians*....and be well and prosper.

YOUR NEW SOURCE---

Serving The Coin Machine Operator with:

- **BILLIARD SUPPLIES**
- **GAME SUPPLIES**
- **MUSIC SUPPLIES**

Write for free catalog.

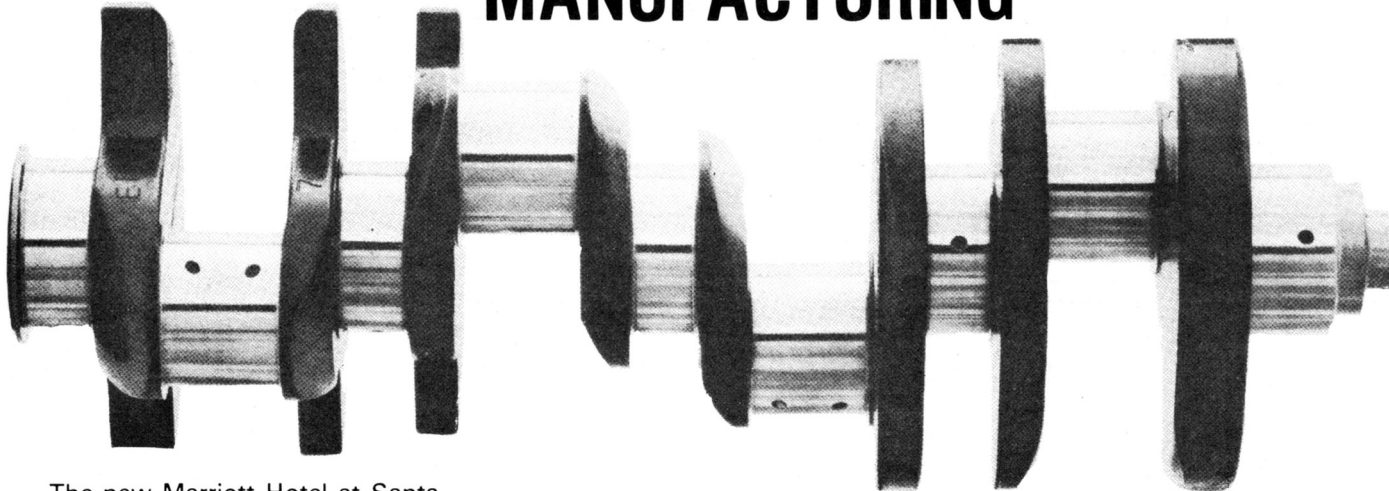


CROWN

Billiard & Sound Supplies

180 Sunrise Highway
Rockville Centre L.I., N.Y. 11570
Tel: 516/678-3224

MANUFACTURING



The new Marriott Hotel at Santa Clara's "Great America" amusement park was the setting for a service seminar held recently for The Atarians, Atari's all new solid state pinball game.

Atari distributors sent 35 service representatives from all over the country to the sessions hosted January 17 and 18 by Atari's Customer Service Department, managed by Don Smith.

The first day's sessions were conducted by Steve Nollan, pinball engineering and Fred McCord, customer service field representative and included explanations of the game's electronics and micro-processor functions.

Special emphasis was placed on the self-diagnostic checkout procedure built into The Atarian's program.

Nollan and McCord showed service technicians how to repair typical on location problems. A test game was intentionally disabled to demonstrate repair techniques.

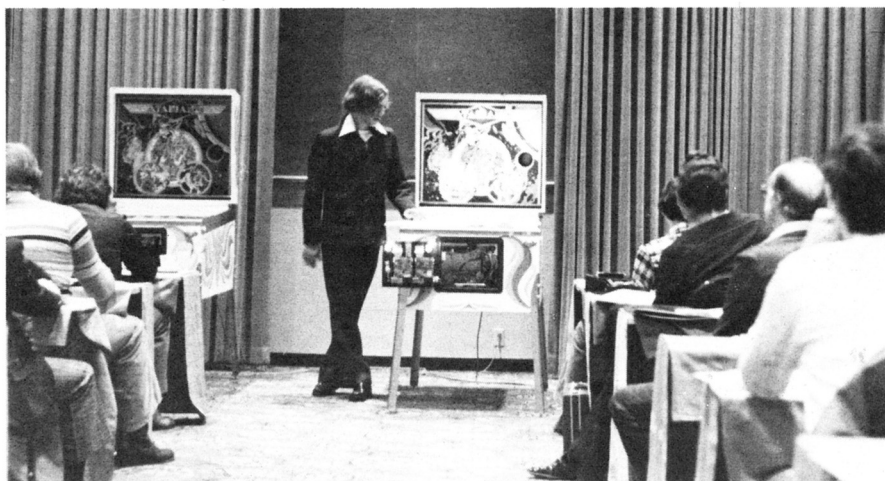
A question-and-answer session followed the demonstration. The many useful comments will be considered for future implementation in the Atari pinball program, said sources at Atari.

The following day included tours of Atari's pinball manufacturing facility and pinball test department hosted by Bob Russell, manufacturing operations manager and John Petlansky, plant manager.

The two-day event was concluded with a drawing for Atari home video games.

Eddie Boasberg, pinball marketing coordinator, made the drawing. Grand Prize winner was Stanley Mills of General Vending, Baltimore, Md., who took home a Super Pong.

Park Setting for Atarians Seminar



Steve Nollan, Atari pinball engineer, explains The Atarians to a group of students at Atari's recent school. Some 35 people attended the school, hosted by Atari's Customer Service Department and held at the new Marriott Hotel "Great American" amusement park.

Leading midwest distributor needs phonograph and games salesman; travel territory; many benefits; hospitalization, profit sharing, Growing company. All replies in strictest confidence. Our employees know of this ad. Write: Play Meter, P.O. Box 24170, New Orleans, LA. 70184

FROM JAPAN . . . TO JAPAN

KAY A.CHIBA'S

BONANZA ENTERPRISES, LTD.

Port P.O.Box 111 Yokohama, Japan

Telex: 3823764 KACLEX-J

Exclu. Manufacturers in Far East for Roman Dice Game.

Largest Exporters for used Pachinko Machine. Always ready for Container Load Shipment at the Lowest Price.

Japanese made amusement machines; New or Used. We can supply Any Japanese Game you Need. Used Bally Bingos and Slots, Almost Models.

Werts Novelty Co., Inc. for Every Kind of Punchboard and Ticket.

Ardac, Inc. for Bank Note Acceptors, Yen Notes Changers.

New Arcade Machines, Gaming Devices, Used Machines, Couter Games, Amusement for Kids, Vending Machines. You offer it We buy it!!

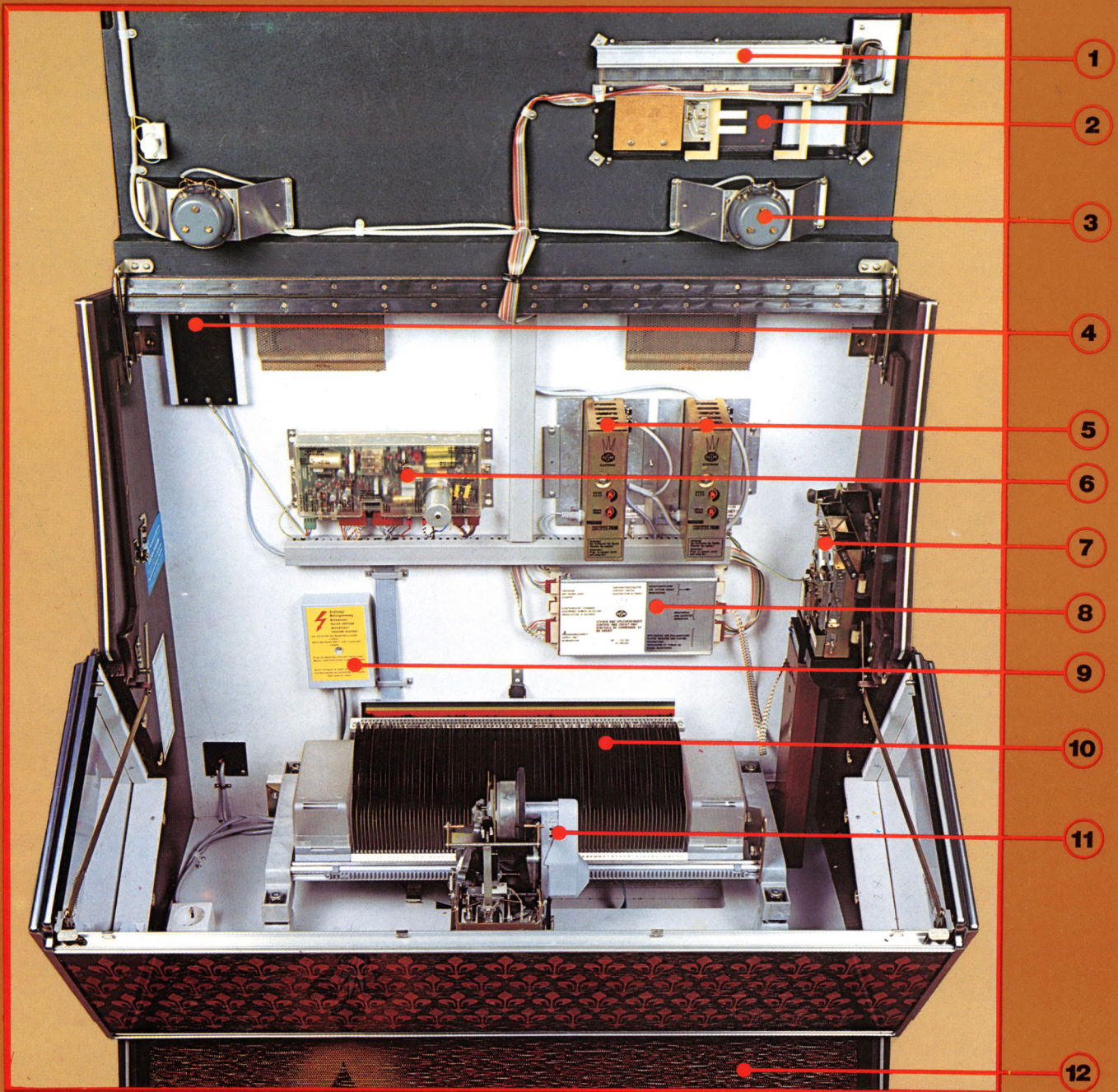


prestige

electronic

E 160



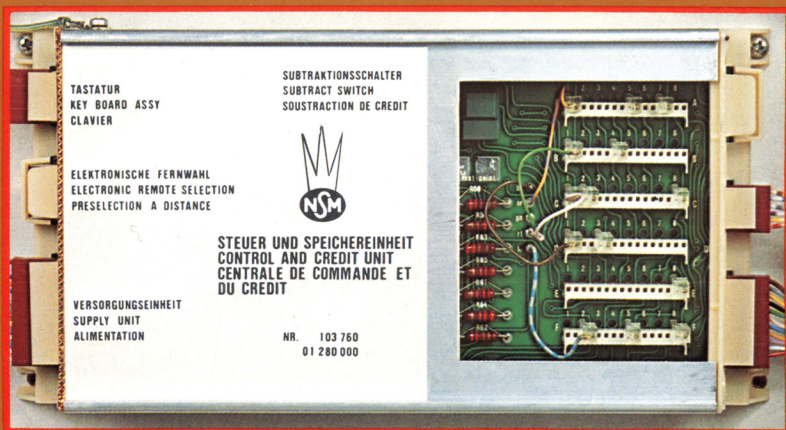
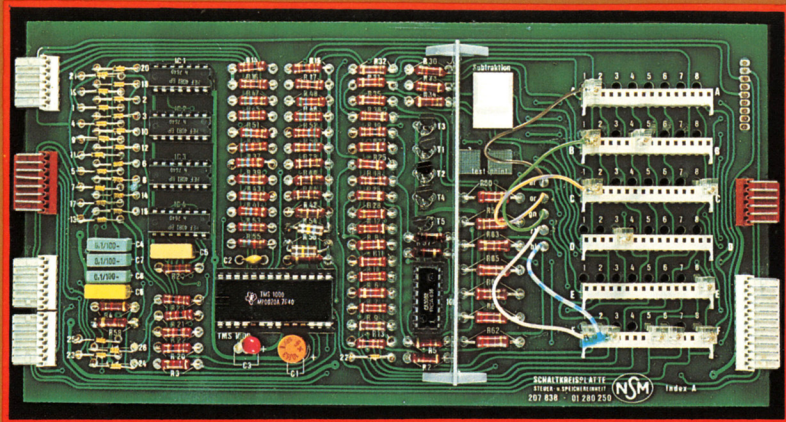
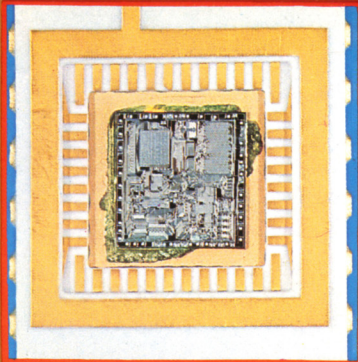
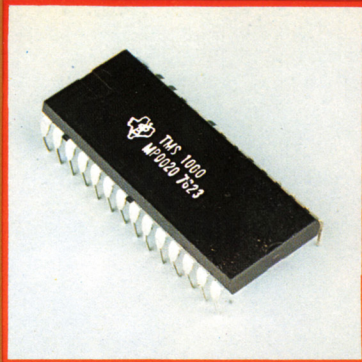


- ① **COMPACT SELECTOR KEY BOARD** with sealed switch bank, water- and dust proof.
- ② **7 SEGMENT SELECTION DISPLAY**, playing and credit indicator with automatic selection check.
- ③ **2 HIGH FREQUENCY SPEAKERS**
- ④ **VOLUME (REMOTE) CONTROL BOX** with record reject button.
- ⑤ **2 SEPARATE AMPLIFIERS** with 75 Watts music power each with AVC, treble and bass control.
- ⑥ **POWER SUPPLY UNIT** with LED voltage indication.
- ⑦ **4 CHANNEL COIN MECHANISM** with light sensors.
- ⑧ **MICRO COMPUTER**, credit and memory unit.
- ⑨ **SWITCH BOX** with circuit fuses.
- ⑩ **CARRIAGE BASE** with record magazine and popularity meter
- ⑪ **CARRIAGE** with separate turntable and drive motor, light-sensors for synchronisation, magnetic cartridge (shure) with diamonds.
- ⑫ **2 LOW FREQUENCY SPEAKERS** (P 30) in lower compartment.

For the United States, all phonographs prepared to take dollar bill coins.

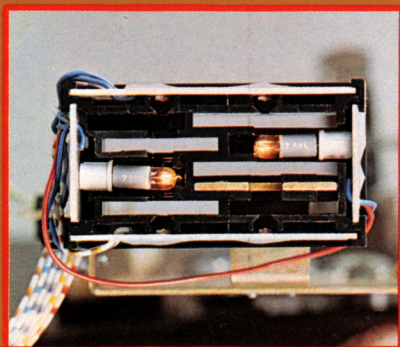
8 MICRO COMPUTER — CREDIT AND MEMORY UNIT

The memory and credit unit incorporating micro computer TMS 1000 containing an internal chip circuit (enlarged) is the nerve center of this system. The right side of the PC-board shows a program field. Plug-in diodes enable the credit and pricing system to be adjusted to any requirement, thus converting coins inserted into credits. This system allows additionally special features to be programmed in advance for constant performance of either a certain number of records (by inserting a service diode) or all records (by a service jumper). A subtraction button is installed on the upper side of the PC-board.



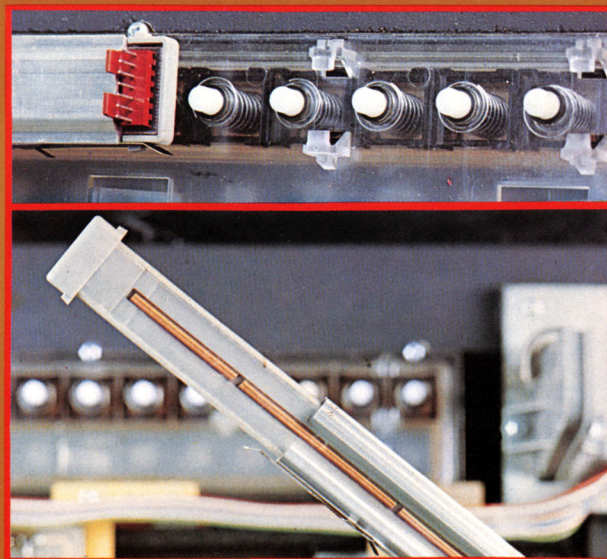
2 7 SEGMENT DISPLAY

In sequence of selection two numbers appear immediately on the display. At letter key selection the cycle is completed and recorded. This display disappears and numbers of record actually playing reappear. At incorrect selection a „C“ is displayed. Credit is indicated.



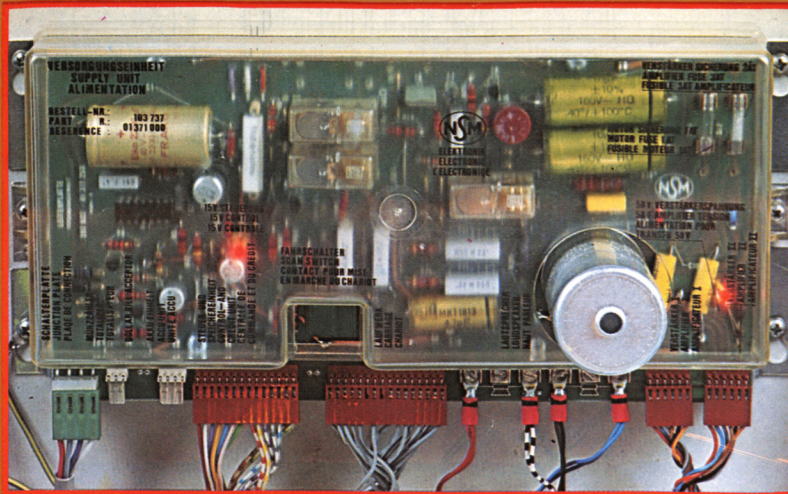
7 4 CHANNEL COIN MECHANISM

Checked coins drop through coin channel activating light sensors transmitting pulse to computer.



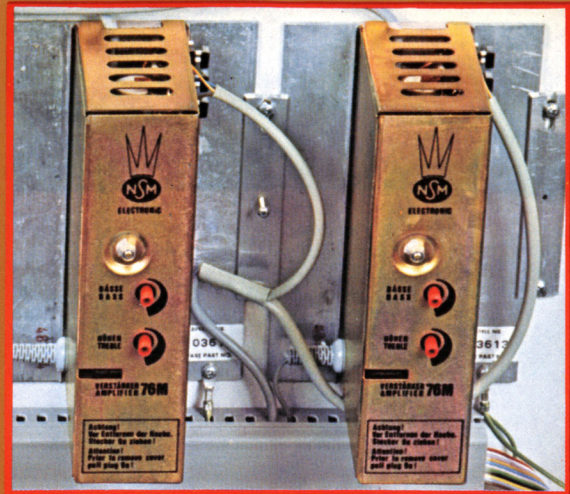
1 COMPACT SELECTOR KEY BOARD

Selector switch bank easily removable without use of tools, sealed contact bank water — and dust — proof.



