

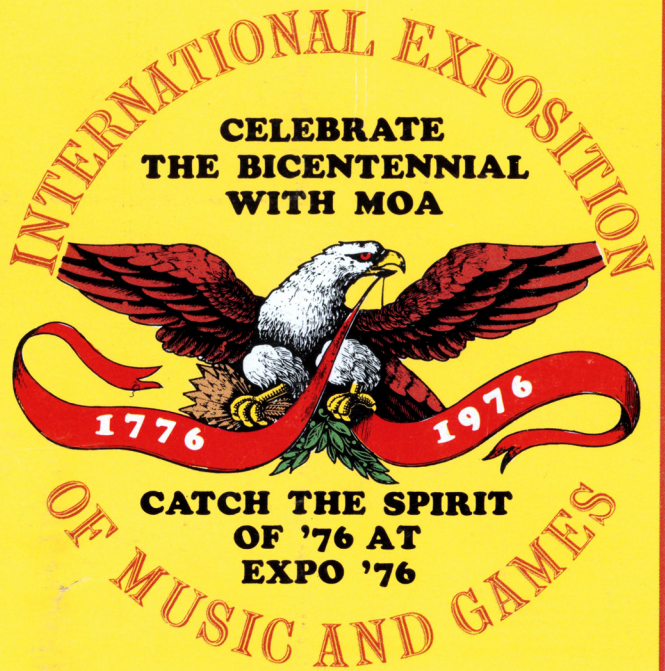
**COIN INDUSTRY**

# **PLAY METER**

Volume 2 No.12

November, 1976

**Convention Issue**



W.F.  
Co.  
Howard  
Nebr.

## **MOA Preview**

## **Selecting An Arcade Site**

## **Promoting Your Business**



Nolan Bushnell, Chairman of the Board, Atari Inc.

## "I'd like to introduce our new fall line"

"We can't show it all completely yet. But it's here. More innovation than you've ever seen. Games that literally defy imagination. Giant realism. More player challenge. Spectacular excitement expressed in the biggest mind-boggling array of sports, driving and action themes we've ever offered. Themes translated into the most advanced video and non-video games in the world.



"Games like new Night Driver,<sup>TM</sup> Sebring-type night racing against the clock. And Sprint 2,<sup>TM</sup> the game that's 12 games in one. One or two players can choose from 12 different race course layouts. And the fantastic new F-1,<sup>TM</sup> a one player larger-than-life attraction. Players drive in a full-size cockpit in front of a giant projected race course, complete with moving track and cars.

"Along with irresistible built-in player appeal, we've also built in more operator options, self-diagnostic features and unique microprocessor technology for long lasting, higher earnings.

"You can sample the future soon. All the magic and excitement begins at MOA and IAAPA."

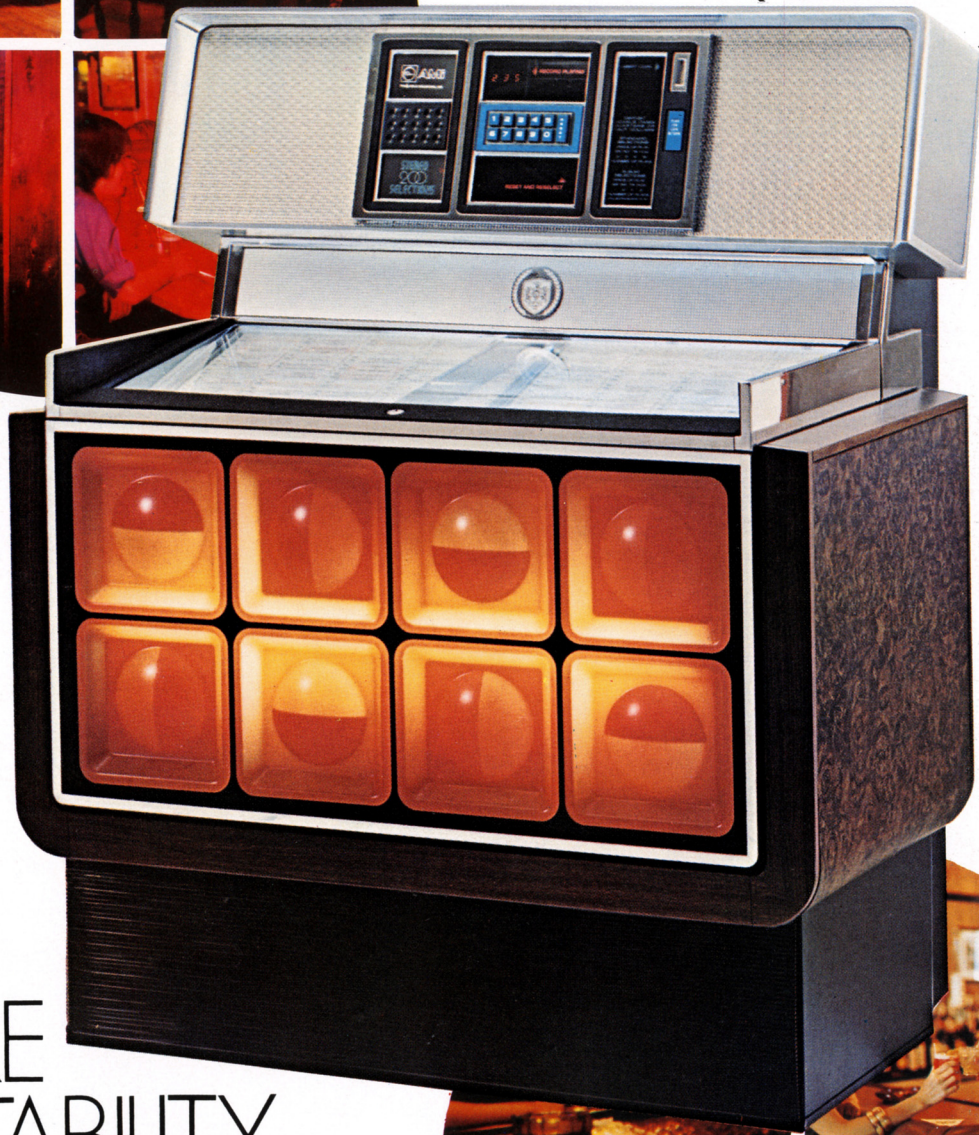
Atari Inc. 1265 Borregas Ave.  
Sunnyvale, CA 94086  
(408) 734-5310

## Atari People. We're still playing your game.

Visit us at the MOA at booth numbers 16-20, 29-33, Namco/Atari 97A-100A, 100B.  
And at IAAPA at booth numbers 1322, 1324, 1326, 1328, 1421, 1423, 1425, 1427.

© Atari Inc., 1976

**The  
Future  
is  
Now**



# FUTURE PROFITABILITY

Proven reliability — 5-year warranty on all moving parts; 5-year "no-lube" feature.

Maximum Merchandising — Two distinct models: Pulsar Orange and Laser Blue.

Superior Sound — Highly efficient speaker system produces greatest sound level.

100% Solid State — credit computer; selection system with digital readout; mechanism control.

All to make money for you.

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



**rowe international, inc.**

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



**A  
STAR IS  
BORN.  
AGAIN.**



What's big and hairy and doesn't cost \$22 million? (Hint: It's **not** King Kong.)

It's **KING**: the newest star of Fun Games' video line-up, and the flashiest, most profit-capable video game to come on the market in years. The ape is a mechanical marvel: King and his date are fully animated on a big 23" screen, and even when he's not in actual play—fighting the bi-planes shooting at his head and chest — the star is still on the move, with realistic gestures and growls. And players will be constantly challenged: degree of difficulty increases as King "reads" the play's degree of skill.

**KING**. A great Christmas present for your operation, at a great price. Call your distributor today, and get the King of video games working for you through the holiday season, and all year.

8410 Amelia Street, Oakland, CA 94621 (415) 568-5225



# COIN INDUSTRY **PLAY METER**



MEMBER

**Volume 2/No.12  
November, 1976**

## features

MOA Preview .....	20
Twelve full pages of what's in store for you at Expo '76. Includes floor plan and complete exhibitor listing.	
Choosing an Arcade Site .....	46
J.W. Sedlak tells you what to steer away from (and toward) when you select the site for your next arcade.	
Like Old Man River .....	50
That's Midway's sales. Tim Jarrell visited the firm's facilities in Franklin Park, Ill. He files this report.	
Foosball Fever .....	56
Foosball seems to be most popular during the winter. You can boost that popularity by holding tournaments. Player-operator Adrian Hoines details the benefits.	
Three Operators .....	61

## departments

From the Editor .....	6
Editorial .....	8
Mailbox .....	12
Coinman of the Month .....	14
Operating .....	33
Critic's Corner .....	36
Music Programming .....	40
Distributing .....	42
Manufacturing .....	44
On the Move .....	48
Technical Topics .....	49
New Products .....	53
International Dateline .....	58
Classified .....	73

## 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  
Thomas Borden  
Timothy Jarrell  
Dick Welu  
Mary Claire Blakeman

Circulation Manager:  
Carolyn Desmond

Production:  
Earl Dupre  
Hellen Seal  
Carol Lally

Typography:  
Skybird Typography

Photographic Adviser:  
Paul Sylvester

Advertising Representative:  
Ralph C. Lally II

PLAY METER, November, 1976  
Volume 2, Number 11. Publishing  
offices 4136 Washington Avenue,  
P.O. Box 24170, New Orleans, La.  
70184. Telephone (504) 827-0320.  
Printing Offices: Franklin Printing  
Co., 209 Magazine St., New Orleans,  
La. Subscription rates: U.S. and  
Canada—\$20; Europe and Japan—  
\$35; Elsewhere—\$40. Multiple sub-  
scriptions (ordered at one time): 2-9  
\$17 each; 10-24, \$15 each; 25 or  
more, \$10 each. Advertising rates on  
request. Copyright 1976 by Skybird  
Publishing Company. No part of this  
magazine may be reproduced without  
express permission. The trademarks,  
PLAY METER and COIN INDUSTRY  
PLAY METER, are registered. The  
editors are not responsible for unsoli-  
cited contributions. Postmaster: Send  
form 3579 to Play Meter, P.O. Box  
24170, New Orleans, La. 70184.

# from the editor

Several months ago, *Play Meter* shook the industry from top to bottom when we introduced a new monthly series called "Critic's Corner." Up until now we have been letting our readers defend our running this column, and they have done, I might add, a pretty good job of it. Still, I feel that I should state our position on the new column for the benefit of those who still question our thinking in this regard.

Ever since *Play Meter's* inception two years ago, it has been our intention to someday be able to offer advice on the earning capabilities of new equipment. We originally intended to publish the earnings of prototype games on test location all across the country much like *Box Office*, the theatre trade journal, in addition to reviewing and rating new movie releases, publishes gross receipts for premier showings in the various cities. With this information a theater owner can easily tell which pictures are likely to do well for him and which ones are likely to do poorly.

We have always maintained that everyone in this business, whether they like it or not, is in the entertainment business. As such, the amusement operator, it seems to us, has just as much a right as the theater owner full information about the "entertainment" he will be buying for his particular audience.

But it was decided in the early stages not to publish test earning reports on prototype games. The decision was made for several very good reasons. For one thing, we recognized that the manufacturers would never permit such information to be published. For another thing, most test locations tend to be captive locations. A player in an airport, for example, has little choice of what games he will play. Almost anything with a coin slot in such a location is likely to do well, and its receipts would be a misleading indicator. Having seen hundreds of test reports during my distributing days, I can say that their only real value is being able to look at how one machine fared against a competitive prototype in the same location.

Opponents of "Critic's Corner", who consist mainly of a small number of manufacturers and a lesser known trade magazine which lean toward the manufacturers, say, "It's what's in the cashbox that counts." The trade magazine went even further and made the astonishing statement that "a discussion of the play appeal of any new game is of no value to their readers." To that incredible statement, all we can say is that we're glad our readers aren't so blinded.

The days are long gone when you could take a new piece of equipment on consignment from your distributor to see if it would earn on the route. In

the days of old, when games were cheap, you could take a chance on a new piece and if it turned out to be a poor earner, there was still a good chance you could get your money back out of it and afterwards even be able to get a good trade-in on it. But those days *are* gone.

Prices on new game equipment are rapidly approaching the \$2000 mark, and trade-in values for used videos, for example, are near rock bottom.

Too many operators have been misled and "blue skied" by salesmen promising huge returns in the cashbox only to find that cashbox filled with nothing but dust after only a few weeks on location. We remember too well the promises and eventual disasters that befell a great many operators during the early days of the TV tennis games.

Today's operator simply cannot risk \$1600 to find out what's going to be in the cashbox. He has, out of necessity, become a smarter and more cautious buyer. He needs and, in fact, deserves as much sound, intelligent, and, most of all, *honest* advice on new equipment as he can get. Critic's Corner is designed to do exactly that.

The basic philosophy behind Critic's Corner is simply this. There is virtually no way anyone can predict in advance how much any particular piece of equipment will earn. Since it is impossible to determine this, the next best and most logical solution is to get hold of those nimble little fingers that actually drop the quarters into the cashbox, to find out what *draws* a player to a particular machine and what it is about that machine that *keeps* him coming back for more. The impetus that makes it all come together is *play appeal*. If a game doesn't have that play appeal, it simply is not going to get played. It is as simple as that.

It occurred to us that the best person to comment on the play appeal of a game is not a salesman, not a manufacturer, but rather an experienced player. Only a true player can adequately comment on the various aspects of a new game. And only a seasoned player can render an honest *and* unbiased opinion, something the operators of America have needed for a long, long time.

We intend to continue this progressive style of trade journalism because we know our readers appreciate it. And we appreciate them.

To the operators of America: *Play Meter* has become a viable source of information and knowledge. Our readers have come to respect us for what we are, what we say and what we stand for. Thanks to them we have become the leading publication for this industry. I'm proud of that fact and I intend to do everything possible to honor that kind of respect.

Sincerely,



Ralph C. Lally II,  
Publisher & Editor

# Fascinating elegance in a furniture styled coin operated phonograph.



## CONSUL

### 160 D

*It has the quiet elegance and magnificently rich cabinetry that compliments the decor of your location.*

*The CONSUL 160 D has today's look and the superb Stereo Sound that people want. There's no better choice.*

#### Exclusive world distributors:

LÖWEN-AUTOMATEN, 6530 BINGEN/RHEIN, Germany Telephone: Germany 6721-15202, Telex: 04-2222  
For the United States: Bert B. Davidson, Chicago, phone: 312-7875016

#### Distributors in the USA:

Commercial Music  
1550 Edison Place  
Dallas, Texas

Cape Fear Music  
2508 Burnett Blvd.  
Wilmington, N. C.

Advance Distributing Co.  
2820 N. Grand Blvd.  
St. Louis, Mo.

National Coin Machine Distributing Co.  
1405 Diversy Blvd.  
Chicago, Ill.

Pacific Coin Machine Distributing  
811 Kearney Ave.  
Modesto, Calif.

Dale Distributing Co., Ltd.  
563 Minouri Blvd.  
Richmond, British Columbia

Hastings Distributing Co., Inc.  
6100 W. Bluemound Road  
Milwaukee, Wisc.

Royal Distributing Corp.  
1210 Glendale/Milford  
Cincinnati, Ohio

Gulf Coast Distributing  
3315 Milan  
Houston, Tex.

Columbia Vending Inc.  
6424 Frankfort Ave.  
Baltimore, MD.

Advance International Inc.  
3815 N. W. 36th Ave.  
Miami, Fla.

Tulane Coin Inc.  
3900 Tulane Ave.  
New Orleans, La.

Playmore Music  
435 Deerfield St.  
Greenfield, Mass.

O' Connor Distributing Inc.  
2320 West Main St.  
Richmond, Va.

Dale Distributing Ltd.  
306 Rexdale Blvd.  
Rexdale (Toronto) Can.

Gulf Coast Distributing  
730 South Santa Rosa  
San Antonio, Tex.

## “An Industry Divided . . .

A great many years ago, Abraham Lincoln spoke the now famous words, “A house divided against itself cannot stand.” At the time, he was referring to the struggle that separated the country. Little did he know that over 100 years later a similar struggle would be going on. It is sad to note that the amusement machine industry is currently passing through a similar situation.

We have been observing the industry for a period of two years now and it is very distressing to note the internal struggles and conflicts that exist within it, presenting a real and present danger with respect to potential and future growth.

At the operating level, the enlightened operators who recognize their responsibilities of getting higher play prices and more of the split are easy prey for unethical operators waiting in the shadows to undercut them and offer senseless, lopsided bonuses and commissions [and sub-standard equipment and poor service.]

New York City is a prime example of a situation where a few bad operators are making it hard for the good guys. Despite all New York has been through to legalize pinballs, there remain a few renegade operators who consider themselves outside the new laws and will possibly ruin the New York market for all concerned.

Sadly, the strife doesn't stop just at the operating level. It is just as noticeable, and, we might add, potentially dangerous at the manufacturing and distributing level.

Some distributors are bootlegging new equipment into someone else's territory or busy trying to undercut XYZ Distributing Co. across town. Others are busy selling lemons to unsuspecting operators, charging an arm and a leg for them, and they're nowhere to be found when the operator finds out not only that the machine is a lemon but that half of the time it doesn't work.

And the manufacturer is out running around, trying to steal whatever new game ideas he can put

his hands on; and he ends up spending almost as much in reverse engineering as he would have had he engineered an entirely new game in the first place. Indeed there exists a substantial amount of jealousy and animosity at the manufacturing level of this industry.

We don't think these are healthy symptoms for an industry that is so young and has so very much potential.

We're not saying here that every operator, distributor and manufacturer is no good that every one is out to do every other one in. We are saying that some are, and enough for us to take note of it and see a visible effect on the progress of the industry.

Perhaps it's time for the manufacturers and distributors to form their own association and work out their differences, to work towards specific goals that all would benefit from. At the operating level, maybe the solution is in good active state associations. At any of the state meets we attend, we notice many of the operators talking together, communicating with each other, and, together, finding new solutions to old problems. Another old saying: “United we stand, divided we fall.”

With convention time upon us, perhaps this is the best time of all to join together and open new lines of communication at every level of the industry. Only through all its parts working together can the industry really ever reach its fullest potential. In addition all it takes is a firm commitment to do what's best for the industry. So stop fighting each other and start loving this industry.

At *Play Meter*, we're lovers not fighters. We love this industry and want to do everything within our power to make it better. What the industry desperately needs is more lovers and fewer fighters. So, become a lover and help make everybody a winner by loving this industry with both your mind and your heart. Then, indeed, the sky will be the limit.



# Aladdin's Castle

MAGIC *Bally* MONEY-MAKING MACHINE  
2-PLAYER FLIPPER CONVERTIBLE TO ADD-A-BALL

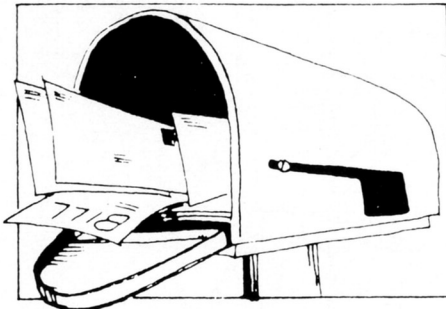


NEW  
ALADDIN'S ALLEY  
KEY TO  
SPECIALS  
AND  
BIG SCORES



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

# mailbox



Thank you for the "Tomorrow's Pinball" article. It is a perfect example of the kind of positive publicity that helps to promote the coin-op game industry. Thanks also to Tom Snyder, Steve Kirk and the others responsible for airing the pinball segment on the "Tomorrow" program. More efforts like this are needed to build a positive image to the public and bring more players to the games.

Possibly your article will help to motivate others in the industry to initiate more publicity about game play. Exposure through major media probably represents one of the best sources of advertising. This can be effective on a local level as well as national.

Nolan Bushnell, Chairman of Atari, was recently interviewed on "Evening," a local news and public interest TV program in the San Francisco Bay Area. This is another example of good publicity which is effective to increase awareness and interest in the games.

The news media most likely is the easiest way to get publicity. Human interest stories with a "news slant" are usually well accepted by the media, especially on weekends when other news items may be slower. Special tournaments or charity events are good examples. It really doesn't take much extra effort to contact the local newspapers, TV and radio stations to inform them of these events.

National publicity, either in the news or as subject material for other programming, may be a bit more difficult. However, as pointed out in the "Tomorrow's Pinball" article, it is possible and very effective. Unique promotion efforts similar to this are good for

the industry and more should be done.

**Carol Kantor**  
**Manager, Marketing Research**  
**Atari Inc.**  
**Sunnyvale, Cal.**

I feel the best articles that have been in your magazine are by people with experience, such as Mr. Louis Boasberg, New Orleans Novelty.

I would like to see more of the same with advice on management-employee relations, hiring and training routemen, and general operating advice.

**A. L. Kropp**  
**Alabama Vending Co.**  
**Tuscaloosa, Ala. 35401**

*[We are always on the lookout for operators who are willing to write to us about their experiences. Elsewhere in this issue are two articles you will be interested in. One is about selecting an arcade site, and the other is about how to improve your foosball route. Both these articles were written by experienced operators. And there is lots more to come in future issues. Thanks for the ideas. Ed.]*

*(continued on page 14)*

**VOTE!**



**FOR  
ADVANCE**

**GUN GAMES:**

- ALI Firepower ..... \$ 995
- ALI Knockout ..... 695

**COMPUTER GAMES**

- Six Shooter ..... 595
- Big Duke ..... 795
- Big Twin ..... 1095
- MIDWAY Haunted House .325
- CHI COIN Twin Skeet ..... 795
- CHI COIN Twin Rifle ..... 395
- CHI COIN Commando ... 445
- CHI COIN Defender ..... 265
- CHI COIN Trapshoot ..... 395
- WILLIAMS Flotilla ..... 265

**ARCADE GAMES:**

- DIGITAL Heavy Traffic ... 595
- DIGITAL Air Combat ..... 995
- MIDWAY Racer ..... 995
- MIDWAY Playtime ..... 395
- MIDWAY Winner 4 ..... 395

**COMPUTER GAMES**

- Club Tennis ..... 395
- ALI Wild Cycle ..... 195
- ALI Ski ..... 995
- SAMMY Sub Roc ..... 195
- ATARI Steeplechase ..... 795
- CHI COIN Motorcycle ..... 195
- CHI COIN Fascination ..... 395
- SEGA Crown Basketball .. 195
- SEGA Periscope ..... 845

- EXIDY Death Race ..... \$ 1395
- EXIDY Dest. Derby ..... 1275
- EXIDY Dest. Derby Low .. 1295
- MEADOWS Drop Zone .... 695
- RAMTEK Baseball ..... 595
- RAMTEK Trivia ..... 995
- RAMTEK Hit-Me ..... 1395
- RAMTEK Soccer ..... 450
- U.S. BILLIARDS Shark .... 595
- FUN GAMES BiPlane ..... 925
- FUN GAMES Tankers ..... 825
- WILLIAMS Winner ..... 395

**FOOSBALLS:**

**DEUTSCHER MEISTER**

- Early Model ..... 245
- Gran Lux ..... 295
- DYNAMO Model C ..... 495

**LEISURE SPORTS**

- Amer. 76 Roswood ... 445
- TOURNAMENT SOCCER .. 345
- LEISURE SPORTS Bud ... 445
- BURNER Foos ..... 445

**COCKTAIL TABLES:**

- FUN GAMES Take-5 ..... 795
- DIGITAL Cocktail ..... 445
- MEADOWS Ckidzo ..... 995
- U.S. BILLIARDS
- Shark ..... 595
- Cocktail ..... 595
- ATARI Goal 4 ..... 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

# Midway's

## GREAT COMBINATION

NEW FROM MIDWAY

# SEA WOLF

Bearing-Mark!...Range-Mark!...Torpedo!



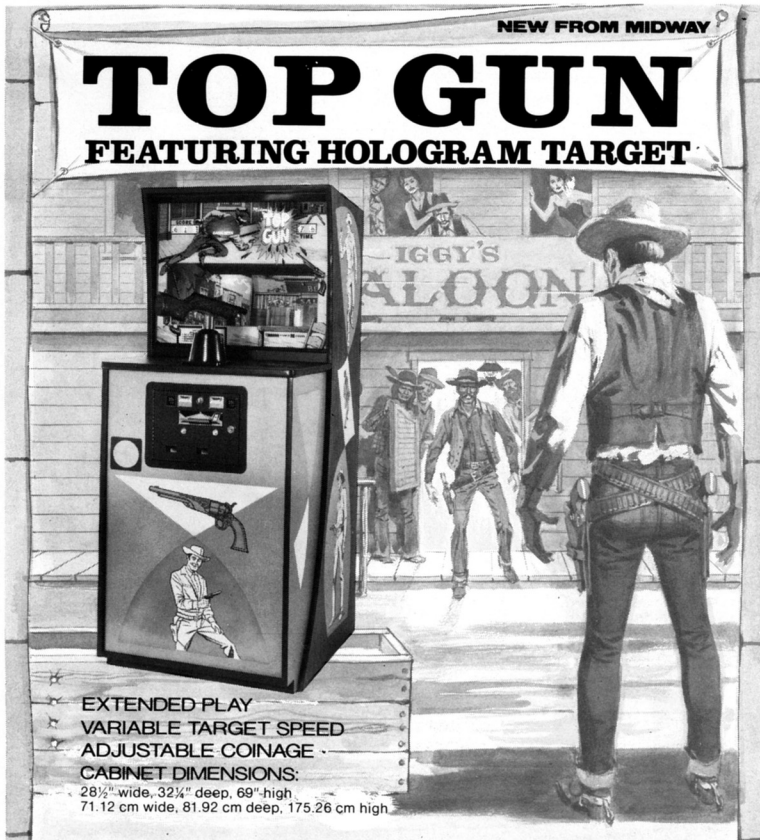
What the operator sees looking through periscope

- Flashing Lights
- Realistic Sounds
- Adjustable Extended Play
- Adjustable Time Control
- Ball Bearing, Periscope Sighting Device
- Revolutionary Micro-Processor Controls
- 23" Solid State TV Monitor
- Multiple Scoring
- Double 25c Doors
- High Score Feature
- Cabinet Dimensions: 26½" Wide, 31¾" Deep, and 74" High  
57.53 cmW x 80.32 cmD x 187.96 cmH
- 4 Torpedo Salvos

NEW FROM MIDWAY

# TOP GUN

FEATURING HOLOGRAM TARGET



EXTENDED-PLAY  
VARIABLE TARGET SPEED  
ADJUSTABLE COINAGE  
CABINET DIMENSIONS:  
28½" wide, 32¼" deep, 69" high  
71.12 cm wide, 81.92 cm deep, 175.26 cm high

NEW FROM MIDWAY

# TORNADO BASEBALL

Two-Player Video Game



**COCKTAIL TABLE**  
• Cabinet dimensions: 38½" wide, 32¼" deep, and 29" high  
96.65 cmW x 96 cmD x 73.66 cmH

26½" W (67 cm) x 32" D (81 cm) x 66" H (168 cm), 245 lbs.

- Ⓢ Solid State TV Monitor
- Ⓢ Automatic pitching feature—speeds up game
- Ⓢ Complete outfielder control
- Ⓢ Dual Control—players can alternate without changing positions

- Ⓢ Proven micro processing system with built in rom and ram tester
- Ⓢ Players can make double plays and errors
- Ⓢ Walk control feature
- Ⓢ Double Coin Chutes
- Ⓢ Full 9 inning game can be played with 9 coins

(continued from page 12)

### AIRBORNE SUBSCRIBER

You have a good magazine. I just subscribed to it. I am an airplane pilot and run this business on the side. I started eight years ago with one piece and now have 43 units including 21 foosball tables.

**R.B. Dold**  
**Foosball Sports System**  
**Merrimack, N.H. 03054**

### MORE PRAISE

I am 100 per cent for *Play Meter* and Critics Corner. I think you have been doing a great job reviewing pinball machines. You

will do a better job if you don't worry so much about what the manufacturers think. Your reviews will keep them on their toes and we will get better pinball games.

**Mike Cannon**  
**Lakeside Vend & Amusement**  
**Covington, La.**

I read Roger Sharpe's column Critic's Corner and as far as I'm concerned, his answer was too timid.

No doubt manufacturers advertising dollars supplied the heat. But it's time they hear even a larger voice—the individual operators. *Play Meter* is our amplifier for that sound. Many of

the appointments—or lack thereof—are discovered after the purchase. The public tunes in on the same points (good and bad) that you write about. It's nice to know about some of the drawbacks on the front end. Critics's Corner has given me that opportunity.

If you have the nerve to continue to strike a nerve with the manufacturers, you will be doing the industry a great service. Your pen will prevent quickly developed machines from entering the market. More thought and development will be invested by the manufacturers so that the machine that hits the market will be innovative and more appealing to the critics.

I'm a small vendor, just completed my first year. I have 26 machines. They represent a cross-section of games. We are presently considering the purchase, however, of more pins and several videos.

It is critical that I choose the right games. Your column has helped me in making those critical choices. If the manufacturer doesn't like that because one of their pins got a low or so-so rating, I say to them—get on the stick and produce a more competitive machine, one responsive to the public's taste.

My only disappointment in your column is that you do not criticize other games (video). I say don't stop, but expand your column. It's one of the main reasons I am letting our subscription to the other trade magazines run out in favor of *Play Meter* which we just subscribed to three issues ago.

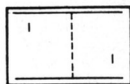
**John F. Gee, Jr.**  
**American Vending Co.**  
**Maple Shade, N.J.**

Being relatively new to the music and game business and a long time subscriber to *Billboard* and *Cashbox*, I must say at this time that *Play Meter* has been the most informative and most interesting trade magazine I have ever laid eyes on. Thanks again for a great magazine.