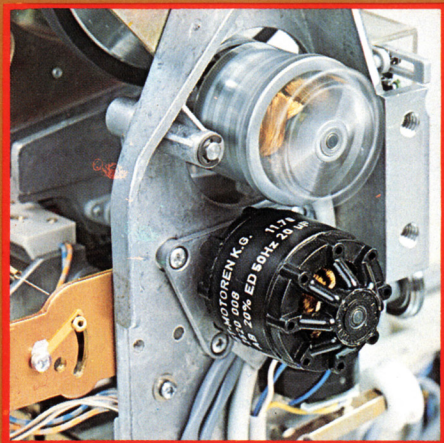
6 POWER SUPPLY UNIT

feeds the carriage motors (43 V AC), the motor relay, trip solenoid and amplifiers (58 V DC). LED control light indicates correct supply. A voltage regulator ensures constant 16 V DC supply to micro computer. A scan switch is installed on the unit.



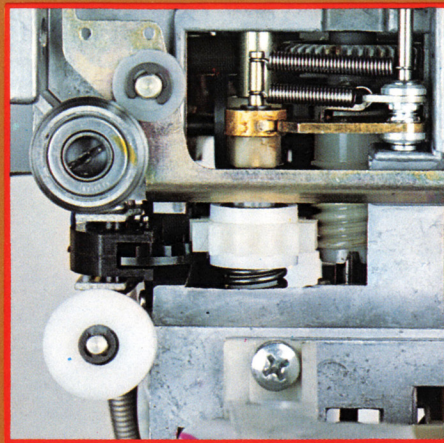
5 2 SEPARATE AMPLIFIERS

with 75 Watt music power each, AVC, treble and bass control are used for HIFI Stereo sound.

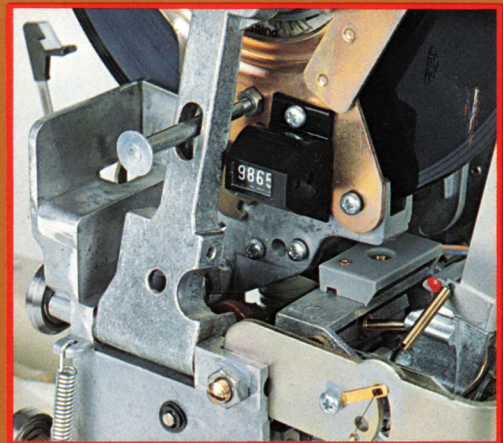


11 CARRIAGE

The carriage plays the records vertically. 2 separate motors are used, one synchron motor for the turntable, one asynchron motor for the drive.



A light sensor element is coupled to the drive gear and causes synchronisation with the computer.



A selection counter is installed at the left side of the carriage and operated mechanically by the clamp arm.

HEIGHT: 130 cm WIDTH: 104 cm
 DEPTH: 63,5 cm NET WEIGHT: 118 kg

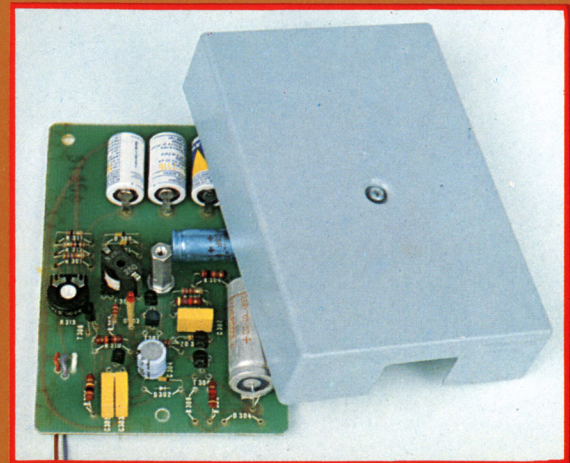
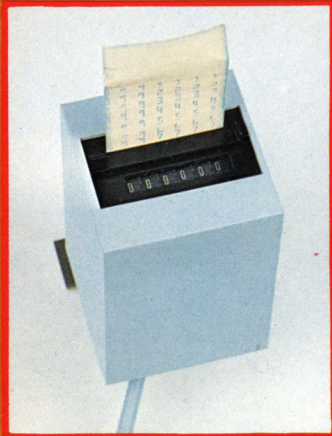
OPTIONALS:

TOTALIZER

with print-out, records all moneys inserted. It is easily mounted inside cabinet.

ACCUMULATOR UNIT

maintains supply to avoid cancellation of credits and preselections in case of mains failure for about 30 minutes.



The PRESTIGE E 160 with its sensational new technique is setting a new standard for the industry worldwide.

This micro computer controlled phonograph is technically absolutely perfect and offers a maximum of reliability and economy. Service is further reduced to the absolute minimum by the use of solid state electronic units.

The PRESTIGE E 160 made by NSM is built for the future and the beautiful cabinet combined with the well balanced sound and most up-to-date electronic engineering assures more money for you and the location.





**The PRESTIGE E 160 – electronic –
can be supplied in two different designs,
the warm brown/red as shown on the front page
and the shining blue/silver as above.**

For further information please contact: Bert B. Davidson, tel. 312-7875016

SAVE \$15



• **DRA PRICE GUIDE:** The "Blue Book" of the coin and vending industry. Published quarterly, this price information can save you thousands of dollars each year in buying and trading used equipment.

• **PLAY METER MAGAZINE:** The showplace of the coin industry, news, features, service hints and new product reviews are just a few of the items that fill the pages of this great monthly!

For a limited time only (until May 31, 1977), you can save \$15.00 on a combined subscription to **PLAY METER** and the **DRA PRICE GUIDE**. Never before has such an offer been made! Act now and receive absolutely **FREE** a subscription to **PLAY METER's UPDATE**— the mid-monthly industry news report everybody is talking about. That's right: all these great publications at such unbelievable savings!

cut along the dotted line and mail today



##FREE BONUS!

Subscribe now and receive a free subscription to **Update**—the mid-monthly report on late breaking industry news, technical tips, music charts, programming hints and free classified section!

***ALL THREE—PLAY METER, DRA PRICE GUIDE AND UPDATE ONLY \$65.00 PER YEAR!**

PAYMENT ENCLOSED (check or money order)
offer good only with this coupon

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

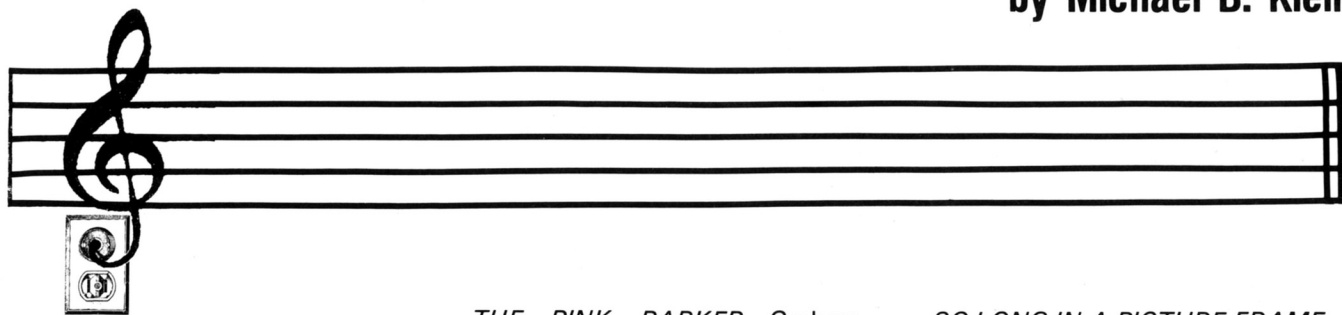
Manufacturer Distributor Operator

Mail to: Play Meter, Box 24170, New Orleans, La. 70184

SAVE TIME AND SUBSCRIBE BY PHONE—CALL COLLECT
504/827-0320.

MUSIC PROGRAMMING

by Michael B. Klein



In some parts of the country—though you wouldn't know it yet—spring has sprung! The flowers are in bloom, and I think the correct quote is, "A young man's fancy turns to love". As a rule, one wouldn't think of the music business as one that has seasons. But it does. I recall, not too long ago, an interview with a rock group who had just made it on the charts with a very up-beat tune. It was number five with a bullet, and climbing fast. It had been previously released in the winter, but never had any airplay. The radio stations had been telling the record company, and the artists, that the tune was a spring or summer single...*not* a winter one. As we got deeper and deeper into spring, and towards summer, the song made it to number one. The tune was "Moonlight Fells Right."

And I think that it was no exception—there are definite seasons for songs, and you should be aware of them for the correct marketing and stocking of your jukeboxes. You can probably make more money if you have the right type of music for the right time of year. So...let's spring into this month's singles.

THE PINK PARKER—Graham Parker/Mercury 7400

Graham Parker has been tabbed for stardom for quite a while now. And with the release of this single, I think it's going to happen—and real fast. This is the perfect tune for cruisin', hangin' out, and just plain raisin' hell. It is super!

And this single is also unique...at least for you. Each side contains two tracks, so for your customer's money he can theoretically get two songs for the price of one. That ought to be an incentive in itself!

Still the music is some of the best I've heard in a long time. Graham is sort of a cross between Boz Scaggs and the Rolling Stones' Mick Jagger. All the tunes here are bluesy, heavy, dancing, rocking sides. And this single convinces me that we should get ready to meet the next teenage idol. By all means, put this one in your machines! (The two tunes on the "A" side are "Hold Back the Night" and "(Let Me Get) Sweet on You." The "B" side contains the live cuts, "White Honey" and "Soul Shoes".

SOONER OR LATER—Alvarez/Polydor Pd 14381

Here is a super, gripping soul tune. The key moments are when Alvarez belts out the lead, but there is tight back-up throughout that adds momentum. Alvarez shows a tremendous feel for punch and imagination.

This is a fast paced, highly disciplined tune with many really engaging moments. It is the type of light tune that is perfect for spring or summer, and Polydor, whom I've begun to realize is a very smart outfit, has released it at the exact time when people are light-hearted and joyful. Here is another YES single for all of those jukeboxes.

SO LONG IN A PICTURE FRAME—The Reason Why/Polydor Pd 14382

There are many reasons, again, to start hurling predictions of stardom for this group. They sound very much like the Spinners, and they combine a variety of musical features for wide-ranging commercial appeal. They combine the melodic appeal of pop, the energy of rock and the sensuality of soul. It's a potent serving of fine music.

As far as I'm concerned, there aren't many groups that are going to be able to compete with the slickness, and energy of The Reason Why, the latest brainchild of Willie Hutch. Just as other artists have made it under the direction of Willie, so will The Reason Why. And that's just one of the reasons why...

Spring has sprung...and it has brought some of the best music I've heard in a long, long dry time. I'm not usually a pessimist, but the last few months—if you're a follower of my column, which I hope you are, you know this—I became rather down on what I had heard. There wasn't much to report. But now... things and records are looking up! I'm very excited about what's happening. And you should be too. It means a living for all of us.

Let's
help
each
other.

 the
good
neighbor.

The American Red Cross

advertising contributed for the public good



HIT PICKS

Popular

GOT TO GIVE IT UP Marvin Gaye/Tamla 54280
DANCING MAN Q/Epic 50335
UPTOWN FESTIVAL Shalamar/Soul Train 10884
MAGICAL MYSTERY TOUR Ambrosia/20th Century 2327
ANGEL IN YOUR ARMS Hot/Big Tree 16085
HOT TO TROT Wild Cherry/Epic 50362
LONELY BOY Andrew Gold/Asylum 45384
SOUR & SWEET/ LEMON IN THE HONEY Dr. Buzzard's Original Savannah Band/RCA 10923
FEELS LIKE THE FIRST TIME Foreigner/Atlantic 3394
SLEEPWALKER Kinks/Arista 0240
DISCO REGGAE Kalyan/MCA 40699
HOLD BACK THE NIGHT/ SWEET ON YOU Graham Parker & Rumour/Mercury 74000
BACK IN THE SADDLE Aerosmith/Columbia 10516
MARGARITAVILLE Jimmy Buffet/ABC 12254
I BELIEVE IN MIRACLES Engelbert Humperdinck/Epic 50365

Country

HEARD IT IN A LOVE SONG Marshall Tucker Band/Capricorn 0270
ALL THE TIME Eddy Arnold/RCA 10899
MARRIED BUT NOT TO EACH OTHER Barbara Mandrell/Dot 17688
LIVING NEXT DOOR TO ALICE Johnny Carver/Dot 17685
EVERY WORD I WRITE Dottie West/United Artists 846
BLUEST HEARTACHE OF THE YEAR Kenny Dale/Capitol 4389
I CAN'T HELP MYSELF Eddie Rabbit/Elektra 45390

Soul

THE PINOCCHIO THEORY Bootsy's Rubber Band/Warner Brothers 8328
LAYING BESIDE YOU Eugene Record/Warner Brothers 8322
THAT'S WHAT IT'S ALL ABOUT Brick/Bang 732
YOU TURNED ME ON TO LOVE Johnny Bristol/Atlantic 3391

courtesy of ~~STERLING TITLE STRIP CO., INC.~~
 1175 Broad Street, Newark, N.J. 07114

HIT PICKS

Top Twenty Country

Now	Was		
1	3	LUCILLE	KENNY ROGERS/United Artists XW929 Y
2	1	SOUTHERN NIGHTS	GLEN CAMPBELL/Capitol 4376
3	6	IT COULDN'T HAVE BEEN ANY BETTER	JOHNNY DUNCAN/Columbia 3 10474
4	2	SHE'S JUST AN OLD LOVE TURNED MEMORY	CHARLEY PRIDE/RCA PB 10875
5	7	ADIOS AMIGO	MARTY ROBBINS/Columbia 3 10472
6	8	PAPER ROSIE	GENE WATSON/Capitol 4378
7	10	DON'T THROW IT ALL AWAY	DAVE & SUGAR/RCA PB 10876
8	4	TORN BETWEEN TWO LOVERS	MARY MacGREGOR/Ariola America 7638
9	14	SHE'S GOT YOU	LORETTA LYNN/MCA 40679
10	17	SLIDE OFF OF YOUR SATIN SHEETS	JOHNNY PAYCHECK/Epic 8 50334
11	12	EASY LOOK	CHARLIE RICH/Epic 8 50329
12	13	MOCKINGBIRD HILL	DONNA FARGO/Warner Bros. WBS 8305
13	18	SHE'S PULLING ME BACK AGAIN	MICKEY GILLEY/Playboy 6100
14	19	(YOU NEVER CAN TELL) C'EST LA VIE	EMMYLOU HARRIS/Warner Bros. WBS 8329
15	15	I'M NOT EASY	BILLIE JO SPEARS/United Artists XW935 Y
16	9	YOU'RE FREE TO GO	SONNY JAMES/Columbia 3 10466
17	22	PLAY GUITAR PLAY	CONWAY TWITTY/MCA 40682
18	5	DESPERADO	JOHNNY RODRIGUEZ/Mercury 73878
19	21	LOVIN' ARMS	SAMMI SMITH/Elektra 45374
20	24	ANYTHING BUT LEAVING	LARRY GATLIN/Monument 45 212

Top Twenty Soul

Now	Was		
1	1	I'VE GOT LOVE ON MY MIND	NATALIE COLE/Capitol P 4360
2	3	TRYING TO LOVE TWO	WILLIAM BELL/Mercury 73839
3	2	SOMETIMES	FACTS OF LIVE/Kayvette 5128 (TK)
4	4	AT MIDNIGHT (MY LOVE WILL LIFT YOU UP)	RUFUS FEATURING CHAKA KHAN/ABC 12239
5	7	LOVE IS BETTER IN THE A.M.	JOHNNY TAYLOR/Columbia 3 10478
6	5	GLORIA	ENCHANTMENT/United Artists XW912 Y
7	6	DON'T LEAVE ME THIS WAY	THELMA HOUSTON/Tamla T 54278F (Motown)
8	12	I WANNA GET NEXT TO YOU	ROSE ROYCE/MCA 40662
9	15	THERE WILL COME A DAY (I'M GONNA HAPPEN TO YOU)	SMOKEY ROBINSON/Tamla T 5427 9F (Motown)
10	8	SOMETHING 'BOUT 'CHA	LATIMORE/Glades 1739 (TK)
11	9	BE MY GIRL	DRAMATICS/ABC 12235
12	13	REACHING FOR THE WORLD	HAROLD MELVIN AND THE BLUE NOTES/ABC 12240
13	10	FREE	DENIECE WILLIAMS/Columbia 3 10429
14	19	I'M YOUR BOOGIE MAN	KC AND THE SUNSHINE BAND/TK 1022
15	22	AIN'T GONNA BUMP (WITH NO BIG FAT WOMAN)	JOE TEX/Epic 8 50313
16	35	DISCO INFERNO	TRAMMPS/Atlantic 3389
17	23	I WANNA DO IT TO YOU	JERRY BUTLER/Motown M 1414F
18	11	I WISH	STEVIE WONDER/Tamla T 54274F (Motown)
19	26	THE PRIDE	ISLEY BROTHERS/T-Neck ZS8 2262 (CBS)
20	18	DANCIN'	CROWN HEIGHTS AFFAIR/De-Lite DE 1588

JUKEBOX TOP 100

Now Was

1 **2** **RICH GIRL**
DARYL HALL & JOHN
OATES
RCA PB 10860



WKS. ON
CHART

10

- 2 1 **DANCING QUEEN** ABBA/Atlantic 3372 16
- 3 3 **LOVE THEME FROM "A STAR IS BORN"** BARBRA STREISAND/
Columbia 3 10450 15
- 4** 5 **DON'T LEAVE ME THIS WAY** THELMA HOUSTON/Tamla
T 54278F (Motown) 15
- 5** 7 **THE THINGS WE DO FOR LOVE** 10CC/Mercury 73875 12
- 6** 8 **DON'T GIVE UP ON US** DAVID SOUL/Private Stock 129 10
- 7 4 **TORN BETWEEN TWO LOVERS** MARY MacGREGOR/
Ariola America P 7638 (Capitol) 19
- 8** 16 **HOTEL CALIFORNIA** EAGLES/Asylum 45386 5
- 9** 15 **I'VE GOT LOVE ON MY MIND** NATALIE COLE/Capitol P 4360 9
- 10 9 **CARRY ON WAYWARD SON** KANSAS/Kirshner ZS8 4267
(CBS) 15
- 11** 19 **SOUTHERN NIGHTS** GLEN CAMPBELL/Capitol P 4376 6
- 12 6 **BLINDED BY THE LIGHT** MANFRED MANN'S EARTH BAND/
Warner Bros. WBS 8252 21
- 13 13 **SAY YOU'LL STAY UNTIL TOMORROW** TOM JONES/
Epic 8 50308 13
- 14** 17 **SO IN TO YOU** ATLANTA RHYTHM SECTION/Polydor PD
14373 9
- 15 11 **NIGHT MOVES** BOB SEGER & THE SILVER BULLET BAND/
Capitol P 4369 18
- 16** 18 **TRYING TO LOVE TWO** WILLIAM BELL/Mercury 73839 8
- 17 10 **I LIKE DREAMIN'** KENNY NOLAN/20th Century TC 2287 21
- 18 **GO YOUR OWN WAY** FLEETWOOD MAC/Warner Bros. WBS
8304 14
- 19 14 **FLY LIKE AN EAGLE** STEVE MILLER BAND/Capitol P 4372 17
- 20 20 **ENJOY YOURSELF** JACKSONS/Epic 8 50289 21
- 21 23 **MAYBE I'M AMAZED** WINGS/Capitol SPRO 8571 8
- 22** 35 **WHEN I NEED YOU** LEO SAYER/Warner Bros. WBS 8332 6
- 23 22 **LONG TIME BOSTON**/Epic 8 50329 11
- 24 24 **WEEKEND IN NEW ENGLAND** BARRY MANILOW/
Arista 0212 18
- 25 27 **DO YA ELECTRIC LIGHT ORCHESTRA**/United Artists XW939 Y 8
- 26 28 **FREE DENIECE** WILLIAMS/Columbia 3 10429 21
- 27 21 **YEAR OF THE CAT** AL STEWART/Janus 266 15
- 28** 34 **RIGHT TIME OF THE NIGHT** JENNIFER WARNES/Arista 0223 6
- 29** 37 **I WANNA GET NEXT TO YOU** ROSE ROYCE/MCA 40662 4
- 30 31 **HERE COME THOSE TEARS AGAIN** JACKSON BROWNE/
Asylum 45379 9
- 31 32 **GLORIA ENCHANTMENT**/United Artists XW912 Y 11
- 32 30 **THE FIRST CUT IS THE DEEPEST** ROD STEWART/
Warner Bros. WBS 8321 8
- 33** 39 **LIDO SHUFFLE** BOZ SCAGGS/Columbia 3 10491 4
- 34 25 **NEW KID IN TOWN** EAGLES/Asylum 45373 16
- 35 26 **CAR WASH** ROSE ROYCE/MCA 40615 21
- 36 36 **LIVING NEXT DOOR TO ALICE** SMOKIE/RSO 860 (Polydor) 17
- 37 29 **CRACKERBOX PALACE** GEORGE HARRISON/Dark Horse
DRC 8313 (WB) 10
- 38 40 **AT MIDNIGHT (MY LOVE WILL LIFT YOU UP)** RUFUS
FEATURING CHAKA KHAN/ABC 12239 9
- 39 41 **SAM OLIVIA** NEWTON-JOHN/MCA 40670 8
- 40 33 **I WISH** STEVIE WONDER/Tamla T 54274F (Motown) 18
- 41 38 **BOOGIE CHILD** BEE GEES/RSO 867 (Polydor) 11
- 42 46 **DISCO LUCY** WILTON PLACE STREET BAND/Island 078 6
- 43** 58 **YOUR LOVE** MARILYN McCOO & BILLY DAVIS, JR./
ABC 12262 3
- 44** 64 **COULDN'T GET IT RIGHT** CLIMAX BLUES BAND/Sire 736
(ABC) 5
- 45 44 **AFTER THE LOVIN'** ENGELBERT HUMPERDINCK/Epic 8 50270 23
- 46** 65 **I'M YOUR BOOGIE MAN** KC & THE SUNSHINE BAND/
TK 1022 5
- 47 42 **YOU MAKE ME FEEL LIKE DANCING** LEO SAYER/
Warner Bros. WBS 8283 25
- 48** 56 **CALLING DR. LOVE** KISS/Casablanca 880 4
- 49 48 **ALL STRUNG OUT ON YOU** JOHN TRAVOLTA/
Midsong Intl. 10907 (RCA) 6

- 50 47 **HARD LUCK WOMAN** KISS/Casablanca 873 15
- 51 49 **WALK THIS WAY** AEROSMITH/Columbia 3 10449 20
- 52** 66 **ANGEL IN YOUR ARMS** HOT/Big Tree BT 16085 (Atlantic) 5
- 53** 63 **WHODUNIT** TAVARES/Capitol 4398 3
- 54** 57 **BE MY GIRL** DRAMATICS/ABC 12235 15

CHARTMAKER OF THE WEEK

55 — **SIR DUKE**
STEVIE WONDER
Tamla T 54274F (Motown) 1



- 56 60 **MAGICAL MYSTERY TOUR** AMBROSIA/20th Century TC 2327 5
- 57 45 **HOT LINE** SYLVERS/Capitol P 4336 24
- 71 **CAN'T STOP DANCIN'** CAPTAIN & TENNILLE/A&M 1912 2
- 59** 67 **THERE WILL COME A DAY (I'M GONNA HAPPEN TO YOU)**
SMOKEY ROBINSON/Tamla T 54279F (Motown) 5
- 60** 73 **DANCIN' MAN** Q/Epic/Sweet City 8 50335 3
- 61 62 **SOMETIMES** FACTS OF LIFE/Kayvette 5128 (TK) 7
- 62** 70 **AIN'T GONNA BUMP (WITH NO BIG FAT WOMAN)**
JOE TEX/Epic 8 50313 3
- 63** 76 **CHERRY BABY** STARZ/Capitol 4399 3
- 64** 74 **HEARD IT IN A LOVE SONG** MARSHALL TUCKER BAND/
Capricorn CPS 0270 (WB) 4
- 65 50 **BITE YOUR LIP (GET UP AND DANCE)** ELTON JOHN/
MCA/Rocket 40677 8
- 66** 82 **FEELS LIKE THE FIRST TIME** FOREIGNER/Atlantic 3394 2
- 67 43 **LOST WITHOUT YOUR LOVE** BREAD/Elektra 45365 19
- 68 68 **SOMETHING 'BOUT 'CHA** LATIMORE/Glades 1739 (TK) 9
- 69 75 **YOU + ME = LOVE** UNDISPUTED TRUTH/Whitfield 8231
(WB) 4
- 70** 81 **OLD FASHIONED BOY (YOU'RE THE ONE)** STALLION/
Casablanca 877 3
- 71** 85 **TIE YOUR MOTHER DOWN** QUEEN/Elektra 45385 3
- 72 51 **JEANS ON** DAVID DUNDAS/Chrysalis 2094 24
- 73** 37 **LUCILLE** KENNY ROGERS/United Artists XW929 Y 3
- 74 61 **PHANTOM WRITER** GARY WRIGHT/Warner Bros. WBS 8331 6
- 75 78 **ROOTS** MEDLEY QUINCY JONES/A&M 1909 5
- 76 52 **MOODY BLUE/SHE THINKS I STILL CARE** ELVIS PRESLEY/
RCA PB 10857 12
- 77** 36 **CINDERELLA** FIREFALL/Atlantic 3392 2
- 78 80 **I'LL BE STANDING BY** FOGHAT/Bearsville 0315 (WB) 5
- 79** 88 **SING** TONY ORLANDO & DAWN/Elektra 45387 2
- 80 83 **I WANNA DO IT TO YOU** JERRY BUTLER/Motown M 1414F 5
- 81** 97 **LONELY BOY** ANDREW GOLD/Asylum 45384 3
- 82** 92 **HELLO STRANGER** YVONNE ELLIMAN/RSO 871 (Polydor) 2
- 83** — **SHOW YOU THE WAY TO GO** JACKSONS/Epic 8 50350 1
- 84** — **SLEEPWALKER** KINKS/Arista SP 5 1
- 85** — **I THINK WE'RE ALONE NOW** RUBINOOS/Beserkley B 5741
(Playboy) 1
- 86** — **MY SWEET LADY** JOHN DENVER/RCA PB 10911 1
- 87** 100 **ROMEO** MR. BIG/Arista 0229 2
- 88 89 **LOVE IS BETTER IN THE A.M.** JOHNNIE TAYLOR/
Columbia 3 10478 5
- 89** — **DISCO INFERNO** TRAMMPS/Atlantic 3389 1
- 90 90 **REACHING FOR THE WORLD** HAROLD MELVIN & THE
BLUENOTES/ABC 12240 4
- 91 93 **YOUR OWN SPECIAL WAY** GENESIS/Atco 7076 3
- 92 — **LOVE'S GROWN DEEP** KENNY NOLAN/20th Century 2331 1
- 93 99 **DEEPLY** ANSON WILLIAMS/Chelsea CH 3061 2
- 94 94 **YOU KNOW LIKE I KNOW** OZARK MOUNTAIN DAREDEVILS/
A&M 1888 3
- 95 95 **THEME FROM "CHARLIE'S ANGELS"** HENRY MANCINI/
RCA 10888 3
- 96 59 **I CAN'T SAY NO TO YOU** PARKER McGEE/Big Tree BT
16082 (Atlantic) 9
- 97 54 **YOU DON'T HAVE TO BE A STAR (TO BE IN MY SHOW)**
MARILYN McCOO & BILLY DAVIS, JR./ABC 12208 30
- 98 55 **SAVE IT FOR A RAINY DAY** STEPHEN BISHOP/ABC 12232 18
- 99 — **THE PRIDE** THE ISLEY BROTHERS/T-Neck ZS8 2262 (CBS) 1
- 100 — **CALLING OCCUPANTS** KLAATU/Capitol 4377 1

FREEDOM OF CHOICE

That's what reading magazines is all about. You choose what you want to read, when you want to read it. You have the freedom to properly assess what you like in these pages at your leisure.

Reading *Play Meter* also gives you the freedom to compare product information from the coin-operated amusements manufacturers and service companies. If you would like to learn more about our advertisers and their products or services, feel free to find them in this alphabetical listing, then circle the corresponding number on our Reader Service Card, between pages 8 and 11.

- | | |
|---|--|
| 1. Advance Distributing Co.13
St. Louis, Missouri | 17. Kurz-Kasch Electronics63
Dayton, Ohio |
| 2. Americoin19
Milwaukee, Wisconsin | 18. Kush n' Stuff Amusement Electronics ..51
Campbell, California |
| 3. Atari, Inc.2, 4, 59
Sunnyvale, California | 19. Midway Manufacturing11
Franklin Park, Illinois |
| 4. Bally Manufacturing Corp.....7
Chicago, Illinois | 20. Nevada Gaming Schools.....62
Las Vegas, Nevada |
| 5. Belam Export Corporation55
New York, New York | 21. N.S.M.39-42
Bingen, West Germany |
| 6. Bonanza Enterprises, Ltd.....38
Yokohama, Japan | 22. OBA, Inc.....68
Dallas, Texas |
| 7. Crown Billiards & Supply37
Rockville Centre L.I., N.Y. | 23. Platt Luggage33
Chicago, Illinois |
| 8. Cyclops (RAP Enterprises)72
Los Gatos, California | 24. C.A. Robinson77
Los Angeles, California |
| 9. Ebonite Corporation.....71
Miami Lakes, Florida | 25. Rock-Ola Manufacturing Corp.....78
Chicago, Illinois |
| 10. Empire Distributing Company23
Chicago, Illinois | 26. Rowe International.....3
Whippany, New Jersey |
| 11. Exidy, Inc.19, 20
Mountain View, California | 27. Suzo Trading Company16
Rotterdam, Netherlands |
| 12. Hanson Distributing co.26
Bloomington, Minnesota | 28. Target Industries.....71
Rock Island, Illinois |
| 13. Imperial Billiards17
East Rutherford, New Jersey | 29. U.B.I., Inc.17
Union, New Jersey |
| 14. International Billiards17
Houston, Texas | 30. Universe Affiliated Int'l.75
Union, New Jersey |
| 15. International Totalizing Systems50
Newton Upper Falls, Massachusetts | 31. U.S. Billiards48, 63
Amityville, New York |
| 16. J & J Distributors, Inc.....54
Indianapolis, Indiana | 32. Deutsche Wurlitzer GmbH30
Hullhorst, West Germany |

(continued from page 28)

"continuity of action," where everything is somewhere for a purpose and where all levels of the game tie into other parts of the game.

Some games, for all their trouble, seem to forget the purpose of their own action. A kick-out hole is placed to take up space, or a lane is added for more movement—it is the rare game where everything holds together from top to bottom and side to side. It is the nature of pinball, and not something that I am taking a rap at. Most of the games of recent vintage have had this "continuity" to some degree. The ideal situation, though, is to have it "all."

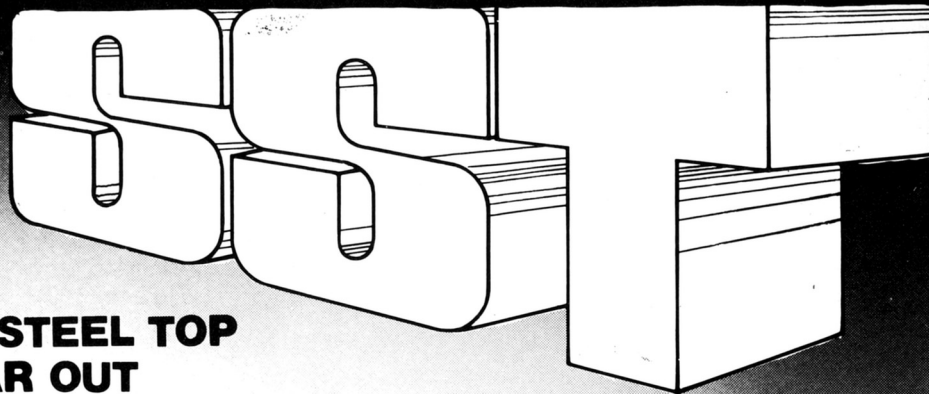
For the players, the mood is apprehension for the future of the games. Pinball seems to be getting quicker (in order to compete with video games) and the hope is that the internal logic and appeal of the machines is not forsaken. Players are willing to support almost every model out there that gives them a run for their money.

To quote an old fellow I used to work with in retail some years ago: "You treat them right, they'll treat you right." He was talking about women, but I think the point can be made for the manufacturers and the players, there's a lot of give-and-take in their relationship. Sensitiv-

ity, understanding and compassion can go a long way no matter if it's a woman or a pinball machine (although a woman may not light up in just the same way but to proceed along these lines any further would make me far more sexist than I am and also in more trouble than I might already be in).

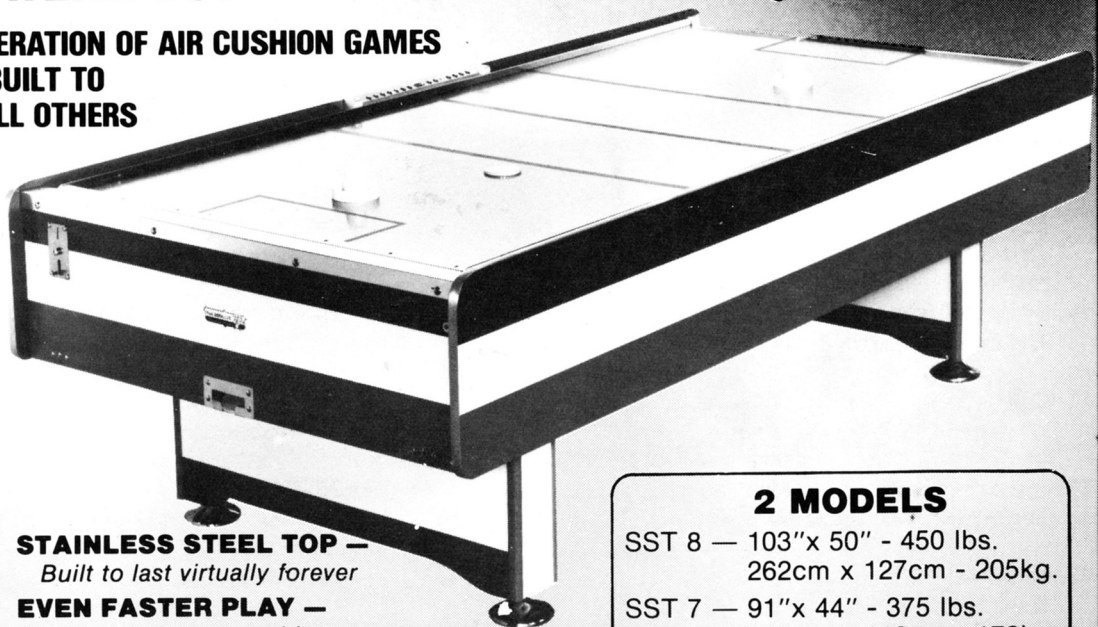
No matter what you get from any of this, the important thing to remember is that it's the players who count. And maybe this little series of stories has bridged a gap and added some information for those who are interested. Anyway you look at it...it's a beginning.

THE NEW AIR CUSHION
HOCKEY
GAME



STAINLESS STEEL TOP WON'T WEAR OUT

A NEW GENERATION OF AIR CUSHION GAMES
DURABLY BUILT TO
OUTLAST ALL OTHERS



STAINLESS STEEL TOP —

Built to last virtually forever

EVEN FASTER PLAY —

*Faster than games with
conventional tops*

— Fast like the SST

SOLIDLY BUILT CABINET —

Made with 100% mica to last and attract

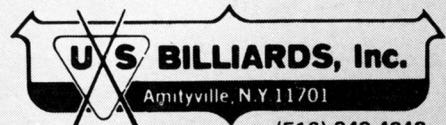
ALL METAL —

Reinforced goals and frame

2 MODELS

SST 8 — 103" x 50" - 450 lbs.
262cm x 127cm - 205kg.

SST 7 — 91" x 44" - 375 lbs.
231cm x 112cm - 170kg.



(516) 842-4242.

(continued from page 29)

tor is all that is required. If you are concerned about sodas or food being spilled on your machines, you can set up a separate area within the store and confine all food to that area.

With the currently available hot dog steamers and microwave ovens, you can eliminate messy grills and make it a relatively clean operation. If you limit your food service to "over the counter" sales, you can set up the whole thing in a small amount of floor space. Check with your local restaurant distributor and Board of Health to find out about any unique requirements you may have to meet. With a very small investment and very little work, you can watch the local kids munching hot dogs while they play the pinballs, instead of seeing them leave your store and walk a half-mile down the road for lunch and then returning 2 hours later—maybe.

ICE CREAM PARLOR

A variation of the standard food service addition, is to add an old fashioned Ice Cream Parlor to your store. If you talk to local stores and fast-food shops that sell both food and ice cream, you may well find they make most of their profits from the ice cream. If you set up an ice cream parlor and run it as an old fashioned place, you will probably increase the average age of your clientele. The young couples and older people will come for the nostalgia and you can bet that they will play some games before they leave.

At Putt A-Round, we set up our parlor in only 550 square feet of floor space and it can comfortably seat 40 people. As an added attraction we show old time silent movies. The combination attracts many people and the kids love it! Again you will probably have to meet Board of Health requirements, but we have found the requirements for ice cream and for our small food service operation to be very basic and fairly easy and inexpensive to meet.

MINIATURE GOLF

If you think about one of the best places to set up an arcade, it is in a building adjacent to a miniature golf course. In the fifties, before anyone thought of putting arcades in shopping malls, most miniature golf courses had some type of coin operated equipment on site. What

we have done, then, is just reverse a tradition. Instead of erecting an arcade next to a miniature golf course, we have placed the miniature golf course inside the arcade.

At Putt A-Round, we design and build our own courses. We have found that the ideal size for a nine hole indoor course, compact enough to make an indoor course feasible and challenging enough to keep the players interested, takes 700 square feet of floor space.

The addition of the miniature golf opens up to you a whole world of promotional possibilities. One of the major things it does is to start to bring in the youngsters (under nine). You can offer birthday specials and, if you can combine it with an ice cream operation, you can offer parents an inexpensive, no-hassel birthday party for the kids that keeps the mess out of their living room. You will find, as we have, that as these youngsters grow up, they will naturally patronize your arcade. Miniature golf franchises are available, although I don't believe you will want to get involved in having another partner in your business. (The landlord takes enough!) As far as I know, there are only two companies who will sell you courses outright: 1) Lomma Golf, Scranton, PA. and 2) Putt A-Round Miniature Golf, Poughkeepsie, NY. Putt A-Round also offers plans for you to use to build your own course.