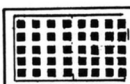
**Daniel P. Collins, Jr.**  
**South Atlantic Distributing Co.**  
**Raleigh, N.C.**

## VENTURE LINE INC.

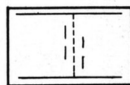
CONVERSION BOARDS FOR ALL VIDEO GAMES  
"THE 6 PAC'S"



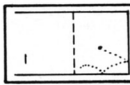
**TENNIS:** THE CRAZE EVERY ONE KNOWS ABOUT.



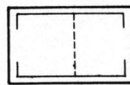
**PIN BALL:** PLAYABLE FROM EITHER SIDE OF MACHINE. PLAYER RECEIVES 5 SERVES, KNOCK OUT ALL THE BUMPERS AND RECEIVE A BONUS SERVE, AS SCORE INCREASES SO DOES BALL SPEED.



**RICOCHET:** A MAZE APPEARS AT RANDOM INTERVALS CREATING MORE ACTION AND FRUSTRATION TO THE PLAYERS FOR THE PRO'S



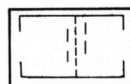
**HAND BALL:** PLAYABLE FROM EITHER SIDE OF MACHINE BALL TAKES STRANGE BOUNCES, PLAYER SCORES BY HITTING BACKBOARD, MACHINE SCORES WHEN PLAYER MISSES.



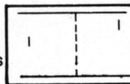
**PRO HOCKEY:** FUN FOR ALL; FOR PARTICULARLY BEGINNERS



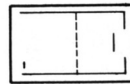
**CRAZY BALL:** BALL TAKES CRAZY BOUNCES MAKING IT DIFFICULT TO HIT.



**BUMPER POOL:** A REAL ACTION GAME FOR THE PLAYERS. FOUR BARRIERS APPEAR IN THE MIDDLE OF THE PLAYING FIELD AT RANDOM INTERVALS IF THE BALL HITS ANY PART OF THE BARRIERS WATCH OUT! THE BALL CAN RICOCHET IN ANY DIRECTION.



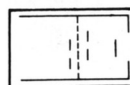
**TENNIS:** OLD STANDARD—WHEN YOUR EGO HAS BEEN DEFLATED BY PLAYING CRAZY OR FRUSTRATION PLAY THIS TO BUILD IT BACK UP AGAIN.



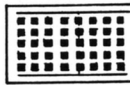
**SUPER SOCKER:** AN OLDIE, BEAT THE MACHINE TO WIN A FREE GAME.



**FRUSTRATION:** LOOK OUT FOR THIS ONE, JUST WHEN YOU THINK YOU ARE GOING TO HIT THE BALL, ONE OF YOUR PADDLES MAY DISAPPEAR AND REAPPEAR AT ANOTHER LOCATION.



**HOT SHOT:** PLAYING AGAINST THE MACHINE WITH THE MAZE APPEARING IN THE MIDDLE OF THE PLAYING FIELD, NOT SO EASY TO WIN A FREE GAME.



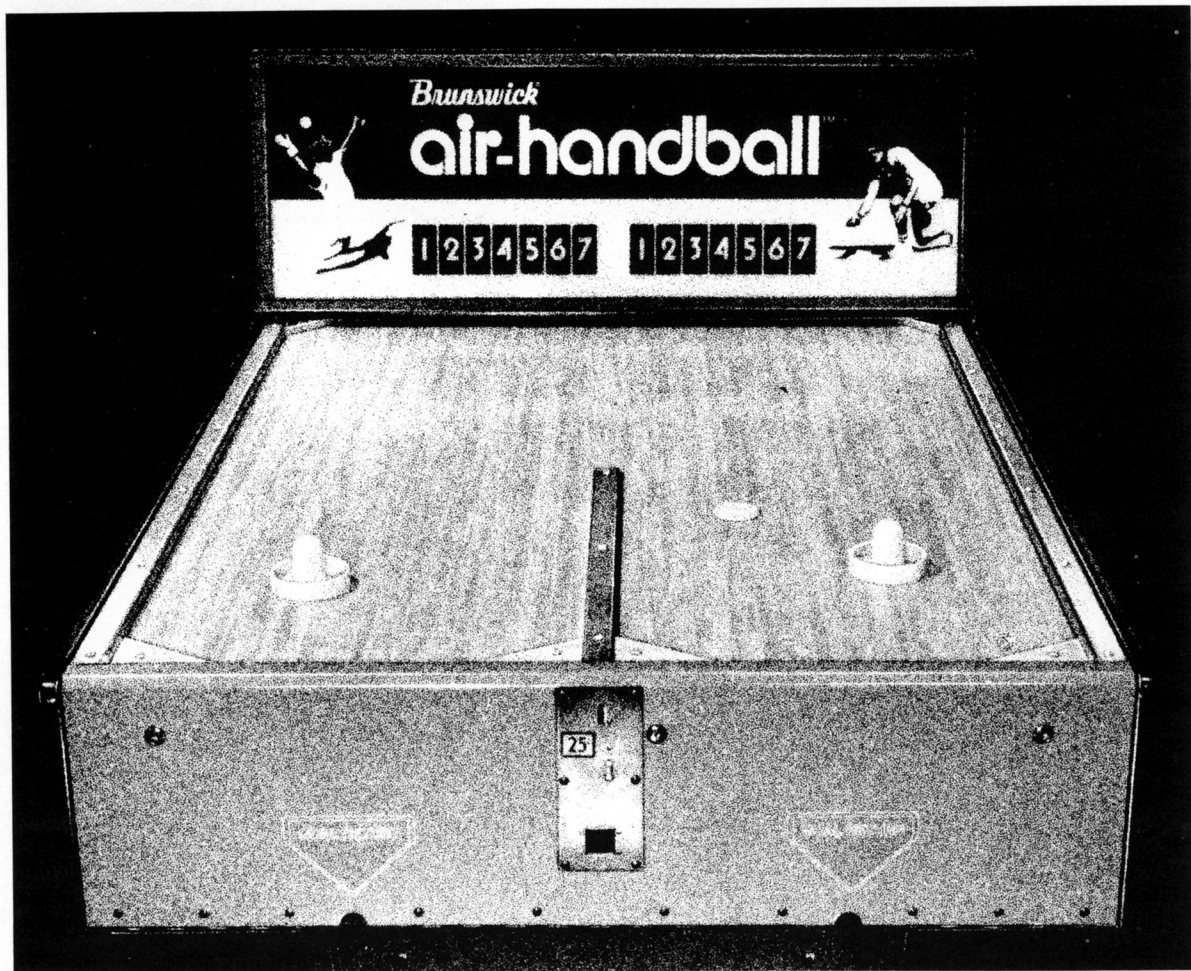
**CLEAN SWEEP:** LIKE PINBALL BUT WITH PLAYERS AT BOTH ENDS.

- POT OR JOY STICK CIRCUIT BOARD
- 6 DIFFERENT GAMES ON ONE LOGIC BOARD
- AUTOMATICALLY DISPLAYS ALL SIX GAMES IN SEQUENCE WHEN MACHINE IS NOT IN PLAY.
- PLAYER SELECTS ANY ONE OF THE SIX GAMES
- SELECTION OF INVERTED IMAGE ON MONITOR
- SLAM BUTTONS
- HANDICAP SWITCHES
- 1-2-4 PLAYERS
- EXTENDED PLAY OPTION. 11 OR 15 POINT GAME.
- FREE GAME ON TWO OF SIX GAMES WHEN MACHINE IS BEATEN
- FULL FACTORY WARRANTY. (1) YEAR

- POT OR JOYSTICK CIRCUIT BOARD
- 6 DIFFERENT GAMES ON ONE LOGIC BOARD
- AUTOMATICALLY DISPLAYS ALL SIX GAMES IN SEQUENCE WHEN MACHINE IS NOT IN PLAY.
- PLAYER SELECTS ANY ONE OF THE SIX GAMES
- SELECTION OF INVERTED IMAGE ON MONITOR
- SLAM BUTTONS.

VENTURE LINE INC.  
2618 W. 1st STREET TEMPE, ARIZ. 85281  
(602) 967-5914

# IF YOU BELIEVED US WHEN WE INTRODUCED THE FIRST AIR-CUSHION GAME, YOU MADE MONEY. HERE'S THE SECOND AIR-CUSHION GAME.



Perhaps, when we first started talking about these "air" games, you figured we were just blowing off steam.

After all, we promised a lot.

We told you that our AIR-HOCKEY® game would revolutionize the coin-op business.

That you'd move these machines faster and easier than any game you've ever handled.

And that you'd realize a nice, healthy return on your investment.

Judging from your response, we didn't break any promises.

And now we're back with the second air-cushion game. This one looks equally promising.

It's called AIR-HANDBALL™. We feel it'll generate as much, if not more excitement than our AIR-HOCKEY® game. And since the cost is relatively low, and it's based on a concept that's a proven winner, you can expect a constant and dynamic return on your money.

That's all we have to say about our AIR-HANDBALL™ game. It's in your court now.

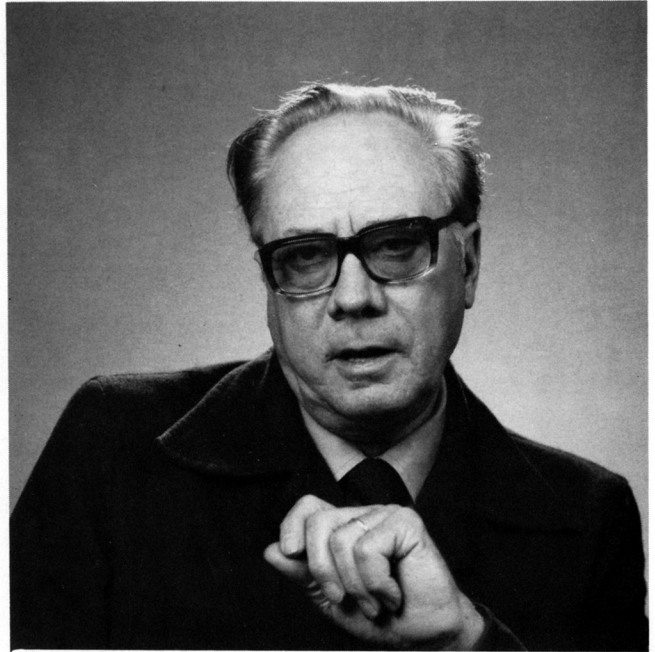


Other exciting BRUNSWICK® BRIARWOOD™ GAMES: Karate,™ Photo Finish,™ Billiard Tables.

# coinman of the month

## Getting Organized

### MOA President Ted Nichols on Operating, Associations



*"It's my opinion that state associations are extremely important to the growth of the industry. I'm concerned that we keep developing state associations."*

*Music Operators of America President Ted Nichols of Fremont, Nebraska has been in the coin industry for 40 years. Nichols' father was a farmer and Ted, born on a farm, the oldest of six children, went to business school in Sioux City, Iowa and worked in a packaging plant before going into "the business."*

*That was in 1936. He started in Fremont, where he remains, his first job with his brother-in-law, for room and board and a dollar a day. But the brother-in-law stayed in business for only a few months.*

*So in 1937, the year he got married, Nichols went into business for himself. "It looked like a field that there was tremendous potential in," he told Play Meter, "because it was new. People would see a jukebox and they really would make a fuss over what a tremendous instrument it was." Those "instruments" for Ted were ten 16-selection Wurlitzers bought in part with \$1,000 he borrowed from his mother.*

*The route grew during the late thirties and early forties, "not tremendously, but it grew," enough at least so that Ted had to hire help. But then, in 1943, he went into the service and, as an Army radar operator, to Europe for two years. "So before I went to Europe," he remembers, "I came home and sold out. Then when I came back in 1946, I went back into business with another partner." And the Kyes-Nichols Music Co. was formed.*

*This partnership lasted for some ten years. Then Kyes sold out to his son-in-law and the firm became Automatic Vending Service. But the new partner soon decided that he'd rather be doing something*

*else, so "I bought him out and he bought a bar," Ted recalls.*

*In the early fifties, Automatic Vending had gone into vending as well as music and games. Nichols still has cigarette and candy machines but no other vending. "We have been into full-line vending," he told us, "to a small extent, but we got out of that. Our community isn't big enough for many of that type of account."*

*Automatic Vending now operates some 350 pieces, a well-distributed range of games, phonographs and cigarette machines. Both wife Evelyn and adopted son Gene currently work for Ted. Evelyn Nichols is an officer of the corporation.*

*Ted Nichols has been active in Coin Operated Industries of Nebraska (COIN) for twenty-five years, serving five terms as president of the state association, one of the country's oldest. He belongs to a number of civic organizations, including the chamber of commerce and is especially active in his local Lutheran church where he has taught Bible school and served as an officer fairly constantly over the years.*

*He has also been active in MOA, of course, and we started our interview there, with his most current involvement.*

**PLAY METER:** What is it like being president of the MOA.

**NICHOLS:** I enjoy it very much and it's very interesting. I'm not sure how many state meetings we've gone to this year but I think it's fourteen. You can learn a tremendous amount at these

meetings. You learn a great deal from other operators in other states about the business: what equipment is making money, for example what they're doing on pricing and commissions. And, of course, what different states do in their formats, that is, how they set up their meetings, is very interesting.

**PLAY METER:** What's the most important thing you've learned in your contacts with these different operators?

**NICHOLS:** I think probably the greatest benefit I've gotten personally has been this: you learn so much about different things you can do in the business that you haven't known about before, things that are being done very well by someone else someplace. That's an unfortunate thing about this business generally: there's not a great deal of communication between operators as to methods, as you may know. There are many operators in the country that do certain things very well, things that nobody else does or even knows about. But when you go around you can learn some of these things, what people are doing in their accounting and how they're operating their businesses.

**PLAY METER:** When you get around and you do meet these people then, they are willing to talk to you freely?

**NICHOLS:** Well, I don't know that they all are. I expect that there are operators that don't tell you everything. Certainly there are some of them who have secrets they don't divulge. Still, at every meeting, you'll talk to a number of people that will tell you about things that are intensely interesting, things that they're doing very well.

**PLAY METER:** That's good to hear, that there are a great many operators out there who are communicating and actually trying to help one another. This is something, as you indicated, that this industry has been lacking for a long time. What do you think the general attitude is among these operators towards the economic situation? How are they faring under the high cost of equipment and the next-to-impossible task of changing the commission structure, for example?

**NICHOLS:** Well, I think everyone admits that they need to be better businessmen now than they used to be because profit margins are narrower, equipment is higher priced. My own opinion is that we need to raise our prices. I think we're way behind there, though at different points around the country some operators are being very successful with higher prices. Generally though I think operators are being over cautious: they're afraid the players won't play higher-priced machines or they're afraid they'll get in bad with the location, so they're slow, in many cases, to raise prices. But I think we have to. Something has to make up for the high cost of equipment.

**PLAY METER:** So you think the best solution, rather than to change the commission structure, is to raise play prices on the games and music?

**NICHOLS:** Well, in our business we're doing both. But there is one thing about getting more money from higher commission. If you get 60 per cent or 70 per cent, you can reach a point where your equipment is not of as great a value to you as it has

been in the past, because the location is getting less and less income from it. So it becomes less important to the location owner. I think you have to do both—raise prices and your commission— but if you can raise your pricing, it makes the location owner happier as well as the operator.

**PLAY METER:** What happens exactly when the equipment does begin to seem less important to the location owner? Does that necessarily mean he'll ask you to remove the machines, so he can put another table in that spot, for example?

**NICHOLS:** Yes, that could happen. Or they just may cease to pay attention to whether a jukebox gets played or not; they lose interest in promoting it because their share is smaller. Then, of course, we do have a few cases where they're putting in discos because they weren't making anything on the jukebox, and they're spending quite a bit of money or they're leasing equipment.

**PLAY METER:** You feel then that it would be nice if you could increase your commission and also increase prices but if you had to choose you would rather increase prices. But do you find that there are other operators across the country having success in changing their commission structure also?

**NICHOLS:** It varies a great deal, of course. Some operators don't have any success at all in getting better commissions and other operators are very successful, but I think most operators are realizing that they have to be better bookkeepers and better businessmen if they're going to make more money. And they're working on that very hard.

**PLAY METER:** Let's get into pricing a little bit. What price per game would you feel is fair for a

*(continued on page 66)*



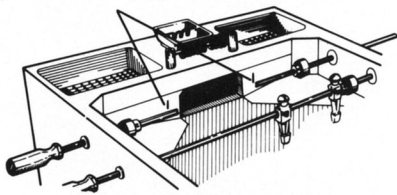
*"My own opinion is that we ought to raise our prices. I think we're way behind there."*

PLAY METER

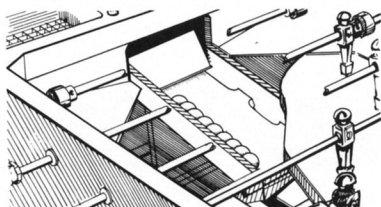
# Dynamo Now



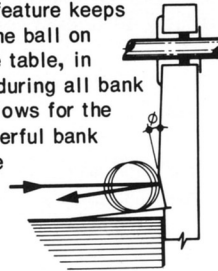
**1 Adjustable Goal**  
 Our new Dynamo goal stretches from 6½ inches to a full 8½ inches. Great for Tournaments. Gives you a built-in handicapping system and can be adjusted for expert, intermediate or novice brackets. (Patent Pending)



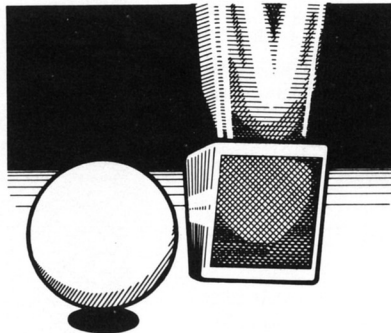
**2 Metered Ball Trap**  
 Operator can preset the number of balls to be played in any game, seven, nine or eleven. Another added feature allows extra sets of balls to be stored in the table in case of loss or damage.



**3 Beveled Sidewalls**  
 This unique new design feature keeps the ball on the table, in play during all bank shots and also allows for the fastest, most powerful bank shots of any table available.



**4 Newly Designed Foot On Players**  
 We've beveled the edges of our men to give you better control and improved bank shots.



**5 Reversible Glass Play Surface**  
 Textured or smooth glass. You can have your choice. This added versatility of our play surface allows you to play on whichever surface you prefer.



**6 Dynamo T-Shirts, Hats, Bumper Stickers, Buttons, Buckles, Patches and Free Tournament Kits**

All-time favorites with fussball players everywhere, featuring Dynamo Fats. Order yours today, just fill out the order form below and send along with your check or money order.

Yes, I would like to order the following:

T-Shirts / Dynamo Fats or Regular Dynamo in Blue, S-M-L-XL Black, Brown, Red, @ \$3.50 ea.

Patches @ \$1.00 ea.

Bumper Stickers @ \$1.00 ea.

Buttons @ \$ .50 ea.

Buckles @ \$5.95 ea. (Chrome or Steel)

Hats w/patch @ \$5.00 ea.

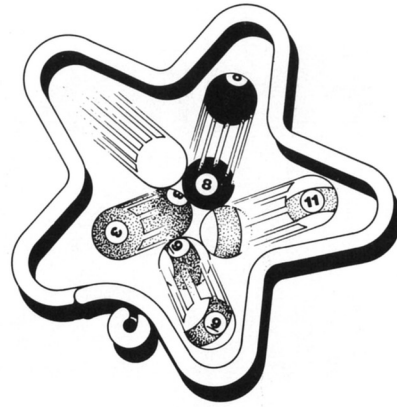
Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**DYNAMO CORPORATION**  
 Promotion Director  
 1805 So. Great Southwest Parkway  
 Grand Prairie, Texas 75050

Of course, Dynamo is still the same quality designed, ruggedly constructed table it has always been. It can take all the action performance you can give it . . . and more. It's the players choice.



# 7 Features



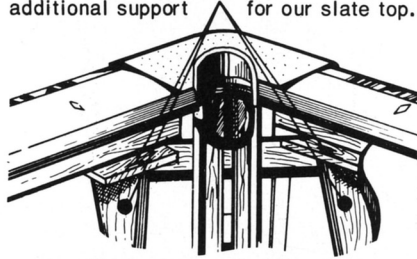
## 1 2 1/4" Regulation Cue-Ball

Our standard size and weight cue-ball has been phenolicly and homogenously cast as well as dynamically balanced. No imbalancing weights or cages in our "Q-ball" for a lopsided roll...just a smooth, straight rotation.



## 3 Finest Slate Support

At 8 points, on shims which are reinforced by corner gussets for additional strength. We've also installed transverse metal braces to not only strengthen the table but to provide additional support for our slate top.

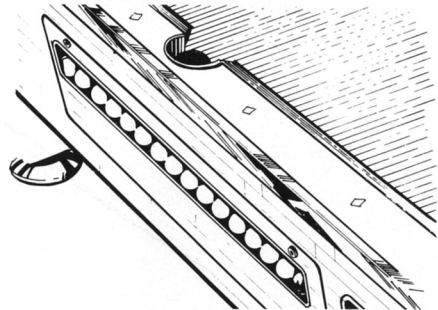


## 5 19 Oz. Standard Felt Playcloth

We've covered our natural slate top with a heavier than 13 oz. competitor table coverings for longer durability, heavy play.

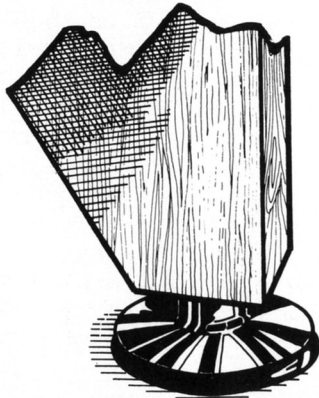
## 6 Cue-Ball Lock-Up

Our 16 ball Lock-Up holds the "Q"-Ball inside the table when the game is over until the vending ball drop is released by the coin mechanism.



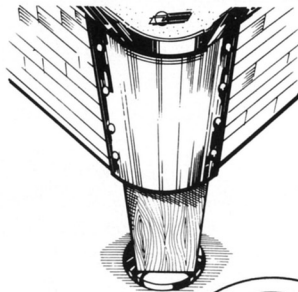
## 2 Solid Wooden Legs

which feature uniquely designed leg levelers that don't have to be removed during installation.



## 4 Metal Corner Extrusions

For a more solid corner construction. They are bolted to the cabinet for strength and can be easily replaced along with the side panels without returning the table in case of vandalism or accidental freight claim breakage.



These are only highlights of our Dynamo Pool Table. However, we can conservatively say our Dynamo Pool Table is 50% better constructed than any other table in the market. Isn't it about time you looked at the sturdiest pool table available in the coin operated game industry.



# New Phonos, New Pins, New Videos, New Tables . . . It's Show Time!

The Music Operators of America Convention will provide many different kinds of excitement for the operator attending. There will be the excitement of meeting old friends and making new, the excitement of talking about "the business" (while being away from it for a day or two), of exchanging ideas and (as a result) of learning things that will help make 1977 a more successful business year.

There will be the excitement of the stage shows and of the city of Chicago. But most of all the MOA Convention is the show, a chance to see the new equipment, to find out what the manufacturers are doing, to talk to them and to compare.

There will 108 exhibitors at this year's show, November 12-14 at the

exhibitors in Expo '76.

It's a chance to see the new music machines from Rock-Ola, Rowe, Seeburg, NSM and Wurlitzer. From Rock-Ola comes the 160-selection Model 470 and 100-selection Model 469, "sound selling machines." Rock-Ola will also be debuting their sound-sensitive Disco Lite Dance Floor. From Rowe it is the R-81, clean lined and quietly elegant in lazar blue or warm and vibrantly alive in pulsar orange. From Seeburg there's the 160-selection Sunstar with its dramatic Sunstar circle created by a brilliant display of flickering lights orbiting around a galaxy of magnificently colored graphics. Wurlitzer's new boxes are also exciting in color and design. And NSM's entries while they will look much the same on the outside, have a few big changes on the inside. One in particular is a revolutionary new mechanism.

But the phonograph manufacturers are selling more than good looks this year: they're selling digital electronics, new and better sound, ease of service, warranties and insurance as well.

The games manufacturers will, of course, be amply represented. Here-with is only a sampling of what the operator will be able to see at Expo '76.

(For a better idea of what will be happening in pin games, see Roger Sharpe's "The Changing Room" on page 22. He also sneak-previews a couple of the new pins in this month's "Critic's Corner," p. 36.)

Besides their electronic pinballs, described as "the cat's meow electronically," Atari is promising some videos with "new themes, capabilities and thrills." They will also be showing the non-video F-1, a sit-down driving game.

Electra Games will have its new

Flying Fortress set up to fly bombing missions across enemy territory, dodging hostile warplanes to complete the mission and get home safely. The game is based on the famous World War II fighter.

Exidy plans to bring a number of



*Super Star* (See p. 22)

games to the event. Among other things you'll have a chance to play their all new Alley Rally race game (with "crazy traffic action") and to once more see, play and discuss Death Race, certainly the most controversial game of the past year.

Gremlin Industries will be exhibiting three wall games, including Foosewall, a new soccer-based game they expect to do well both abroad and here.

Ramtek Corp. will be showing, among other things, Horoscope, its new computerized astrological and bio-rhythm forecast game. The Aries 9 computer is capable of seven different kinds of predictions. It will even tell you if you're having a good day or not.

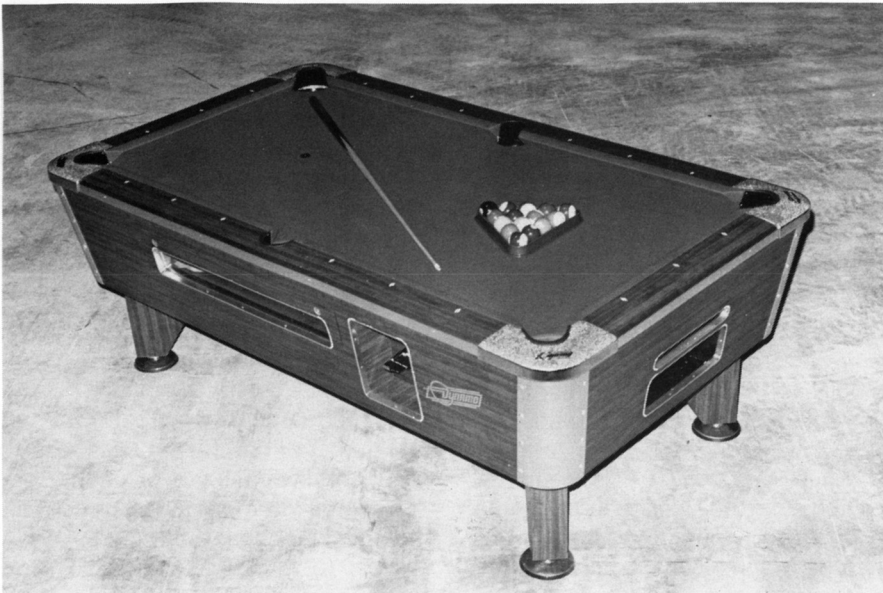
Compunetrics Devices, Inc. is also introducing a new bio-rhythm machine. Biorhythm II is a brand new version of their already successful Biorhythm.

Also making an entrance into the



*Seeburg's Sunstar*

Conrad Hilton Hotel in Chicago. That's an increase of almost 25 per cent over last year's "biggest ever" show. A third hall has been added to accommodate the interest of



One of Dynamo's "Matching Pair"

electronic flipper market will be Sega of America. They will be debuting Rodeo, a micro-processor game already in play in Japan. One of their video entries will be Road Race.

Meadows Games is likewise promising a "new version of solid-state pinball.

In the foosball table market, Peabody's of Virginia Beach, Va., the U.S. distributor for Rene Pierre, has promised a completely new table from Rene Pierre, called the Westerner. Irving Kaye is also planning to bring some new (and inexpensive—yea!) pieces into the market. And Dynamo will be show-

ing its "matching pair" foosball and pool tables.

As far as specialty items are concerned, you might look for American Shuffleboard's new solid-state scoring unit and a pair of new change-makers from the people at Standard Change-Makers.

Then there are always the surprises. Midway and Chicago Coin, who always seem to have something up their sleeves, will be delivering two of them.

This again is but a sampling of what the operator will see at the show. A complete list of exhibitors (along with a map of the exhibition halls) begins on page 28.

Let's  
help  
each  
other.

the  
good  
neighbor.

The American Red Cross

advertising contributed for the public good



**TAITO**

**A WORLD LEADER IN  
AMUSEMENT GAMES**

**RELIABLE, HIGH QUALITY  
ARCADE AND VIDEO GAMES**

- \* MONEY-MAKING PLAYER APPEAL IS ENGINEERED INTO EVERY TAITO GAME.
- \* OUR WORLD-WIDE NETWORK OF DISTRIBUTION/OPERATION OFFICES KEEPS OUR DESIGN AND ENGINEERING STAFF INFORMED OF EXACTLY WHAT THE PLAYER AND OPERATOR WANT AND THE BEST WAY TO MAKE IT.

**Head Office:**  
Taito Corporation  
2-5-3, Hirakawa-cho  
Chiyoda-ku, Tokyo  
JAPAN  
**Mailing Address:**  
Central P.O. Box 1164  
Tokyo 100-91 JAPAN  
Telex: J22931  
Cable: "EPTRA" TOKYO

**U.S.A. Office:**  
Taito America Corporation  
Two Illinois Center  
233 N. Michigan Avenue  
Chicago, Illinois 60601 U.S.A.  
Telex 253290  
Cable: "TAMCO" CHICAGO

**TAITO CORPORATION**

**FONZ  
FONZ  
FONZ**

**Hey...It's the FONZ!**

Over 40 million people watch the Fonz every week on TV. Now they can ride with him in the new exciting cycle game from Sega.

Think about it...that's a lot of quarters!  
See it first at the M.O.A. Or call your distributor.

**SEGA**

The Quartermasters.

PLAY METER

# The Changing Room

by Roger C. Sharpe

Well, get your notebooks ready. The MOA show is upon us and there's going to be some big doings concerning the look of games for next year and the years to come. The big news, of course, is games for the home and particularly pinball machines. I think most of us have seen Brunswick's first effort, Super Star, a game that I've refrained from reviewing for obvious reasons if any of you have played it. Close on the heels of this foray comes Coleco's version of pinball for a price, and since I haven't played it yet, I'll withhold judgement.

I think the more serious developments and the ones we should set our sights on, will come from the members of the "industry." Atari has plans to break through in a big way with pinball machines as exciting as their video games. We'll be able to decide at the Hilton.

Playmatic has plans to show some innovations and a lot of

pizzazz. Their efforts so far have proved to be anything but foreign, and it should be interesting to see their efforts in person, as a preview for what we can expect from them in the future.

Bally and Chicago Coin have their own plans in operation; and this should prove a closer approximation of where the industry is heading. Obviously, the designing rooms have been open overtime, with sketches and ideas taking some solid form worthy of our persual.

Midway, Meadows, Allied Leisure and a host of others also should be considered in this brief run-down of MOA preview. The big news from all of these companies will be solid-state. If we're all lucky we'll be computerized and LED'd to death at the show.

In many ways this show may begin the death knell for the old ringing bells and flashing lights. The breakthrough is closer than some

think and others are willing to admit. I know that most will remember last year's games that never made it, but this time around I think we'll all be in for a surprise. Technologically we're on the brink of changing the industry forever; and it means a new way of thinking and also a new sensitivity. The real traditionalists, yours truly included, are in for some surprises in November, but I'm optimistic that the evolution of the games will go in a manner we should all be able to live with.

Whether or not the public is ready for all of this remains to be seen, but the events of the MOA show will shape and define their tastes and desires to a pure form, so no operator or distributor should feel he's out on a limb.

The important thing I stress now is for you to ask questions. Find out everything you can about the new games that will be unveiled. Get the manufacturers to tell their story so that you're comfortable with it and so that you understand it. Play the games—continually. Feel out the bugs that may still remain, or at least evaluate the finished product honestly and openly. Don't come to any decisions until you're sure of all the facts.

Too often this show is a glorious gala where people do nothing more than walk around smiling, shaking hands and telling stories. But for this year, at least, more will be needed than just making an "appearance." The exposition can be whatever you want it to be, and for this time you'll be the one ahead if you get all the news and all the facts on the machines that may be the big money-makers for '77.

I'll be doing it; and next month you'll read about the results. Until then take care and don't let the changing times catch you with the wrong hour and minute hand. Stay aware and awake—it's showtime!

Roger will be marketing shortly a specially designed and illustrated pinball calendar. Conceived as a tie-in with his upcoming *The Pinball Book* (E.P. Dutton), the calendar will have an oversized format and feature besides standard holiday markings, the full specifics regarding important industry functions. There will be photos galore as well. Full details may be obtained by contacting Roger at the convention.

## EXPORTERS OF GREAT EQUIPMENT

- ☆ U.S. BILLIARDS
- ☆ GREMLIN IND.
- ☆ CHICAGO COIN
- ☆ ATARI
- ☆ FUN GAMES
- ☆ WILLIAMS
- ☆ MIRCO GAMES
- ☆ EAZY MOVER  
pool table dolly
- ☆ WILDCAT CHEMICALS

### BELAM EXPORT CORPORATION

51 Madison Ave., New York, N.Y. 10010

Tel: 212/689-5633 Telex: 223333 Cable: BELAMEX New York

# BELAM

## The Experts

NOW A FULL-SERVICE DISTRIBUTOR  
REPRESENTING IN FLORIDA:

- ☆ SEEBURG
- ☆ WILLIAMS
- ☆ UNITED
- ☆ ATARI
- ☆ CHICAGO COIN
- ☆ GREMLIN IND.
- ☆ MIRCO GAMES

### BELAM FLORIDA CORPORATION

1541 N.W. 165th St., Miami, Fla. 33169

Tel: 305/621-1415

# Seminar Set for Opening

Three specialists will be featured in the two-hour seminar opening day at the MOA Exposition. The specialists are Dr. William P. Sexton, University of Notre Dame professor of management, Cal Clifford of Cal's Coin College and Bill Arkush of Kush n' Stuff.

The first hour will be devoted to a

presentation by Dr. Sexton entitled "Improve Your Communications—Employers, Employees, Customers." The talk will be complete with visual aids and working papers. Dr. Sexton is well known in the industry for his participation in the MOA regional seminars. After hearing him at the one last April, members of the Exposition Seminar Committee were unanimous in their selection of him for this year's seminar.

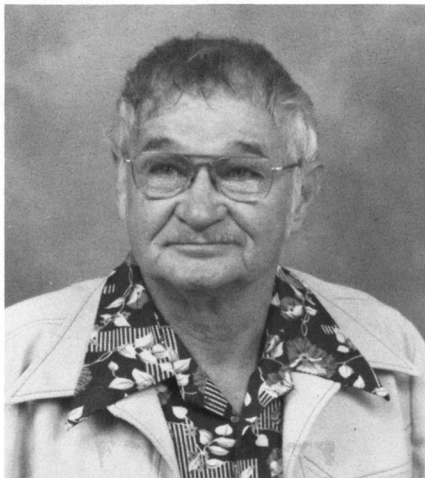
The remaining hour will be divided by Clifford and Arkush. Clifford will discuss "Mechanics and Tech-

nicians—Where to Find Them and How to Train Them." The talk will cover both route mechanics who service games on location and bench mechanics who work on electronic components. Arkush will discuss "The Growth of the Computer in the Coin Machine Industry from Dedicated Logic to Re-programmable Systems."

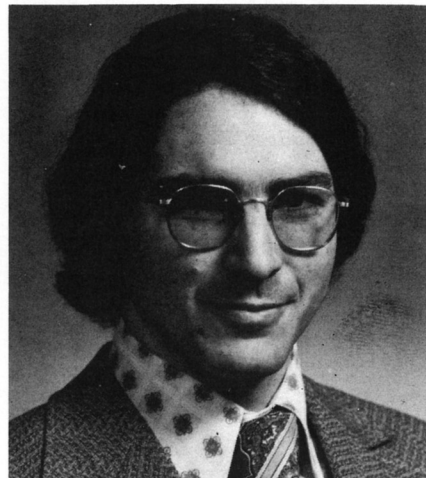
Members of the Exposition Seminar Committee are Robert E. Nims, chairman, Gilbert Sonin, vice chairman, Maynard C. Hopkins and P.J. Storino.



*Dr. William Sexton*



*Cal Clifford*



*Bill Arkush*



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

# A shot and a beer. Two bits.

## Plinker's Canyon

This new shooting game from Sega makes all kinds of exciting sounds. But the most exciting sounds of all is the plink, plink, plink of quarters. See it first at the M.O.A. Or call your distributor.



**SEGA**  
The Quartermasters.

# Stage Show Has Country Flavor

The flavor of this year's Music Operators of America stage show will be distinctly country-western. Conway Twitty, Ronnie Milsap and Barbara Mandrell are the country ingredients in the stew. They are joined by pop vocalist Brenda Lee and the Australian Jim and Julie Murphy Show.

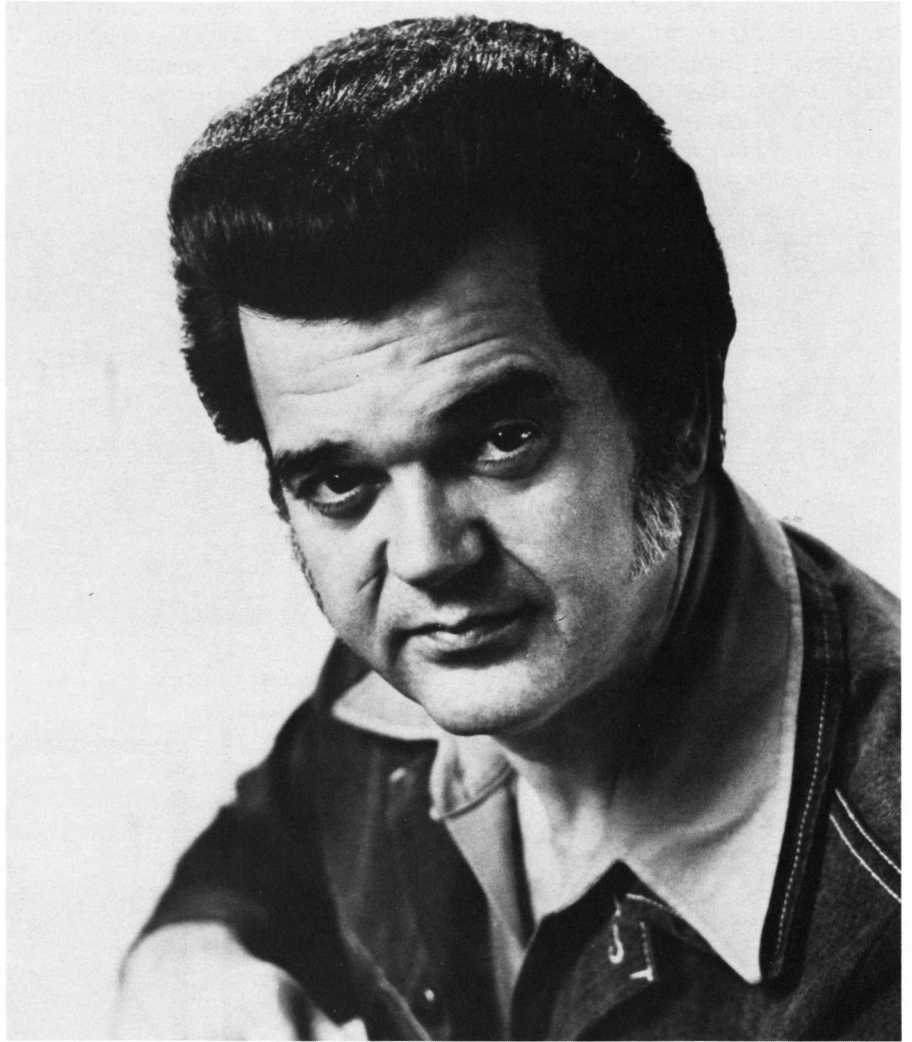
Conway Twitty (born Harold Lloyd Jenkins)—you didn't think that first band, The Phillips County Ramblers at age ten and promoted quite a little while. He formed his first band, The Phillips County Ramblers, at age ten and promoted his own radio show on KFFA in Helena Arkansas. His teen years were ones of indecision. He felt the desire to preach and did so at youth revivals. The Philadelphia Phillies felt he was better suited for a baseball career and offered him a contract. But it turned out that the choice was not his to make; the U. S. Army had made plans for him.

He formed his second band, The Cimarrons, while in the service and toured the Japanese service club circuit with them. When he got out, he was welcomed by the new sounds of rock n' roll. Harold Jenkins followed the beat of the drums through Conway, Arkansas and Twitty, Texas and emerged a star, Conway Twitty.

After eight years of experience being and living as a rock entertainer Conway felt he had fulfilled his obligation to his fans and followers but his obligation to himself was yet unfulfilled. Armed with three gold records and the years of experience, he finally followed his heart and made the change to country music.

Twitty's fame as a country artist grew with each song but was not cemented till the release of "Hello Darlin'" in 1970. This earned him a gold album and countless awards from radio stations and trade magazines.

In 1971 he teamed with MCA's top female artist Loretta Lynn and together they have won CMA's duo of the year for four consecutive years. They received a Grammy in



*Conway Twitty*

1971.

The unmistakable Conway Twitty sound is complemented by five very talented musicians. All are close friends of Twitty and most have been with him since the early beginnings of his career. Bass guitarist Joe Lewis has been along since 1958, drummer Tommy Markham since 1960. John Hughey, steel guitar, grew up with Twitty, was in fact one of the original Phillips County Ramblers, but he didn't join the Twitty Birds until 1969. Lead guitarist Charlie Archer and pianist Al Harris are the latest additions, coming aboard in 1973.

"Overnight success" came for

RCA recording artist Ronnie Milsap in early 1973. After performing in a combination of rock, blues, and country bands in Memphis and Atlanta for several years with only marginal success, Milsap decided to concentrate his musical energies on the development of his dormant country roots. A move to Nashville and a phone call to Jack D. Johnson led to a stand at Nashville's King of the Road Motor Inn. After only a week at the King of the Road, Johnson had taken Ronnie under his management. The dark hour had passed, and the sun broke the horizon. RCA's Jerry Bradley had signed Ronnie Milsap to an exclusive recording contract on the

basis of three songs cut at his first studio session in Nashville in January 1973.

During that year, Ronnie joined Charley Pride's roadshow as Pride's opening act, and he also released his first single. "(All Together Now) Let's Fall Apart" was a double-barreled number one country hit and was followed by "That Girl Who Waits On Tables," "Pure Love," "Please Don't Tell Me How The Story Ends," and "Legend In My Time," all of which went to the top.

The sun in Ronnie Milsap's universe moved to high noon in October 1974 when the Country Music Association elected him to receive the Male Vocalist of the Year Award, and with his Grammy award for the Top Male Country Performer in the nation.

In the course of his 30 years, Ronnie Milsap has experienced a wide range of musical influences, from the country music he listened to as a child prior to his kindergarten-through-high school education at the State School for the Blind in Raleigh, N.C. After testing at the school revealed an undeveloped musical aptitude, instructors at the

school started him on violin before he was 7.

Music took a temporary back seat only when Ronnie enrolled in pre-law courses at Young-Harris Junior College in Atlanta; his performance there led to a full scholarship at Emory University's Law School. But music was the main force in Ronnie's life and he decided to forego a career in law for a career in music.

It was at that juncture ten years ago, that he met and married his wife. I met Joyce in Atlanta", Ronnie recalls. "I met her through her brother who was going to college in South Georgia and he was playing a gig on the same bill as my band was. Joyce and I hit it off pretty good from the start. There never was any uneasiness on her part about dating somebody who was blind. I guess she figured if it's all right with me, it's all right with her."

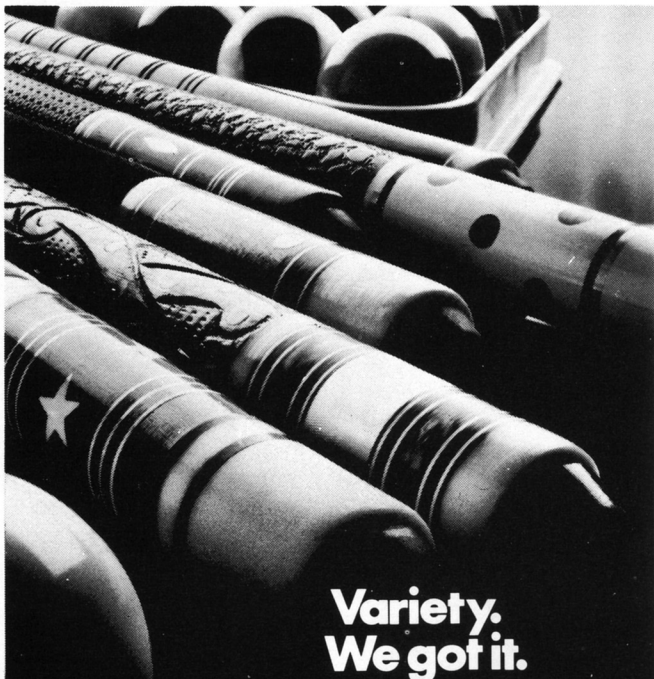
The ten years between his decision to pursue music and his "overnight success" were long and hard, filled with the scents and noises of rock and roll-oriented clubs in Atlanta and Memphis.

"You might say not a whole lot was happening", Ronnie recalls. For Ronnie Milsap, the decision to develop his country roots in Nashville country music arena was the right decision, a decision his multitudes of fans are glad he made.

Born in Houston on Christmas Day, 1948, Barbara Mandrell learned to read music before she could read the English language. At age five her mother began teaching her to play the 24 bass accordion, and Barbara has not stopped singing and playing since. "The biggest problem," says Barbara's dad and personal manager Irby Mandrell, "was to get her not to practice. We had to force her to go outside and play with other kids!"

Barbara's parents moved to California about the time she started school. There the Mandrells met Norman Hamlet (later to be Merle Haggard's steel player) and began passing weekends singing and playing country music. Barbara struck a deal with the two musicians as she turned eleven, coaxing her dad into buying a steel guitar and Hamlet into giving her lessons. She soon took up saxophone also, and within

*(continued on page 26)*



**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

**You could  
spend  
a bundle  
and not  
play all the  
variations.**

### **Tic Tac Quiz**

Once you get hooked on this new mind game from Sega, you keep coming back for more.

Available in upright models for arcades.

Or table models for taverns.

See it first at the M.O.A. Or call your distributor.

**SEGA**

The Quartermasters.



*Ronnie Milsap*

*(continued from page 25)*

half a year had played her first professional engagement.

That first job took her to Chicago and a musical instrument trade fair where she played steel to demonstrate musical amplifiers. Chet Atkins and Joe Maphis were there also, and when Maphis heard Barbara play he insisted that she go with him to Las Vegas to perform on his show there. Since that time Barbara has been able to spend very little time off stage.

The show with Maphis started a string of Las Vegas appearances, and she soon became a regular on the Town Hall Party television show in Los Angeles. She has also toured with Johnny Cash and had a featured spot on the Red Foley Show. Later she was named Miss Oceanside, California and made several overseas tours entertaining on military bases.

In March of 1969, four months after coming to Nashville, Barbara signed a major label recording contract and began turning out consistent hit records like "The Midnight Oil." Among her many honors are being voted "Most Promising Female Vocalist" by the Academy of Country Music and being named number one female vocalist of 1975 in the first annual Wheeling Feeling awards. She has appeared on numerous radio and television shows and is currently the youngest member of the Grand Ole Opry, having been invited to join in 1972.

MCA recording star Brenda Lee has virtually grown up before some of the most sophisticated audiences



*Barbara Mandrell*

in the world. She is one of the rare performers who has successfully bridged the gap from teenage star to adult entertainer.

Early in the 60's, young Brenda Lee had her first million selling single, "I'm Sorry." She closed the decade with a 1969 NARAS Grammy Award nomination for another hit single, "Johnny One Time." In between, Brenda Lee managed to record 32 consecutive chart successes. Today, with 22 years as an entertainer behind her, she is able to look back on a career filled with the kind of recognition rarely achieved by any performer.

Born in Atlanta, Ga., Brenda cut her teeth as an entertainer with local and regional appearances in and around her native state. Following her father's death when she was eight, Brenda sang to help support the family. Since that time, Brenda Lee has performed throughout the United States and in 45 foreign countries. She has performed a Royal Command performance for



*Jim and Julie Murphy and Show*



*Brenda Lee*

the Queen of England as well as for the crowned heads of Mexico and South America. She's seen her name in lights on the marquees of such international showplaces as the London Palladium and Olympia Theater in Paris.

Since the age of 12 when she signed with the Decca label (Decca is now incorporated into MCA Records), the petite singer has turned out more than two dozen best selling albums in addition to her singles successes.

Now, well into the 1970's the artist who rose to fame as a teenage "Miss Dynamite" has changed. She has moved on to new musical directions with more sophisticated material, arrangements and production.

The Murphys, direct from Australia, are a young, talented and very exciting family. Jim, originally from New Zealand, started his singing career 12 years ago. He performed in Australia for a number of years before meeting wife, Julie. Soon after they married, she joined the act and they travelled throughout the United States, East, West and Vegas, where they now have a home.

The Murphys' music is everything from pop to country. Recently daughters Jamie and Samantha have joined the act. Also working with the family are Tommy Walls, keyboard, Donnie Miller, drums, Jay Hungerford, bass guitar.

Jimmy Joyce will emcee the show. Joyce, known as "the improper Bostonian," started out as an opera singer and switched to comedy.



## Ladies Show

Entertaining the ladies at MOA will be Muriel Bach, America's leading exponent of one-woman theatre. She presents her timely new show called, *Lady, You're Rocking the Boat!* at the ladies luncheon, opening day.

In the 50-minute show Bach reveals intimate, witty insights into the lives of six women activists. Some are internationally famous. Others are little known or misunderstood.

They include Abigail Adams, wife of the second president of the United States and mother of the sixth; Catherine Green, behind-the-scene catalyst in the invention of the cotton gin; Lydia Pinkham, author of the first book on sex education; Eliza Young, Brigham Young's 27th wife, who helped outlaw polygamy; Gertrude Stein, avant-garde writer and mold-breaker; and Eleanor Roosevelt, humanitarian.

Bach effects all costume and make-up changes on stage in an unbroken sequence.

About her professionalism, Wallace A. Bacon, Chairman of the Department of Interpretation at Northwestern University, has this to say: "Muriel Bach's show is a splendid example of the art of interpretation. She gives us finely sketched portraits of women who made their mark on history, and she makes them all newly memorable today. The art which Miss Bach practices is demanding. She is one of the finest, and she works with consummate skill and exquisite good taste."

## Chicago, Chicago

"Chicago, Chicago, that toddlin' town..." "The Windy City." But Chicago is also known as the "Host City." Centrally located, convenient to major transportation, it's the leading convention city in the world. And it's superbly organized for visitors.

The tallest building in the world isn't in New York, it's here. So are the tallest apartments, tallest bank, tallest garage, tallest restaurant and

tallest church. Two places to see it all: the observation tower of the Prudential Building or, for a bit more—you are a bit higher at 100 stories, 1,105 ft.—the John Hancock Tower.

But there's much more to see up close. Among other things: the Board of Trade, grain market to the world—free from the visitors gallery just a few feet from the pits; Sears with its vast mail order operation; even the post office, another biggest.

And the museums. There are over 3,000 buttons to push at the Museum of Science and Industry. There's an intact German sub, a coal mine, a beating heart big enough to walk through. You can hatch a chick or test your hearing. Meet all the different kinds of fish you'd ever want to (and then some) at the Shedd Aquarium. Talk to the stars at Adler Planetarium. Wander into man's past (and meet some of your most ancient ancestors), tour the animal, vegetable and mineral kingdom at the Field Museum of Natural History.

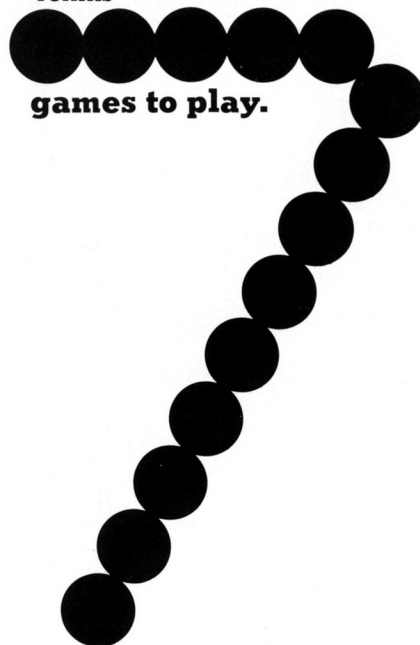
And get to the Art Institute if at all possible. Especially to be admired are the French Impressionist and post-Impressionist collections. Other culture: the Museum of Contemporary Art, the Chicago Symphony, Picasso's huge whatever in front of the Civic Center and Chagall's large mosaic mural nearby.

And shopping. As in the song the "great street" is State Street. Marshall Field is here and a mile of stores besides. Michigan Avenue from the river north to Oak Street is another good place to go. Looking for a bargain? Check the open air markets of Maxwell Street. Sunday morning is the best time to go. It's a great show even if you don't buy anything.

Eating. If you want to splurge, try the Cafe de Paris or Maxim's de Paris, Biggs, the Cape Cod Room at the Drake, Red Carpet, Black Hawk or the Pump Room of Ambassador East. Ethnic food abounds in Chicago; you might want to try one of the little neighborhood eateries. Afterward it's Rush Street for jazz or just about any other kind of music or Old Town just for fun.

But don't trust us. As soon as you get to Chicago, get a "Chicago Guide." For 75 cents, you can find out what's really going on.

Magic Squares 1  
Magic Squares 2, 3 or 4  
Crazy Ball Squares 1  
Crazy Ball Squares 2, 3 or 4  
Wall Ball  
Soccer  
Tennis



We've added two more games to our original Video 5, making it the most versatile machine ever. Now

23" monitor  
VIDEO 5 PLUS 2  
the new upright companion  
to our popular table model



there are more chances for free replays, and more games for single players. But the reasons for buying Video 5 Plus 2 add up to

more than seven.

Easy maintenance, solid state construction, full year warranty on logic board and monitor, 25¢ and 50¢ play for American and Canadian coins... to name a few. Put one on location and you can count on something else. Profit. Lots of it. Write or

call for information.

7831 S.E. Stark Street  
Portland, Oregon 97215

(503) 255-8042

united  
games INC.

**Exhibitor**

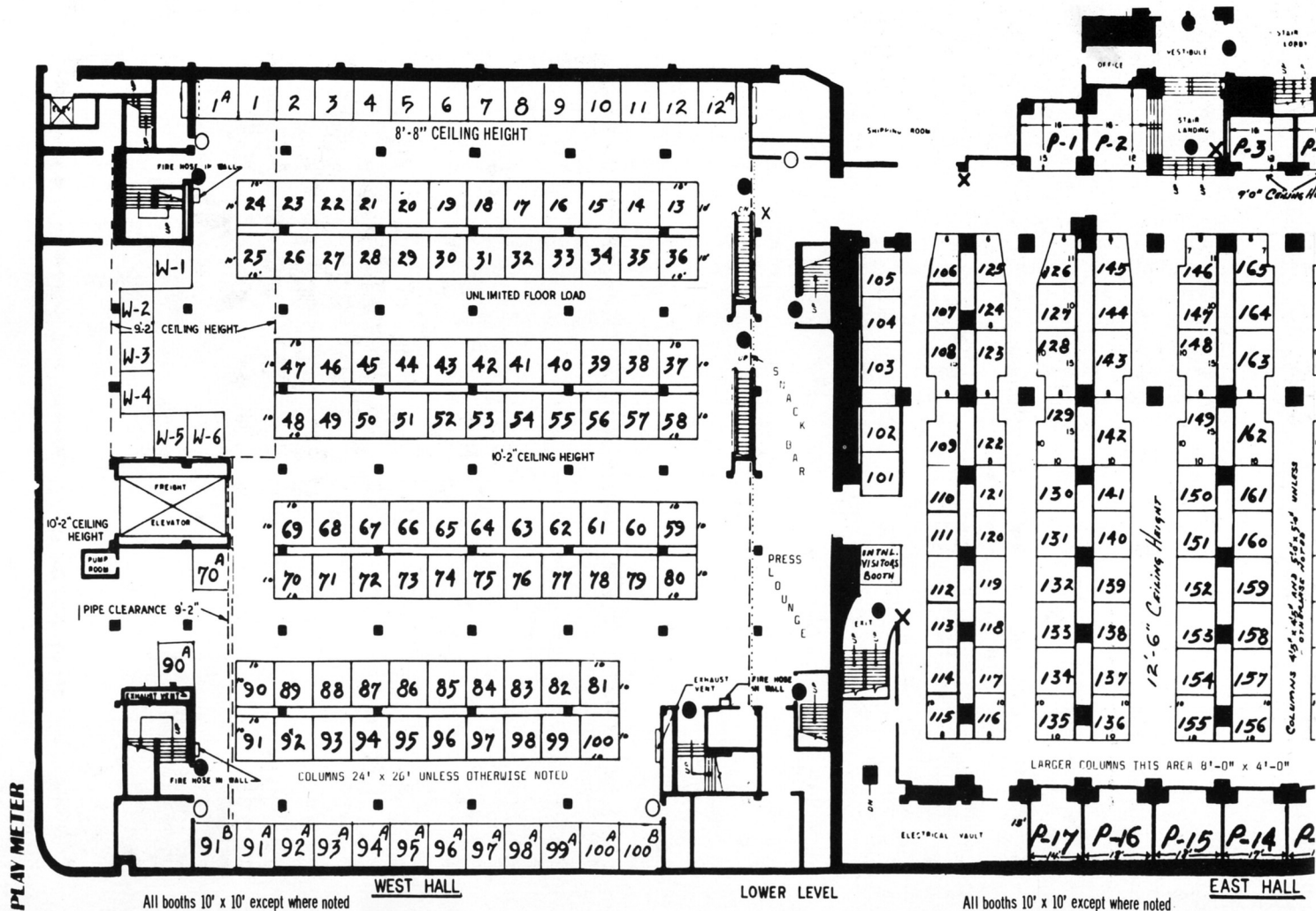
**Booth**

**Exhibitor**

**Booth**

- ABLOY INC** ..... 12 A  
6212 Oakton Street, Morton Grove, Illinois 60053  
[312] 965-1500
- ALCOHOL COUNTERMEASURE SYSTEMS** 98 A  
P.O. Box 2196, Sarnia, Ontario, Canada  
[519] 337-0135
- ALLIED LEISURE INDUSTRIES IND.** . . . P14-P15  
245 West 74th Place, Hialeah, Florida 33014  
[305] 558-5200
- AMERICAN SHUFFLEBOARD CO., INC.** 126-129  
210 Paterson Plank Rd. Union City, N.J. 07087  
[201] 865-6633
- AMERICOIN** ..... 1 & 1 A  
700 W. Virginia St., Milwaukee, Wisconsin 53204  
[414] 272-4323
- AMICO CORPORATION** ..... 51 & 52  
Empire State Bldg., Suite 6105, 350 Fifth Ave.  
New York, New York 1001  
[212] 239-4145, 239-4146
- AMIEL INDUSTRIES** ..... N-18, N-19  
3000 Clearview Pkwy., Atlanta, Ga. 30340  
[404] 455-0090
- AMUTECH LTD** ..... 93-94  
21 Tamal Vista Blvd., Ste. 160,