COMPUTERIZED GOLF

The practicality of installing a computerized golf course in your site will depend on the popularity of golf in your area and your local weather pattern. If you have avid golfers who can't get out on the course for 5 months of the year due to cold, rain, heat, or other factors, then you have the ideal set up for the computerized golf operation.

Basically, computerized golf is a method of playing regulation golf indoors, using all the clubs in the bag. It is played by professionals when they can't get on the regular course and is very accurate in measuring the distance of shots and placing the ball.

The addition of computerized golf will do much to bring middle-class men into your amusement center. They can bring their families who will play your machines while dad plays golf. Each computerized

machine takes 275 square feet of floor space.

For further information, contact Mr. Art Angelos, Golf-O-Mat, Box 1208, Alexandria, Va. 22313. If your operation is similar to ours, the Golf-O-Mat season will be opposite the arcade season and, thus, provide you with a steady year-round income.

SKATEBOARD COURSE

Skateboards are becoming big business in the U.S. There are a large number of skateboard competitions springing up all over the country. We have heard of some arcade owners on the west coast who have added skateboard courses to their arcades. This brings in the kids and keeps them there with interesting things to do.

Although we don't have a great deal of information on these courses, it would seem that one could be set up in approximately 800 square feet of floor space. The floor would have to be tilted, or you could provide curved sides to allow the patrons to ride part way up the wall. Additional information can be obtained from one of the skateboard associations.

CARNIVAL BOOTHS

If you operate an arcade that has a great deal of available floor space, you might want to consider going "all the way" with the job of creating a complete amusement center. The arcade can be used as the main attraction of a fun center that also has carnival or midway music complete with the standard midway booths found in most state and county fairs. What you will be creating is an entertainment complex that will attract all ages of clients.

Although it becomes questionable at this point whether you would be operating an arcade with a midway as a side line or a midway that also has an arcade, the result would be the same, lots of people, lots of quarters, and lots of profits.

There you have it, a list of six businesses you can add to your arcade operation to create more traffic flow and more profits. As noted at the outset, the list is not exhaustive. You can add other businesses and one of the best ways to find the right ones is to note the latest fads. Things like slot car

STOP THIS



WITH THIS



THE NEW FT 501 G DIGITAL MONEY TOTALIZER

Most collectors and servicemen are, in fact, honest. The smaller number of dishonest ones, however systematically steal thousands of dollars each year!

We'll help you stop this for good! Our digital money totalizer will pay for themselves over and over again!

- eliminates pilferage
- monitors cash flow
- easy to install
- fool proof
- increases profits

FOR MORE INFORMATION:

Circle our number on the **READER'S SERVICE CARD** located between pages 8 & 11, or fill in the form below:

NAME _____

COMPANY _____

STREET ADDRESS _____

CITY STATE ZIP _____

MAIL TO:

**International Totalizing
Systems, Inc**

1238 Chestnut St.,
Newton Upper Falls, MA 02164
Tel: (617) 965-4779

tracks, frisbee horseshoe courses, and indoor driving golf cages are all items which enjoyed fleeting popularity and brought many people good profits before they became obsolete. By keeping tuned to what is happening in your community, you can spot one of these fads, set up in your arcade, and cash in while the iron is hot. Afterwards, you can dismantle and continue earning profits from your arcade until the next fad appears.

The idea of this whole article is really very straight forward: *arcades are a business.* And, like any business, the arcade operator must look to other compatible businesses to provide that extra profit that often spells the difference between success and failure. In discussing the concept of this article with several experienced coinmen, I received the surprising comment that arcades are not a business. They felt that any real business could stand on its own and not require "help" in the form of associated enterprises.

To these men and the others out there with similar views, let me ask you if you think movies are a business. I believe you will answer "yes." If so, when was the last time you were in a theater that didn't have a snack bar. Most theater owners will tell you that the real profit comes from the concession stand and not from the movie—since he has to split a large percentage of the gross with the film distributor. When was the last time you were in a bowling alley that didn't have a cocktail lounge or, at least, a bar?

In the arcade business you are really better off than a lot of the other enterprises. The arcade will probably always be your main income generator. The additional businesses should be designed to increase traffic flow, broaden the age spectrum of your clients, and enhance your public image. But the success or failure of any one of these other businesses is not critical to the success or failure of the arcade—as long as you keep trying and always have something interesting for your clients.

Over our last four years of operation, Putt A-Round has watched many operators open arcades and proceed to go broke with them. We have become convinced that one of the reasons for their failure is

that they "put all their eggs in one basket." They rely on surrounding businesses to pull the clients to the area. Then they rely on the large number of people to keep their arcades busy. If one of the other businesses moves away, they're in trouble.

It is interesting to note that our banker has reached the same conclusion. He has helped finance our operation and also the operation of several other arcade operations in the area. At a recent meeting he stated that he finally figured out why we have succeeded where others failed. He felt it was because we offered our clients more than just machines. We give them a family entertainment facility complete with indoor miniature golf and food and beverage service. He should have asked us about it years ago: we could have told him.

The conclusion, then, is simple. Let's all start being businessmen instead of machine jockeys. Let's treat our arcades as more than just a room full of equipment and look to creating a total environment where the people can enjoy themselves year after year. Right now there are arcades popping up on every street corner. It will not be too long before the market gets saturated and the customers start becoming bored with seeing the same thing all the time.

The sale of machines to the home game market is skyrocketing. TV games lead the way, but pinballs and foosballs are coming on strong. Soon the well equipped recreation room will have both a pool table and a pinball. When this happens, people will become very selective where they spend their entertainment dollar. They will look for places that offer more than the newest version of the same machines they have at home. They will look for entertainment centers.

When this happens, many arcades and their operator owners are going to be forced out of business. The ones that had foresight to plan their businesses to be lasting ones will remain and prosper even more than before. I intend to be part of the latter group—where do you think you'll be?

Play Meter arcade expert *Jim Sedlak* is our coinman of the month for this month. The interview begins on page 17. Don't miss it.

the dynamo family presents its mirrored matching pair



When you want the best, you should consider the contemporary design of our mirrored matching pair.

Our classic designed pool table, for instance, is the sturdiest in the industry. Its cabinet finished solid wood legs are built with special leg levelers which don't need to be removed during installation. The 19 oz. playcloth is heavier than competitor table covering and transverse metal braces strengthen the table and help support the natural slate. You'll also find these quality features:

- Regulation size 2 1/4" cue ball is separated by a unique, adjustable mechanical ball separator. Dynamo designed and an industry first. (patent pending)
- Chalk and drink deflector over ball trap. This unique design forces chalk and liquids to the center of the table and eliminates balls hanging or debris being caught in the ball trap itself.

our matching foosball table...

... offers some new structural and styling innovations for improved maintenance and play. Newly engineered beveled side-walls (patent pending) keeps the ball on the table and in play during bank shots. We designed

a new adjustable goal for tournaments and areas using a smaller goal width, (patent pending) and our new goal box makes the ball disappear faster — makes player retrieval harder.

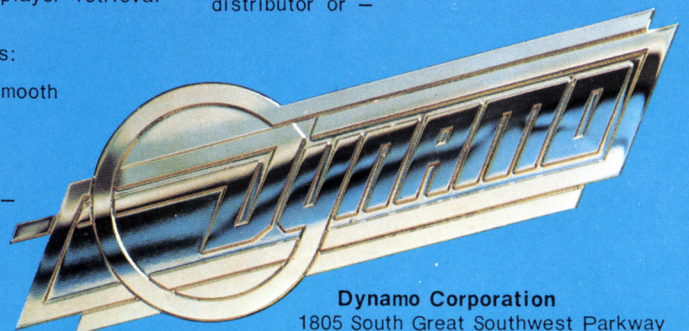
Plus these additional features:

- Reversible textured or smooth glass play surface.
- Light wood framed tray protects recessed glass field, prevents breakage—easier to remove for cleaning or repairs—needs no prop & stop.

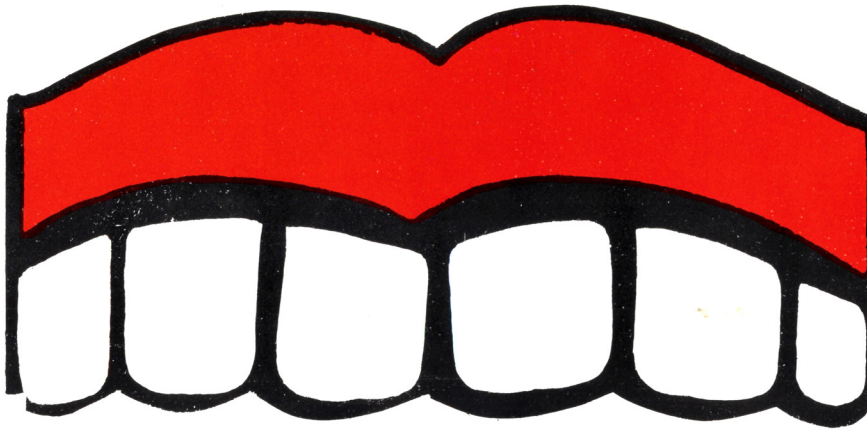
- Ohios help provide rod support.
- Vending device and coin box housing is recessed.
- Ash trays on chains — prevent theft and allow for cleaning.

You'll find these unique features in our new matching game tables.

Isn't it time you considered Dynamo! Contact your local distributor or —



Dynamo Corporation
1805 South Great Southwest Parkway
Grand Prairie, Texas 75050 • 214/641-4286



ASK THE EXPERTS

THIS MONTH'S EXPERTS:

Louis Boasberg, president New Orleans Novelty Company, New Orleans, Louisiana.

Jon Brady, president Brady Distributing, Charlotte, North Carolina.
Ralph Lally, editor and publisher, *Play Meter* magazine.

Jim Sedlak, arcade operator, author of *Quarterly Dividends: A Handbook of Arcade Operation*.

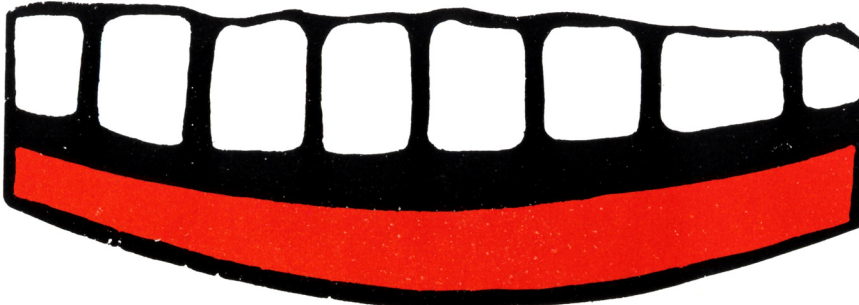
Roger Sharpe, pinball wizard, author of the soon-to-be published *The Pinball Book*.

John Trucano, president J-Mak Distributors, Deadwood, South Dakota.

THIS MONTH'S QUESTION:

In your opinion, what are the top ten arcade pieces of all time?

We could almost come up with a composite Top Ten. But eleven games actually got more than one vote. Top vote-getter was Atari's Tank which appeared on five of the six lists. Midway's Sea Wolf and Chicago Coin's Speedway appeared on four lists. Allied Leisure's Super Shifter and Brunswick's Air Hockey both appeared on three lists, and Skee-Ball by U.S. Toboggan, Midway's Gun Fight, Gremlin's new Blockade, Atari's Gran Trak 20, Indy 800 and Trak 10, and Sega's Periscope each got two votes. So there you have it—our experts' opinions of it, anyway. Do you have a question to put to the experts? Address it to *ASK THE EXPERTS*, *Play Meter*, Box 24170, New Orleans, La. 70184. *Next Month: Our experts pick their top ten pinballs of all time.*



SHARPE

Rock-Ola WORLD SERIES OF 1937
ALL STAR BASEBALL (Roger wasn't sure of the name here.)

Atari TANK

Brunswick AIR HOCKEY

U.S. Toboggan SKEE-BALL

Williams SHUFFLE ALLEY

Midway GUN FIGHT

Ramtek HOROSCOPE (He got a good reading.)

Gremlin BLOCKADE

TRUCANO

Chicago Coin WHEELS II

Seeburg BEAR GUN

Chicago Coin SPEEDWAY

Atari TANK

Gremlin TRAPSHOOT

We couldn't pin John down to more than these five.

BRADY

Chicago Coin SPEEDWAY

Allied Leisure SUPER SHIFTER

Allied Leisure DRAG RACE

Sega PERISCOPE

Midway SEA RAIDER

Midway SEA WOLF

Atari INDY 800

Atari TANK

Atari TRAK 10

Nintendo SHOOTING TRAINER

SEDLAK

Allied Leisure SUPER SHIFTER

Chicago Coin SPEEDWAY

Midway HELICOPTER

Atari GRAN TRAK 20

U.S. Toboggan SKEE-BALL

Midway SEA WOLF

Allied Leisure F-114

Midway GUN FIGHT

Atari INDY 800

Atari TANK

LALLY

Atari TANK

Atari GRAN TRAK 20

Allied SUPER SHIFTER

Brunswick AIR HOCKEY

Bally ROAD RUNNER

Chicago Coin SPEEDWAY

Chicago Coin TWIN RIFLE

Evidy DEATH RACE

Gremlin BLOCKADE

Midway SEA WOLF

BOASBERG

Sega PERISCOPE

Sega GRAND PRIX

Midway WHEELS

Midway SEA WOLF

Atari TRAK 10

Atari INDY 4

Atari F-1

Street's RIFLE GALLERY GUN

Brunswick AIR HOCKEY

Dynamo FOOSBALL

Atari Distributors Meet

Up until recently, the only manufacturing concerns that held annual distributor meetings were the major phonograph makers. On such occasions, distributing personnel and their families would flock to such posh resorts as the Doral in Miami or the Arizona Biltmore in Phoenix. The gathering would stay for two or three days and be bombarded with cocktail parties, formal and informal dinners, recreation, and, of course, business meetings usually accompanied by a new product presentation. The idea was to bring all one's distributors to one central area with a pleasant atmosphere, entertain them, meet their families and meet with them both in groups and in private to discuss and promote mutual welfare.

Noting the wisdom and obvious success of holding annual distributor meetings, the games side of the business is beginning to follow suit. On March 19, 20, 21, 22 and 23 Atari, Inc., one of the industry's leading producers of games, held its 3rd Annual Distributors Meeting. In all respects, it was one of the most successful such meetings *Play Meter* has ever attended.

According to Atari's National Sales Manager Frank Ballouz, a whopping 75 per cent of Atari's distributors from both home and abroad were in attendance. They came from such far away places as Spain and Germany. NSM chiefs Herbert Nack and Ule Schulze from Bingen, W. Germany were there with their wives. NSM's Hans Rosenzweig was also there. From Madrid, Spain came Adolfo Morilla and Mr. Goetting of Famaresa.

It began, as it would end, in an atmosphere of splendor. The group was scheduled to arrive at the Airport Hilton on Saturday, March 19. On Sunday morning transportation was provided to take them to the elegant home of Atari Chairman Nolan Bushnell for a day of swimming, tennis, horseback riding and a giant barbecue. To experience Nolan's mansion was a trip in itself.

Tucked away in the gently rolling hills of Woodside, Cal., the Bushnell



Nolan Bushnell and Joe Keenan present platinum Breakout to Lowen Automaten. From left to right, Ullie Schultz, Nolan Bushnell, Joe Keenan, Herbert Nack and Hans Rosenzweig.

Mansion (formerly the Folger Mansion) rests on approximately 15 acres of land. The house consists of who knows how many rooms spread over four floors. Complete with a large screen TV viewing room, its own soda fountain, a complete game room, an outrageous bathroom and two tennis courts, it's a castle every man would want to make his home. As such, it provided a serene setting for the day long affair.

Following the party that evening, the entire group headed south to the Monterey Peninsula where they would spend two glorious days at Pebble Beach. For those of you who are not golf enthusiasts, Pebble Beach happens to be one of the most beautiful and difficult golf courses in the world. It is situated along the majestic coastline of the Pacific Ocean, a short distance from Big Sur, surely one of the most beautiful areas on earth.

Guests stayed at the comfortable and rustic Del Monte Lodge, situated on the famous 17 Mile Drive. A full schedule of events was in store for them.

Both Monday and Tuesday mornings began with a buffet breakfast during which announcements concerning the day's activities were made. Following breakfast each day were two business meetings. The

distributor group was divided in half for meeting purposes. Monday's meetings were concerned with Marketing and Customer Service. Teams of Atari officials from both departments met with the distributors and discussed present marketing plans and methods and how the company could best support the distributor in the field.

All of the business meetings included question and answer sessions. During the four meetings not one question, comment or complaint went unanswered by Atari officials.

Tuesday's meetings were concerned with two other important areas—Pinball and Future Plans. Officials from Atari's pinball division headed the discussion on the new Atari pin and future games. Atari execs Nolan Bushnell, Joe Keenan and Gene Lipkin led the Future Plans discussion and also fielded numerous questions.

In the course of the business meetings, the distributors were informed of an upcoming incentive plan designed to encourage more of them to perform their own "in house" logic board repair. Plans for the coming year were revealed, showing the production of eight to twelve new games. There are in all some 24 different games now in various stages of development at Atari.

It was announced that full production on The Atarians would begin April 15. Also announced was the introduction of the next Atari pin in late summer. Six more playfield concepts are currently in the works at Atari. Company officials also stated that they will hold firm in their commitment not to lock themselves into any specific pin configuration. Future pins could therefore be any size and shape. Basically, the philosophy is that Atari will produce whatever the market is willing to accept. The general reaction from the distributors to this plan and to the results of other meets was very favorable, according to Atari's Frank Ballouz.

Monday and Tuesday afternoons were spent enjoying the scenic splendor of the Pebble Beach links, playing tennis, horseback riding or just plain taking in the utterly magnificent view of the coastline.

To add to the overall excitement, Atari staged both tennis and golf tournaments. In the first day's golf, Ralph Cragan of All-Coin Equipment of San Antonio, took the honors with low net score. The second day's winner was Tom Portale of Portale Automatic Sales, Los Angeles. Muscle man Peter Betti of H. Betti Industries, N. Bergen, N.J. won the long driving contest. In tennis Bob Haim of R.H. Belam and Ray Galante of Music-Vend Dist., Seattle, combined to win the men's doubles championship. A couple of ringers by the names of Nolan Bushnell and Steve Bristow took second. In women's doubles, the winners were Louisa Rosenthal, wife of Herbert Rosenthal, general manager of Banner Specialty's Pittsburgh office and Linda Breaks, better half of Rowe International's Shane Breaks. And Margine Green, wife of Runyan Sale's Irving Green, won the women's golf.

The climax of the three-day event came on Tuesday night. Following the regular evening cocktail party, the entire group was treated to a special unveiling of a sensational new video target game called Triple Hunt. (For more on that be sure to see the New Products section of this issue.)

There followed a festive sit-down banquet during which speakers were kept to a minimum. During the festivities, outstanding distributors Press Struve, Struve Dist., Al



Taking a shot at the new Triple Hunt. From left to right are John Peterson, Atari, Hans Rosenzweig, Lowen Automaten, Will Laurie, Advance Automatic Sales, Jack Sutton, Rowe, San Francisco, Press Struve, Struve Distributing, and Dean McMurdie, Circle International.