- Corte Madera, California 94925**
- ARACHNID, INC** ..... 69  
2500 E. 345th St., Willoughby, Ohio 44094  
[815] 962-7155
- ARDAC, INC.** ..... N-1, N-2  
4860 W. 345th St., Willoughby, Ohio 44094
- ATARI, INC** ..... 16-20 & 29-33  
1265 Borregas Avenue, Sunnyvale, California  
[408] 354-6000
- AUDIO AMUSEMENT MACHINES, INC.** . . . N-16  
832 S. Ridgewood Rd, Ridgeland, Miss. 39157  
[601] 956-9660
- AUTOMATIC PRODUCTS COMPANY** . . . 101-102  
75 West Plato Blvd., St. Paul, Minnesota 55107  
[612] 224-4391
- BAILEY INTERNATIONAL INC** . N-26-27 & 32-33  
1450 Industrial Park, Covina, California 91722  
[213] 967-7375
- BALLY MANUFACTURING CORP** . . . . . 146-150  
2640 Belmont Avenue, Chicago, Illinois 60618  
[312] 267-6060
- R.H. BELAM COMPANY, INC.** . . . . . 187 & 187A  
51 Madison Avenue, New York, New York 10010  
[212] 689-5633





Exhibitor	Booth
[312] 595-1135 EMPIRE DISTRIBUTING, INC . . . . .	154-157 120 South Sangamon St., Chicago, Illinois 60608 [312] 421-5200
EXIDY, INC . . . . .	44-47 2599 Garcia Ave., Mountain View, California 94086 [415] 968-7670
FASCINATION LTD . . . . .	55-56 1950 East Estes, Elk Grove Village, Ill. 60007
FISCHER BILLIARDS, DIV. OF QUESTOR CORP. . . . .	13-15 & 34 & 36 Box 50, East Smith St., California, Miss. 65018 [314] 796-3116
J.F. FRANTZ MANUFACTURING CO. . . . .	191 & 192 1936 West Lake Street, Chicago, Illinois 60612 [312] 829-2399
FOR AMUSEMENT ONLY, INC. . . . .	N-4 3355 Spring Mount. Rd. #9, Las Vegas, Nev. 89103 [702] 734-8899
FUN GAMES INC . . . . .	40 & 41 8410 Amelia Street, Oakland, Cal. 94621 [415] 586-5225
GREMLIN INDUSTRIES, INC. . . . .	88-90 & 70-72 7030 Convoy Court, San Diego, California 92111 [714] 277-8700
HOME FUN COMPANY . . . . .	99 A 5710 Desplanes Place, Gurnee, Illinois 60031 [312] 362-8011
IMPERIAL BILLIARD INDUSTRIES . . . . .	93 A & 94 A 79-81 Hackensack St., East Rutherford, N.J. 07073 [201] 935-9330
INTERNATIONAL BILLIARD CORPORATION OF NEW JERSEY . . . . .	48-50 1216-1242 S. Avenue, Plainfield, New Jersey 07062 [201] 757-6950
INTERNATIONAL TOTALIZING SYSTEMS, INC. . . . .	N-15 1238 Chestnut St., Newton Upper Falls, Mass. 02164 [617] 965-4777
IRVING KAYE CO., INC. . . . .	158-65 363 Prospect Place, Brooklyn, New York 11238 [212] 783-1200
J-S SALES COMPANY, INC . . . . .	92 A 24 South Third Ave., Mt. Vernon, New York 10550 [212] 324-3830 or [914] 668-8051
KIDDIERAMA THEATRES, UNIVERSAL VISU- AL AUDIOTRONICS CORP . . . . .	90 A 604 Main Street, Davenport, Iowa 52803 KUSH N' STUFF 60 Dillon Ave., Unit D, Campbell, Cal. 95008 [408]c 3797180
LANGHAUSEN INC . . . . .	139 & 140 408 Custer Avenue, Billings, Montana 59102 [406] 656-5694
LOWEN-AUTOMATEN GMBH & CO . . . . .	P-6 Im Tiergarten 20-30, Box 168, 635 Bingen/ Rhine, Germany [06721] 15202
MAGLINE, INC. . . . .	91A & 91B 503 S. Mercer St., Pinconning, Mich. 48650
MARKETRON CORP. . . . .	114 5200 Prospect Ave., Cleveland, Ohio 44103

Exhibitor	Booth
[216] 432-1806 MEADOWS GAMES . . . . .	37-38-39 181 Commercial St., Sunnyvale, Cal. 94086 [408] 732-8110
MICRO-MAGNETIC INDUSTRIES . . . . .	95 981 Commercial St., Palo Alto Cal. 94303 [415] 321-5520
MIDWAY MANUFACTURING CO . . . . .	151-153 10750 Grand Ave., Franklin Park, Ill. 60131 [312] 451-1360
MIRACLE RECREATION EQUIPMENT CO. . . . .	67-8 P.O. Box 275, Grinnell, Iowa 50112 [515] 236-7536
MIRCO GAMES . . . . .	119-20, 130-32, 139-40 1960 West North Lane, Phoenix, Az. 85021 [602] 997-5931
MICRONETICS, INC . . . . .	118 1007 W. Foothill Blvd., Azusa, California 91702 [213] 334-4980 & 334-4989
MONTANA BILLIARD SUPPLY . . . . .	N-36 134 Regal St., Billings, Mont. 59102
MURREY & SONS CO., INC. . . . .	53-54 14150 S. Figueroa St., Los Angeles, Cal. 90061
NAKAMURA SEISAKUSHO LTD. . . . .	99A, 100A, 100B 8-5, 2-Chome, Tamagawa, Ota-Ku, Tokyo 144, Japan 03-759 2311
NATIONAL VENDORS . . . . .	P-4 5055 Natural Bridge, St. Louis, Mo. 63115 [314] 383-3000, ext. 214
NEVADA DEPT. OF ECON. DEVELOP. . . . .	N-20 Capitol Complex, Carson City, Nev. 89710
NU-LOCK PRODUCTS . . . . .	115 2815 Tremont St., Philadelphia, Pa. 19136 [215] OR7-9843
O.B.A., INC. . . . .	5-6 1215 Slocum St., Dallas, Texas 75207 [214] 742-9256
PAYNE'S SPECIALTIES . . . . .	69 7130 Forest Lane, Dallas, Texas 75230 [214] 368-3913
PEABODY'S INC. . . . .	11-12 P.O. Box 163, Virginia Beach, Va. 23458 [804] 428-2049
PENN-RAY INT'L CORP. . . . .	112-13 1705 Winchester Rd., Cornwells Hts., Pa. 19020 [215] 638-4720
PLATT LUGGAGE INC. . . . .	N-23 2301 S. Prairie Ave., Chicago, Ill. 6016 [312] 225-6670
PLAY MASTER, INC. . . . .	62-63, 76-77 5909 Paris Rd., Columbia, Mo. 65201 [314] 474-8591
PLAY METER MAGAZINE . . . . .	186 P.O. Box 24170, New Orleans, La. 70184 [504] 827-0320
PLEASURE GAMES MFG. INC. . . . .	9-10 1879 N. 106th E. Ave., Tulsa, Ok. 74116 [918] 836-8585
POLAND MFG. CO., INC. . . . .	188-90 P.O. Box 1168, Forest City, Ark. 72335 [501] 633-2205

## HOME STUDY COURSES

### Course A—B—C

**COIN MACHINE TECHNICIAN (Gaming)** Tuition \$ 795.00  
**SLOT MACHINES - PINBALLS (Payouts)** 15 weeks - 30 lessons

**COIN MACHINE TECHNICIAN (Non Gaming)**  
**JUKE BOX, VENDING MACHINE & AMUSEMENT GAMES**  
Tuition \$ 795.00  
15 weeks - 30 lessons

### GAMING SPECIALIST — COURSES A,B,C.

Minimum age 20; ability to read, write, and speak English, completed application, no felony conviction, high school diploma not required.

**COIN MACHINE TECHNICIAN — COURSE D** \$795.00

Minimum age 18, otherwise same as Courses A,B,C.

### ADMISSIONS PROCEDURE

Enrollment is limited to high school graduates or the equivalent, regardless of age, color, creed, race or sex who successfully qualify.

Note - Casinos will not accept individuals for employment under the age of 21, also they will not employ any individual with a felony conviction.

### GAMING SPECIALIST - 30 Lessons - 15 Weeks \$795.00

**COURSE A** — Mechanical primary introduction, basic theory, detailed operation of various makes and models of leading slot machine manufacturers, examination.

**COURSE D** — Arcade Amusement - This course offers the student a diversified working knowledge of all major manufacturers of amusement games. The specific objective of this course is to produce a competent employable arcade amusement equipment repairman.

### COURSE B — Electro-Mechanical - 30 Lessons - 15 Weeks \$795.00

Introduction, equipment formula and percentages, disassembly and assembly, trouble shooting, preventative maintenance, review of course, schematics, final examination.

Students on each course are graded on a weekly basis 100-93 A, 92-85 B, 84-75 C, 74 and below F. A final grade average of 85 or better is required for graduation. Students who successfully complete the training courses, a grade of 85% or better, will be awarded its certificates.

### COURSE C — Electro-Electronic - 30 Lessons - 15 Weeks \$795.00

Introduction, schematics, Phase I, Phase II Circuits, detailed operation, trouble shooting, preventive maintenance, review of course, final examination.

**PLACEMENT** Guaranteed employment on the part of any private technical school is unethical, hence ITS and its staff do not guarantee employment; however, our school makes every effort to find jobs for its graduates. We are successful in placing our students in good jobs, provided they successfully complete the course, have a good attitude, and are willing to work hard.

### NOTE —

On completing courses B and C includes two weeks on-the-job training in Las Vegas, Nevada. Housing of its advanced students is available at motels in the school area from \$50.00 per week per student for two students assigned to each room.

**INTERNATIONAL TECHNICAL SCHOOLS LTD.**  
**P.O. BOX 33278 - PHOENIX, ARIZONA 85067**

Exhibitor	Booth	Exhibitor	Booth
<b>POCKET BILLIARDS ASSOCIATION OF AMERICA, INC. [P.B.A.A.]</b>	N-29 & N-30	<b>TAITO AMERICA CORP.</b>	21-13
125 Kenilworth, Elk Grove Village, Illinois 60007		suite 1407, N. Michigan Ave, Chicago, Ill. 60602	
[312] 439-1250		[312] 565-0118	
<b>PROJECT SUPPORT ENGINEERING</b>	2-4	<b>TAPE-ATHON CORP.</b>	P-3
750 N. Mary Ave., Sunnyvale, Cal. 94086		502 S. Isis Ave., Inglewood, Cal. 90301	
[408] 739-8550		[213] 776-6933	
<b>RAKE COIN MACHINE EXCHANGE</b>	92	<b>TOMMY LIFT GATE CO.</b>	111
523 Spring Garden St., Philadelphia, Pa. 19123		P.o. Box 8, Woodbine, Iowa 51579	
[215] 627-1017		[712] 647-2050	
<b>RAMTEK CORPORATION</b>	P-12, P-13	<b>TOURNAMENT SOCCER</b>	59-61, 78-80
292 Commercial St., Sunnyvale, Cal. 94086		7930 Occidental Ave. S., Seattle, Wash 98108	
[408] 735-8400		[800] 426-8897	
<b>R.J. REYNOLDS TOBACCO CO.</b>	86-87	<b>U.B.I. INC</b>	173-178
Winston-Salem, N.C. 27102		51 Progress Street, Union, New Jersey 07083	
<b>Rock-Ola Mfg. Corp.</b>	P-7	[201] 686-7030	
800 N. Kedzie Ave., Chicago, Ill. 60651		<b>UNITED GAMES, INC.</b>	N-37
[312] 638-7600		7831 S.E. Stark St., Portland, Ore. 97215	
<b>ROWE INTERNATIONAL</b>	P-9	[503] 255-8042	
75 Troy Hills Rd., Whippany, N.J. 07981		<b>UNIVERSE AFFILIATED INT'L</b>	83-84, 97-98
[201] 887-0400		1714 Stuyvesant Ave., Union, N.J. 07083	
<b>SAFEGUARD COIN BOX</b>	70-A	[201] 686-5163	
101 Clinton Rd., Fairfield, N.J. 07006		<b>U.S. BILLIARDS, INC.</b>	169-72, 179-82
<b>SEEBURG PRODUCTS DIV.</b>	P-5	243 Dixon Ave., Amityville, N.Y. 11701	
1500 N. Dayton St., Chicago, Ill. 60622		[516] 842-4242	
[312] 642-0800		<b>THE VALLEY COMPANY</b>	106-08, 123-25
<b>SEGA OF AMERICA</b>	P-16 & 17	333 Morton St., Bay City, Mich. 48706	
2550 Santa Fe Ave., Redondo Beach, Cal. 90278		[517] 892-4536	
[213] 772-0833		<b>VENGUARD</b>	99-100
<b>SEGASA</b>	193	999 Corrington, Kansas City, Mo. 64126	
Apartdo 16117, Madrid, Spain		<b>VENDING MARKETING CONCEPTS</b>	39
<b>SENSATIONS INTERNATIONAL</b>	186A & 186B	235C Robbins Lane, Syosset, New York 11791	
556 W. 3560 South, Salt Lake City, Utah 84115		[212] 895-0532 [516] 822-4111	
[801] 268-0450		<b>VENTURE LINE, INC.</b>	N-35
<b>SINEMATRONICS</b>	N-21	2618 W. First St., Tempe, Az.85281	
7535 Convoy Ct., San Diego, Cal. 92111		<b>WICO CORPORATION</b>	136-37
<b>SPINDEL INSURANCE AGENCY</b>	138	6400 W. Gross Point Rd., Niles, Ill. 60648	
P.O. Box 515, Lansing, Ill. 60438		[312] 647-7500	
[312] 895-1900		<b>WILDCAT CHEMICAL CO.</b>	42
<b>STANDARD CHANGE MAKERS</b>	N-24	1333 E. Seminary Dr., Fort Worth, Texas 76115	
422 E. New York St., Indianapolis, Ind. 46202		[817] 924-8321	
[317] 639 3423		<b>WILLIAMS ELECTRONICS, INC.</b>	166-68, 183-85
<b>SUTRA IMPORT CORP.</b>	7-8, 103-105	3401 N. California Ave., Chicago, Ill. 60618	
485 Brown Court, Oceanside, N.Y. 11572		[312] 267-2240	
[516] 536-6770			

# Mali

The Henry W T. Mali & Co. Inc.  
257 Park Ave. South  
New York, NY 10010  
(212) 475 49 60  
Toll Free: (800) 223 6468

## Billiard Cloth

Style 820—Plain, Style 920—Backed  
Fabrics developed specifically for  
coin-operated tables.

Available through your distributor.

# operating

## A Pin Game's Life by Bernie Powers

It has become almost necessary today that the operator attain possible maximum revenue from his machines in order to insure his profitability. Knowledgeable people in the industry continue to write and plead with operators to increase their percentage of take and drop low volume locations because, frankly, they are not generating a profit. I intend to ask operators to *market* their pinball machines to generate additional revenues.

I would like to discuss the operating of a pinball under a marketing term called "Product Life Cycle." Products, like people, have life cycles. A person goes through many different stages from birth to inevitable death. Unfortunately, we cannot control a person's life or stretch out particular periods as we can in a product which goes through a similar life cycle—conception to abandonment.

The first part in controlling a product's cycle is to understand the essential parts of the cycle. The life cycle of any product can be broken down into the six stages that can be seen on the accompanying diagram: Introduction, Growth,

Maturity, Saturation, Decline and Abandonment.

*Introduction:* The first stage of a product's life cycle comes mostly from the manufacturer of the new product. The Pinball may be well known to a location, but a new (or different) machine will have different features added to it. This stage is the most risky and expensive of all stages because, if a machine is not set-up or operating properly, it will become a failure. A high percentage of product failures are experienced in this stage of the cycle.

*Growth:* This is the acceptance stage. The particular location's players accept and play the flipper. Both sales and profits raise during this period.

*Maturity and Saturation:* It is difficult to distinguish between the two for purposes of this discussion. They are two separate stages with sales increasing during the first, and levelling off in the second. It is important to an operator at this point to keep his pinball in these stages as long as possible to acquire profits over a longer time span.

*Decline and Abandonment:* New machines start their life cycles. Player interest in the older machine decreases. The sales volume drops.

The shape and time of the sales curve is not inevitable in a pinball and, surprisingly, can be controlled to some extent. The reason for control is the profitability which is essential for a company to exist.

The two most critical stages for an operator are the introduction and growth stages. The introduction stage is left mostly up to the operator with new Bally pinballs. The games have already been field tested for profitability. It is essential that the operator set up and level the game to acquire the action that was designed into it.

A game is levelled by the bottom edge of the cabinet, from front to back and from side to side. This sets the scene for the growth stage that, with proper controls, will help the operator retain his game location longer during the maturity and saturation stages which follow.

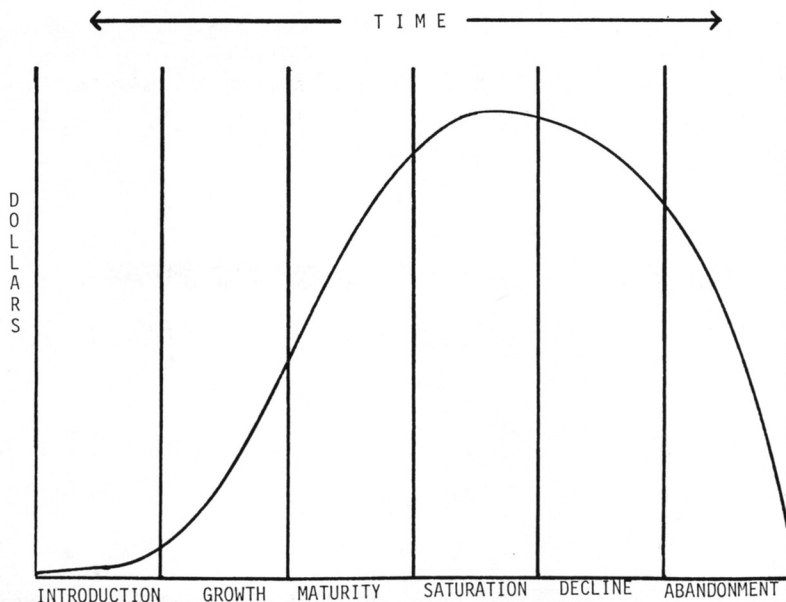
Bally ships its pinballs with recommended score cards and a playfield set to what could be called the "average" location. There are many adjustments and alternate score cards which can be used to increase or decrease the percentage of free play. These adjustments can be found in the game manual which accompanies the game.

The idea of percentaging is to attain the optimum player appeal, one which will hold players' interest over a longer period of time. The pinball that is either too easy or impossible to win on will not give the player incentive to continue to play the game in the long run. Relating that to the product life cycle, it is important that games be percentaged during their growth stage to keep them in the maturity and saturation stages when sales and profits are high for the longest period of time.

Percentaging involves taking the total plays that were paid for and subtracting that from the total plays to acquire the number of *free* plays. Divide that number by the total plays to acquire the percentage of free play. Again.

$$\frac{\text{Total Plays} - \text{Total Paid Plays}}{\text{Total Free Plays}} = \text{Percentage of Free Play}$$

(continued on page 34)



The Product Life Cycle

(continued from page 33)

The optimum percentage is around 35 per cent, give or take 5 per cent, but a game should be adjusted to the players of the particular location during this stage. Through experimentation, assuming the game is levelled and all features operating properly, adjustments should be made to attain the percentage of free play desired.

The maturity and saturation stages, as can be seen in the diagram, show the peak in the sales curve or largest dollar volume. This is where profit is realized. It would be nice to say that, because of proper set-up and percentaging, the time span would automatically be drawn out during this period. This is a start and a good one but the job does not end here.

Thorough, regular maintenance must now be performed. A clean playfield with all features working properly becomes a must. The players have accepted and learned the game. The challenge has been percentaged for their interest. Taking away the action or features at this point will create a loss of interest.

The inevitable *will* set in: decline and abandonment. In the pinball industry, decline does not mean abandonment, as in most products. A pinball can be rotated or re-introduced to a new location to recreate its life cycle once again.

Decline and abandonment are inevitable as players' tastes and desires change. It is important that an operator notice early signs of decline. The early signs will notify the operator, by declines in sales volume, that it is time for a move. The decline stage can be long before the inevitable abandonment.

This recognition of decline though will enable the operator to move the machine to a new location to again stretch out the life of the machine in the maturity and saturation stages. Operators who do not rotate will also find that early recognition of decline is when the trade-in value of the used piece is still at its peak.

Proper set-up, percentaging and maintenance will increase revenues on a per machine basis. Recognition of the machine as a product having a life-cycle can help increase the essential element of any good business—*profit!*

# Video Service Hint

by Fred McCord

Perhaps the first and most important decision that needs to be made when a video game malfunctions is whether the monitor (TV) or the printed circuit board (PCB) is at fault.

Unfortunately, there is no fool-proof way of making this decision without the use of some test equipment. However, after some preliminary steps, there are a couple of steps that are probably 70 percent to 80 percent effective in isolating the problem.

The key to effective troubleshooting in any situation is to eliminate the obvious!

1. Is there power to the machine?
2. Is there power to the TV? (Look for an orange glow in the neck of the CRT.)
3. Are the fuses in place and good?
4. Is the PCB plugged into the harness?
5. Are brightness and contrast controls adjusted properly?

6. Is there a raster (plain white screen)?

7. Is there *any* video information present?

After quickly checking these and any other things you can think of, you can proceed to perform a couple of simple tests.

1. Power the system down and unplug the PCB from the harness.
2. Power the system up.
3. While watching the front of the monitor, run your finger along the pins of the edge connector. At some point you should see wide black lines running vertically on the TV. The same test can be done by touching the tip of a small screwdriver to pin 1 of the connector that plugs into the monitor. (See Fig. 1.)

If black lines appear on the screen you know that the monitor will accept and display a video input signal. Therefore, the conclusion is

## Play Meter Sponsors Service School

*Play Meter* Technical Editor Robin Minnear of Kush n' Stuff recently visited New Orleans to present a three-day school in digital video logic. The school, hosted by *Play Meter*, was held Oct. 12-14 at the Braniff Place Hotel.

The first of its type, the school began with Phase I technology and proceeded through the new micro-processor technology. Special em-

phasis was placed on troubleshooting each type of system.

The first day of the school was dedicated to a thorough discussion of TV theory and Phase I technology. Phase I troubleshooting techniques were illustrated.

The second day of the school went into both Phase II and Phase III technology. Memory address multi-

(continued on page 64)



*The Class of 19??.* The first graduates of the Play Meter—Kush n' Stuff Seminars.



that the PCB is not providing these signals. Note: Do not overlook the possibility of a broken wire in the harness.

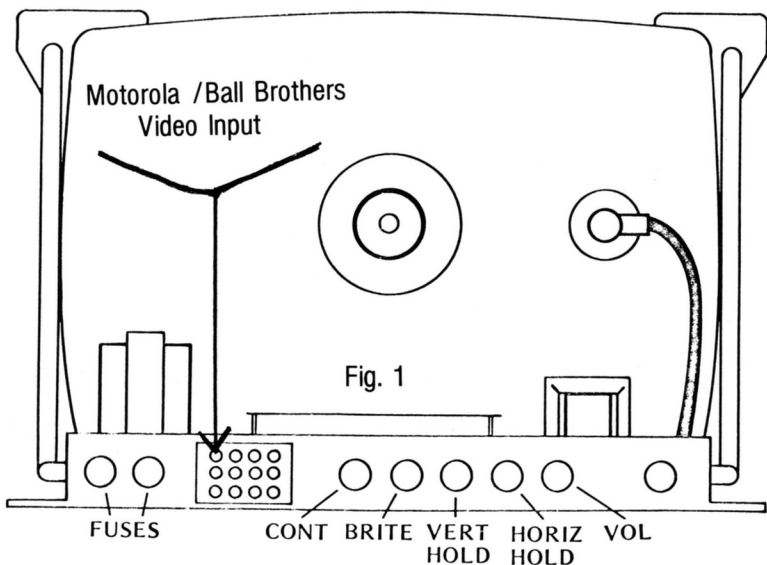
If you can see images on the screen but cannot get the monitor in sync with the horizontal and/or vertical controls there is either a sync problem with the PCB or the monitor. Using the horizontal and vertical controls, get the picture as stable as possible. Now start the game and see if you can control something that should move.

For example, if it is a ball and paddle game, does the ball appear to move correctly even though the picture is out of sync? In the case of Tank, Track 10, and such games, can you exercise control over the motion even though the picture is

out of sync? If you can, then you know that the problem is in the sync section of the monitor, or the horizontal or vertical controls are still out of adjustment.

Bear in mind that although these procedures are probably not 100 percent effective, they should provide you with enough information to make a fairly qualified decision.

Another highly effective and accepted method of troubleshooting is substitution. If there is another video game nearby and it has a similar monitor, move them close together and unhook the connector in back of the good monitor and plug it into the suspect. If the monitor now works, the PCB or the harness must be at fault.



## Hired Theft

How many ways are there to steal from an employer?

More than 400, according to the statistical department of one of the nation's major business-security and research organizations.

A case-history study of employee theft in all areas of industry by the Dale System, Inc., a nationwide organization, has revealed that clever employees with larceny in their hearts have devised 415 known ways to steal money and/or goods from their employers.

"A clerk in a busy New York City candy store underings every sale by one penny and takes home \$5 a day—for 22 years. Employees of a lead foundry in Michigan steal 129,000 pounds of lead by making molds to fit the shape of their bodies

under their clothing. A supermarket manager in Oklahoma City sets up his own cash register at peak periods and in three months collects \$75,000 his employers never know about," Dale statisticians noted. (The chain for which he worked, recently announced net profits of \$1 million and employee theft losses of \$4 million.)

The researchers warned that new methods or new twists on existing methods are discovered almost every day.

"Business thieves are smart and imaginative and extremely resourceful. If allowed, they will take advantage of unpoliced rubbish barrels, employee parking areas close to receiving lots, factory exits that aren't supervised. All they need is for management to turn its back.



**U.S. BILLIARDS, Inc.**  
Amityville, N.Y. 11701

**ALL NEW**

Get in on the



**CB**

Craze!



A New Generation Of  
Air Cushion Games!

**U.S.B.**

A Sensational New  
Generation Video Game!



A Fine New Line  
of Pool Tables!



**EYE CUE**

A Revolutionary  
Breakthrough!

What A Way To Enter  
Americas 3rd Century!

See All 5 At The MOA,  
Booths 169-172; 179-182

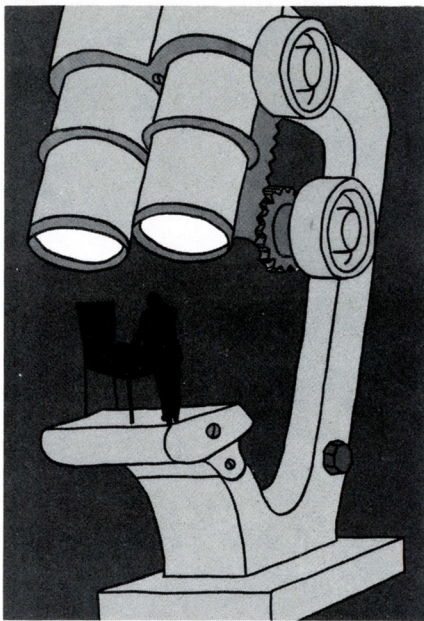


**U.S. BILLIARDS, Inc.**  
Amityville, N.Y. 11701

(516) 842-4242

# MOA Sneak Preview

by Roger C. Sharpe



I have to admit that the letters in the last month's issue made me feel pretty good about doing this particular task of reviewing games. I still think it can be fun, and admittedly, the games I've been seeing lately have been fairly good to play. The rest of this year's efforts makes me feel tht '76 will have accomplished much toward solidifying pinball's base in the scheme of things.

A preview of a couple of games

you'll be seeing at the MOA show should verify my findings. For the rest of the games, check this column next month for a complete run-down I'll be reviewing all the games (pinball, or course) shown at the show.

For this month of Merry Pinball, Merry Pinball I'd like to tell you about two games that are still in test market—they won't be out until the end of the year—but only because I think they're darn good.

### Bally's ALADDINS CASTLE

This two-player game should continue the success Bally has enjoyed since the unveiling of Wizard last year. We once again find an altered flipper alignment on the bottom tht calls to mind Williams' Satin Doll and even the reverse of the bottom of Dealer's Choice and Capt. Fantastic. In this case the flippers offer good skill shot opportunities for the targets that dot the playfield.

The top four lanes work in tandem to increase the bonus as well as other scoring chances. Lighting A & B gets double bonus into the act. When all four lights are hit, it's time for an extra ball. The secret to getting any combination thereof rests in one's ability to utilize the top three thumper bumper arrangement, hoping to nudge the ball back up and through a different lane, or more likely to try the spinner lane at the right which is similar to the old Williams' games such as Triple Action, Star Pool and even the new Grand Prix.

The Aladdin's Alley feature which I mentioned before is a slight modification in shape and location from the one that graced the playfield of RoGo, and features two rollovers to register an increase in the Alley's score. To further increase the bonus value during any one ball the action focuses on the middle of the field, with a semi-arc of rollovers that is similar to Gottlieb's Surf Champ, and also on two side targets that increase the bonus value.

(continued on page 48)

# Walco



# Diamond Needles For Coin Boxes

## SEEBURG-AMI-ROCKOLA-WURLITZER



Walco leading manufacturer of phonograph needles, has needles for all types of juke boxes.

- HIGHEST QUALITY
- REASONABLY PRICED
- PROMPT DELIVERY
- FULLY WARRANTED

Buy Direct from WALCO and Save!

WRITE FOR CATALOG AND ADDITIONAL INFORMATION

# Walco

ELECTRONICS Div. Walco-Linck Corp.  
Jct. Rts. 3 & 46, Clifton, New Jersey 07013

# Top 20 Country

# Top Twenty Soul

Now	Was		
1	2	YOU AND ME	TAMMY WYNETTE/Epic 8 50264
2	4	A WHOLE LOTTA THINGS TO SING ABOUT	CHARLEY PRIDE/RCA PB 10757
3	6	AMONG MY SOUVENIRS	MARTY ROBBINS/Columbia 3 10396
4	7	CHEROKEE MAIDEN/WHAT HAVE YOU GOT PLANNED TONIGHT	MERLE HAGGARD/Capitol 4326
5	1	THE GAMES THAT DADDIES PLAY	CONWAY TWITTY/MCA 40601
6	5	LET'S PUT IT BACK TOGETHER AGAIN	JERRY LEE LEWIS/Mercury 73822
7	10	HER NAME IS	GEORGE JONES/Epic 8 50271
8	9	PEANUTS AND DIAMONDS	BILL ANDERSON/MCA 40695
9	16	SOMEBODY SOMEWHERE	LORETTA LYNN/MCA 40607
10	14	COME ON IN	SONNY JAMES/Columbia 3 10392
11	13	THAT LOOK IN HER EYES	FREDDIE HART/Capitol 4313
12	18	LIVING IT DOWN	FREDDY FENDER/ABC Dot DOA 17652
13	19	I'M GONNA LOVE YOU	DAVE & SUGAR/RCA PB 10768
14	22	9,999,999 TEARS	DICKEY LEE/RCA PB 10764
15	3	HERE'S SOME LOVE	TANYA TUCKER/MCA 40698
16	8	ALL I CAN DO	DOLLY PARTON/RCA PB 10730
17	11	THE END IS NOT IN SIGHT	AMAZING RHYTHM ACES/ABC 12202
18	23	SHOW ME A MAN	T. G. SHEPPARD/Hitsville 6040
19	21	I DON'T WANNA TALK IT OVER ANYMORE	CONNIE SMITH/Columbia 310393
20	24	THAT'S WHAT I GET (FOR DOIN' MY OWN THINKIN')	RAY GRIFF/Capitol 4320

Now	Was		
1	1	JUST TO BE CLOSE TO YOU	COMMODORES/Motown M 1402F
2	2	GIVE IT UP (TURN IT LOOSE)	TYRONE DAVIS/Columbia 3 10388
3	4	YOU ARE MY STARSHIP	NORMAN CONNORS/Buddah BDA 542
4	3	A FIFTH OF BEETHOVEN	WALTER MURPHY & THE BIG APPLE BAND/Private Stock 073
5	5	MESSAGE IN OUR MUSIC	O'JAYS/Phila. Intl. ZS8 3601 (CBS)
6	6	(SHAKE, SHAKE, SHAKE) SHAKE YOUR BOOTY	KC & THE SUNSHINE BAND/TK 1019
7	12	LOVE BALLAD	LTD/A&M 1847
8	11	THE RUBBERBAND MAN	SPINNERS/Atlantic 3355
9	7	LOWDOWN	BOZ SCAGGS/Columbia 3 10367
10	8	PLAY THAT FUNKY MUSIC	WILD CHERRY/Epic/Sweet City 8 50225
11	10	GETAWAY	EARTH, WIND & FIRE/Columbia 3 10373
12	13	ANYTHING YOU WANT	JOHN VALENTI/Ariola America P 7625 (Capitol)
13	9	GET THE FUNK OUT MA FACE	BROTHERS JOHNSON/A&M 1861
14	21	YOU DON'T HAVE TO BE A STAR (TO BE IN MY SHOW)	MARILYN MCCOO & BILLY DAVIS, JR./ABC 12208
15	14	THE BEST DISCO IN TOWN	RITCHIE FAMILY/Marlin 3306
		nice 'N' NASTY	SALSOUL ORCHESTRA/Salsoul SZ 2011 (Caytronics)
17	15	WHO'D SHE COO?	OHIO PLAYERS/Mercury 73814
18	16	YOU SHOULD BE DANCING	BEE GEES/RSO 863 (Polydor)
19	17	YOU'LL NEVER FIND ANOTHER LOVE LIKE MINE	LOU RAWLS/Phila. Intl. ZS8 3592 (CBS)
20	18	ONE LOVE IN MY LIFETIME	DIANA ROSS/Motown M 1398F

## alphabetical listing

A DOSE OF ROCK 'N' ROLL Arif Mardin (Bloomsbury, BMI) .....	36	HARVEST FOR THE WORLD Isley Brothers (Bovina, ASCAP) .....	93
A FIFTH OF BEETHOVEN RFT Music Pub. Corp. (RFT, BMI) .....	5	HEAVEN MUST BE MISSING AN ANGEL F. Perren (Bull Pen, BMI; Perren-Vibes ASCAP) .....	54
A LITTLE BIT MORE Ron Haffkine (Bygonesh, ASCAP) .....	20	HOT LINE Freddie Perren (Bull Pen, BMI; Perren-Vibes, ASCAP) .....	97
AFTERNOON DELIGHT Milton Okun (Cherry Lane, ASCAP) .....	49	I CAN'T HEAR YOU NO MORE Joe Wissert (Screen Gems-EMI, BMI) .....	91
ANYTHING YOU WANT Bill Cullen (Mits, BMI) .....	45	I CAN'T LIVE IN A DREAM Mike Curb & Michael Lloyd (Silver Blue/Arnold J, ASCAP) .....	66
BABY, I LOVE YOUR WAY Peter Frampton (Almo/Fram-Dee, ASCAP) .....	62	I GOT TO KNOW Bruce Blackman & Mike Clark (Brother Bill's, ASCAP) .....	57
BETH Bob Ezrin (Cafe Americana/Kiss Songs, ASCAP; All By Myself, BMI) .....	17	I'D REALLY LOVE TO SEE YOU TONIGHT K. Lehning (Dawnbreaker, BMI) .....	21
BRAND NEW LOVE AFFAIR (Coral Rock/American Dream/ Belsize, ASCAP) .....	100	I NEVER CRY Bob Ezrin (Ezra/Early Frost, BMI) .....	43
DAZZ Jim Healy, Johnny Duncan, Robert E. Lee & Brick (Silver Clouds/Trolley, ASCAP) .....	89	I ONLY WANT TO BE WITH YOU Jimmy Jenner (Chappell, ASCAP) .....	10
DEVIL WOMAN B. Welch (Unichappell, BMI) .....	12	IF YOU LEAVE ME NOW James William Guercio (Big Elk/Polish Prince, ASCAP) .....	1
DID YOU BOOGIE (WITH YOUR BABY) Joe Renzetti & David Chacklee (Goblet, BMI) .....	35	I'M EASY Richard Baskin (Amer. Broad./Lion's Gate/Easy, ASCAP) .....	74
DISCO DUCK (Part 1) Bobby Manuel (Stafree, BMI) .....	2	IT'S A LONG WAY THERE G. Weatley & The Little River Band (Australian Tumbleweed, BMI) .....	78
(DON'T FEAR) THE REAPER M. Krugman, S. Pearlman & D. Lucas (B. O'Cuil, ASCAP) .....	24	IT'S O.K. Brian Wilson (Brother, BMI) .....	55
DON'T GO BREAKING MY HEART Gus Dudgeon (Big Pig/Leeds, ASCAP) .....	16	IT'S ONLY LOVE Bill Ham (Hamstein, BMI) .....	90
DON'T STOP BELIEVIN' John Farrar (John Farrar, BMI) .....	58	KISS AND SAY GOODBYE Bobby Martin (Naitahnam/Blackwood, BMI) .....	53
DON'T THINK ... FEEL Robbie Robertson (Stonebridge, ASCAP) .....	79	JEANS ON Air Prod. (Moth/Dick James, BMI) .....	95
DO YOU FEEL LIKE WE DO Peter Frampton (Almo/Fram-Dee, ASCAP) .....	29	JUST TO BE CLOSE TO YOU James Carmichael & Commodores (Jobete/Commodores Enter., ASCAP) .....	19
FERNANDO Benny Andersson & Bjorn Ulvaeus (Artwork, ASCAP) .....	18	LET 'EM IN Paul McCartney (MPL Communications by Arrangement with ATV, BMI) .....	34
FLOWERS Maurice White & Charles Stepany (Sagffire, BMI/Kalimba, ASCAP) .....	87	LET'S BE YOUNG TONIGHT Michael L. Smith (Jobete, ASCAP, Stone Diamond, BMI) .....	99
GETAWAY Maurice White & Charles Stepany (Kalimba, ASCAP) .....	25	LIKE A SAD SONG Milt Okun (Cherry Lane, ASCAP) .....	56
GET CLOSER Louis Shelton (Dawnbreaker, BMI) .....	47	LOVE BALLAD Larry Mizell & Fonce Mizell (Unichappel, BMI) .....	68
GET THE FUNK OUT MA FACE Quincy Jones (Kidda/Gouldris, BMI) .....	51	LOVE IS ALIVE Gary Wright (Warner Brothers, ASCAP) .....	64
GIVE IT UP (TURN IT LOOSE) Leo Graham (N.Y. Times/Content/Little Bear's, BMI) .....	48	LOVE OF MY LIFE Gino Vannelli, Joe Vannelli - & Geoff Merick (Almo/Giva, ASCAP) .....	69
GOT TO GET YOU INTO MY LIFE producer not listed (Maclean, BMI) .....	60	LOVE SO RIGHT Bee Gees & Albhy Galuten (Casserole/Unichappell, BMI) .....	28
		LOWDOWN (Joe Wissert (Boz Scaggs/Hudmar, ASCAP) .....	8

MAGIC MAN Mike Flicker (Andorra, ASCAP) .....	6	MESSAGE IN OUR MUSIC Kenneth Gamble & Leon Huff (Mighty Three, BMI) .....	84
MR. MELODY C. Jackson & M. Yancy (Jays Ent./Chappell, ASCAP) .....	94	MORE, MORE, MORE Gregg Diamond (Buddah/Gee Diamond, ASCAP) .....	77
MORE THAN A FEELING John Boylan & Tom Scholz (Pure, BMI) .....	22	MUSKRAT LOVE Captain & Toni Tennille (Wishbone, ASCAP) .....	13
MUSIC IS MY LIFE Joe Wissert (Koppel-Man, Bandier, BMI) .....	91	NADIA'S THEME (THE YOUNG AND THE RESTLESS) Barry DeVorzon & Perry Botkin, Jr. (Screen-Gems-EMI, BMI) .....	31
NICE 'N' NASTY Vincent Montana, Jr. (Lucky Three, Anatom, BMI) .....	92	NIGHTS ARE FOREVER WITHOUT YOU Kyle Lehning (Dawnbreaker, BMI) .....	70
ONE LOVE IN MY LIFETIME Lawrence Brown (Jobete, ASCAP) .....	61	PLAY THAT FUNKY MUSIC Robert Parissi (Bema/Blaze, ASCAP) .....	3
QUEEN OF MY SOUL Arif Mardin (Average, ASCAP) .....	83	ROCK 'N ME Steve Miller (Sailor, ASCAP) .....	4
ROCK AND ROLL MUSIC Brian Wilson (Arc, BMI) .....	52	SAY YOU LOVE ME Fleetwood Mac & Keith Olsen (Gentoo, BMI) .....	39
(SHAKE, SHAKE, SHAKE) SHAKE YOUR BOOTY Casey-Finch (Sherlyn, BMI) .....	15	SHE'S GONE Arif Mardin (Unichappell, BMI) .....	11
SHOP AROUND The Captain and Toni Tennille (Jobete, ASCAP) .....	75	SHOWER THE PEOPLE Lenny Waronker & Russ Titelman (Country Road, BMI) .....	88
SILLY LOVE SONGS Paul McCartney (MPL Communications Inc. by Arr with (ATV, BMI) .....	96	SO SAD THE SONG Milton Okun (Cherry Lane, ASCAP) .....	71
STAND TALL Richard Perry (Shillelegh, BMI) .....	63	STILL THE ONE Chuck Plotkin (Siren, BMI) .....	7
STREET SINGIN' Barry Manilow & Ron Dante (Kamakazi/Angel Dust, BMI) .....	98	SUMMER Jerry Goldstein (Far Out, ASCAP) .....	50
SUNRISE Jimmy Jenner (C.A.M.-U.S.A. BMI) .....	41	SUPERSTAR Paul Davis (Web. IV, BMI) .....	80

TAKE A HAND Mark K. Smith (Portel/Pocket Full of Tunes, BMI) .....	72
TEDDY BEAR'S LAST RIDE Bill Denny (Cedarwood, BMI) .....	82
THAT'LL BE THE DAY Peter Asher (MPL Communications, RMI) .....	14
THE BEST DISCO IN TOWN J. Morali & R. Rome (Can't Stop, BMI) .....	23
THE BOYS ARE BACK IN TOWN John Alcock (RSO, ASCAP) .....	81
THE END IS NOT IN SIGHT (THE COWBOY TUNE) Barry Byrd Burton (Fourth Floor, ASCAP) .....	67
THE FEZ Gary Katz (ABC-Dunhill/E.L.D.G., BMI) .....	86
THE RUBBERBAND MAN Thom Bell (Mighty Three, BMI) .....	42
THE WRECK OF THE EDMUND FITZGERALD Lenny Waronker & Gordon Lightfoot (Moose, CAPAC) .....	9
THIS MASQUERADE Tommy LiPuma (Skyhill, BMI) .....	40
THIS ONE'S FOR YOU Ron Dante & Barry Manilow (Kamakazi, BMI) .....	30
TONIGHT'S THE NIGHT (GONNA BE ALRIGHT) Tom Dowd (Cock & Trumpet, ASCAP) .....	38
WHAM BAM Tom Sellers & Clive Davis (Colgems, ASCAP) .....	33
WHENEVER I'M AWAY FROM YOU B. Reno & J. Davis (Midsong, ASCAP) .....	85
WHO'D SHE COO Ohio Players (Tight Corporation/Unichappell, BMI) .....	73
WITH YOUR LOVE Larry Cox and Jefferson Starship (Diamond Back, BMI) .....	27
YOU ARE MY STARSHIP S. Drinkwater & J. Schoenbaum (Electrocrod, ASCAP) .....	44
YOU ARE THE WOMAN Jim Mason (Stephen Stills, BMI) .....	32
YOU DON'T HAVE TO BE A STAR (TO BE IN MY SHOW) Don Davis (Groovesville, BMI) .....	46
YOU GOTTA MAKE YOUR OWN SUNSHINE Robert Appere & Neil Sedaka (Don Kirshner, BMI) .....	65
YOUR HEARTS RUN FREE Dave Crawford (Da Ann, ASCAP) .....	76
YOU'LL NEVER FIND ANOTHER LOVE LIKE MINE Gamble & Huff (Mighty Three, BMI) .....	37
YOU MAKE ME FEEL LIKE DANCING Richard Perry (Brainstorm, BMI) .....	59
YOU SHOULD BE DANCING Bee Gees (Casserole/Unichappell, BMI) .....	26

# Jukebox Top 100

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

Now	Was		WKS. ON CHART
1	2	<b>IF YOU LEAVE ME NOW</b> CHICAGO Columbia 3 10390	12
2	1	<b>DISCO DUCK (PART I)</b> RICK DEES & HIS CAST OF IDIOTS/ RSO 857 (Polydor)	11
3	3	<b>PLAY THAT FUNKY MUSIC</b> WILD CHERRY/Epic/Sweet City 8 50225	19
4	10	<b>ROCK 'N ME</b> STEVE MILLER BAND/Capitol P 4323	10
5	5	<b>A FIFTH OF BEETHOVEN</b> WALTER MURPHY & THE BIG APPLE BAND/Private Stock 073	21
6	7	<b>MAGIC MAN</b> HEART/Mushroom M 7011	14
7	8	<b>STILL THE ONE</b> ORLEANS/Asylum 45336	14
8	4	<b>LOWDOWN</b> BOZ SCAGGS/Columbia 3 10367	17
9	13	<b>THE WRECK OF THE EDMUND FITZGERALD</b> GORDON LIGHTFOOT/Reprise RPS 1369 (WB)	9
10	11	<b>I ONLY WANT TO BE WITH YOU</b> BAY CITY ROLLERS/ Arista 0205	8
11	12	<b>SHE'S GONE</b> DARYL HALL & JOHN OATES/Atlantic 3332	13
12	6	<b>DEVIL WOMAN</b> CLIFF RICHARD/Rocket PIG 40574 (MCA)	17
13	19	<b>MUSKRAT LOVE</b> CAPTAIN & TENNILLE/A&M 1870	5
14	15	<b>THAT'LL BE THE DAY</b> LINDA RONSTADT/Asylum 45340	10
15	9	<b>(SHAKE, SHAKE, SHAKE) SHAKE YOUR BOOTY</b> KC & THE SUNSHINE BAND/TK 1019	17
16	14	<b>DON'T GO BREAKING MY HEART</b> ELTON JOHN & KIKI DEE/ Rocket PIG 40585 (MCA)	17
17	18	<b>BETH KISS</b> /Casablanca NB 863	8
18	21	<b>FERNANDO</b> ABBA/Atlantic 0200	10
19	23	<b>JUST TO BE CLOSE TO YOU</b> COMMODORES/Motown M 1402F	8
20	16	<b>A LITTLE BIT MORE</b> DR. HOOK/Capitol P 4280	18
21	17	<b>I'D REALLY LOVE TO SEE YOU TONIGHT</b> ENGLAND DAN & JOHN FORD COLEY/Big Tree BT 16069 (Atlantic)	20
22	34	<b>MORE THAN A FEELING</b> BOSTON/Epic 8 50266	5
23	26	<b>THE BEST DISCO IN TOWN</b> RITCHIE FAMILY/Marlin 3306 (TK)	8
24	27	<b>(DON'T FEAR) THE REAPER</b> BLUE OYSTER CULT/ Columbia 3 10384	12
25	20	<b>GETAWAY</b> EARTH, WIND & FIRE/Columbia 3 10373	16
26	22	<b>YOU SHOULD BE DANCING</b> BEE GEES/RSO 853 (Polydor)	17
27	24	<b>WITH YOUR LOVE</b> JEFFERSON STARSHIP/Grunt FB 10746 (RCA)	13
28	32	<b>LOVE SO RIGHT</b> BEE GEES/RSO RS 846 (Polydor)	5
29	36	<b>DO YOU FEEL LIKE WE DO</b> PETER FRAMPTON/A&M 1867	1
30	31	<b>THIS ONE'S FOR YOU</b> BARRY MANILOW/Arista 0206	6
31	39	<b>NADIA'S THEME (THE YOUNG AND THE RESTLESS)</b> BARRY DeVORZON & PERRY BOTKIN, JR./A&M 1856	9



Now	Was		WKS. ON CHART
32	37	<b>YOU ARE THE WOMAN</b> FIREFALL/Atlantic 3335	9
33	28	<b>WHAM BAM SILVER</b> /Arista 0189	17
34	29	<b>LET 'EM IN WINGS</b> /Capitol P 4293	17
35	35	<b>DID YOU BOOGIE (WITH YOUR BABY)</b> FLASH CADILLAC & THE CONTINENTAL KIDS/Private Stock 079	8
36	42	<b>A DOSE OF ROCK 'N' ROLL</b> RINGO STARR/Atlantic 3361	4
37	25	<b>YOU'LL NEVER FIND ANOTHER LOVE LIKE MINE</b> LOU RAWLS/Phila. Intl. ZS8 3592 (CBS)	24
38	46	<b>TONIGHT'S THE NIGHT (GONNA BE ALRIGHT)</b> ROD STEWART/Warner Bros. WBS 8262	4
39	30	<b>SAY YOU LOVE ME</b> FLEETWOOD MAC/Reprise RPS 1356 (WB)	16
40	33	<b>THIS MASQUERADE</b> GEORGE BENSON/Warner Bros. WBS 8209	20
41	38	<b>SUNRISE</b> ERIC CARMEN/Arista 0200	10
42	48	<b>THE RUBBERBAND MAN</b> SPINNERS/Atlantic 3355	6
43	54	<b>I NEVER CRY</b> ALICE COOPER/Warner Bros. WBS 8143	27
44	49	<b>YOU ARE MY STARSHIP</b> NORMAN CONNORS/Buddah 542	6
45	45	<b>ANYTHING YOU WANT</b> JOHN VALENTI/Ariola America P 7625 (Capitol)	6
46	55	<b>YOU DON'T HAVE TO BE A STAR (TO BE IN MY SHOW)</b> MARILYN McCOO & BILLY DAVIS, JR./ABC 12208	7
47	40	<b>GET CLOSER</b> SEALS & CROFTS/Warner Bros. WBS 8190	25
48	50	<b>GIVE IT UP (TURN IT LOOSE)</b> TYRONE DAVIS/Columbia 3 10388	6
49	41	<b>AFTERNOON DELIGHT</b> STARLAND VOCAL BAND/Windsong CB 10588 (RCA)	25
50	43	<b>SUMMER WAR</b> /United Artists XW834 Y	16
51	44	<b>GET THE FUNK OUT MA FACE</b> BROTHERS JOHNSON/ A&M 1851	9
52	47	<b>ROCK AND ROLL MUSIC</b> BEACH BOYS/Brother-Reprise RPS 1354 (WB)	21
53	51	<b>KISS AND SAY GOODBYE</b> THE MANHATTANS/Columbia 3 10310	26
54	53	<b>HEAVEN MUST BE MISSING AN ANGEL</b> TAVARES/ Capitol P 4270	20
55	52	<b>IT'S O.K.</b> BEACH BOYS/Brother-Reprise RPS 1368 (WB)	9
56	56	<b>LIKE A SAD SONG</b> JOHN DENVER/RCA PB 10774	7
57	57	<b>I GOT TO KNOW</b> STARBUCK/Private Stock 104	8
58	58	<b>DON'T STOP BELIEVIN'</b> OLIVIA NEWTON-JOHN/MCA 40600	12
59	86	<b>YOU MAKE ME FEEL LIKE DANCING</b> LEO SAYER/ Warner Bros. WBS 8283	2
60	60	<b>GOT TO GET YOU INTO MY LIFE</b> BEATLES/Capitol P 4274	20
61	61	<b>ONE LOVE IN MY LIFETIME</b> DIANA ROSS/Motown M 1398F	11
62	62	<b>BABY, I LOVE YOUR WAY</b> PETER FRAMPTON/A&M 1832	19
63	80	<b>STAND TALL</b> BURTON CUMMINGS/Portrait 6 77001	4
64	59	<b>LOVE IS ALIVE</b> GARY WRIGHT/Warner Bros. WBS 8143	27
65	67	<b>YOU GOTTA MAKE YOUR OWN SUNSHINE</b> NEIL SEDAKA/ Rocket PIG 40614 (MCA)	8

Now	Was		WKS. ON CHART
66	75	<b>I CAN'T LIVE IN A DREAM</b> OSMONDS/Polydor PD 14348	5
67	70	<b>THE END IS NOT IN SIGHT (THE COWBOY TUNE)</b> AMAZING RHYTHM ACES/ABC 12202	5
68	69	<b>LOVE BALLAD</b> LTD/A&M 1847	4
69	68	<b>LOVE OF MY LIFE</b> GINO VANNELLI/A&M 1861	7
70	79	<b>NIGHTS ARE FOREVER WITHOUT YOU</b> ENGLAND DAN & JOHN FORD COLEY/Big Tree BT 16079 (Atlantic)	3
71	76	<b>SO SAD THE SONG</b> GLADYS KNIGHT & THE PIPS/Buddah BDA 544	3
72	63	<b>TAKE A HAND</b> RICK SPRINGFIELD/Chelsea CH 3051	7
73	65	<b>WHO'D SHE COO?</b> OHIO PLAYERS/Mercury 73814	14
74	64	<b>I'M EASY</b> KEITH CARRADINE/ABC 12117	20
75	66	<b>SHOP AROUND</b> CAPTAIN & TENNILLE/A&M 1817	26
76	71	<b>YOUNG HEARTS RUN FREE</b> CANDI STATON/Warner Bros. 8181	26
77	72	<b>MORE, MORE, MORE</b> ANDREA TRUE CONNECTION/ Buddah BDA 515	33
78	84	<b>IT'S A LONG WAY THERE</b> LITTLE RIVER BAND/Harvest P 4318 (Capitol)	5
79	73	<b>DON'T THINK . . . FEEL</b> NEIL DIAMOND/Columbia 3 10405	6
80	74	<b>SUPERSTAR</b> PAUL DAVIS/Bang 726	12
81	78	<b>THE BOYS ARE BACK IN TOWN</b> THIN LIZZY/Mercury 73786	24
82	77	<b>TEDDY BEAR'S LAST RIDE</b> DIANA WILLIAMS/Capitol 4317	6
83	81	<b>QUEEN OF MY SOUL</b> AWB/Atlantic 3354	7
84	82	<b>MESSAGE IN OUR MUSIC</b> O'JAYS/Phila. Intl. ZS8 3601 (CBS)	6
85	95	<b>WHENEVER I'M AWAY FROM YOU</b> JOHN TRAVOLTA/ Midland Intl. MB 10780 (RCA)	2
86	90	<b>THE FEZ</b> STEELY DAN/ABC 12222	3
87	91	<b>FLOWERS</b> EMOTIONS/Columbia 3 10347	5
88	83	<b>SHOWER THE PEOPLE</b> JAMES TAYLOR/Warner Bros. WBS 8222	11

CHARTMAKER OF THE WEEK

89	—	<b>DAZZ</b> BRICK Bang 727	1
90	94	<b>IT'S ONLY LOVE</b> ZZ TOP/London 5N 241	3
91	85	<b>I CAN'T HEAR YOU NO MORE/MUSIC IS MY LIFE</b> HELEN REDDY/Capitol P 4312	12
92	96	<b>NICE 'N NAASTY</b> SALSOUL ORCHESTRA/Salsoul SZ 2011	2
93	88	<b>HARVEST FOR THE WORLD</b> THE ISLEY BROTHERS/T-Neck ZS8 2261 (CBS)	10
94	—	<b>MR. MELODY</b> NATALIE COLE/Capitol P 4308	1
95	—	<b>JEANS ON</b> DAVID DUNDAS/Chrysalis 2094	1
96	89	<b>SILLY LOVE SONGS</b> WINGS/Capitol P 4256	29
97	—	<b>HOT LINE</b> SYLVERS/Capitol P 4336	1
98	92	<b>STREET SINGIN'</b> LADY FLASH/RSO 852 (Polydor)	15
99	—	<b>LET'S BE YOUNG TONIGHT</b> JERMAINE JACKSON/Motown M 1401F	1
100	87	<b>BRAND NEW LOVE AFFAIR</b> JIGSAW/Chelsea 3043	5



Charts courtesy of



# music programming

## ESCAPE TO THE COUNTRY

by Michael B. Klein

For most of us, music is an escape, whether it be from the rigors of daily life or to "escape" into another world. To sit and dream about what we wish we were, instead of what we are. And this philosophy seems to apply itself especially to country music. Country music capitalizes on dreams and hopes—especially of the working man. In a sense, country music takes mankind one step backward in a desperate attempt to hold on to things that were once very much simpler.

Country music is now America's great hope. It is the music that many young people, who grew up listening to "Acid Rock," are turning to in their "old age." For country music offers something more than romantic cliches. It speaks of people. All the songs tell a tale—of highways, trucks, lost love, drinking—a story of some sort. Country music appeals to simplicity at a time when things are too difficult for many of us to comprehend.

Try to remember one thing about the people that patronize your jukeboxes—they are putting money in them to escape. Once you realize the psychology of why they do business with you, it will probably be easier for you to stock your jukeboxes with material that will help them escape. Here are some good examples.

**HONKY TONK FOOL**—Ben Reece/  
Polydor PD 14356

Here's a taste of hard country at its best. And talk about escape . . . this is something that we all can identify with. It's the story (not a narrative though) of so many of us. The lyrics go something like this: "Monday through Friday, a family man . . . lovin' his family as much as he can, friends with the neighbors

and teaching his kids the golden rule, but on Saturday night . . . watch out! He turns into the Honky Tonk Fool." This single is a must if you have a jukebox where a few guys stop by after work for a couple of beers, or even in a location where they hang out on Friday night. Superb country sound. Ben Reece is a fine country singer and one to be watched. They will be talking about him like they talk about Merle Haggard, Willie Nelson etc.

**I'VE LOVED YOU ALL OF THE WAY**—Donna Fargo/Warner Bros.  
WBS 8227

Donna Fargo made it big a number of years ago with "The Happiest Girl." Right now she's in a very sentimental mood. She sings to us about how much she loves her man. This is a subject that has been used over and over in country music. In fact, it's almost become a cliché. The difference between a cliché and this single is the treatment and the believability of this tune. I don't know very many men who wouldn't crumble if this song were sung to them. It is *that* touching. It tells a story from a woman's point of view. This is the type of record that will make it on the radio for all the housewives that listen all day. And once it has made it there, look for it to put in your jukeboxes. For once the men hear it, it will be an instant success with them, too. It is a tear jerker that will jerk the tears from even the toughest CAT driver. Yes.

**CAN YOU HEAR THOSE PIONEERS**—Rex Allen, Jr./ Warner Bros.  
WBS 8204

I am proud to say that I have worked with Rex Allen, Sr., and he is one of the nicest, as well as one of the most talented men I have ever

met. And his son can certainly live up to that reputation. His latest single is the type of song that will be very well accepted by older country music fans. As a matter of fact, the title is deceiving; it should be, as the lyric says, "Put western back in the country sound." There is continual reference to Rex Allen, Sr., Roy Rogers and Dale Evans, the Sons of the Pioneers and more. Rex's soft mellow voice is very well suited for this type of tune. If this single gets airplay (as I hope it will) it could very well be the hit of the year with older fans who "remember when." You should watch this one carefully, it could make you some money.