SPRING CLEANING SALE

FLIPPERS

Allied Leisure ROCK ON	\$750
Bally FLIP FLOP	775
Bally OLD CHICAGO	895
Chicago Coin RIVIERA	350
Gottlieb BUCCANEER	650
Gottlieb MAGNATRON	599
Gottlieb SUPER SOCCER	725
Williams BIG BEN	499
Williams PAT HAND	750
Williams TOLEDO	650
Williams TRIPLE STRIKE	550

ARCADES

Allied STREET BURNER	\$750
Allied Leisure DAYTONA 500	995
Atari FLYBALL	795
Atari OUTLAW	750
Atari STEEPCHASE	699
Chicago Coin MOTORCYCLE	100
Chicago Coin SPEED SHIFT	499
Kee TANK	595
Kee ELIMINATION	225
Kee SPIKE	299
Kee Formula K	499

Midway Racer	\$ 600
Mills TOKEN VENDOR	299
Midway WHEELS II	850
Ramtek CLEAN SWEEP	375
Ramtek BASEBALL	450
Ramtek SOCCER or HOCKEY	99
Ramtek HIT ME	1295

GUNS

Chicago Coin CONEY ISLAND	\$775
Chicago Coin FUNLAND	499
Chicago Coin BIG TOP TWIN	325
Chicago Coin FLYING DUCKS	375
Chicago FLYING TIGERS	350
Chicago Coin TRAPSHOOT	325
Midway WILD KINGDOM	150
Midway SPORTSMAN	399
Williams AMBUSH	350

COCKTAIL TABLES

Atari GOAL IV	\$275
NET PONG cocktail	150
Meadows CKIDZO	599
Digital KNOCK OUT	395
(NEW) Conversion Cabinets for COCKTAIL TABLES	75

UJ & DISTRIBUTORS, INC.

1352 NORTH ILLINOIS STREET
INDIANAPOLIS, INDIANA 46202

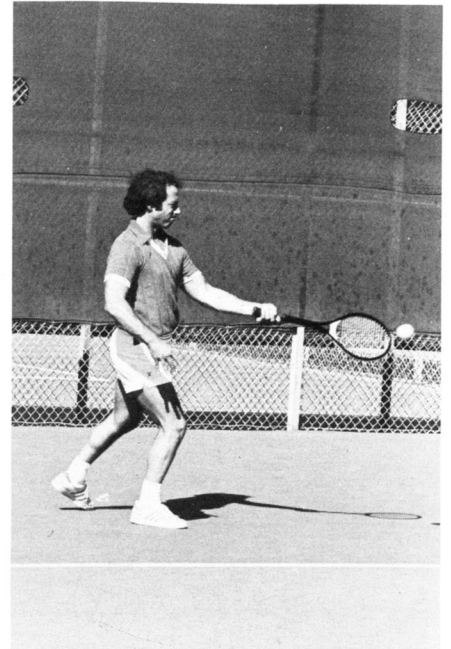
Write or call **KELLY FLYNN** today!

TEL: [317] 634-3571





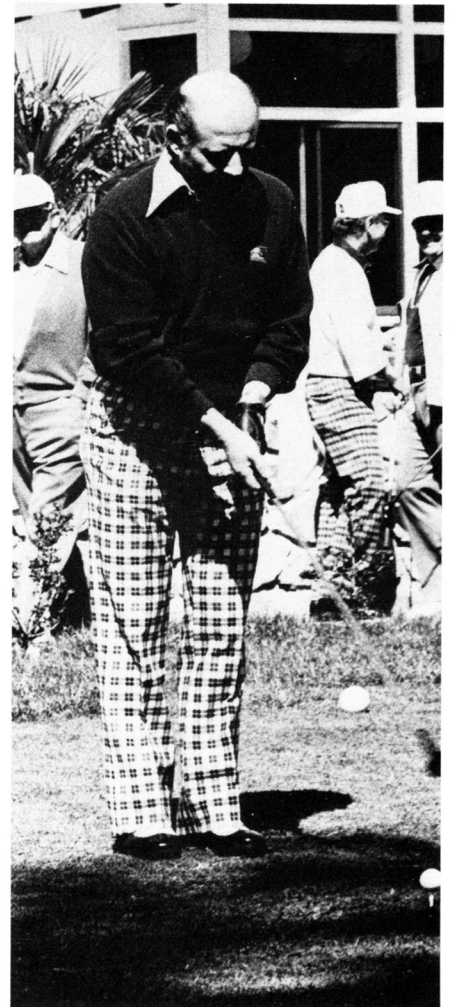
Watching the first tee action are [L. to R.] Atari's Don Smith, Fred McCord, Sue Elliot, Gene Lipkin and Carol Kantor. And action there was.



C.A. Robinson's Ira Bettelman gets some sun and a little exercise on the Pebble Beach Courts.

Rodstein, Banner Dist., and Empire's Joe Robbins all gave impromptu praise to the entire Atari organization and its success. Lowen Automaten, distributing arm for NSM, Atari and other fine products, was presented with a platinum Breakout game for the outstanding job they did marketing Breakout in Europe. Lowen's foresight and confidence in the merit of Breakout enabled Atari to make it the hit it became. According to a recent report, Atari is still producing the game.

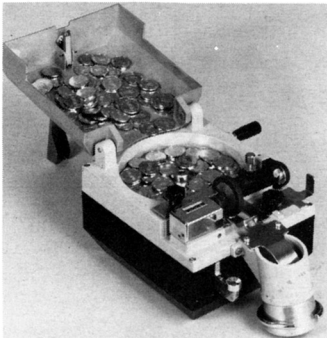
On Wednesday morning after all was said and done, some decided to linger on in "paradise" for the remainder of the week while others set their sights on home. For all it was three beautiful days of relaxation, fellowship and enlightenment. Thanks to the efforts of a great number of Atari people, especially Don "Osgood" Osborne, the 3rd Annual Atari Distributor Meeting was an overwhelming success. You can be sure there are a great many who are already looking forward to next year.



On the first tee: Jerry Gordon and [Bkg. L. to R.] Ralph Cragan, Walt Waldman, Dan Perrotta

NEW! BELITA

LIGHTWEIGHT PORTABLE COIN COUNTER



- ★ *inexpensive*
- ★ *coin tray support*
- ★ *bag holder*
- ★ *fast*
- ★ *only 9 pounds*
- ★ *long lasting*

R.H. BELAM CO., INC.
51 Madison Ave., New York, N.Y. 10010
212/689-5633



The Holdup Man

and your arcade

by Harold Gluck

The holdup man is looking for a place where he is certain that there is a considerable sum of money, and where the risk involved is down to a minimum. In his mind your coin-op amusement place may mean only a fairly "easy take," for himself if he works alone or split if two or more are in on the job.

His fingerman has gone over the setup in your arcade. And in a businesslike manner he has studied the entrance or entrances into your

place, the parking field if one exists, the various routes of escape, and he has determined just where you keep your money. He's also had an eye out for any possible visible alarm system.

Unless you have carefully thought out the situation beforehand, you can do the wrong thing in a holdup. And alas, the result for you and even others in your place can be fatal. I have interviewed many people concerning how they would react in case of a holdup, and very few have had any definite working idea of the right thing to do.

You should because a holdup may take place at any time: in the morning when you open your place, in the afternoon before lunch, or at evening when you are ready to close. The announcement is brief and right to the point: "This is a holdup." To which may be added a warning of some kind such as: "Don't try anything funny and you won't be hurt." Or, "Play it safe and do just what you are told."

You may be told to open your safe if you have one (but without setting off your alarm). You may be asked to open your money drawer so that it can be emptied quickly. You may be asked to take off your money and change apron. You may also be asked to take out your wallet and put it on a nearby table or chair.

So there you are in your place and the holdup is now in effect. What *do* you do? First the advice that is given out by different police departments on what course of action you should follow, then some personal observations.

1. Remain calm! It is easier to give than, at times, to follow. Robbers are usually excited if anything goes wrong in their plan of action. And sadly enough, the robber might be under the influence of drugs. The police well realize that a robbery can be a deadly affair.

Legally speaking, a holdup always involves the presence of a weapon used by an armed robber. That is how a holdup differs from a burglary, theft, purse snatch, pick-pocketing or strong armed robbery. A knife, gun or other potentially lethal weapon is used to threaten the safety of the victim. The holdup man may have in his hand a hunting knife, a claw hammer, an iron bar, brass knuckles or a .45 automatic pistol.

Robbery has become a more

commonly committed offense in recent years. Criminals are bolder and their use of deadly weapons has increased. The female has turned to such crime. And the fact that even the teen is involved—and isn't worried about killing you if he has to—can be very frightening.

2. Avoid defending yourself with a revolver—if you carry one on your person—when you are already facing a weapon. The odds would be against you. One police department points out that they can't tell you not to use a revolver in a holdup situation. But they also point out that too many times a weapon is used against the owner of it. They point to a recent case of theirs where an armed guard was killed with his own gun in a struggle.

The presence of your weapon might just cause the robber to panic and start shooting when that was the last thing in the world he had planned to do.

3. Plan ahead so that your actions can help the police to find the man or men (or women) who held you up and to get a conviction in the case. In your money drawer or register you should have three five dollar bills. Never give them out in change. Instead note the serial numbers on a sheet of paper or in a book, which you do *not* keep in your place of business. Your wallet may also be part of the loot taken. So in it keep two five dollar bills with the serial numbers also noted. If a suspect is picked up immediately and he has such bills on his person, the case against him is very strong.

4. When the police come they will ask you for as detailed a description of the holdup men as possible. The easiest way is to start with the head and go downward. Briefly: race, approximate age, height, weight, color and length of hair, complexion and any noticeable characteristics, such as scars, tattoos, disfigurements and speech defects. If you can see his teeth, describe them. You might also be able to notice: posture, hands, manner of walk, eyeglasses of any type and color of clothing (also whether or not it did or did not fit). Add the lips and ears. Thus you have given the police a good description to use. The police artist can start his "build-up picture" based on what you have given to the officers.

You should be able to describe

the size, type and color of the guns or other weapons used against you. If the thieves run out and get into a parked car, note at once, if you can, the make and model of the car. Also, could a quick glance at the license plate imprint on your mind the numbers and the letters? If people are on the street, question them at once as to whether or not they noted the license numbers. And don't overlook the kids. Out of sheer curiosity they may have noted the numbers. Kids occasionally play games based on car numbers.

5. If you have your office secluded from the outside and from the rest of your amusement setup, then the holdup men will know they can't be observed by anyone else, whether it be a passing pedestrian or the players in the area. I have seen a lot of narrow areas that did pass for "offices." Ask yourself if your present setup might also be a trap for you?

6. If you have a burglar alarm system, have your set-off buttons located in different parts of the office. Thus, if the holdup man forces you against the wall, you can set off the alarm with a wall concealed button. Have one also under your desk. Just remember that if you accidentally trip your alarm, you should telephone at once to the police or the alarm system people not to respond.

7. There is always the possibility that somebody managed to get inside your office or inside the rest of the amusement area ahead of you. He knew how to pick your lock and even how to neutralize your alarm system. Ever think of this possibility? In such a situation, there is a way to be on the alert. You come in with your assistant in the morning or whenever you open your place. He goes in ahead of you. He shouts a pre-arranged signal like, "John didn't leave the package for you." Or comes out after making a quick survey to see everything is okay.

8. How safe is the technique or method you use to take your cash and checks to the bank? It is best not to travel to the bank alone. Vary the route and the time. If you use the night depository drop, do not approach it when somebody else is around. Be sure to check the area for a person who may be hiding in the doorway. If you drive there, a CB radio can be a blessing,

especially if you have to call for help from your car.

If when you are outside the car, it looks like danger, what to do? Run to your car, lock the doors, be sure the windows are up, and use your CB radio for help. If there is a security service that monitors those calls, so much the better.

9. You have already been robbed by two holdup men in your place. They have left and now you and your employees are trying to get cool again. Do not touch anything. Lock the door until the police come. It may be that your phone was ripped out, so someone will have to go out to notify the police. Preserve any items the holdup men might have touched. You may have been handed a note with written instructions on it. If it has been left behind, do not touch it: there may be fingerprints on it as well as on your desk and elsewhere.

10. The police have come to your place. One or more detectives is assigned to the case. Cooperate with them. Make yourself available for interviews. Do not be reluctant to identify the right suspect or suspects. Attend the showing at a lineup. Look through the mug books carefully. And be ready to testify in court when called upon to do so. I am well aware that with delays you can go several times to court and sort of get "fed up" with it, but stick with it. Also notify the police at once if you receive any threatening calls telling you not to testify.

Never forget that a holdup could be the death of you as well as the death of others in your arcade. The police department precautions given here are sound. From my work I do agree with their ideas, but let me add some personal observations.

a. Whatever security measures you have taken to protect yourself and your place from a holdup should be kept a secret. Do not discuss those measures with anyone. There could be a "leak" with the information getting to the wrong ears. You may even be pumped by someone

who remarks something like, "I hear you have an electronic button in your coat pocket to set off an alarm. Is it true?" There is an opposing view to mine that it is sound to have it known that there are security measures in your place. However, *never* be too definite as to what they are.

b. Neighborhoods are changing with great rapidity. Your place may be on the boundary of a moving crime area. And the automobile gives the criminal great mobility. You can consider the use of an armed guard, uniformed or un-uniformed. However such a guard should be one who is well trained as to how to handle a holdup situation. Unfortunately, this protection can be a heavy expense item.

c. Consider always the safety of those who may be in your place, especially on a day when you have a lot of happy parents and their kids at the different games—from the little rocking horse to the sophisticated car racer. I think it needs no imagination on your part to visualize what a panic could take place with those parents and the kids.

d. If you are armed and the holdup man escapes, the temptation may be to shoot after him. Check the law with your Chief of Police and the D.A. You may be surprised to learn you can't shoot after him—not unless your life is endangered.

e. This is a tough one: what to do if the holdup man wants to tie you up? You know your psychology. A helpless body can bring out sadistic feelings. You have to think this one out ahead of time. The opposing view says, of course, cooperate; offer no resistance at all. This much I will say: I would face hell before I let myself be tied up.

The most dangerous thing any arcade operator can do is take the attitude that it can't happen in his place. For if it did, then what? It is much better to take the attitude that it can indeed happen. Then you can be prepared as far as possible for it.

Editor's note: In early January the NBC television network aired a 3-hour special on "Violence in America." The show was frank and frightening. We Americans are a violent people and violence is ever on the increase—that is a fact supported by statistics. What can you do about it? Since it exists, at least expect it. Be prepared for it. Dr. Harold Gluck is a New York criminologist and security expert, whose articles have appeared in numerous journals. In the following article, he gives the arcade operator particular, practical advice on what to do if violence stalks into his place of business in the form of a holdup.

DISTRIBUTING

ARA Reports Financial Record for 1976

ARA Services Inc. has reported record revenues, net income and earnings per share for the year ended October 1, 1976. William S. Fishman, president and chief executive officer, said, "It was a year in which we continued the direction and strategy of our unique service management company and built a broader base for future earnings growth. Our recent aggressive and successful marketing efforts are continuing in fiscal 1977 and show good promise for the new year."

Service revenues in 1976 increased 8 percent to \$1.3 billion. Net income was \$37.4 million, up 21 percent from \$30.9 million earned in 1975. Earnings per share were \$3.92 compared with \$3.27 last year. Revenues in the 13-week fourth fiscal quarter were \$332 million, a 4 percent increase from the previous year's 14-week final quarter. Similarly, net income for the quarter increased 33 percent to \$8.9 million, equal to 93 cents per share.

"We are pleased with the record earnings and profit margin improvement despite factors that restrained net income growth," Fishman said. "Foreign currency fluctuations penalized earnings from international operations by approximately 5 cents a share. In addition, continuing market factors and the cost of resolving operating problems affected results of portions of the company's merchandise promotion and public vending divisions. Work stoppages, both at ARA and customer locations, particularly the automobile, tire and farm equipment industries, temporarily interrupted service operations at major clients. We completed the sale of the Morse/Diesel construction management business early in the year. This division contributed a nominal amount to 1976 earnings compared with \$1.5 million in pre-tax income in fiscal 1975. We continued to review marginal operations that do not generate revenue and income growth commensurate with the

required management attention and capital investment. Several of these operations were sold during the year at no material gain or loss," Mr. Fishman said.

1976 was also a record year for new service contracts, capital expenditures and dividends paid to shareholders.

"During 1976, we invested substantially greater resources in additional sales personnel, professional sales training and new marketing and promotion activities designed to demonstrate to the marketplace the advantages of service management by ARA. These expanded programs, which are continuing in the new year, helped achieve a record total of new contracts," he added.

Fishman noted, "In support of this aggressive sales effort and to upgrade the quality of existing service equipment, we increased capital expenditures substantially to more than \$60 million. These expenditures resulted in a significant increase in the investment tax credit which was the principal factor in lowering the effective tax rate to 43 percent. We have budgeted capital expenditures in excess of \$54 million in the coming year. Internally-generated funds continue to exceed these expenditures."

Additionally, for the twelfth consecutive year, ARA increased dividends to an annual rate of \$1.20 per share, a 13 percent increase.

Fishman added, "While concern is expressed for the immediate future of the United States and world economies, our diversity of sources of revenue and income and our balance of markets and services buffer the impact on the company of changes in economic activity. In spite of current indications of softness in our economy, we are continuing to expand our people and asset base in preparation for future growth and extension of our service operations."

Fishman stated, "Service activities in the United States continue to

represent a larger and larger share of the gross national product. In order for the economy to function more effectively, continued improvement in service quality, efficiency and responsiveness is essential.

"Our corporate objective is to know our markets and serve them well. As we plan for the future of ARA, one of our greatest challenges is the continuity of the company's service orientation to the marketplace and our blend of entrepreneurial and professional attitudes at all levels. These characteristics distinguish ARA from other companies and create a higher quality of life through our service management for clients and customers," he concluded.

James Trucano Joins Rowe Salt Lake Distributorship

James Trucano, son of former MOA President John Trucano, has recently joined Rowe International, Inc. at their Salt Lake City distributorship.

A recent graduate of Notre Dame, Jim majored in Finance. Combined with his previous experiences as a shop repairman, service technician, and public relations representative for coin-operated businesses, he will be a real asset to Rowe, Salt Lake City and the operators they serve.

Trucano was an outstanding student throughout his high school and college years. While employed as a financial analyst for Union Story Trust and Savings Bank during the summer between his junior and senior years at Notre Dame, he initiated a successful profit control system that is still in use.

DISTRIBUTING

New Program

Coin Machines International (CMI), Miami, Fla., has created a marketing program novel to the coin machine industry. Aaron Goldsmith of Funtronics Inc. and Ozzie Truppmann of Distributors Research Associates have joined forces to provide direct manufacturer services to both producers and distributors of coin-operated products in the domestic and export markets.

In explaining the program Truppmann said, "In the past three years there have been dramatic changes in our industry. From a mere handful of manufacturers, each producing five or six games a year, we now have over fifty manufacturers making all kinds of coin-operated products numbering in the thousands. During this time, manufacturers and distributors have done little to alter or enhance their marketing policies. The close interdependence and the loyalties which once existed between producers and those who represented them in the field have disappeared. We feel that creative thinking and new marketing concepts are the order of the day and we want to do something about it."

Aaron Goldsmith has been for several years and continues to be the exclusive sales representative for Ebonite pool tables and related products and has established a successful network of distributors throughout the world. It is in this direction that CMI expects to move. Said Goldsmith, "We invite inquiries from manufacturers, distributors and exporters concerning our service. We can be contacted at Funtronics International, North Miami Beach, Florida."