**TRUCK DRIVER'S HEAVEN**—Red Simpson/Warner Bros. WBS 8259

It looks here as though one Red is capitalizing on another Red's hit, "Teddy Bear," that over-sentimental tune about a crippled child and his CB radio. Red Simpson has decided to hit (no pun intended) on death himself, and on the concept of a truck driver's heaven. Here he proceeds to name off all of the famous trucks and drivers who have gone to that great wrecking yard in the sky. As much as I hate to admit it, this will probably be a gigantic hit. If I were you, I'd watch it, especially if I had some jukeboxes where truckers hang out. Amen.

So, we have a sampling of the many escape songs for your patrons. And the interesting thing is their diversity. From you basic love song, to a secret death wish, to an escape to the "good old days" of country music. All in all, that should satisfy many people's needs for escape. Personally, I'm going to go in the other room and listen to Donna Fargo tell me again how much she loves me.

# 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.

RESPONSE NO.	PAGE NO.	RESPONSE NO.	PAGE NO.
1. Advance Distrib. Co. ....	12	15. Int'l. Tech. Schools .....	31
St. Louis, Mo.; Miami, Fla.		Las Vegas, Nevada	
2. A.M.A. Distributors .....	64	16. Kurz-Kasch .....	45
New Orleans, La.		Dayton, Ohio	
3. Atari, Inc. ....	2	17. Kush n' Stuff .....	74
Sunnyvale, Cal.		Campbell, Cal.	
4. Bally Mfg. Corp. ....	11	18. Henry W.T. Mali .....	32
Chicago, Ill.		New York, N.Y.	
5. R.H. Belam Co., Inc. ....	22	19. Fun Games .....	4
New York, N.Y.		Oakland, Cal.	
6. Brunswick Crop.....	15	20. Midway Mfg.....	13
Skokie, Ill.		Franklin Park, Ill.	
7. Chicago Coin .....	72	21. Mirco Games, Inc. ....	47
Chicago, Ill.		Phoenix, Az.	
8. Dynamo Corp.....	18, 19	22. N.S.M.....	7
Grand Prairie, Texas		Bingen, West Germany	
9. Electra Games .....	60	23. Ramtek Corp. ....	75
Elk Grove Village, Ill.		Sunnyvale, Cal.	
10. Exidy, Inc. ....	63	24. Rene Pierre .....	62
Sunnyvale, Cal.		Virginia Beach, Va.	
11. J.F. Frantz Mfg. Co. ....	59	25. C.a. Robinson .....	61
Chicago, Ill.		Los Angeles, Cal.	
12. Meadows Games .....	69	26. Rock-Ola Mfg. Corp.....	76
Sunnyvale, Cal.		Chicago, Ill.	
13. Imperial Billiards.....	49	27. Rowe/AMI .....	3
East Rutherford, N.J.		Whippany, N.J.	
14. International Billiards .....	25	28. Sega of America ..	21,23,25,29
Houston, Texas		Redondo Beach, Cal.	
		29. Suzo Trading Co. ....	58
		Rotterdam, Netherlands	
		30. Taito America Corp. ....	21
		Chicago, Ill.	
		31. T.J.M. Corp. ....	71
		Chicago, Ill.	
		32. U.B.I., Inc. ....	23
		Union, New Jersey	
		33. United Games .....	27
		Portland, Ore.	
		34. U.S. Billiards .....	35, 43
		Amityville, N.Y.	
		35. The Valley Co. ....	57
		Bay City, Mich.	
		36. Vendall Machines, Ltd. ....	59
		Ottawa, Canada	
		37. Venture Line, Inc. ....	14
		Tempe, Az.	
		38. Wico Corp. ....	66
		Niles, Ill.	
		39. Wildcat Chemical Co. ....	52
		Fort Worth, Texas	
		40. Walco Electronics .....	36
		Clifton, N.J.	
		41. World Wide Video .....	56
		Covina, Cal.	

# distributing

## Shaffer Hosts Ohio Ops

In a two week period, Shaffer Distributing Company, Columbus, Ohio, entertained over 825 people at four different events. A dinner and grand showing in Columbus broke all records for attendance by operators in the 47 year history of Shaffer.

A Bicentennial Party held on September 23 at the Riviera Country Club in Columbus sparked the operator hostings. More than 150 attended a party for amusement and vending operators which included golf, with a tour of the German Village for the ladies and non-golfers, and was climaxed with cocktails and a banquet where nearly 70 prizes were awarded to operators. Pioneer Music Co., Cincinnati, Ohio, won a \$1,000 cash prize. Cash prizes of \$500 went to Lorain Music Co., Amherst, Ohio and Derrick Music Co., Charleston, W. Va. And cash prizes of \$100 went to Lorain Music Co., Amherst, Ohio; Univend, Inc., Dayton, Ohio; Associated Vending, Cincinnati, Ohio; J&W Coin Co., Newcomerstown, Ohio; and Vogler Vending Co., Piqua, Ohio.

A record-breaking number of operators converged on the Grandview Inn in Columbus for a sit-down dinner and grand showing of the new Rowe R-81 jukebox. All the newest games were also on display at this grand showing.

Jim Newlander, vice president of marketing for Rowe was on hand to introduce their latest models. Major game manufacturers were represented by Lee Peppard, Tournament Soccer; Chuck Arnold, Ramtek Corp.; Larry Berke, Midway Mfg. Co.; and Bob Sherwood of Chicago Coin.

Among Shaffer personnel at the grand showing were Ed Shaffer, president; Steve Shaffer, vice president of sales; Chuck Farmer, vice president of marketing; Bernie Flynn, executive vice president; and Dick Gilger, Columbus branch manager.

Associated Vending, Cincinnati, Ohio, won a \$1,000 cash prize and Hopkins Music Co., Galion, Ohio, won \$900 at this event.

Dinners and grand showings of the new Rowe R-81 and the new games were also held in Cleveland

on October 5 and in Charleston, W. Va. on October 7. Alex Cizmada won a \$600 cash prize in Cleveland and Danny Broom of Broom & Anderson Amusement Co., Madison, W. Va., won \$600 at Shaffer's special showing for West Virginia operators.

## Techs Attend Video School

Atari distributor technicians oriented themselves to microprocessing units in video displays when Atari hosted a two-day seminar, August 23 and 24 in San Jose at the Holiday Inn.

One in a series of seminars sponsored by Atari throughout the United States, the microprocessing troubleshooting courses and workshops were led by Don Smith, manager of customer services. Instructors for the program were Dan VanElderen and Rick Patak representing engineering and Bernie Barranger from customer service.

A relatively new addition in video games, the microprocessor increases game sophistication and keeps operating costs down.

Monday's sessions included: Induction and general summary; Basics of Microprocessor Theory, including ROMS, PROMS, RAMS, and Tristate Devices; "Black Box" approach to MPU; and General MPU system block diagram explanation.

Tuesday's sessions included a general workshop that concerned itself with troubleshooting circuit board techniques using Atari test units, scopes, and logic probes. The 27 technicians were awarded certificates of achievement by Atari at the conclusion of the seminar.

VanElderen noted that response to Atari's seminars series has been overwhelming. "Our post-seminar feedback confirms that the service technicians appreciate the opportunity to expand their knowledge and become more self sufficient in the changing world of coin-op games," said VanElderen. "In the long run, the seminar can save them time and money," he added.



*Clarence Nearing, Celina Music, Celina O. and Ray Lonzway, Acme Music Systems, Niles, O., admire the new R-81 at Shaffer's Cleveland showing.*

# Hell with Belle

As an aftermath of Hurricane Belle's raining on its August 9 picnic, Rowe-Dedham scheduled two make-up affairs. A September 20 private golf outing took place under blue skies. Approximately 75 New England operators attended.

On September 26, a combination phonograph showing and delayed "To Helle with Belle" party was held. Attendance was close to 440 people. Marshall Caras called the party, "the best and most fun of any Rowe-Dedham function in many years." There was much camaraderie and "the highest volume of sales of a new phonograph that we have experienced in many, many years." Caras said.

## M2000 Seeks Distributors

Wilhelm Harting of Espelkamp, West Germany, manufacturers of the Music System M2000, have recently announced the signing of a contract with Colin F. Mitchell to act as their world-wide marketing consultant.

Mitchell is well known to the industry in most countries of Europe, having specialized in coin-operated music fields for the last twenty years. His own company, Mayfair South Limited of England is the sole importer of Harting equipment for Great Britain and the Republic of Ireland, where this equipment has enjoyed considerable success in taking a large part of the market there. Since his appointment as international marketing consultant to Harting he has already been active in Europe, appointing new distributors. In company with Jurgen Galle of Harting, Mitchell will be visiting the United States from Oct. 23 when he hopes to meet with and talk to as many distributors and operators as possible.

Mitchell and Galle will be commencing their American tour at Miami. They will be attending the MOA Convention in Chicago during November. There they hope to make the first announcements of the appointment of American distributors for the Music System M2000.

The M2000 is the newest concept in music presentation. It combines the latest achievements in coin-operated music, electronics and precision. Basically it consists of three major components constructed in a modular feature. They are the mechanical unit, the unique selector unit and matching loud speaker unit. The M2000 is available as a super stereo system or in the magnificent sound of four-channel quadrophonic, with the very latest technical features.

The first M2000's are already in location in the United States where they have been well received by location owners, their patrons and the operating companies concerned.

## Gremlin, Belam Join

Gremlin Industries, America's largest producer of wall games have joined forces with R. H. Belam Co., Inc., the country's largest exporter of coin machines, to promote Gremlin products outside of the United States and Canada.

Gremlin's wall games include Play Ball and Trapshoot, both of which have now been in production for three years and their newest game Foosewall, a soccer game expected to be a huge success throughout the world where that game is so popular.

Gremlin and Belam will co-operate in promoting these games on a worldwide basis. Belam Vice President Robert Haim has recently returned from the new Gremlin facilities in San Diego where he met with Gremlin President Frank Fogelman and the company's engineering staff. The year's promotions and travel plans were mapped out during the meetings. Belam will display Foosewall, Trapshoot and Play Ball at a number of international trade shows including the prestigious London A.T.E. show in January.

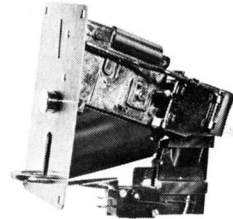
"We expect to ship Gremlin products throughout the world in large quantities," said Victor Haim, Belam president. Robert Haim added, "We've exported wall games in the past and we were very successful with them. We expect to respark that interest with Gremlin's great games." Malcolm Baines of Gremlin said that his company was "very happy to have the best in the business handling our products."

U.S. BILLIARDS, Inc.  
Amityville, N.Y. 11701

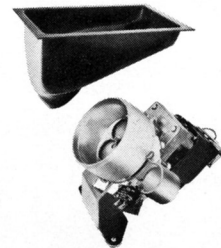
# coins under control

OVER 100  
currencies  
served

•rejector units



•mini hopper



•solenoid pay out



Coin Control Units  
Available  
Exclusively from

U.S. BILLIARDS, Inc.

Amityville, N.Y. 11701

(516) 842-4242



# manufacturing

## Atari Celebrates Move

Atari, Inc. Has expanded to a new world headquarters in Moffett Park, Sunnyvale, Cal. The move from Los Gatos to Sunnyvale was prompted by accelerated expansion of the company that has grown to become

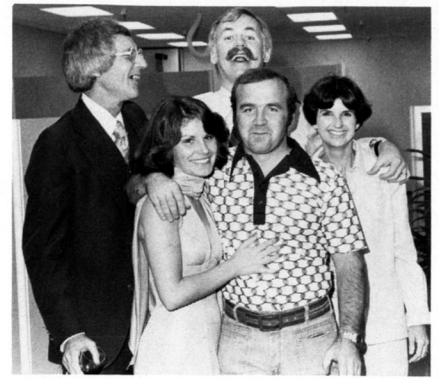
one of the world's leading manufacturers of coin-op amusement games.

The new facility, a corporate campus of six buildings, is over 275,000 square feet of combined administrative, engineering, marketing, and manufacturing departments. International and domestic sales, marketing and research are also housed in the modern complex. Atari's other Northern California

location in Santa Clara handles the company's manufacturing and customer service within its 70,000 square foot facility.

Atari celebrated the move by an open house, Friday evening, October 15. Board Chairman Nolan Bushnell, President Joe Keenan, Marketing Vice President Gene Lipkin and Sales Manager Frank Ballouz were among the Atari officials on hand to guide Atari distributors and visitors through the new facility.

Approximately four hundred attended the celebration of the new quarters' opening. Atari's new address is 1265 Borregas Avenue, Sunnyvale, Cal.



Enjoying the party are Harry Kurick, Marilyn Newman and Ted Olson and Mr. & Mrs. Joe Keenan.

## Parks Show Set For N.O.

For the first time in its 57-year history, the International Association of Amusement Parks and Attractions (IAAPA) trade show will be held in an exhibition center, the Rivergate in New Orleans. The 58th Annual Outdoor Amusement and Souvenir/Novelty Exposition is scheduled for November 19-21. The exhibition hall will be open from ten till six on Friday and Saturday and ten till four on Sunday, the closing day.

The Rivergate, located right on the Mississippi River at the foot of historic Canal Street in New Orleans is an ideal facility for such an exposition. There are no pillars to obstruct setting-up or view.

The total exhibit area is on one floor, and the high ceiling at the Rivergate will allow many exhibitors to actually operate their equipment. For the first time, some exhibitors will be able to show their entire line rather than just a portion. Most exhibitors will be using more booths than ever before.

Originally, only a portion of the Rivergate was to be used, a total of 437 booths, but in August the show was expanded to an estimated 616 booths. It will now occupy the entire exhibition center.

Most of the companies who exhibited in 1975 have contracted for space in this show and, according to IAAPA Exhibits and Trade Show Chairman Ed Carroll, Jr., more than half of the 58 new IAAPA members processed since the first of the year in the manufacturing and supplier categories have expressed interest in exhibiting.



Behind every successful man, there stands a woman  
Left to right, the women behind Bushnell, Ballouz and Lipkin of Atari.

## Rock-Ola Distribs Meet In Phoenix

Rock-Ola Mfg. Co. unveiled its new phonographs for distributors at its special distributor showing held Oct. 21-23 this year at the Arizona Biltmore Hotel in Phoenix.

Executive Vice President Ed Doris welcomed the distributors gathered in Phoenix from all over the country to the show. Doris noted that this was his eighteenth introduction but it remained a great thrill to him to

present the new Rock-Ola phonographs.

Following Doris's remarks, President Donald Rockola discussed the technical advances and new reliability built into this year's phonos. Rockola noted in his remarks that last year Rockola distributors sold more phonos than did any other group of distributors in the world.

(continued on page 45)

The show will include exhibits demonstrating lighting and sound systems; admission systems and traffic control; fencing, awnings and tents; food and drink equipment and supplies; concession supplies; swimming pool and beach equipment; amusement rides and devices; vending machines; stage and stadium equipment; miniature golf equipment; and game and arcade equipment.



## 1976 INTERNATIONAL EXPOSITION

CONRAD HILTON, CHICAGO  
NOVEMBER 12-13-14

## Rock-Ola

*(continued from page 44)*

But the future must be looked to.

Looking to that future, Doris explained Rockola's expansion program. Dr. David Rockola also looked to Rockola's future in his remarks. "We have developed a passion for market data and infor-

mation," he told the assembled distributors, and according to that data, "the coin business has never been better." It enjoys a "new era of prosperity amid economic turmoil and unemployment." Still increased costs of material and labor plague the manufacturer. Rockola saw his company's labor costs increasing by 28.8 per cent by March of 1978. The answer could only be "increasing productivity to strengthen our competitive position in the market place," he added.

The highlight of the meeting was of course the introduction of the new equipment, the phonos that Music Division Sales Manager Les Rieck called "the latest in a long line of leaders." The new 160-selection Model 470 and 100-selection Model 469, part of the largest selection of phonographs in the industry, are unique, colorful and exciting.

Also introduced at the meeting was the unusual Disco Lite dance floor. The product is an effort to compete with the new disco craze. The lights in the floor pulsate with music from the jukebox, different colors responding to different tones. The price will be very competitive according to Rieck.

## Music & Games Technicians Read Play Meter.

What  
About  
You?

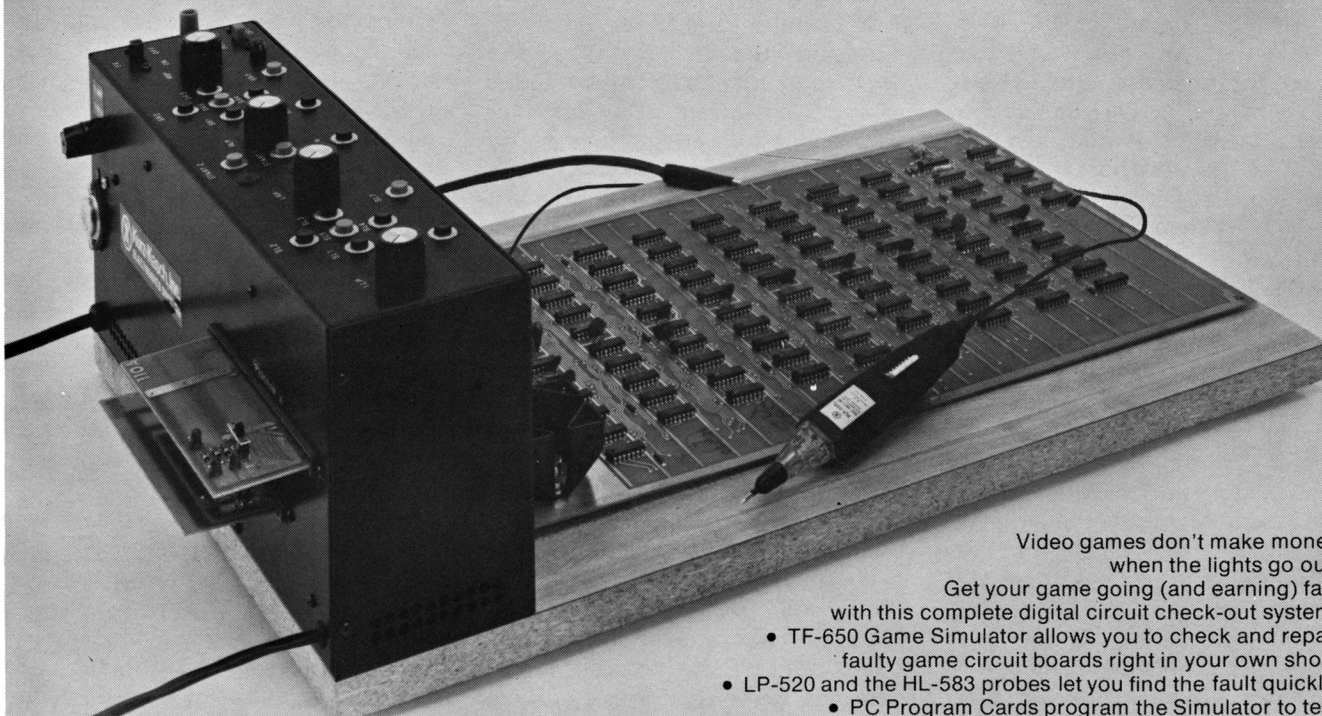
COIN INDUSTRY

# PLAY METER

The Only Magazine

You'll Ever Need

## Game called on account of darkness?



Video games don't make money when the lights go out.

Get your game going (and earning) fast with this complete digital circuit check-out system:

- TF-650 Game Simulator allows you to check and repair faulty game circuit boards right in your own shop.
- LP-520 and the HL-583 probes let you find the fault quickly.
- PC Program Cards program the Simulator to test any popular digitally-controlled game.

We've over 70 different game programs in stock.

Want more information? We'll play ball! Call or write . . .



**Kurz-Kasch, Inc.**

Electronics Division  
1501 Webster Street, P.O. Box 1246, Dayton, Ohio 45404

(513) 223-8161

# Choosing an Arcade Site

by J.W. Sedlak

Okay! You're an operator and you've been in this business a long time. You consider yourself to be very progressive. You always give your locations the latest in equipment and, even now, you're trying to arrange a better commission split.

You have read in *Play Meter* and the other trade magazines that the top operators are closing their business with their marginal locations and are moving to set up arcades and game rooms. That's where the big money is! So, now, you have decided the time has come for you to set up an arcade of your own and start getting some of that 100 percent take. The question is where?

You have probably noticed several arcades opening and rapidly closing during the last couple of years. There are many reasons why an arcade operation will fail. The purpose of this article is to examine the single most important reason for arcade failure—*poor location*.

To understand what makes a good location for an arcade, it is important that you understand the nature of this business. The easiest way to illustrate the way the arcade business operates is to draw an analogy with another business which you are familiar, your local pharmacy. When you go to the pharmacy to buy medical supplies, you will find many non-medical items stacked around and near the cash register. These items will include pens, candy, small children's toys, what the trade calls "impulse" items. Although the customer did not originally come into the store to pick-up these items, he may purchase them on an impulse when he is paying for the items he came in to buy. *Arcades are an impulse business!* People do not usually travel very far for the purpose of patronizing an arcade. When setting up an arcade, you can estimate that 90 percent of your business will come from within a three mile radius of the store.

Another important fact to remember is this *arcades are for kids!*

You will quickly find that the majority of your customers will range in age from 10 to 17. This is a different crowd than you are used to dealing with in your current locations. Although you can generate a reasonable amount of adult trade by installing sophisticated TV games, your main business will always be from the teenagers. But make no mistake about it, teenagers have the money to make you rich!

If you have followed the discussion so far, then the first two rules of arcade location selection will come as no surprise:

*Rule I - Always locate your arcade near where people are.*

*Rule II - Make sure there are a large number of teenagers near your proposed location.*

Before I get into the specific types of locations you should look for, let me spend just a few minutes to alert you to beware of a word I have been using, "near." When I say to locate *near* a place, I am talking about locating within a few hundred feet. A location several blocks away or "just down the road" might be just as disastrous as locating miles away. I am aware of an operator who opened an arcade in a newly rebuilt area of a large city. His arcade was directly across the street from a large Civic Center which featured a lot of concerts and teenage entertainment. Instead of making his fortune, this operator rapidly went broke. What he had failed to notice was that the parking area for the Civic Center was situated in such a way as to take most of the people out a side entrance away from his business. He certainly was "near" a great leisure draw, but that didn't help.

If you think about the two Rules of Arcade Location, one obvious place is near a school. Before opening such a site, however, make sure you personally check out the attitude of the community. One operator in New York State ran into considerable trouble when he opened an arcade near a school. Almost immediately, irate parents

claimed he was "stealing" their children's lunch money. These parents enlisted a sympathetic local politician and tried to get a law passed which would have prohibited arcades within a half-mile of a school. This was to have been a state-wide law. I don't have to tell you operators in small towns that there may not be a building in town more than a half-mile from the school.

Fortunately, the above operator closed his arcade and the state coin machine associations were able to lobby successfully against the bill. Although this case had a happy ending, it points out that you must be aware of community attitudes *before* opening your arcade.

Speaking of small towns, many Future Arcade Owners (FAO) I talk to say they would like to open an arcade, but they live in a small town.

You *can* make money with a small town arcade. We opened an arcade in a small New York town which had only 14 retail stores in one small strip shopping center. We are now in our fourth year of operation and that arcade is still doing well. In a small town, the kids usually have very few places to go. Your arcade could be *the* place for them.

Okay! Enough of the generalities, what you really want to know is where should you locate that arcade. To be successful, your arcade should be located near one of the following types of businesses:

1. Movie theaters
2. A family restaurant
3. A fast-food restaurant
4. Bowling alleys
5. Roller skating rinks
6. Ice rinks
7. Miniature golf courses
8. In an enclosed mall
9. In a resort town
10. Near a large housing or apartment development
11. Centrally located in a business area.

Although sites such as described above will generally have higher rents, they are worth the investment. It does you no good to get a

store with super-cheap rent if there are no people around to drop quarters in your machines. And remember *you will not draw the people* to your store—it's just not the nature of the business.

One of the superior locations discussed above is the large enclosed shopping mall. These areas generally have a large pedestrian traffic volume and parents are often looking for a place to "dump" the kids while they shop. If this is your arcade, sit back and relax—you're on your way to riches. [Ed. Note: *Unless you've given it all away in your lease agreement. See Mr. Sedlak's article in the September issue of Play Meter.*] A word of caution, however; any arcade can become a "hang-out". The kids will naturally congregate both inside and outside your store. Make sure you understand your landlord's position on loitering in the mall. If your landlord starts worrying about the loitering problem from the first day you talk to him, it might be a good idea to pass up this location in favor of a more friendly one. You don't need continuous harassment by the landlord. If you decide to go ahead, you better have a good plan for controlling your customers both inside and outside your store.

Since I've mentioned the subject of landlords, this is a good place to point out the third rule of arcade site selection:

**Rule III** - Do not put too much weight on what your prospective landlord says about the location.

The landlord's job is to rent stores. As long as he can collect a monthly rent, he usually doesn't care how well the business does. We've had many a landlord contact us with what he billed as an ideal location for an arcade. It was *near* everything. After careful investigation, we decided the site just didn't have it and we refused to rent the store. Later we witnessed another operator open the arcade . . . and quickly go broke. The landlord got several months rent. The operator got headache #13.

Evaluating a potential site for an arcade is a difficult and time consuming job. If you've followed the discussion so far, you now have the basic information to begin the evaluating job. There are, however, many factors which cannot be easily generalized. They are unique to a

particular location and only you can see them and then only if you spend the time to look. I'm talking about things such as: maybe you're in a great area but you're on the wrong side of the street; you're counting on night time business but the town has a 9:00 curfew for everyone under 16; the particular shopping center you're looking at has restricted entrance/exit arrangement that make all those cars passing by drive to the next shopping center rather than risking an accident; all the attractions in the area close on Sunday and you need a good Sunday business to make your profit; there's already another arcade close to the spot you're thinking about; etc. etc. etc.

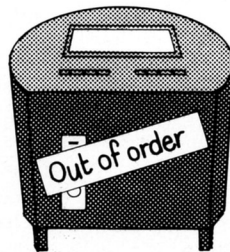
Before making your final selection you should visit the site many times, being sure to visit on different days and at different times of the day. This should give you a good idea of the people around who will patronize your store. *Do not* make the mistake of saying: "Well, there are not too many people now, but after I open the people will come. Again, *this is an impulse business.* Your customers will come from those people you see near your store. If

you don't see many people, you will not have many customers—it's really that simple.

Since site selection is one of the most critical decisions you will make in opening your arcade, do not be afraid to ask for help. You can usually get assistance from your local distributor or from local operators with arcade experience. If you want outside help, you can engage one of the firms that provide site evaluation services. Their expert advice is usually well worth their fee.

Whatever you do, do not rush into signing a lease before you have carefully evaluated the site. This article should give you a good foundation for your selection decision and your own business sense should provide the rest.

There are a large number of great sites that no one has yet taken. So get out there and open up some well-lit, well-controlled, professionally run arcades. The more the public comes in contact with high class arcades, the greater will be the public acceptance of our business. Now is the time to find your arcade location, *but do it right.*



## ALL WORK AND NO PLAY . . . MAKES JACK A DULL PROFIT!

### And you too.

How can you make a profit off a game that constantly needs repair? Broken machines don't take in quarters.

That's why it's so important to choose Mirco games. Our games are known for their reliability and playability.

So, the next time you pick up the phone to call a repairman . . . dial MIRCO instead. We'll sell you a game you can rely on, quarter after quarter.

**MIRCO** — where playing games is serious business.

**MIRCO GAMES**  
INCORPORATED DIVISION

1960 W. North Lane, Phoenix, AZ 85021 (602) 997-5931, TELEX 668-403

# on the move

## Marcus To Head Chicago Dynamics

Sam Gensburg, chairman of the board of Chicago Dynamic Industries, recently announced the appointment of Jerry Marcus as



*Jerry Marcus*

president of the Chicago based firm, the parent company of Chicago Coin. At the same time Gensburg announced that Marcus had also been appointed to Chicago Dynamic's board of directors.

Marcus joined Chicago Dynamics in May of this year and had been functioning as vice president and general manager until the current appointment was made. He is a veteran of 20 years in the coin industry, having previously served as executive vice president at Rowe International and vice president of finance and administration at Seeburg.

A resident of Olympia Fields, Ill., Marcus is married and the father of two teenaged children. He received

his B.S. from N.Y.U. and his M.B.A. from C.C.N.Y.



*Enrique Avila*

## Monarch Opens Mexican Office

Thom Phillips, president, Monarch Product Sales Corp., Macon, Georgia, has announced the opening of a sales office in Mexico City,

Mexico. Monarch's representative in Mexico is to be Senor Enrique Avila, a lifelong resident.

Monarch makes coin chutes that will accept the huge five peso Mexican coin, as well as chutes that can be adjusted to reject the twenty centavo coin but to accept the one peso coin despite the similarity in size between the two coins.

The Mexican office is located at Homero 425-201, Mexico 5, D.F., telephone 531-78-45.

## Elliot Rejoins Atari

Atari, Inc., has appointed Sue Elliott as the first administrator of its new international division. The international division has been created to service consumer and coin operators outside the United States.

Elliott comes to Atari with a background in international marketing. Prior to her appointment, Elliott was an administrator for Multi-national Corporation in Mill Valley, Cal., handling Atari's international servicing. Elliott had previously worked for Atari as an assistant to the vice president for finance.

Working closely with Gene Lipkin, vice president of marketing, Elliott will supervise all ordering and act as a liaison between international customers and Atari.

and some good aiming can mean points. My fourteen year-old said he thought the game was reasonably difficult but a good machine to play. I concur with the view, and think that it's a good follow-up effort to the "Fantastic explosion."

In terms of art, we find color and some form but nothing as dramatic as Fantastic or some of the other Bally efforts. It's okay but not outstanding. And I'll wait for Advertising Poster to catch up to the real world in terms of pinball motif style.

Rating: ###

*Williams' GRAND PRIX*

I like this four-player that has just hit a haunt of mine in New York City. I know that it's still in test and probably won't be out before winter, but it should prove to be a game well worth waiting for. Since this will be remembered as the year of the spinner, it may be fitting that this game goes one step farther in its utilization of this feature. Two

spinners on either side of the game make this a two-handed game where skill from the right and left is needed. Bonus values increase starting at the top kick-out hole that's similar to many other past Williams' efforts such as Triple Strike to mention one. Also continued is the switching bonus from side to side off the top kicker rubbers.

The truly remarkable thing about the game is that bonus values increase for two kick-out holes on the middle—similar to the old Smart Set arrangement—and it also allows for two sets of values to shoot for. The double bonus gets lit from hitting the drop targets at either top or middle of the game; and if it's done often enough specials and extra ball lanes light up brighter than a checkered flag at the end of a long race.

As usual, this Williams' machine plays fast, with a great deal of

*(continued on page 60)*

## Critic's Corner

*(continued from page 36)*

The 'Gottlieb bottom' has been changed on one side, so that now one is reminded of Outer Space, if it weren't for the fact that there three flippers in play here.

All in all the game offers some nice smooth play; skillful nudging

# TECHNICAL TOPICS

by Robin Minnear

Games incorporating solid-state and digital devices will soon outnumber the electro-mechanical games, if they don't already. We have seen solid-state and digital technology emerge with full force in our video games, arcade games, jukeboxes, money changers and pins.

While it is true that the level of technology is getting higher and that amusement devices are becoming more complicated, this *doesn't* mean that operators are going to be unable to service their own equipment. But they are going to have to tool up with certain basic equipment and seek some education in the area of solid-state electronics and digital electronics.

It should be apparent by now that an understanding of electronics is soon going to be a prerequisite for anyone wishing to service his own equipment. This education is most readily available at your local community or junior college or trade school at very little expense.

Courses that will be of the most help are Basic D.C. Theory and Basic A.C. Theory. These courses will help you understand the relationships between voltage, current and resistance. You will also have gained the knowledge necessary to make your own decisions on how to continue your education in the area of digital electronics.

Most technicians working in digital electronics at this time though have had no formal electronics education. Their knowledge of digital electronics was largely obtained on their own by picking up a book on digital and by getting hands-on experience.

There are many good publications available on basic digital at your local electronics store. In addition you can obtain specific information on digital logic as seen in video games by contacting me at *Play Meter* or at *Kush n' Stuff*. Your questions could provide material for future installments of *Technical*

Topics.

When you are ready to purchase test equipment, there are two areas to be considered. They are field service equipment and shop equipment.

The most useful piece of field test equipment is a multi-meter. It should read A.C. volts, D.C. volts, current and resistance. You should not cut corners when purchasing a meter. Cheaper meters can cause "loading" of the circuit you're checking. This will cause a less accurate reading. Also, you should consider the fact that field equipment exists in a more abusive situation than shop equipment.

The second area to be considered is your shop equipment. The most important piece of equipment to a shop man is an oscilloscope. Do not cut corners when shopping for a scope either.

Most technicians use a scope with dual-trace capability. This allows the technician to compare two signals on his scope at once. Another thing to consider is the maximum frequency the scope is capable of looking at. An adequate maximum frequency the scope is capable of looking at. An adequate maximum frequency is 15 MHZ (15 million cycles per second) but a better maximum is 50 MHZ. You can pay from about \$400 to \$4,000 for a scope, so careful shopping and comparison of specifications is necessary.

Another valuable piece of equipment is an in/out circuit transistor checker. It can save you a lot of troubleshooting time. It should be easy and quick to operate. Prices generally run from \$100 to \$250. When dealing with digital logic, there are two pieces of equipment that have proven to be invaluable. A logic probe will read what the state of the signal is on the logic board. It acts as your "eyes" so you can determine if the logic information is correct. A pulser probe *injects* a signal onto the logic board

for the purpose of testing individual devices. The best known source logic and pulser probes is Kurz-Kasch. Prices vary depending on which specific functions you are interested in.

Proper soldering and desoldering equipment is important as well. Choice of such equipment should usually be left up to the individual who is doing the work. The equipment should allow the work to be done quickly and neatly.

The equipment I've talked about here is the equipment that you'll find in almost any shop. This is meant to be a general guide to help you understand what is involved in putting together a practical functional shop. Be sure to play it safe by shopping around before you buy.



## Imperial Billiard Industries

Offers The Coin Machine Operator The Finest:

- **PREMIER<sup>TM</sup> 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

# Like Old Man River Midway Sales Go Rollin' Along

by Timothy Jarrell

Larry Berke hung up the telephone in his carpeted office. "I just sold five more Sea Wolf games," he told a visitor. "That's 31 games between 9 a.m. and 9:30. It's like Old Man River, the sales keep rolling along."

Berke, sales director for Midway Manufacturing Co., Franklin Park, Ill., one of the major producers of arcade games, says that sales for the Sea Wolf game, now above 7,000, may top the firm's sales record of 8,600 set earlier this year by the production of Gun Fight.

Sea Wolf and Gun Fight, the latest in solid state video games, are built with a microprocessor computer board allowing greater complexity in the game play and greater satisfaction to players.

By any measurement the games are a success. Berke says that distributors are telling him that the

games are moneymakers. And sales for the Bally subsidiary have doubled from \$12 million in 1975 to an estimated \$22 million this year mostly because of the sales of Gun Fight and Sea Wolf.

Hank Ross, who co-founded Midway over a decade ago with Marcine Wolverton, says the new electronic video games on the market are part of a renaissance in the coin-operated amusement games industry.

"Unless people are willing to turn to solid state devices, they'll perish," Ross, now secretary-treasurer for the firm, said.

Midway has invested a great deal of money into sophisticated equipment to design, manufacture and repair the new generation of solid state video games. In August Midway started production on a solid state pinball machine for the home

market. Ross says the game may be part of an industry-wide trend toward producing solid state machines.

Ross praises Atari of Los Gatos, Ca., Midway's major competitor, for introducing the first video electronic video game, Pong, in 1972.

"Atari was a breath of fresh air and they paved the way in video games," Ross said. "They were a new company, and, as in any industry, they had to be innovative."

Midway entered the video market early 1973 when it purchased a design from Atari and produced Winner 1. The game established a new sales record with a production run of 7,000. The early games, called phase I of the revolution in video games, were successful, but lacked the sophistication to perform anything more than a ball bouncing back and forth on a video screen.

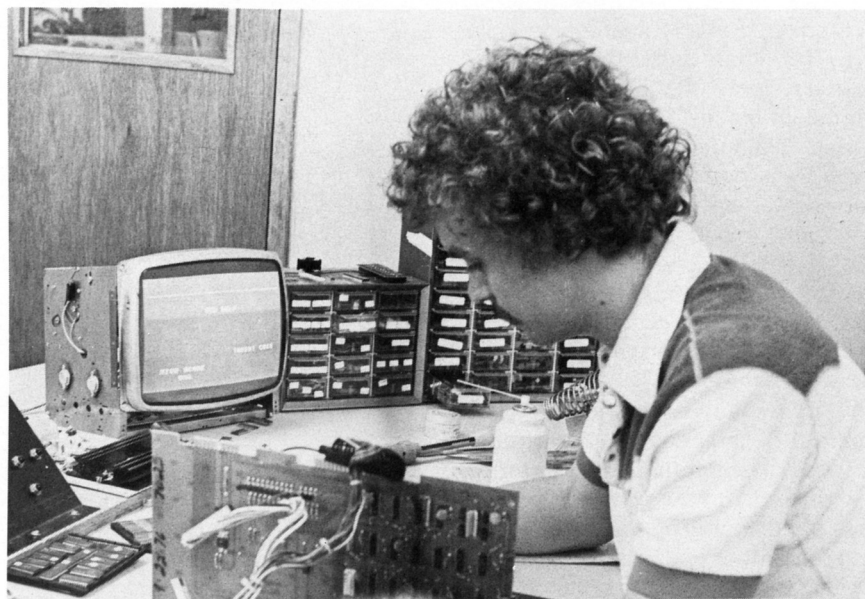
In February 1975, Midway produced Wheels, part of the phase II generation of video games. Those games contained some memory units.

Midway's big jump came late last year with the production of Gun Fight, the first arcade game to use a microprocessing system. The computer boards for the phase III games are smaller, but with the storage capacity of 18,000 pieces of information, the new games are two to five times more complex in game play than the first models.

"With the new games," Berke said, "You can actually project an object on the screen. The image isn't a stick man, it's a man standing with a gun. In the Sea Wolf game, you're not shooting at a line and two



What may soon become Midway's most popular game ever: Sea Wolf chugs along the assembly line.



*Technician Gregg Jensen works on repairing the computer board for Sea Wolf. At rear is the game's video screen.*

sticks that's suppose to be a ship. Instead you see a ship, you see torpedoes, you see a land mine."

And because the "mother" board, when properly programmed and plugged into a smaller game board, is interchangeable, Midway engineers estimate that development time for a new game is cut by 75 percent.

The new solid state technology has caused problems with operators and distributors who are familiar with the old electro-mechanical games. But Midway officials say they are working to train distributors to service the new games.

"A year ago there were hardly any schematic designs available for the video games," Andy Ducay, Midway service manager said. "but now we enclose a copy in every game we ship."

Ducay says that service is easier to obtain for the new games because of the many service and maintenance centers cropping up around the country. "Also, we are distributing complete service manuals for our games, and other outfits are publishing manuals covering the new technology."

Ducay travels around the country and Canada teaching seminars on servicing the new games. Earlier this year, distributors from the U.S., Canada, and Europe attended a Midway sponsored conference in Chicago on the new video games. And Midway officials say that many of the bugs which plagued the first games, have been eliminated and

they say that the defective rate for the computer boards has been cut significantly.

Sales Director Berke says the new games are more expensive because of technology and inflation, but he adds that the operators are finding the new video games more profitable than the old electro-mechanical games.

"The games cost more," Berke said, "but cost and income are relative. The operators are earning more money than ever before."

Berke believes the sophistication of the new games and the increasing acceptance of coin-operated amusement games by the public

have created a new market for the industry.

"More and more cities, which at one time didn't allow even shuffle alleys, are permitting arcades," Berke said. "The arcades are respectable. They're carpeted, clean and the games are kept up to high standards."

Associated with the industry for thirty years as an operator, an owner, a service man and now in sales with Midway, Berke feels the bad reputation formerly associated with coin-operated games was undeserved.

"The stigma attached to the industry is something that should have been eradicated years ago. The operators are people who go into this as a business. They struggle to make a living, work long hours. It's a hard job getting out and soliciting locations."

Midway officials see the market for coin operated amusement games spilling over into home entertainment. The production of the solid state pinball machine is a step in that direction. The game, Fireball, combines the graphics of Bally's Fireball and the playing board of its Hokus Pokus.

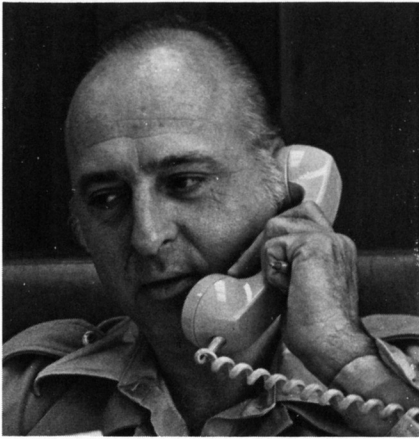
"We're not taking any chances," Ross said, "but the home pong games have received a tremendous reception. We believe there is a market for home entertainment games among the affluent who have leisure time."

The solid state home Fireball will  
*(continued on page 52)*



*Two Midway engineers look to make the final adjustments on Fireball, the firm's new home pinball.*





*Sales Manager Larry Berke*

*(continued from page 51)*

be marketed in department stores, T.V. stores and other retail outlets. The home pinball machines are manufactured without the coin mechanism making the games impractical for commercial use, company officials say.

Midway's entrance into solid state video electronic technology coincided with their move last year into a new 110,000 square foot plant from a 35,000 square foot plant in neighboring Schiller Park. Bally purchased Midway in 1969.

The new plant on Grand Avenue

in Franklin Park is scarcely a mile away from the first Midway headquarters, only 4,500 square feet. That's where in 1958 two former United Manufacturing engineers, Hank Ross and Marcine Wolverton started Midway with \$5,000. The two were joined shortly thereafter by Dave Marofske who was appointed vice-president two years ago.

"Those were real tough times," Ross remembers. "I don't know how many times we nearly went bankrupt. I can't say we were frugal because that's too liberal a term. We worked 70 hours a week, seven days a week and no vacation.

"I remember one year, early in the sixties, we had a real successful game, Shooting Gallery. I remember saying, 'Hey, we made it,' but we almost went bankrupt five times after that. This is not an easy industry. We've had bad machines, but we never had two bad machines in a row. If we did we wouldn't be talking now.

"You never know what makes a bad machine," Ross continued, "and it would take 15 minutes to tell you all the dogs we've had."

And to what does Ross attribute



*Service Manager Andy Ducaj rolls off the production line with a Sea Wolf.*

Midway's back-to-back success with Gun Fight and Sea Wolf.

"No matter how hard you work in this business," Ross said, "you're better lucky than smart. We were lucky in the past two years to have the right product at the right time."

Those are modest words for a company that grew from a \$5,000 investment in 1958 to an estimated \$22 million in sales this year, that nearly doubled its sales this year from last and whose "sales keep rolling along like Old Man River."



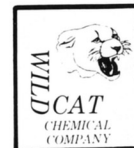
**"IN HOC SIGNO VINCES"**

Now is the time for all good men to come to the aid of their equipment-Pinballs, Phonographs, Foosball Tables, Pool Table Recovering, etc. WILDCAT has a wide variety of products specifically designed for the coin-op industry.

The WILDCAT sign stands for quality. WILDCAT is proud to be accepted by the coin-op industry with this reputation. WILDCAT has a wide variety of products specifically designed for the coin-op industry.

## PRODUCTS

- FOOZBALL SILICONE for Tubular Rods
- FOOZBALL SILICONE #2S for Solid Rods
- FBC-12 for Foosball Ball Cleaner
- SOLVENT #55 for Rod & Bushing Cleaner
- 7125 'p'inball playfield
- Cleaner & Polish for Playfields & Bumpers
- "TACKY" for Spray Adhesive
- APC-30 for Pool Table Cloth Cleaner
- CONTACT CLEANER for Contacts & Switches
- CLEAR GLOSS for Cabinet Cleaner & Polish
- MOISTURE PROOF #10 for Wiring Protection
- QUICK FREE for Penetrate
- CONTROL #22 for Control Cleaner/Lubricant
- RR-20 for Rust & Corrosion Remover
- GLASS CLEANER for Exterior Cleaning



**CONTACT YOUR LOCAL DISTRIBUTOR  
OR CALL OR WRITE:**

## WILDCAT CHEMICAL CO.

1333 East Seminary Dr.  
Fort Worth, Texas 76115  
Tel: (817) 924-8321

"Maintenance is the key to the longer life of your equipment"

# new products

## Future Machine

Ramtek, Corp., Sunnyvale, Cal., has announced the distribution of Horoscope, a five-in-one astrological and bio-rhythm machine. The machine offers four different astrological features and one bio-rhythm section. All are authentic charts based on accurate calculation.



Horoscope

Futura interprets the "player's" daily horoscope by computing the planetary locations at the time of his birth and the present time. The relationship between the charts, called the aspects, reveals the outlook for his life.

Birth Chart offers a calculation of astrological character as determined by the position of stars at birth. It interprets the meaning of the planetary positions for an authentic horoscope.

Aspects charts the planets and their positions as they determine the good and bad influences on the

player's life. It also plots the birth chart for accurate interpretation of life potentialities.

Stars gives the exact locations of the planets in the zodiac at the current time and interprets the influences of these positions.

Bio-Rhythm calculates the "player's" physical, emotional and mental cycle indicating critical phases when he is most vulnerable. It allows him to plan ahead for crucial activities and regulate his physical and mental life to take advantage of peak periods.

Horoscope contains over 1,000,000 words. It is powered by the Airies 9TM computer, an actual computer which can add over a million numbers per second. The computer uses a special "dot-matrix" printer developed specifically to print out charts, including the actual astrological symbol.

The machine is adjustable for 25 or 50 cent play. Following selection of the kind of prediction he wishes to have, the player programs his birthdate according to day, hour and time zone into the machine. The machine asks him for the present time and after receiving that information prints out his chart for him.

## Hanging Ten

D. Gottlieb & Co., Northlake, Ill., has announced availability of its new four-player flipper game, Surf Champ. At the top of the game, a random bonus feature begins the scoring. There is additional scoring from five drop targets and a return lane at the upper left of the game and a kick-out hole at the upper right which scores 1,000 for each of five star roll-over hit.

These rollovers fan across the middle of the game in front of a lone spinner and two thumper bumpers. With the drop targets they form a sequence to light the rollovers for extra ball and special.

There are also side rollovers to advance the bonus multiplier to double or triple value and top rollovers to score bonus and extra bonus advances.

The surfing scene on the back-



Surf Champ

glass shows surfers on a green and blue sea beneath pastel blue sky. The playfield picks up the blue in the sky and counterpoints it largely with red and yellow.

## Bill Changer

A compact, economic \$1 bill changer, ideal for amusement facilities requiring a dependable source of change for coin-operated games and vending machines, is now available through Standard Change-Makers, Inc. of Indianapolis.

Designed to help amusement location operators' increase sales by providing a dependable source of on-the-spot change, the Series 4002B is built for economy though not at the expense of full-quality Standard engineering. It includes Standard's use-proved maximum security cabinetry, a fast dependable bill verifier, Standard's patented solenoid dispensing mechanism and 60-second magazine loading.

The 4002B changes up to 220 dollar bills. It measures only 25 5/8" x 11" x 9" and is available in two different models: one returning four quarters, and the other returning three quarters, two dimes and a nickel.

The 4002B cabinet is made of  
(continued on page 54)

tank-tough steel, with a UL approved, case-hardened steel lock. Cabinets are finished in light beige and cocoa brown. They can be built into a wall or mounted on a wall, stand or post. The relatively small size and rugged construction of the 4002B make it adaptable to a wide variety of locations and installations in the amusement field.



Standard's Bill Changer

## Street Chase

Exidy, Inc., Mountain View, Cal., announces the introduction of its new one- or two-player video driving game, Alley Ralley. The game, featuring "crazy traffic action," captures all the thrills and spills of a good, old fashioned street chase.

Alley Ralley employs the previously successful Exidy principle of automatically-controlled cars. Four drone cars move along the curved roadway in both directions. The player never knows what the drone cars may do. They may slow down, skid, or even make a 180° turn and come towards the player's car.

Alley Ralley comes in a yellow cabinet, featuring bold graphics. The cabinet measures 67 in. x 29½ in. x 31¾ in. It houses a 23 in. solid-state monitor with realistic sound effects and adjustable playing time. There is a one-year warranty on the logic board, and Exidy guarantees 24 hour service.



Alley Ralley

## Bally Bows Aladdin's Castle

Announcing delivery this week of a new two-player flipper pinball, Aladdin's Castle, Paul Calamari, sales manager, Bally Mfg. Corp., Chicago, emphasized a new play technique built into the playfield, which he described as "kickback skill challenge."

"Ball crossing A, B, C, D top rollovers when lit," Calamari explained, "is a key to important scoring advantages. But in order to cross two, three or all four rollovers, player must exercise flipper skill, flipping ball back to top of panel for a repeat performance roll-down."

"Although thumper bumper action may also kick balls back to top, the main weapon for kickback success are the flippers. And the player gets an assist in flipper-finagling from a third extra flipper, located directly above the right twin of the pair of standard flippers, guarding the outhole."

"Among the scoring advantages which depend on kickback skill are extra balls, which require ball contact with all four A, B, C, D top rollovers when

lit; doubled outhole bonus, the double bonus signal lit by ball crossing C, D rollovers when lit; and outlane specials, which are possible only after ball contacts both A and B rollovers when lit.

"However, lit and hit A, B rollovers are only the first twists of the key to specials. The special light must also be lit by skill action associated with



Aladdin's Castle

the new Aladdin's Alley, a double-entry horseshoe alley in the upper left area of the panel. Ball contact with rollover button at top of alley advances skill-value lights directly below entry to alley. A 500 value is lit before each ball is shot, and values advance with each button hit to 1,000, 2,000, 3,000, 4,000, 5,000 and *special*, the *special* light then remaining lit until ball enters outhole. Thus, if *special* is lit, after ball contact of both A and B top rollovers when lit, a ball exiting either right or left outlane scores special.

"But the alley buttons not only advance score values, but also collect lit score value, one shot into the alley lighting *special* for example, the next

shot collecting the special. And the fact that *special* may remain lit until ball enters out-hole gives players a chance to score several specials with ball.

"The genie in the old Aladdin tale granted Aladdin every wish. The genie in Aladdin's Castle may not bring operators a babe as classy as the lady-genie on the Aladdin's Castle backglass, but said lady-genie will sure bring plenty of juicy coin-box collections," Calamari concluded.

## 'Fortress' Simulates Bombing Run

Flying Fortress, heralded by those game room locations where the game was pretested as one of the most inventive and unique games of the last two years, was put into production in late September according to Electra Games' sales Vice President, Stan Jarocki.

Electra's electronic video game simulation of the famed World War II Model B-17 armored bomber is a single player bombing-run and air combat game. The play of the game is for the Fortress to score points by destroying as many ground

targets as possible on its bombing run while shooting down attacking fighter planes. A wide variety of ground objects pass in rapid succession including industrial plants, aircraft hangars, water towers and other strategic targets.

The flight of the plane is controlled by a sturdy joystick which can cause the bomber to climb or dive. "Bombs" are dropped at the will of the player (or his co-player at the game) by pushing the bomb-drop release which ejects the bombs at a rate as rapid as the player can react. During the run enemy attack fighters come at the Fortress at a steady but unpredictable rate.

The bomber pilot can fire at the enemy planes by means of machine guns in the nose of the plane controlled by a button atop the joystick. Points are scored through bomb hits and fighters shot down. But the unwary pilot can also crack up his ship by skimming too low and hitting a tall ground object.

"The Flying Fortress," commented Stan Jarocki, "was probably the best known and most readily recognizable heavy bomber the U.S. Air Force ever put into the sky. It literally was a fortress with its almost impregnable armor which withstood ground flak and close range attack missiles. One of them was attacked by 15 or 20 planes during one air battle, absorbed everything thrown at it and arrived at home base almost cut in two and flying on one engine!" he continued.

"The Flying Fortress was revered by the men who flew them, romanticized in novels and movies and induced paranoid fear in the enemy. It undoubtedly was one of the most important factors in the destruction of the enemy war machine.

"This is the spirit in which the game was designed," concluded Jarocki. "It was to provide a lifelike simulation of the thrills and accomplishments of the famed Fortress so that game players, young and old, could taste the victory and defeat of war. This plane truly was the 'Battleship of the Skies.'"

## Dynamo Deals Profit Pair

Dynamo Corp., Dallas, Texas, has announced the introduction of a new foosball and pool table to the Dynamo line of products. The "Matching Pair" will come in three distinctive finished according to John Lewis, vice president-marketing: mirrored on black, black and rosewood.

"We have some unique features on our Dynamo tables," Lewis said. "Our Dynamo pool table, for instance uses a regulation size 2¼ in. cue ball which has been phenolically and homogeneously cast as well as dynamically balanced. We've also installed a chalk and drink deflector over the ball traps."

Both the classically designed pool table and the foosball table have solid wooden legs with adjustable leg levelers. Other special features of the Dynamo pool table include solid slate support at eight points directly through the slate pads to the corner gussets; transverse metal braces to strengthen the table and give added support for the slate; metal extrusions to protect the vertical corners and a special cue ball lock up to hold the cue ball inside the table at game's end until the vending ball drop is released by the coin mech.

The new foosball table has a metered ball trap, which allows the operator to preset the number of balls to be played at seven, nine or eleven. There are newly engineered angled back sidewalls which keep the ball in play during bank shots, and a new adjustable goal which spreads from 6½ in. to a full 8½ in.

Another innovation is the reversible textured or smooth glass play surface. This allows the players to choose the type of play surface they prefer. Ohios have been added to help provide rod support. A new recessed vending device and coinbox as well as an optional coin box meter are also new features on the Dynamo '77 model.



Flying Fortress

# FOOSBALL FEVER

## putting on a tournament

by Adrian Hoines

Foosball is one of America's fastest growing indoor sports and, with a little promotion, it can be one of the fastest growing sports in your community. Now is the time to promote as winter is approaching and foosball will be becoming more popular. It has been proven many times that foosball can best be promoted in an area by running tournaments. Since foosball is a game of skill, it has to be taught. As players become more skillful at the game, tournaments become very appealing. A tournament gives a skilled player a good goal to shoot at and when one has a goal, he works to attain it by using the foosball table.

There are as many kinds of tournaments as there are kinds of tables. In order to have a successful tournament, a few basic requirements must be met. You have to have a versatile table that rewards a high degree of skill; you have to run the right kind of tournament; provide the right amount of prize money; advertise broadly and well in advance of a tournament and establish good rapport with the location owner.

The most popular tournament in a local bar is the Draw-Your-Partner 40-30-20-10 tournament, with double elimination. Every player will give one or two dollars to enter a tournament. After you have an even number of entries and you feel no more are coming, draw two names at a time to show partners. These two people will play together throughout the tournament. Forty percent of the take goes to first place, thirty percent to second place, twenty percent to third place and ten percent to fourth place. Generally, some money is added to the take by the promoter. Twenty to thirty-two entries would be ideal.

The second most popular tournament is the Pick-Your-Partner tournament. Every player has chosen a partner well ahead of the tournament. Generally, there is more money to be given away and, thus, the entry fee is more. This type of tournament caters more to a better-skilled person than the draw-your-partner tourney. The pick-your-partner tournament generally is run in an area where there is a lot of interest in foosball, where promotion by draw-your-partner tournaments has existed for some time to create a large number of skilled players. With only a limited number of skilled players in an area, pick-your-partner tournaments may be unsuccessful due to players "loading up" a team and winning most of the tournaments that are held. This may kill interest in your area.

Singles tournaments are very successful in some areas where singles are played a great deal. Singles may be popular in sparsely populated areas because in such areas there may not be enough players constantly in a location to play doubles, so singles may become a pastime. Singles tournaments are run like a pick-your-partner tournament.

Pro-seeded Draw-Your-Partner or Pro-Amateur Mixed tournaments are tournaments that work like a draw-your-partner tournament. The only difference is that you have some influence as to whom a pro will play with. Generally, you throw the pro players' names in one hat and the amateurs in another and then draw a pro name with an amateur name. In this way, no two pros will play together and dominate the tournament. "Pro players will be seeded" should be stated on the tournament advertisements. A tournament such as this works well in an area where both pro and amateur players abound, in an area where foosball has been popular for some time.

Mixed Pick-Your-Partner tournaments are very useful in attracting girls into the game. Girls are a very good asset in creating interest in the game; and they may add skill and beauty to the game. An ideal time to run a mixed pick-your-partner tournament is after a general draw-your-partner tournament. Advertise your tourney at the general draw-your-partner tournament. The first one may have to be free of any entry fee. All the boys at the draw tournament will find a girl to bring to the mixed tournament or they may train them before the tourney. The money offered will have to be worthwhile. Mixed draw-your-partner also works well, providing you have an equal number of boys and girls to play.

Tournaments may not always be successful. There are factors other

**Welcome,  
MOA!**

**You are cordially  
invited to**

**See The  
World's Largest  
Inventory of  
Top Quality  
Equipment--  
On Display!**

**MUSIC • GAMES  
VENDING**

**Distributors for the industry's  
leading manufacturers**

***You're only minutes away...  
a visit will be worthwhile!***

**WORLD WIDE  
distributors co.**

**A Div. of American Recreation Group  
2734 W. Fullerton, Chicago, IL 60647  
Phone: 312/384-2300**

than the type of tournament which may affect the success of any tournament, such as the way your advertising is done and your choice of table.

A tournament will have to be advertised well in advance in the foosball territory you want to cover. Posters will have to be put out with the date, time, type of table, the amount of prize money, and the kind of tournament as well as the entry fee. Make sure all the skilled players in your area are informed of the tournament.

If you are going to promote foosball, a good choice of tables is important because once a table has been promoted in an area, it is difficult to switch tables. In choosing a table, one wants a table that best rewards skill, allows for a wide variety of shots, and is durable and trouble-free.

An experienced player may be the only person who could judge whether a table does reward a high degree of skill and is capable of many shots. It may be good advice to contact an experienced player. In some cases, you may have to go a long way to get the answers you need. Skill is important because of its high correlation to player appeal. A large variety of shots requiring skill will attract a larger group of players. All too often, we buy tables based on price and durability, but we also have to remember that the table has to be played for a long length of time in order for it to be profitable; therefore, it has to have a maximum amount of player appeal.

A successful tournament will require good cooperation between the promoter and the location owner. The location owner will have to be sold on a tournament promotion and also he will have to be of help when the promoter is not there collecting entry fees and explaining how a tournament is run. So, he will have to be educated in how a tournament is run to be able to explain it to every player. The first tournament is the toughest because the owner is not familiar with the advantages for him. After a successful tournament, he will want another for he can see how it improved foosball interest, which draws more people and improves other factors of his business as well, not only during the tournament but immediately before and, most important, from then on after.

# The BIG CAT by Valley®



## CHECK THESE OUTSTANDING FEATURES:

- drop chute or push chute
- top quality American-made 2 1/4" balls Valley manufactured 4-prong cues.
- genuine billiard cloth, backed for long play
- aluminum channel slate supports
- vinyl coated down corners
- non-resettable counters on all models
- high-style chrome and textured corner
- professional American-made pure gum rubber cushions
- sound-proofing features
- end clean-out door
- one-piece slate playfield on all models
- 25¢, 35¢ and 50¢ play available



Is the ONLY table in the WORLD with the

**YOU KNOW IT WORKS!**

Same regulation size and weight as numbered balls.