Inside Theft

It's inventory-taking time again and too many otherwise sharp-eyed retailers still believe that a merchandise count *by itself* will reveal if their employees are stealing from them.

It's too late, according to the findings of a three-year nationwide

survey just completed by a major business-security organization.

"Too many companies—especially those growing rapidly and those with high personnel turnover and heavy use of part-time employees—expect inventory to report what is *currently* happening," say officials of Dale System, Garden City, N.Y.

"But by the time they get the information of stealing, it's often 30 to 60 days after the fact and an incredible amount of damage may have been done," they say.

"Inventory-taking is not supposed to be a crutch against dishonest employees." The only way a retail firm can know about and combat employee theft, say the Dale officials, is through a year-round, systematic program of theft control.

"Employee stealing goes on 12 months a year," they say. "Why do too many businessmen think they can detect and stop it in one month?"

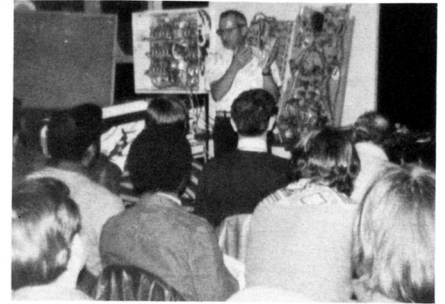
The Dale research unit also revealed that management in too many cases makes it ridiculously easy for employees to cover year-long dishonesty with false inventories.

"In many cases, we found companies announcing the day of inventory-taking well in advance," says Harvey Yaffe, Dale president. "Dishonest employees need no better warning. The classic example is that of the chain-store manager who, upon learning of a pending inventory, contacted another manager in the same chain and actually borrowed thousands of dollars worth of merchandise until his inventory was completed. He got away with that stunt for three consecutive years. Total theft loss to his employer: \$135,000."

Chi Pin School

Ninety operators and servicemen attended the first Pinball Service School held in the showroom of World Wide Distributors. The school took place Wednesday, March 2 from 3:00 to 6:00 p.m.

Leonard Nakielny of Williams Engineering Department gave instructions on schematic reading and trouble shooting.

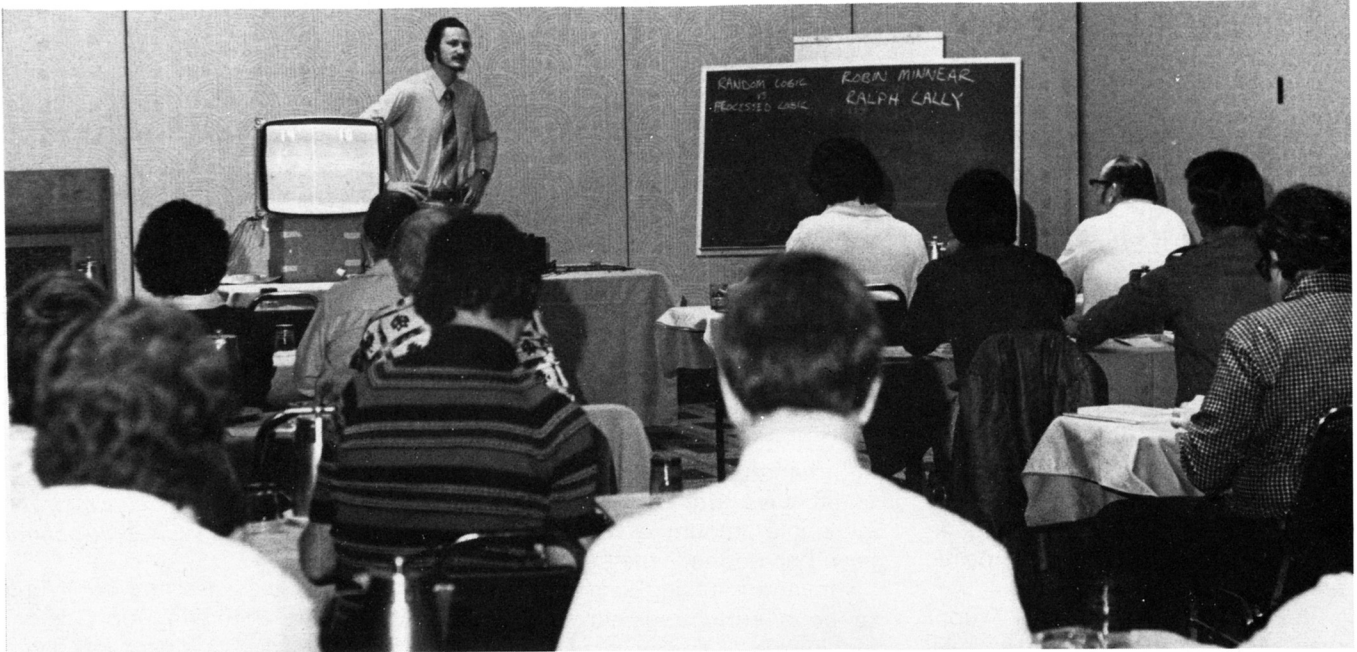


Williams' Leonard Nakielny instructs students at World Wide's pin school.

Nakielny was assisted by World Wide Shop Foreman Bob Cristo. Fred Skor, vice-president in charge of games, welcomed the students.

World Wide considered this school essential since the City of Chicago is now open to the operation of pinballs. Operators in the area not familiar with the service of this equipment welcomed the information dispensed at this session.

**Join
MOA
Now!**



Plan Now To Attend The LOS ANGELES SERVICE SEMINAR!! CENTURY PLAZA HOTEL APRIL 19, 20, 21

Back by popular demand, *Play Meter* Technical Editor Robin Minnear will conduct a special three-day technical service school at the fabulous Century Plaza Hotel in L.A.

The daily schedule will cover basic repair and troubleshooting of digital and solid state video and electronic games.

The newer and more advanced microprocessor games will also be highlighted. Mr. Minnear presents himself in an easy to understand manner and is one of the most sought after instructors in the industry.

Classes will be limited to 75 students so act today!

for more information call 1-504-827-0320
FILL OUT AND MAIL TODAY!

PLEASE REGISTER THE FOLLOWING NAMES FOR
YOUR UPCOMING 3-DAY SOLID STATE SERVICE SEMINAR:

Please indicate the type of accommodations you will require:

_____ Single Room(s) _____ Double Room(s)

Arrival Date: _____

Departure Date: _____

ALL RESERVATIONS WILL BE CONFIRMED BY RETURN MAIL

Enclosed is our check or money order (Do not send cash.) for \$_____. I understand that the registration fee of \$75 per person covers the tuition for three full days of technical instruction, and a new Textbook for Video Game Logic. I further understand that if the class is full or if for any reason whatsoever the school be cancelled, my money will be refunded immediately.

MAIL THIS FORM TO:
PLAY METER SERVICE SCHOOL
P.O. Box 24170
New Orleans, La. 70184

TECHNICAL TOPICS

BY ROBIN L. MINNEAR

Because of good reader response to the Trak 10 modification that appeared in *Play Meter* for January, and because of a growing popularity in games modification, this month's Technical Topics is a discussion of and directions for a *Super Tank* modification.

Tank is probably one of the top five money earning videos of all time. There are still a lot of them on location. I believe that if this modification is done correctly, you can rekindle some of the interest that surrounded Tank when it first hit the market. If you liked Tank, you'll love *Super Tank*.

A *Super Tank* modification will change your tank in 3 areas. The player will be able to curve and guide the shell around obstacles with existing Tank controls. Each time a tank is hit by the other tank's shell, the playfield will change to another configuration.

Its a wild twist to a successful game concept. There are more player options and strategies.

If you decide to try this modification, you should make it known to the players. Possibly put a sign inside the front glass that says, "Tanks Shoot Guided Missiles." Also give new instructions. Notify the players about the changing playfield. You might, for example, replace the top lightbox sign with a new one that has a vicious looking tank that has fangs.

This modification was performed on a Tank game made by Kee. It has to be done neatly, preferably by an experienced technician.

Shell Modification

There are two aspects of the shell to be modified. One must modify the circuit that deals with the distance that the shell is allowed to travel and to enable the players to guide or curve the shell after it has been fired.

The first thing we want to do is to extend the distance the shell is allowed to travel. *Figure 1* is a drawing of the Tank logic boards. *Figure 2* is a close up view of the part of board two that deals with shell distance.

Devices C8 and C9 are 9602 one-shots. C8 is for the black shell

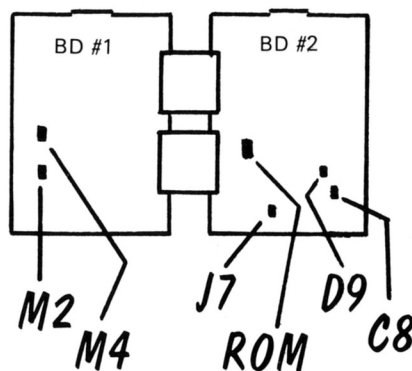


Figure 1: Tank Logics

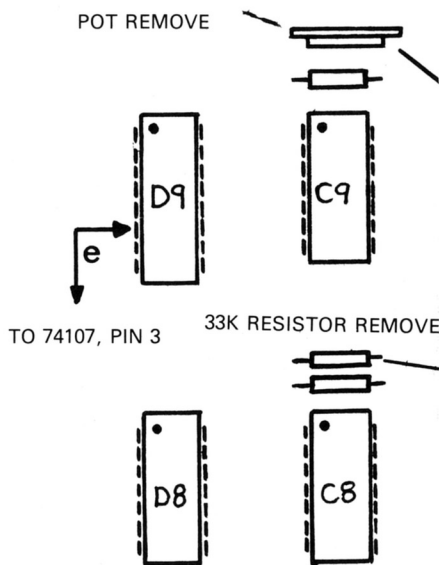


Figure 2: Tank Logic [partial]

and C9 is for the white shell. Just above C8 are two resistors. To modify the black shell distance, remove the 33K resistor (*Figure 2*). To modify the white shell distance, remove the pot that is just above C9 (again as per *Figure 2*).

The 33K resistor and the pot are the timing resistors for the 9602 one-shots C8 and C9. When a shell is fired, the one-shot is triggered. At this moment a timing capacitor begins to charge up through the timing resistors. When the capacitor is charged, the one-shot resets. When the one-shot resets, the shell explodes. By removing the timing resistors the capacitor never charges to reset the one-shot. The shell will not explode unless it hits something.

The second part of the shell modification will allow the players to curve or guide the shell after it has been fired.

Figure 1 shows the location of devices M2 and M4. M2 is part of the white shell motion circuit and M4 is part of the black shell motion circuit.

To be able to curve the shell, all you have to do is cut pins one and two on M2 and M4.

Normally, when you fire a shell, it travels in the direction that the tank is facing. This means that the shell motion circuit receives the tank direction information. After the shell is fired, you can drive the tank away and the shell will continue along disregarding the tank movement. This means the shell motion circuit remembers the tank position at the moment the shell was fired.

By cutting pins one and two on M2 and M4 you are disabling the shell memory. Now the shell will always listen to the tank direction information. To curve the shell just turn the tank.

Playfield Modification

As in the Gran Trak modification (Jan. 77) the tank ROM has two playfield configurations in it. To bring up the other playfield all you have to do is short D9 pin six to ground.

To make the playfield change each time a player shoots the other requires you to add a chip to the logic board. This is done by "piggybacking" a 74107 chip on top of device J7 (*Figure 3*).

The following are instructions for the automatic playfield modification. Again, refer to *Figure 3*.

- 1) Locate device J7 (*Figure 1*).
- 2) Solder a jumper (a) from J7 pin 6 to J7 pin 12.
- 3) Solder a jumper (b) from J7 pin 2 to J7 pin 5.
- 4) Take a new 74107 and bend up all the pins except pins 7 and 14.
- 5) Place the new 74107 directly on J7 and solder pins 7 and 14 of the chips together.
- 6) Solder a jumper (c) from J7 pin 4 to the 74107 pin 12.
- 7) Solder pins 1 and 4 and 14 on the 74107 to each other with a jumper (d).

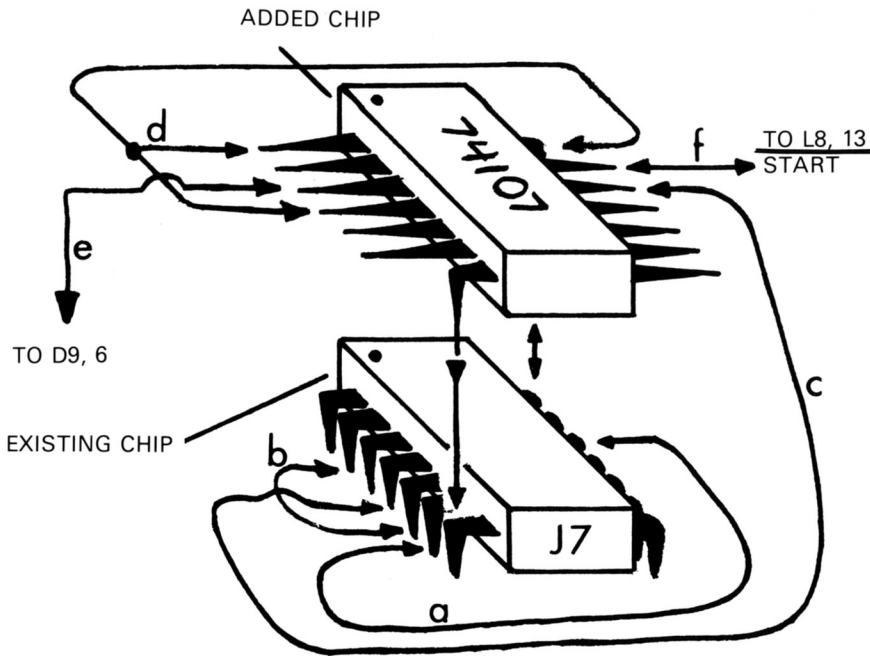
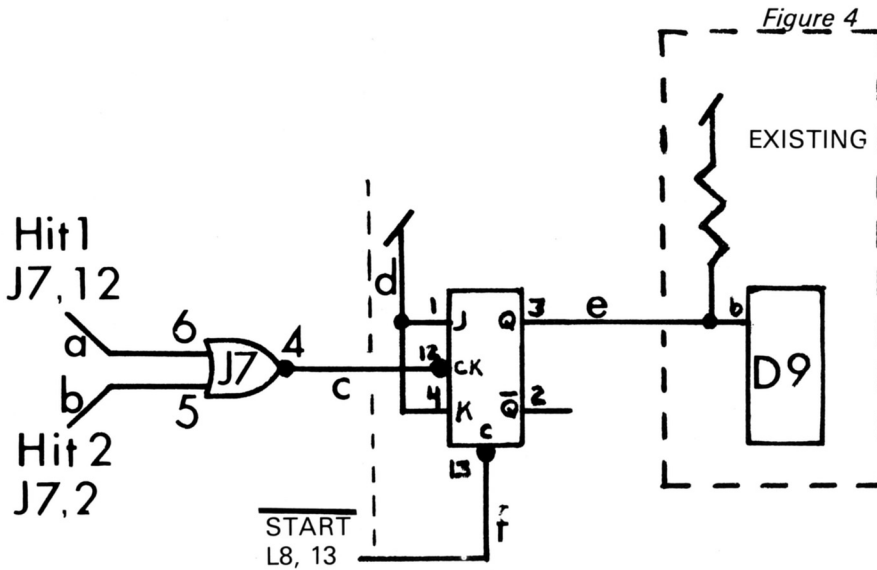


Figure 3



8) Solder a jumper (e) from 74107 pin 3 to D9 pin 6.

9) Solder a jumper (f) from 74107 pin 13 to L8 pin 13.

10) Check for shorted pins or traces. Cut off the unused pins on the 74107. (This is optional.)

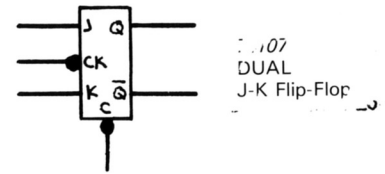
How It Works

Now, refer to Figure 4. J7 pin 12 is a signal that pulses HI each time the white tank has been hit by the black shell. J7 pin 2 is a signal that pulses HI each time the black tank is hit by the white shell. J7 pins 4,5,6 are an unused Nor gate. Pin 4 of J7 pulses LO if pins 5 or 6 pulse HI. So if the white or black tank is hit by a shell, J7 pin 4 pulses LO.

Figure 5 is the symbol and truth table for the 74107 J-K flip-flop. In our application, the J and K inputs are tied HI. According to the truth table, if J and K are HI, the output (Q) changes (LO to HI or HI to LO) when clock (CK) goes from HI to LO.

In Figure 4, J7 pin 4 is tied to the clock input of the J-K flip-flop. So the clock input of the J-K is being pulsed LO each time the white or black tank is hit by a shell. Each time the clock goes LO, the output (Q) changes state.

Pin 3 (Q) of the 74107 is tied to D9 pin 6. If D9 pin 6 is HI, the normal tank field is displayed. If D9 pin 6 is LO, the alternate playfield is dis-



J	K	CK	C	Q
0	0	↓	1	STAYS THE SAME
0	1	↓	1	0
1	0	↓	1	1
1	1	↓	1	CHANGES STATE
X	X	X	0	0

↓ = HI to LO TRANSITION

X = IRRELEVANT

Figure 5

played. D9 pin 6 changes state every time a tank is hit.

L8 pin 13 is labeled start and pulses LO each time a new game starts. L8 pin 13 is tied to the "clear" (C) input of the J-K.

According to the truth table (Figure 5), if "clear" is LO, Q is forced LO. So at the beginning of each game, the playfield is the same. Changing the wire on the 74107 from pin 3 to pin 2 will cause the other playfield to be displayed at the beginning of each game.

COIN MACHINE TRAINING FOR REPAIR MAINTENANCE Trouble Shooting

- SLOTS
- PINBALLS
- ELECTRONIC AMUSEMENTS
- ARCADES
- BINGOS
- VIDEO ELECTRONICS
- MUSIC and VENDING

"Your future is our business."

Nevada Gaming Schools, Inc.

3100 Sirius Road
Las Vegas, Nevada 89102
Tel: 702/873-2345



Certified BALLY training school sixth year

U.S. Billiards

VIDEO POOL COCKTAIL TABLE



The perfect way to upgrade your cocktail table locations

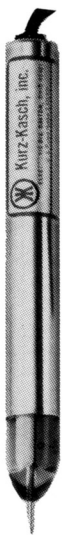


- Real Thrill of Shooting Pool
- Realistic Ball Action
- Regulation Game Rules
- Simple Rotary Aim Controls



(516) 842-4242

The probes for the PRO!



←
OUR OLD LOGIC PROBE
IS WAY AHEAD
OF THE OTHERS

OUR NEW LOGIC PROBE
IS WAY AHEAD OF
OUR OLD ONE



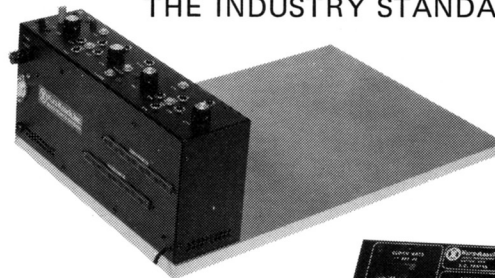
- THE NEW LP-600 SERIES
1. 110V Protection – Both Ends
 2. Dual-Threshold®
 3. High Speed – 5 NS.



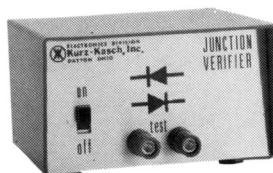
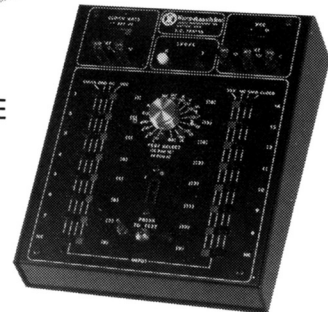
Kurz-Kasch, Inc.

1501 WEBSTER STREET
P. O. BOX 1246
DAYTON, OHIO 45401
(513) 223-8161

SPECIAL TEST FIXTURE TF-650
THE INDUSTRY STANDARD



NEW PORTABLE
DIGITAL IC TESTER
IC-592, IC-593



DIODE & TRANSISTOR
TESTER
JV-1506



Atari Introduces its First Pinball

Atari's Pinball Division has announced introduction of The Atarians, a new and unique flipper game.

The Atarians is a four-player electronic game with futuristic design. The playfield (at 27 in. x 50 in.) is about six inches wider than most other flipper games, but the overall cabinet width is still under 30 inches. Scoring features, including hole kickers, targets, pop bumpers and sling shots, together with three special ball saver features are designed to optimize the balance of fast ball action and flipper action.

The electronic digital scoring is placed in the lower left corner of the playfield to allow players to watch the score adding up more easily during play. A variety of exciting electronic sounds accompany play of the game.

The Atarians has colorful, dynamic graphics and a flashing attract mode when not in play.

In addition Atari has made a special effort to include in the design of the game service features to simplify maintenance and repair needs. These include a built-in test mode to assist in pinpointing problems and sealed contact switch-



The Atarians

es and magnetic sensor switches replacing rollovers to eliminate the need for adjustments and problems caused by dirt build-up.

Atari's field test program for the Atarians, underway since last November, shows the game to be one of the highest impact pinball games on the market, according to Atari's National Sales Manager Frank Ballouz.

Ira Bettelman of C.A. Robinson, Los Angeles, says of the new game, "Although we didn't see it in the Chicago or New Orleans trade shows, The Atarians was certainly worth waiting for. Call it a pinball, an arcade piece or a hybrid; regardless, its earnings rank it as one of the top five games available today."

Al Kress of Coin Machine Distributors, Peekskill, N.Y. calls The Atarians "an example of 'the game of the future.' In one test location in New York, The Atarian's collections were over 80 percent more than the next highest earning pinball game."

Louis Boasberg of New Orleans Novelty speaks of The Atarians as, "the largest, most beautiful, and the biggest money-maker of any flipper that has ever appeared on the market. It has startling sound effects and revolutionary new features." Speaking to operators, he adds, "You would have no trouble operating The Atarians on three balls, straight quarter play, and you can do this in locations where you have other flippers operating on two for a quarter. You will be surprised at its fantastic earning power."

Ballouz says, "The Atarians has proven itself to be the top earning game on location. From the reactions thus far, I know that Atari's game will soon be the top rated pinball game in the industry."

COIN MACHINE DISTRIBUTORS, INC.

213 North Division St., Peekskill, NY 10566

914/737-5050

NSM Rep for Metro N.Y.

See us for all your jukebox, games and vending needs.

Also an excellent line of amusement machines

Atari • Brunswick • Ebonite •
Meadows • Ramtek • United •
Tournament Soccer • Valley •
• Exidy •



Liberty Bell

Bell Ringer

Williams Electronics, Inc., Chicago, Ill., has announced introduction of a new two-player flipper game, Liberty Bell. The game, which is available in replay, extra ball and novelty models, carries the theme of the Bicentennial into 1977.

Playfield features include a top eject hole that both advances bonus and scores from 500 to 30,000 points and left and right spinner lanes that also advance bonus and score 1,000 points when lit. Drop targets "B" and "E" at the top of the game and "L" and "L" at center light stars 1 through 4 at the bottom near the flippers.

The No. 1 star, when lit, lights two side eject holes for double bonus. The No. 3 star, when lit, lights two bottom rollover lanes alternately for extra ball. The No. 4 star, when lit, scores special every time all four targets are made.

Both playfield and backglass are decorated primarily in patriotic red, white and blue. On the backglass a lusty female patriot tips her top hat to the Liberty Bell which peels over scenes of great American people, places and events.

The game is operator adjustable for three- or five-ball play. It stands 69½ in. high and 52 in. deep. The cabinet is 22½ in. wide and the back box 30¼ in. wide. Each game comes with instruction manual.



Rock-Ola Brings Out Small Box

"The new Rock-Ola Model 469 100-selection phonograph is big in every way except space requirements," according to Executive Vice President Edward G. Doris.

"Rock-Ola engineers compressed the visual impact, the record-playing dependability and the stereophonic sound of the Model 470 into a cabinet only 34½ inches wide," Doris announced.

"Due to the extravagant use of color and the eye-catching disco art design," Doris continued, "the small cabinet actually has the visual impact and player stimulation of a full size phonograph. The dazzling effect created by the colored lights and free-form art design is compatible with the decor of recently designed restaurants, grills, lounges and discotheques."

Inside the chrome-trimmed frame servicemen will find the same easy to maintain mechanical and electronic features that are included in the Model 470. By opening the top and front panels the serviceman has

easy access to the record storage and playing mechanism, the amplification system and the giant bass speakers. A removable rear section and a quick-connect panel on the Model 469 make the addition of wallboxes, speakers, microphones and other accessories a quick, simple job.

The 469 features a three-button record selection system, and a single entry three coin acceptor set for quarters. Dollar bill acceptor kits, money counters and receipt printers are optional extras.

The standard complement of Model 469 speakers includes two six inch mid and high range speakers—mounted at the outer edges of the upper display area for maximum stereophonic effect—and two 12 inch heavy magnet bass speakers. A complete Quadphonic sound system is available for the Model 469. Complete details on the new phono are available from Rock-Ola distributors.



New Import From Playmatic

Universe Affiliated International, Inc., Hillside, N.J., has announced that official delivery of Playmatic's new four-player flipper Speakeasy began in March.

Speakeasy's unique feature is the jackpot reels contained in a slot machine pictured on the backglass. The player can advance these reels, center, left and right, or all three by hitting various targets on the playfield. Triple 7's on the reel cause the jackpot light on the machine to flash and ring.

Other scoring is highlighted by double and triple bonuses, scoring up to 200,000 points. There are four ways to score a replay on Speakeasy.

Operator features include polyurethane coated playfield and three- or five-ball play convertible to add-a-ball.

Speakeasy's thirties design is in pale blue and yellow and deep reds. The jackpot reels provide a special animated effect to the wild backglass Speakeasy scene.

The new flipper will soon be available in a single-player version, to be called The Thirties.

Rowe Intros Camelot

Production of the Rowe AMI Model CTI-1S console phonograph now permits showings at Rowe distributorships throughout the country. In announcing its availability, General Sales Manager Paul Huebsch stressed, "Since the preliminary introduction of the Camelot of beauty . . . for those locations that have always said no to a jukebox.' We are pleased to present the availability. Because of this, and because of its fine furniture look, we have come to think of it as 'a thing of beauty...for those locations that have always said no to a jukebox.' We are pleased to present the Camelot Console as a fifth dimension to our four-model R-81 line."

The Camelot is completely new, inside and out. Featuring a lively "distressed pecan" cabinet finish and woven-cane effect grillwork, it blends with contemporary as well as more traditional lounge decor. The lid, when raised, reveals a tranquil pictorial of trees beyond a field of wild flowers in bloom.

The Camelot Console, as with the R-81 line, features a 100 per cent solid-state control system including credit computer, selection system with the digital readout, and mechanism control, all complimenting the solid-state stereo amplifier.

The credit computer accepts five different input signals from the coin switches or bill acceptor. It accumulates credit up to 255 standard plays and offers almost unlimited pricing programs by easy-setting programmable switches.

The new phonograph offers a full 200 selections, but when desired, it can be field converted to 160, 120, or 100 selections.

Another important exclusive is its 5-year warranty on all moving parts which ties in with its 5-year "no lube" feature. The standard Rowe mechanism uses Teflon base dry lubricants, coupled with silicon transistors and enclosed solid-state modules.

"No other phonograph produces a higher level of sound than our AMI phonographs, including the new CTI-1S console", Huebsch added. Heavy duty ten-inch bass speakers with new foam edge cones give a basic speaker resonance of 27 cycles. A new dividing network has a 600-cycle crossover frequency which results in a richer and better defined upper bass and midrange.

Tones with frequencies above 600-cycles are reproduced by entirely new custom designed six-inch speakers. These midrange speakers are fed through a capacitor-inductor network which provides maximum damping of speaker resonance. The result is a more full-bodied sound with a better defined bass plus a more open high end.

Rowe offers as an option a new WRD solid state wallbox for use with the Camelot. This compact, stereo wallbox has full 200-selection capability and digital annunciator display. All standard Rowe accessories are also available for the new phonograph.





Triple Hunt

Atari, Inc. has announced the introduction of Triple Hunt, three different games in one unit. The unique shooting game is actually three distinct games, Hit the Bear, Witch Hunt, and Raccoon Hunt.

The operator can select any one of the games for his location and when it comes time to rotate the game it can easily be changed to one of the other games by putting in new graphic panels, stored in the cabinet, and adjusting a switch on the P.C. board.

Hit the Bear is a modern video version of the classic bear shooting game. A large realistic bear walks through a thick green forest. When hit, he roars, stands up and walks the other direction giving the player 20 points. If he walks off the screen, a small bear appears. When the small bear is hit the player gets 40 points with similar audio and video reactions. As the score gets higher the bear moves faster to increase player challenge.

In Witch Hunt, the setting changes to a mysterious haunted house. Targets are ghosts appearing through windows, witches on their brooms and bats flying across the screen. Ghosts are worth 20 points, witches are 40 points and bats 60 points.

In Raccoon Hunt, players shoot to keep the raccoons from reaching the top of the trees they are climbing. As the score gets higher,

the raccoons climb faster resulting in a challenging and fun game. When hit the raccoons disappear and players get 20 points.

All three of the games include 3-Dimensional visual effects with black-lighted colors and realistic animation to increase attraction. The swivel mounted rifle has rapid fire capabilities and an easy built-in method for sight alignment.

Previous high score is displayed in the attract mode to inject a player challenge. Appropriate sound effects accompany play of each game.

Other operator options include cost per game, length of game, extended play and volume. Atari's exclusive built-in self-test program makes servicing and troubleshooting easier. The game will also feature Atari's new trouble-free coin door.

"The Triple Hunt three game unit is an all new concept and will certainly triple the overall earning life of the game. Field test reports on the games in the Triple Hunt unit, rank it as one of the top shooting games. It has strong appeal to players of all ages," says Frank Ballouz, Atari's national sales manager.

TV Pool

A recent hit at the MOA and A.T.E. shows, U.S. Billiards' new Video Pool offers features designed for both player challenge and operator profit.

Video Pool offers in one cabinet four different billiards-based games, 8-Ball, Rotation, 11-Count and Carom Billiards.

The player can actually aim the video cue ball more accurately than on a regular table, to one-third of a degree. This allows for impressive trick and combination shots. Both "hard" and "soft" shots are also possible, enabling players to shoot for "shape" as in regular pool.

Video Pool employs an innovative pricing concept. Players pay for units of time and can add additional coins during play to extend their time to play. Play time is operator adjustable.

Other Video Pool features include one- or two-player capability, 19 in. Motorola monitor, electrical counter and isolated cash box.

The game is available in both upright and cocktail table models.

Western Shootout

Boot Hill is Midway's new one- or two-player game with thrills coming out of the Old West. As a one-player Boot Hill is an exciting game played against the computer. As a two-player, each player is on his own.

The player controls the movement of the cowboy in every direction with one control handle. Additionally, a pistol grip with a trigger controls the cowboy's arm for firing. The object of the game is to hit the opposing cowboy and avoid being hit yourself. The cowboys hide behind trees, cacti, and moving covered wagons.

The changing of scene after each shoot-out along with the advantage of extra cover for the player that has the lower score, adds to the appeal of the game.

The three-dimensional interior along with electronic western music co-ordinated with the action of the moment also adds amusement for all players.

The game comes in an attractively designed cabinet 26 in. (66cm) wide, 24 in. (61cm) deep and 67 in. (170cm) high. Other operator features include the 23 in. monitor, double 25 cent coin chutes, adjustable timer and microprocessor logic boards.



**GET THAT
PIONEERING SPIRIT
READ**

PLAY METER

P. O. BOX 24170 • NEW ORLEANS, LA. 70184 • (504) 827-0320



CUSTOMIZING

Gran Trak-Trak 10 Multiple Choice Question:

Would you like your Gran Trak or Trak 10, (1) to earn more revenue with minimal investment, (2) to have a longer life, (3) not be obsolescent, (4) gain trade-in value instead of losing it, (5) have additional features which create increased play-appeal or, (6) be a new game?

If you answered yes to any of the above, we've got something for you. If you answered no, you must not own either game because this unique conversion made possible by a custom-programmed "piggy-back" board can answer *all* of the above six questions with a minimal investment.

Added Features:

- (1) Five total tracks which change each time the player passes the starting position (eliminates boredom of 1 or 2 tracks)
- (2) An attract mode that changes tracks constantly on the screen while the game is not being played (attracts customers to the game)
- (3) Extended time for the player if he reaches a score of 30 miles (an incentive for the player to improve his ability)
- (4) Improved steering for the car (provides the car with an acute sensitivity to the steering wheel which adds player appeal)

Installation:

Can either be done by you at your shop or by us at our factory. The "piggy-back board" must be plugged into your original PC Board and a few wires connected between the two boards. If we do it for you, your board will be returned within 7 days.

Warranty:

O.B.A. Inc. guarantees your "piggy-back board" for a period of ninety days.

Optional Extras:

New Silk Screened Plexiglass front cover complete with a new name, *Gran Prix*.

New Full-Sized Decals for the sides of a Gran Trak Cabinet.

Conclusion:

The Challenger Customizing Kit for The Gran Trak or Trak 10 is the ultimate in upgrading either of these products. This fantastic renovation will increase revenue potential, create more play appeal, add trade-in value, give the game a longer life, and guard against obsolescence. The "piggy-back board facelift" is much more reasonable than purchasing a new game.

For Further Information:

Contact your local distributor or call

O.B.A., INC.

2522 IRVING BOULEVARD • DALLAS, TEXAS 75207 • 214-630-8004

Truckin'

Announcing delivery recently of the Night Rider four-player flipper pinball, Paul Calamari, sales manager of Bally Mfg. Corp., Chicago, called special attention to the double banks of drop targets on the playfield of the new game.

"Five drop targets each," Calamari explained, "are aligned along both the left and right sides of the playfield, half way up the panel. These double drop target banks are not only keys to specials and extra balls, but also provide maximum drop target scoring possibility, as well as maximum adjustability in scoring specials and extra balls.

"Another new exciting feature of Night Rider is the variable value kickout hole, located at the very top of the playfield," Calamari continued. "Kickout value lit at end of previous game lights at start of each game, and value rapidly changes, changing each time any 10 or 100 point skill objective is hit, rotation being 1000, 50, 3000, 50, 5000 and repeat. The skill trick is to drop a ball in the kickout pocket at a moment of maximum value. The top kickout hole also doubles the out-hole bonus score if ball goes in the hole when 1000 value is lit.

"Night Rider looks to be another in a great series of recent Bally four-player flippers," Calamari concluded.





Blockade

Gremlin Industries' new video game CoMotion is causing a lot of commotion on location. With 600 now producing on location, Gremlin's initial analysis is "a hit," according to company president, Frank Fogleman.

"We have reports from operators across the country that CoMotion is producing profit margins which attest to an overwhelming player response," Fogleman added.

CoMotion is designed as a cocktail table version of Gremlin's popular Blockade, the hit of the annual AMOA show in Chicago. Available in both stand-up and sit-down models, the game is a fast-paced race of strategy and excitement.

Fogleman attributes the overwhelming player response to the game to its cerebral appeal. "It's a game of think-ahead, so it holds player interest. Adding the factor of multiple play, it becomes a complex network of offense/defense strategy that keeps players coming back."

New Play-Right



Also 6, 7, & 8 ft.
Play-Mates

EBOHITE



Ebonite Corporation, 14000 N.W. 57th Ct.
Miami Lakes, FL 33014. (305) 821-0150

ADULT MOVIES

*The BIGGEST
Money Making
Machine Of All*

Brand New!

Especially designed for the coin machine operators and the adult market.

Featuring new standard 8mm or super 8mm projectors especially designed to use continuous loop cartridge film. 2½ minutes for a quarter....and you give lower commissions.

Be The First!

Just think of the unlimited, non-competitive locations - Bars, Discos, Truck Stops, After Hours Clubs, etc.,

One of the lowest priced and highest profit machines available.

Only 2 X 3 X 6



Target Industries

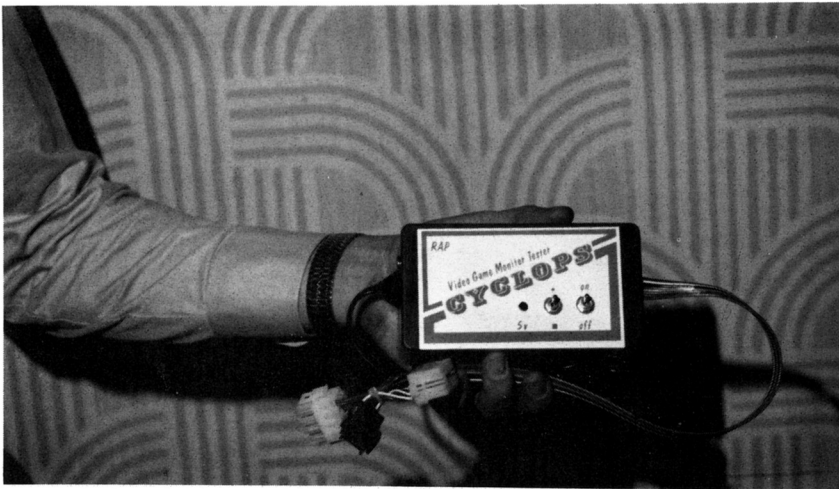
2733 - 18th Avenue, Rock Island, IL 61201 309/793-1405
CONTACT YOUR LOCAL DISTRIBUTOR OR CALL US

CYCLOPS



A 4 MINUTE LOGIC BOARD AND TV MONITOR TESTER

- ★ Eliminates Incorrect Diagnosis!
- ★ Eliminates Down Time



**PAYS FOR ITSELF
OVER AND OVER AGAIN**

distributor inquiries invited

- **CYCLOPS** will display two different sized checkerboard patterns at the flip of the switch.

- **CYCLOPS** will automatically read the monitor +5V supply and indicate, via a Light-Emitting-Diode, a "Good" or "Fail."

- **CYCLOPS** utilizes an intelligent logic design consisting of only seven integrated circuits—one-third as many as our competitors. This design eliminates the *crystal* and all other shock sensitive devices.

- **CYCLOPS** is enclosed in an insulated *high impact* plastic case that will fit into any tool box.

cut along dotted line and mail today

Rush me ___ Cyclops tester(s) at \$69.95 plus \$3.00 shipping and handling.

Cyclops is designed and built by
Robin L. Minnear

Name _____
Address _____

All units are fully guaranteed
and come with complete, easy to
follow directions.

check or money order enclosed
 send C.O.D.

Order yours today!

Mail to RAP Enterprises
18 Forrest Ave.
Los Gatos, California 95030

CLASSIFIED

FOR SALE: Spirit of 76 \$750, Super Soccer \$695, "300" \$825, Jack in the Box \$595, Royal Flush \$910, Big Indian \$610, Champ \$525, Old Chicago \$815, Capt. Fantastic \$925, Sound Stage \$660, Cinema \$675, Demolition Derby \$750, Speed King \$325, Rock On \$650, Knock Out \$375, Super Shifter \$425, Galloping Pony Merry-Go-Round \$695, Mini Auto Bumper Merry-Go-Round \$795, Wheels \$1050, Racer \$1050, Ball Park \$475, Grand Prix \$165, Monte Carlo \$225, Stunt Cycle \$825, Breakout write, Bombs Away \$475, Gun Fight 1050, TV Goalee \$195, Pace Race [unshopped] \$150, Tennis Tourney \$150, Dynamo [Rosewood] \$350, Air Handball \$350, Air Hockey [unshopped] \$275, Goal Tender [unshopped] \$250, Tivia [brand new] \$725. NEW ORLEANS NOVELTY CO., 1055 Dryades Street, New Orleans, La. 70113. Tel. 504/529-7321. Cable NONOVCO.

WANTED TO BUY. Buy-Sell-Trade regardless of condition: All types of coin machines. Anything coin-operated: jukeboxes, vending machines, coin machines, back bars, saloon bars, tavern equipment, pool tables, wooden ice boxes, furniture. Also parts, supplies and accessories, music machines and arcade machines. TONY'S TRADING POST, 209 East Park Street, Butte, Montana 59701. Tel. 723-9656.

BASKETBALL DOME: One size fits Crown, Sega and Midway basketball games. [Slight fudging required for Midway.] Plexiglass domes are U.S. made and priced at \$175.00 F.O.B. Newton, Mass. Quantity discounts available. WIZRD'S HELPER, 48 Chesley Rd., Newton, Mass. 02159.

CONCENTRATED CLEANERS. Machine Kleen-\$3.95 gallon, Vend Kleen-1495 gallon, Sup8r Kleen-\$5.95 gallon. ASC Distributor Sales, 265 Willard St., Quincy, Ma. 02169. Tel. 617/773-1804.

FOR SALE: Eighteen Poferinos, one C.C. Rifle Gallery, one Elimination, one Gotcha, one Super Shifter. Ocean City, Md., 301/289-7271

TRAINING SCHOOL: For maintenance and trouble shooting of coin-operated machines, slots, pinballs, bingos, electronic amusement, video, music. Sixth year of successful coin machine training. BALLY certified training school. NEVADA GAMING SCHOOL, INC., P.O. Box 15407, Las Vegas, Nevada 89114. Tel: 702/873-2345

WE ARE ALWAYS INTERESTED in Williams Winners, Hayburners, Derby Days, Guns, Arcades, Phonographs. Quote F.O.B. SEA VESSEL to GEORGE DRACOS, P.O. Box 1286, Limassol, Cyprus.

NEW AND USED KIDDIE RIDES \$400 AND UP. Paul W. Hawkins Mfg., 3119 E. Pennsylvania St., Tucson, Arizona 85814. Tel: 602/294-1607

FREE UP-TO-DATE CATALOG and samples showing vending machine labels, manufactured to meet your local requirements. SETON NAME PLATE CORP., 2050-Boulevard, New Haven, Ct. 06050

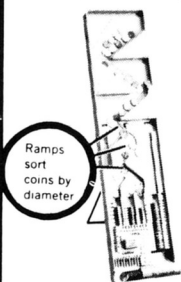
SCHOOL FOR GAMES & MUSIC. TWO AND THREE WEEK COURSES. Phonos, Flippers, and Bingos. By schematics! CAL'S COIN COLLEGE, P.O. Box 810, Nicoma Park, Okla. 73066. (405)769-5343

COIN COUNTING, SORTING, PACKAGING MACHINES, hand, electric, repairs, parts, Downey-Johnson, Klopp, Abbott. Changenmakers, free literature. "If you don't buy from us, you pay too much!" AKRON COIN 1515 E. 11th, Tulsa, Okla. 74120, Tel. 918/742-5144.

WANTED - EXPERT BINGO MECHANIC. No drunks, derelicts, or drifters. No managers - workers only. COLLINS MUSIC CO., INC., 1341 Rutherford Rd., Greenville, S.C. 29609. Call TOLL FREE: 1/800/845-5160.

FOR SALE: Silver Sails, Ticker Tapes, Blue Chips, Stock Markets, and all OK games. Also Keeney Red Arrows, Sweet Shawnees, Bally Jumbos and Super Jumbos. Also other uprights. Call WASSICK NOVELTY 304/292-3791, Morgantown, W. Va.

Coin Sorter Speeds Counting



- Sorts, stacks, groups and counts
- Aids wrapping
- Verified counts
- Cuts time by 50% to 75% over hand work

Only \$39.95

Write for free details or order now for two week free trial

NADEX Industries Inc. Dept. 17426
220 Delaware Ave., Buffalo, N. Y. 14202

WANT LIST

Wurlitzer Phonographs

2900	\$200
3000	225
3100	275
3200	375
3300	475

ALL YOU CAN GET!!!
The Gem Vending Co.
305/685-5681

SMALL OUTPUT, BIG INPUT

Classified ad rate: 30 cents per word, counting *all* words that appear in ad. Minimum ad accepted \$5.00. CASH or CHECK should accompany orders.

Mail your message to:

PLAY METER

P.O. Box 24170

New Orleans, Louisiana 70184

Reconditioned Equipment

A. C. A. Sports Center	\$350
ALLIED Ski Game	395
ALLIED Fire Power	725
ALLIED Street Burner	795
AMUTRONICS Bowl-A-Tron	225
CHICOIN Star Hockey	175
CHICOIN Night Bomber	225
CHICOIN Slap Shot Hockey	125
CHICOIN Speedway	295
CHICOIN Motorcycle	275
CHICOIN Hunt Club	775
CHICOIN Baseball Champ	495
CHICOIN Super Flipper	295
BOW-MAC Dog Fight upright	650
MIDWAY S.A.M.I.	195

1/2 Dep., Bal. Sight Draft

Write for list: Games--Phonographs

Atlas Music Co.

2122 N. Western Avenue

Chicago, ILL. 60647

Phone: 312/276-5005

Established 1934

SPRING SPECIALS!

Thoroughly Reconditioned

ARCADE GAMES:

C.C. SPEED SHIFT	\$450
C.C. FLYING TIGER	295
C.C. SPEEDWAY	295

TARGET GUNS:

Allied Leisure KNOCKOUT
 250 |

TV GAMES:

Electra AVENGER
 650 |

Meadows FLIM FLAM (2)
 345 |

Get Our "ASIS-COMLETE" Prices

Terms: 1/2 Dep., Bal. Sight Draft

call or write for list of all types of coin operated equipment

WORLD WIDE

distributors co.

A Div. of American Recreation Group

2734 W. Fullerton, Chicago, IL 60647

Phone: 312/384-2300

ELECTRONIC AMUSEMENT REPORT-A monthly newsletter full of current service tips, practical cures, and explanations for electronic game problems. Send \$2.00 for sample, or \$26 for 1 yr. subscription. E.A.R. 265 Willard St., Quincy, Ma. 02169.

PLAY METER: What do we need in terms of space requirements?

SEDLAK: Again, in our operation we try to have both an arcade and a miniature golf course. So we look for a store from about 2500 to 3000 sq. ft. which is probably a little bigger than the average arcade, but we expend about 800 square feet on the golf course.

PLAY METER: So that leaves you roughly about 2000 sq.ft. for an arcade.

SEDLAK: Right.

PLAY METER: How many machines, and of what type are we going to put in there, and how much is that going to cost us?

SEDLAK: With that space, we're looking to put in 25 to 30 machines total. But, if for example, I decide to put 30 machines in there, I won't open the store with 30 machines. What I'll do is open the store with about 70 to 75 per cent of that number of machines. Then as I find out what sort of games the kids in that area are interested in, I'll add more of the type that seems to appeal to them. In one of our arcades, pinball is very, very heavy, so I've installed a lot of pinball machines; in another place pinball is popular but not so popular—they go more towards video games—so I have more video games in that location than in the other.

PLAY METER: Of the machines you begin with, what would you consider basic?

SEDLAK: One basic machine for an arcade is an air-hockey table. I always get one air-hockey table. I also get pinball machines, and I figure one-third of my games will be pinballs. So if I have 21, seven of those will be pinball. We also have a jukebox in each of our places. As far as TV games are concerned, I definitely want a driving game, so I get one of the many TV driving games on the market, and probably two. Shooting games are very popular, so I usually try to have a couple of shooting games. Other than that it gets into an assortment of arcade pieces.

PLAY METER: Do you buy these games or do you lease them?

SEDLAK: We try to buy the games though right now I do have a few games on a lease arrangement. But we prefer to buy the games.

PLAY METER: Do you tend to buy new equipment or used equipment?

SEDLAK: We try to buy as much used as we can. If a game comes out and *proves* to be good, then we may go out and pick it up new. We try as best we can though to pick up used equipment, but that's been very difficult lately—especially on pinballs because of legalization in Canada and all that. But most of the games in the arcade are used equipment.

PLAY METER: Where do you find your used equipment generally?

SEDLAK: All over the place. Since we first started buying, we've gotten equipment from Massachusetts, from local distributors here in New York state. We've gotten them from down in New Orleans, and from out in Michigan. We look in the trade journals, find ads for people selling used games, find out what games they're offering and at what prices and go on from there.

PLAY METER: How long can a standard pinball, for example, stay in an arcade location?

SEDLAK: It depends on the machine, of course. I've got a couple games that just refuse to die. I have a Gottlieb that for one reason or another the kids just love to play. I've had it sitting in the same place for quite a long time—by quite a long time, I mean over a year—and they just keep playing it. Other games they'll play for three months maybe, and then income will really start to drag, and I'll switch them to another arcade. On the average though, I'd say, it's probably about five or six months.

PLAY METER: And it would be pretty much the same story for video?

SEDLAK: Well, the popular video games will last for a long time. The first real video game I ever bought was Atari's Gran Trak 20, and it's been two years now and it's still one of the top games in the store. The only thing we've done to it is every now and then changed the track on it, which is a built-in option on the game anyway. But it varies. Tank, for example, seemed to have a cycle. After about six or seven months, a little longer than a pinball, it started to die out. As I mentioned; I don't rush out and buy a new game unless I find out that it's a pretty good game.

PLAY METER: What do you do with a machine after it's outlived its usefulness for you?

SEDLAK: What we have done in the past is to sell it on the home market—these are pinball games I'm talking about. Other games we have traded back into the distributor, but the best money comes if we can sell them to the home market.

PLAY METER: You don't think then that selling pinballs on the home market is going to hurt business in your arcades?

SEDLAK: No, I don't. I think it's something that's going to happen whether I do it or not. Manufacturers are now building pinballs strictly for the home. In the games that I've sold the kids, after an initial surge of a couple of weeks where they're home playing the pinball game all the time, they're back in the arcades playing with their friends, showing them how good they've gotten playing at home.

PLAY METER: Service. Who does most of the servicing on your machines?

SEDLAK: My partner and I do all of our repairs.

PLAY METER: This includes the video games?

SEDLAK: Yes it does. Bill has a degree in electrical engineering so he's very familiar with solid-state and can diagnose what's going wrong on circuit boards. He can usually pinpoint pretty closely what the problem is; then we just call up the distributor and get the parts.

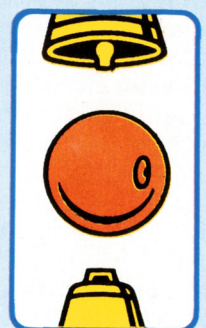
PLAY METER: We've got everything just about set up; we've found our location; we've leased the location; we've made it ready; we've put in machines, and we've hired somebody to supervise the activity. Now comes the problem of image: what sort of image do you try to project for your arcades?

SEDLAK: We try to project a family image. As I said we try to get a broad complement of machines—shuffle alley, pinballs, foosball tables,

[continued on page 77]

SPEAKEASY

SENSATIONAL ANIMATED
BACKGLASS WITH "JACK POT"
REELS FOR EXTRA PLAY.



**Convertible To
Add A Ball**

**DOUBLE BONUS.
"JACK POT" SPECIALS.
BONUS SCORE UP TO
200,000 POINTS.**

**4 Ways to score a replay.
3 or 5 Ball play.**

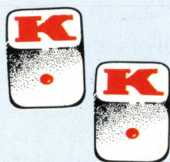
**Special regulation for
flippers and bumpers.**

**ALSO AVAILABLE IN
SINGLE PLAYER MODEL
"THE 30's"**

Exclusive Importer for United States and Canada
UNIVERSE AFFILIATED INTERNATIONAL, INC.

609 NO. UNION AVE., HILLSIDE, N.J. 07205
PHONE: (201) 686-5163 CABLE: UNITEAMUSE

playmatic



standard arcade games—machines that will appeal to a wide variety of people. We always have the nine-hole miniature golf course, which tends to appeal to the younger kids, the 7, 8, and 9-year olds, and as a result we get a lot of birthday parties—we run specials for birthday parties. Having that combination, we do get a lot of family business. What we try to do is keep the place so that it's attractive to the kids yet doesn't have a hang-out kind of atmosphere to scare away adults with younger kids. So far we've been pretty successful with that.

PLAY METER: Do you do any kind of advertising?

SEDLAK: We do when we open. We arrange to have a grand opening. We try to get a local official for the traditional ribbon cutting, or in our case, the putting of the first ball on the first hole. And we run an opening day special during which we give away a lot of prizes. Generally we have just a lot of opening publicity so that we're sure everybody knows we're there. In that case, most of the advertising is through the newspapers.

Another form of advertising we have used very successfully is handbills. We have handbills printed up—usually at the beginning of the summer season—and these contain a description of what's available along with some free coupons. These are then hand delivered to the houses in the surrounding area.

PLAY METER: Any other publicity "gimmicks" you might use? You mentioned birthday parties. what else?

SEDLAK: We do run tournaments, mostly foosball tournaments. The New York State Coin Machine Association does run a state pinball tournament which takes place in April of each year. So from January to April, we're running our local contests, and we do find that helpful: it does increase play, especially on the tournament machines. We run foosball contests ourselves. We had been into weekly contests; we've gotten away from that a bit. but we do plan to go back to it, because again it was very successful for us—it did increase play on the tables. We have a number of schools around here for disadvantaged children, and we will give them special rates when they come in. And we'll run specials for them, opening a store early on a Saturday just for them, letting them come in and play all the machines they want for nothing. It gets them used to coming into the place and gives them an idea of what they can play down there. And they've enjoyed that very much.

PLAY METER: For a long time the term arcade seemed to carry a negative conotation, do you find that's still true?

SEDLAK: Yes. I find that for a lot of people, when you say arcade, it conjures up images of a dimly lit establishment where there might be a lot of things going on that might not be quite right.

PLAY METER: How can we as an industry fight this image?

SEDLAK: Well, a lot of people are fighting it, I think, by getting away from the word arcade, calling their establishments fun centers or amusement centers or whatever. I'd rather see us stick to the word arcade and just promote arcade

images. As people open arcades that are well run and well lit, and the public starts getting used to them, they will begin associating the term arcade with these places rather than with some memory out of the past. I also think that a good idea—though I don't know of any organization right now that's in the position to handle it—would be a national advertising campaign much like we see from the dairy industry, spot on television for instance that says simply, "Visit your local arcade" and shows the amusement available in a nice arcade. That type of thing would help change the image.

PLAY METER: What made you decide to write a book about arcade operation?

SEDLAK: Well, I'll tell you. When we got into this business, back when we had a miniature golf course and we were looking for something in addition, I found it very difficult to find information about setting up arcades or even about the industry in general. Now I understand that a lot of people that go into this business sort of grew up in the business. They worked for other operators and much that we didn't know is pretty much common knowledge. But we came in from the outside and one of the first things I did was to go down to New York City which is close to us; I went to the library and looked up all the publications for the coin machine or vending business. Finally, through one of them I discovered the state association, and we joined the state association, and that was very beneficial for us. Through the state association we found out about the other publications in the industry, and only after that did we become knowledgeable on where to buy parts, where to buy machines, the most important aspects of the industry. I felt that there were a lot of people getting into this business. And I felt that these people should have some place to go find the information that we couldn't find when we first started out. So that was the main reason for writing the book, to put down all the information we would have liked to know the first day we went into the coin machine business.

PLAY METER: This is kind of a broad question, so do with it what you want. What do you look for in the "arcade of the future"? What's it going to be like?

SEDLAK: I think the arcade of the future is going to be more than what we think of today as an arcade. I think it's going to be a place you go not only to play machines but other things as well; it may even be associated with a large entertainment complex that has roller skating rinks, ice skating rinks, or other sorts of amusements. Now I'm not saying that every arcade will have to be 15,000 square feet, or lodged in a huge building. Certainly in a 3000 or 4000 sq. ft. store, it will be possible for an operator to get in enough variation so that there are not only the machines but other things for people to do. I think though that the store front arcades that are just machines stuck in by an operator with very little thought and planning will tend to disappear, because I think people will begin to get selective about the types of arcades they want to go to. I think they'll be looking for something different, something special.

Rally 'Round

AMERICA'S ARCADE EQUIPMENT H.Q.

C.A. Robinson & Company

representing:

- ★ BALLY ★ MIDWAY ★ ATARI/KEE ★ VALLEY
- ★ Tournament Soccer ★ Americoin ★ Exidy
- ★ Stern Electronics ★ Fun Games ★ Sega
- ★ Sonic (Segasa) ★ U.S. Billiard ★ PSE
- ★ Ramtek ★ Allied Leisure ★ Meadows ★ Kaye
- ★ Brunswick ★ Mirco ★ J.F. Frantz

the friendliest sales & service force in the U.S.A.

Al Bettelman ★ Hank Tronick ★ Ira Bettelman ★ Mike Hall
Lance Hailstone ★ Joe Farney ★ Sandy Bettelman

C.A. Robinson & Co. Tel: 213/380-1160
2301 West Pico Blvd., Los Angeles, Ca. 90006

Face it. You want an attractive, durable, profitable Rock-Ola.

But you just don't have room for our big 160-selection Model 470.

So we designed the 469 for you.

It's the same machine, in a slightly smaller cabinet.

The 469 has all the flamboyant, customer-attracting graphics of the 470. The same rock-solid frame, 100% solid-state circuitry, and unique sensing circuits that shut down the amplifiers at the first hint of trouble.

And in the midst of it all, the heart of the Age of Rock-Ola: The dependable Rock-Ola Revolving Record Magazine. The ruggedly reliable mechanism that no one can even copy, let alone improve on. In the 469, it handles 100 selections with incredible ease.

The Rock-Ola 469. In the entire history of the industry, no one has ever built a better small jukebox.

The Rock-Ola 469. Small is beautiful.



See and hear it at your Rock-Ola Distributor.

ROCK-OLA 
This is the Age of Rock-Ola.