Exclusive with every Valley Table —

**the ball that revolutionized coin-operated table play!**

Only Valley has it — only Valley could!

Some regulation size and weight as numbered balls

**Cat's eye CUE BALL**  
"Sees" in the dark

U.S. Patent Nos. 3,362,710, 3,547,439, 3,738,655 Foreign Patent No. Belgium 669,813 British 1,046,390 Canadian 730,584 French 1,456,943 German P.1478-2446 Italian 726,661 Other patents pending

## Valley® Pro-Soccer



- REVERSIBLE TEXTURED OR PLAIN TEMPERED GLASS PLAYFIELD

## BUMPER POOL®



- THE ORIGINAL . . . MADE AND SOLD ONLY BY VALLEY.
- ONE-PIECE 3/4" SLATE PLAYFIELD
- REGULATION SIZE (58" x 42" x 31")



AMERICAN-MADE CUES BY one-piece & two-piece (write for brochures and prices)



Valley® POOL AND BUMPER POOL® TABLES • CUES • PRO-SOCCER

THE VALLEY COMPANY

DIVISION VICTOR COMPTOMETER CORPORATION

P.O. BOX 656  
333 MORTON STREET  
BAY CITY, MICHIGAN 48706  
(517) 892-4536

**Visit us at MOA. Booths 106-08, and 123-25**

# international dateline

## Wurlitzer Hosts Rome Meeting

Distributors for Deutsche Wurlitzer from virtually every corner of the globe were in Rome, Italy the week of October 3 to attend the twelfth International Wurlitzer Distributors Meeting.

Dr. Wilhelm Foelkel, vice president of the German based phonograph manufacturer, welcomed the group. As to the meeting being held in Rome this year despite certain political circumstances, Dr., Foelkel



*Wurlitzer Pres. W. N. Herleman*

explained in his opening remarks that the Eternal City was chosen because it is "the cradle of human culture."

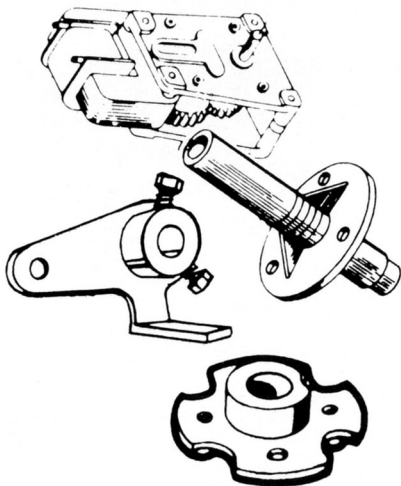
Following Dr. Foelkel's welcome, Wurlitzer President W. N. Herleman addressed the group, pointing out a recent fiscal sales and profit record for the year ending March 31, 1976. Herleman attributed much of Wurlitzer's recent success to key distributor and factory personnel. In

*(continued on page 64)*



*A Roman display: the phonos from Wurlitzer.*

## 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

# Austrian Music: an Operation

by David Snook

Like their colleagues in several other European countries Austrian operators suffer from a problem that fills their business hours with uncertainty—slots. Outside West Germany and Great Britain and of course those countries with a flat ban on slots, the general reluctance of governments to come up with hard and fast rulings on the machines leaves the unfortunate operator in an uncomfortable and uncertain situation.

At the root of the problem is the basic question of whether slots, played for limited stakes and limited awards, are gambling machines.

Without a definitive ruling the operator is left with the choice of leaving them alone altogether or operating them for lucrative returns but with the risk that the police may walk in one day and impound them.

The Austrian trade association, working from new offices in Vienna under General Secretary Richard Streit and President Karl Bergmann

has worked tirelessly to clarify the situation.

Still in 1974 at the Prater, the world-famous amusement complex in Vienna, police impounded every slot they could find. Vienna operator Leopold Schurrei, who was badly hit by the incident, commented "In my opinion the trouble started through newspaper articles full of prejudice and written by people who had absolutely no knowledge or understanding of the automatics business."

The "raid" left confusion in its wake and operators without a clear guide on the legal situation. As the situation has evolved from then it is clear that the operators need permission from an appropriate magistrate to operate each machine. But often, as Mr. Schurrei pointed out, the magistrate might well be the same one that is responsible for the machine being confiscated.

"My reply to all the bad and unfair publicity is: Give us clear laws saying just what we can operate." He seems confident that this will eventually be achieved.

Operation in Austria is affected by high taxation. It varies from region to region but in Vienna the amusement tax which must be paid on all machines stands at 100 schillings (\$6.10) per month. There is currently talk of increasing this to 800 (\$48.80) or even 1,000 schillings (\$61.00) per month. Performing Rights dues are high and are levied in addition to amusement tax. Records are expensive and the upshot is that juke boxes are for the most part too expensive to operate.

Pinball, video games, football tables and pool are all popular with the latter building up particularly well. Mr. Schurrei, for example, feels that pool will become a classic game in Austria, rivalling the football table. Video does well if it is moved from cafe to cafe at frequent intervals.

A negative view of the juke boxes is not necessarily universal in Austria, however. At Linz, about 30 miles from the Czechoslovakian border, is the headquarters of an operating company run by Mr. and Mrs. Seigfried Dattl, a 700-machine route encompassing a large region of

Austria.

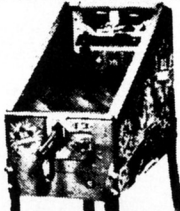
Juke boxes form the basis of their operation and they concentrate on the German-made N.S.M. which they favor for reliability. This is an important consideration in the economics of phonograph operating, as Mrs. Dattl readily confided, "You need reliability and good allowance of discs, if you want to make a jukebox pay." The couple allows between six and fifteen records per month depending on the importance of the site.

"Top hits must be included in the programme immediately, or you may miss a lot," the Dattls said. Programming is guided by the play meter. Current Austrian popular records, British hits and country music are the most popular.

Most of the Dattl sites have a phonograph and two or three other games. They employ site finders although most of the new business comes from recommendation.

The couple employs eight mechanics. Routine servicing is carried out between 8:00 a.m. and midnight, and on weekends two mechanics are always on call. A telephone answering system has been installed

## U.S. MARSHALL



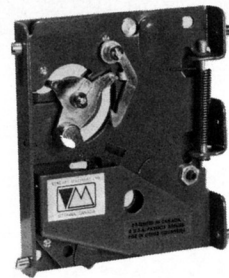
**J.F. FRANTZ MFG. CO.**

1940 W. Lake St.  
Chicago, Ill. 60612  
Tel. (312) TAYlor 9-2399

**Welcome MOA!**  
**Visit Us In Booths**  
**191 & 192**



## TRY THE NEW VENDALL 3 1/2" REJECTOR!



**Get reliability, good slug  
rejection at a low price.**

**Call or Write  
Vendall Machines  
Limited**

**110 Isabella Street  
Ottawa, Canada K1S 1V5  
(613) 237-6650**

PLAY METER



(continued from page 59)

in their offices and service cars are fitted with radio telephones.

The company has a total staff of 12 and service visits are made once per month on regular routes. Two collector-cashiers are employed on their own regular routes. It is the collectors who clean the equipment and change the records on the phonographs.

In their region there is an operational annual tax of 225 schillings (\$13.75) on each juke box and 250 schillings (\$15.25) on each game. Then in the region in which the headquarters are situated, there is a

72 schilling (\$4.40) monthly tax on each juke box and a 12 schilling (\$0.75) monthly tax on each game. This is in addition to the general tax. Performing Rights dues are extra and these are based on the number of seats in an establishment, starting with a basic 98. P.R. dues start at 96 schillings (\$6.00) per month and increase according to the number of seats. Play price on juke boxes in Austria is generally two schillings per disc.

The Dattls feel the same as Mr. Schurri about the general operating scene in Austria: "Our main problem is to do everything possible to raise

the standing of the automatics business. We need to make the whole image of the trade better, to show it is a business and not a game."

## Critic's Corner

(continued from page 48)

action in the top thumper bumper configuration. Nudging is advised for the best results in getting additional points and also in directing the ball to the top drop targets. Once past this area, it's all in the flippers, although the bonus value can increase by hitting the side kickers.

The Gottlieb bottom has been modified much like the ones found on Sheriff and 300, which I found much to my surprise when I tried to 'save' the ball the first time, and watched it roll away from me through the side opening. This bottom should prove a challenge to players who like to wait all day on a ball and hold the flipper up—with Grand Prix sometimes you can and sometimes you can't. The velocity of the ball should set the tempo for when you'll want to try.

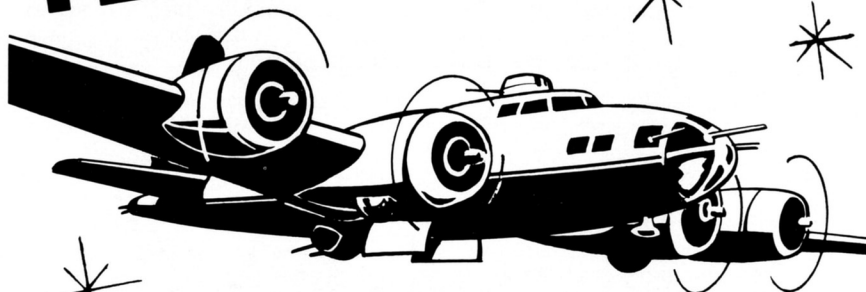
The game offers some high six digit scoring that can be enhanced by the spinners which increase in value once you reach the 50,000 point limit. Personally, I think the game should prove far better for the players than Space Mission, and even more successful for Williams.

The art work isn't too bad, and the big point is the use of a lot of color. All in all the sketches that I saw at Ad Poster at the beginning of the year have held fairly true to form and they offer a pretty realistic motif this time around. In terms of playfield layout, Steve Kordak has done what he said he'd be doing when last I visited him earlier this year—the one thing I forgot was the bottom which he warned be about back then. It's too bad no one had a camera to capture my expression when I 'saved' the ball only to have it roll away in the 'wrong' direction.

Rating: ### ½

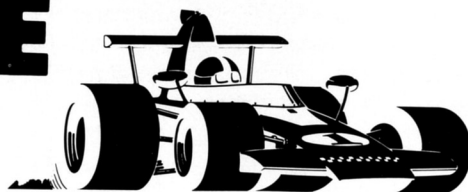
Well, that's it for this month's installment. The games at the show, remember, will be next month's target since showtime is fair game for my meanderings. It's also an opportunity for any of you to see me and either scold or praise me in person—you can't miss me; I'll be the guy playing the pins until I'm kicked out. Take care. And be well and prosper. See you in Chicago!

# Electra's FLYING FORTRESS



and

# RTH COCKTAIL TABLE



**PROVEN  
MONEYMAKERS  
ON LOCATION!**

**Come and see them at MOA plus a new  
product that will "Electra-fy" our industry!**

**BOOTHS 133-135**

## Electra Games

Division of UNIVERSAL RESEARCH LABORATORIES, INC.

2570 UNITED LANE, ELK GROVE VILLAGE, ILL. 60007

# Three Operators Tell How To Promote Play

by Richard S. Dietrich

"There's more than one way to skin a cat," the old saying goes, so there must be more than one way for an operator to promote his business. One way is through tournaments and elsewhere in this issue, Adrian Hoines, an experienced operator himself, explains the problems and benefits of putting on a foosball tournament.

But there are other ways as well. All it takes is a little bit of imagination. Three operators with imagination are Bill LaHart of Lake Placid, N.Y., Jim Mathias of Ocean City, Md. and Joseph Bustamante of Northville, Mich.

In LaHart's case, opportunity came to him. Executives of Lake Placid's annual trade show approached him about the possibility of exhibiting some of his equipment in a corner booth. It would give the kids who came to the show with their parents something to do, they told him.

The idea sounded like a good one to LaHart, and he and his father, who owns Upsate Vending Service in Lake Placid, decided to go all the way with it. Having attended a number of shows in the past, the LaHart's knew that a lot of potential location owners would be walking through as well as a lot of kids. So they set up their booth on a grand scale to include not only some of the games Upsate Vending operates but their new Ford club cab pickup and the "allied pieces which go with a good games and music operation."

"This to us was a good idea," LaHart told *Play Meter*. "It got us some good free publicity, showed that we were an on-the-ball outfit." LaHart noted other benefits. "We did pick up one terrific new location. We might have got it without the show, but it didn't hurt," he said. He added that the show gave him a chance to talk to a number of players as well, to get their reactions to the games exhibited. "We were able to use

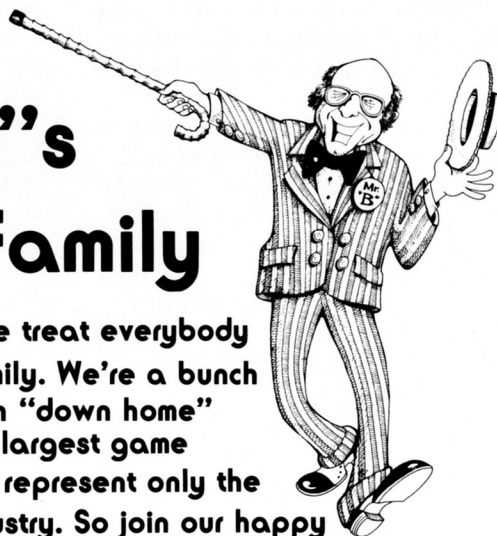
it as a bit of a testing ground," he said.

Asked if he thought that he had helped Upstate Vending's image by participating in the trade show, LaHart said that he thought the show did help their image but added that "We have a good image here in town. I think the whole industry image is changing." It is efforts like

that of the LaHarts at Upstate Vending that makes for that change.

Jim Mathias managed to get his arcade, Jim's Place Amusements in Ocean City, Md., mentioned in the *Maryland Beachcomber*, the *Maryland Coast Press*, the *Baltimore Sun*, the *Philadelphia Inquirer*, the  
*(continued on page 62)*

## Welcome To Mr. "B"'s Happy Family



At C.A. Robinson & Co., we treat everybody like they're one of the family. We're a bunch of "down home" folks with "down home" prices and service. As the largest game distributor in the West, we represent only the best equipment in the industry. So join our happy family and contact us for the best buys in both new and used equipment. Export inquiries invited.

### The "down home" folks:

Al Bettelman,  
Hank Tronick, Ira Bettelman,  
Mike Hall, Lance Hailstone, Joe Farney,  
Sandy Bettelman

### Our Family of Suppliers:

Allied Leisure, Atari, Bally, Brunswick,  
Chicago Coin, Exidy, J.F. Frantz, Fun Games,  
Irving Kaye, Meadows, Midway, Mirco, Valley,  
Ramtek, Sega of America, Segasa, Tournament Soccer

## C.A. Robinson & Co.

2301 West Pico Blvd., Los Angeles, Ca. 90006  
Tel: 213/380-1160

(continued from page 61)

Washington *Post*, on the AP wire, on Paul Harvey's news and on the "Tomorrow" program. How did he do it? He held a tournament.

But it was not your ordinary, everyday sort of tournament. Taking advantage of the national publicity surrounding Bally's Capt. Fantastic, the pinball marathon was only part of a larger package which included hourly high score contests, daily high score contests and chances to win Capt. Fantastic T-shirts, passes to the movie *Tommy*, an entire library of Elton John albums, and (the grand prize) an Old Chicago pinball machine.

The winner at Jim's was a vacationing plumber, Steve Zabel, 23, of Baltimore. Second place went to Denise Settino, 19, of Pittsburg, a college student and summertime waitress working in a nearby restaurant. Zabel played for 83 hours and 33 minutes; Denise managed just under 81 hours.

*Play Meter* talked to Jeff Mathias, Jim's brother and

partner in Jim's Place. "Where did the idea for the marathon come from?" we asked him. It just came, Jeff told us. "We were sitting here one morning trying to come up with ideas to increase day-time trade, and there it was," he said. Did it work? "Yes, it did work," Jeff said. "During the actual marathon, there were too many people watching the show, but afterwards we did experience a substantial increase in the day-time trade."

Did they have any plans for future publicity stunts? "Well, we're thinking of making the marathon an annual event, but we're hoping too to come up with something new for next year," Jeff told us. "Maybe a foosball marathon," he added dreamily.

Meanwhile, Joseph Bustamante, managed of Arcade 5 in Northville, Mich., was holding his own marathon, and it wasn't even his first. *Play Meter* asked him where the idea came from.

"We ran our first marathon in 1974 in Ann Arbor," Bustamante

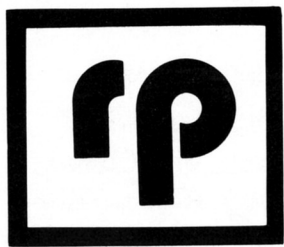
recalled. A charity he was interested in, the Mental Health Research Institute at the University of Michigan, was "deeply in need of money," and Bustamante was trying to think of a way to help them out.

"I had heard of all kinds of marathons for charity, walkathons and the like," he said, "but never a pinball marathon." So he arranged for one. The result was, in approximately 80 hours, a collection of \$400 for the Institute.

Bustamante's most recent marathon, at his new location in Northville, was also a charity endeavor. The purpose of the event was to raise money to help George Berryman, a band teacher in the Northville school system, who had suffered recently the loss of his kidneys and partial blindness. Bustamante provided the kids participating in the marathon with use of his facilities and supplied them with food. They arranged for sponsors that contributed to the fund for Berryman so much per hour played. In all over \$675

(continued on page 64)

# Invest your quarters in a blue chip game



rené pierre  
football

MOA Booth 11 & 12



# ANNOUNCING!

## A Regional Service Seminar

A three day technical service school for all service personell. The daily schedule will cover basic repair and troubleshooting of digital and solid state video and electronic equipment. Instruction and repair methods on current video and electronic games as well as the newer and more advanced microprocessor games will also be taken up.

This important service school for all types of games will be conducted by veteran instructor and technical writer for PLAY METER, Robin Minnear of KUSH-N-STUFF. Mr. Minnear presents himself in an easy-to-understand manner and his background and experience in the coin machine industry makes him one of the most sought after instructors for this industry.

### Who?

Co-Sponsored by  
PLAY METER  
and KUSH-N-STUFF

### When?

Tues., Dec.14,  
Wed., Dec.15,  
Thurs., Dec.16, 1976

### Where?

DENVER HILTON  
1550 Court Place  
Denver, Colorado

FREE lunches and refreshments served daily. Classes begin at 8:00 AM each day. Classes limited to the first 75 students on a first come first served basis. Act now by filling out and returning the form below.

Registration closes Friday, Dec.10, 1976.

For more information call: 1-504-827-0320 or 1-408-379-7180

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please indicate the type of accomodations you will require:  
\_\_\_\_\_Single Room(s)\$28/day \_\_\_\_\_Double Room(s)\$38/day  
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, a new Textbook for Video Game Logic, and lunch for each of the three days. I 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

(continued from page 63)

was raised.

Vilia Zemaitis played for 93 hours, Ron Nowland for 92 hours, and Bob Dinser for 88 hours. Rules for the marathon—it was run according to Guinness Record Book guidelines (as was the marathon at Jim's Place)—provided that the participant take no breaks for the first 40 hours; five minutes breaks per hour were allowed after 40 hours of continuous play. No stimulants other than coffee were allowed, and no one other than the contestant could shoot the ball or operate the flipper buttons.

Bustamante noted that he did get both radio and newspaper coverage for the event, and although "favorable publicity was a secondary consideration" for him in this case, he was very interested in "bettering the image of the arcade and arcades in general."

"I am very promotion minded," he added. "To do business you've got to get the parents behind you. You've got the kids." One way to do this is involvement in the community. Bustamante himself is very public-spirited. In addition to the marathons, both held for charity, he opens his arcade every Thursday night for a "fellowship club" for the local youth.

"In all about 20 to 25 kids attended regularly," he stated. They range in age from 15 to 25. The "rap session" is directed by a former drug addict who has found a better life.

There are a number of ways you can promote your business, on a community level like the LaHarts and Joseph Bustamante or even grandly like Jim and Jeff Mathias. All it takes is the willingness to do so, persistence and a little imagination.

(continued from page 35)

plexing and the utilization of memory were also discussed.

Phase III was the order of day three as well. Minnear and his students analyzed Midway's processor system using the 8080 processors. Specific troubleshooting techniques were discussed for that system and the 6502 Atari processor system as seen on Flyball. The Fairchild F8 microprocessor was also gone into.

Minnear also examined the software control of the various microprocessors, and the three-day seminar closed with a discussion of what the operator can expect from future technological advances in the industry. Minnear mentioned flat screen TV, vector monitoring systems and high powered computers as imminent.

Forty operators and servicemen from Florida, Georgia, Tennessee,

Mississippi, Louisiana and Texas attended the school which was the first in a series to be offered by *Play Meter* in conjunction with Kush N' Stuff.

(continued from page 58)

closing his remarks, Herleman said that he expects business in general to be very good throughout most of the coming year with a tapering effect to occur late in the year.

H.G. Schmale, domestic sales manager, had the honor of unveiling the new models of 1977. Judging from the applause the shining new jukeboxes got from the visiting distributors, it will be another good year for Deutsche Wurlitzer.

After the new product introduction, Dr. Foelkel took to the podium again and entered into a discussion about the trend of the jukebox business. In his remarks, the Wurlitzer vice president re-affirmed that jukebox sales were on the upswing following what he termed "a temporary recession." The gaining of new locations and having the jukeboxes to suit them was given as the reasons behind the increase in sales.

In a somewhat different vein, Dr. Foelkel stressed the need for operators to get a higher percentage of the weekly collection. "The take is for the operators and the music is for the locations," he said. "The key to operator profitability is in operating a first class jukebox, keeping it well programmed and offering it excellent service," he added. Dr. Foelkel concluded his remarks with a simple, optimistic statement. "As long as there is music, there will always be jukeboxes."

During the two-and-one-half day event, the entire group was treated to a bus tour of Rome, which took in many of the highlights of the ancient city. At night, there was a formal sitdown dinner followed by a gala dance.

The last day of the meet was set aside for private round table discussions between manufacturer and distributor. Distributors were given the opportunity to discuss the new phonos, to ask questions about them, and, of course, to submit orders for the new models, soon to be ready for delivery.

In all, the meeting was a huge success and everyone at Deutsche Wurlitzer is looking for another successful year for one of the oldest names in the business—Wurlitzer.

## A.M.A. DISTRIBUTORS, INC.

Welcome MOA and GAAPA visitors!  
When in New Orleans for the Parks Show,  
come by and visit our showrooms.  
Just minutes from the Rivergate!  
Exclusive distributors for Rock-Ola,  
Midway, Brunswick, and Fischer.

**A.M.A. Distributors, Inc.**

1711 St. Charles Avenue,  
New Orleans, Louisiana 70130  
Phone: 504/529-2315





COIN INDUSTRY  
**PLAY METER**  
**UPDATE**

Vol.2 No.11

October, 1976

**publisher's page/notes**

### "Better Late Than Never"

At long last, it is a pleasure to bring you **Play Meter's** new monthly supplement, **Update**. As a paid subscriber to **Play Meter**, you are entitled (at no additional charge) to receive on a monthly basis this important new service for today's operator.

We thank you for your patience and your support as you've waited for the past several months for this new service to materialize. It was our original intention to publish and deliver both **Play Meter** and **Update** within the same calendar month. But several months back our mailing dates were back to about the end of the third week of each month. This resulted in a number of subscribers receiving their April issues in May, their May issues in June and so on. We decided that this was a disservice to our paid subscribers and took action to move **Play Meter's** mailing date to the first of each month. It took a few months to catch up on all that time, but we finally made it, and **Play Meter** is now being mailed on the first of each calendar month. We are therefore in a position to send you this second publication, **Update**, in the middle of the month and be fairly certain that you will receive it within the month. So thank again for waiting so patiently. We think that you'll find the wait has been worth it.

Continuing in our commitment to our paid subscribers, in our effort to be of more service to you, the operator, **Update** is designed to bring you the latest news of the industry, the latest chart information and music programming advice, to bring you more new equipment information and ratings to assist you in your important buying decisions, more technical advice from our staff experts on keeping the equipment you do purchase running, and last but certainly not least a free Classified section that is designed to aid operators and distributors all across the country to fill their equipment, parts, and employment needs. For all the details on this very important new service, see page 8.

As a direct result of the response we receive from our free classified section and with the help of some key distributing concerns across the country, we are hoping in addition to generate a wholesale price index for used equipment actively in trade on the market. Having a general idea of what a particular type of used equipment is worth can be vital in determining the useful life of a new piece of equipment of similar type. Also, knowing in advance what the probable resale value of a new piece will be is an important input in determining a reasonable return on one's investment in that new piece of equipment.

We hope that we will get the necessary co-operation from distributors and operators around the country. For only with your support will we be able to generate an acceptable cross-section of the used equipment market to enable us to publish an accurate range of current used equipment values on a month-to-month basis.

Basically, that's what **Update** is all about, more news, music programming information, technical and new equipment advice, and a free classified section. We are confident that this new subscriber service will prove itself a valuable asset to today's operator and that it will fully complement **Play Meter** in a continuing effort to keep it the only magazine you'll ever need. Welcome to **Update**. Accept this as our gift to you, our paid subscribers, to whom we owe so very much.

Ralph C. Lally II  
Editor & Publisher

# Announcing UPDATE

## ANOTHER NEW SUBSCRIBER SERVICE

## More Than A Newsletter More Than Record Charts

### UPDATE HAS IT ALL

- ☆ Late Breaking News
- ☆ More Service Tips
- ☆ Music Charts
- ☆ Pick Hit Service
- ☆ Programming Articles
- ☆ Music News
- ☆ Equipment Reviews
- ☆ Free Classified

# Don't Be Left Out Subscribe Now

Enter your paid subscription now and you too will begin receiving **Update** every month between your issues of **Play Meter**. Cash in on this new subscriber service by sending your subscription now. You won't want to miss a single issue. Simply fill out the coupon at right or fill out the easy-to-use, self-addressed, stamped subscription card located between pages 8 and 11.

Yes! Enter my subscription to **Play Meter**. I understand that the subscription fee of \$20 entitles me to receive both **Play Meter** and **Update** on a regular monthly basis. Enclosed is my check or money order (Do not send cash.) for a year's (26 issues) subscription.

Company Name \_\_\_\_\_  
 Company Representative \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_  
 Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_

MAIL TO: **Play Meter**, P.O. Box 24170, New Orleans, LA 70184



**Our new  
Dallas branch  
is ready to  
serve you now**

- Our new full service distribution facility will serve the greater Southwest—Texas, Oklahoma, New Mexico, Kansas, Arkansas and Mississippi.
- Over 10,000 items in stock to provide parts and supplies for vending machines, music/game equipment.
- Over 12,000 sq. ft. of space housing everything from coin chutes to video game testers.
- Centrally located at 4560 Leston, in the new Regal Industrial Park.
- Wico/Dallas your best one-stop source for everything you need to repair, maintain or modernize your equipment.



**Call (214) 634-7790**

- Now serving the entire Vending, Game/Music Industries even better!



**HOME OFFICE**  
6400 Gross Point Rd.  
Niles, IL 60648  
(312) 647-7500

**SALES & SERVICE BRANCHES**

16 Gloria Lane  
Fairfield, NJ 07006  
(201) 575-0515

4560 Leston, Suite 410  
Dallas, Texas 75247  
(214) 634-7790

5584 E. Imperial Hwy.  
South Gate, CA 90280  
(213) 923-0381

**PLAY METER**

(continued from page 17)

regular flipper game?

**NICHOLS:** Most of our machines are on two plays for 25 cents; and we have no five-ball games—all are on three balls. However, we are experimenting with some of the new games at one play per quarter, three plays for two quarters, and in this case we're using five balls and we're also using three balls. We haven't determined yet whether there's any point in going to five balls or not. We hadn't had a five-ball game for about fifteen years until this fall.

**PLAY METER:** It kind of softens the blow a little bit when the player walks up to the machine and sees that it's 25 cents a play and then realizes he gets two extra balls. Is that your philosophy here?

**NICHOLS:** Well, we thought when we went to the quarter a play, we had to give them something so we gave them a couple of extra balls. Still I actually don't know whether the going to five balls is worthwhile or not, but we do know that the quarter play doesn't seem to stop the players. Recently I saw two boys waiting to play a machine that was 25 cents a play while there were six other machines in the location that weren't being played at all. They said, "Why don't you get more machines like this?" It just happened to be a pin game that they liked, and they were waiting their turn on it, a quarter a play.

**PLAY METER:** Five balls or three?

**NICHOLS:** Five. Another thing that I have mentioned to operators about pricing on games is this. For a long time now, for several years, we've had 25 cent games in video, and quite a number of amusement devices have been 25 cents for one play. Sometimes the player doesn't get much more than one minute's play for his quarter and still these machines will earn tremendously. On a pinball you get four or five minutes of play for your quarter depending on the number of balls. What I'm trying to say is that if the player will spend a quarter for the other games, he'll also spend a quarter to play a pinball where actually he gets more playing time.

**PLAY METER:** So you think it's quite possible that you could get away with three balls for 25 cents.

**NICHOLS:** We're doing it now. There may be locations where it wouldn't work, but we're doing it and it's working very well. We're even mixing machines up: we have machines that are on two for a quarter right beside machines that are on one for a quarter and the one for quarter machines are earning more. Of course they're new.

**PLAY METER:** And some of these are one for a quarter, *three* balls?

**NICHOLS:** Yes, and I'm not the only one doing it. It's being done in a few other places in the country. In fact there are other places where it's been done for several months or longer and they're reporting that it works out okay.

**PLAY METER:** What other ways can the operator increase his profit picture other than raising his prices and adjusting his commission structure?

**NICHOLS:** Dr. Malone from the University of Notre Dame has studied the problem. He gave a seminar in Chicago at our last convention. He points

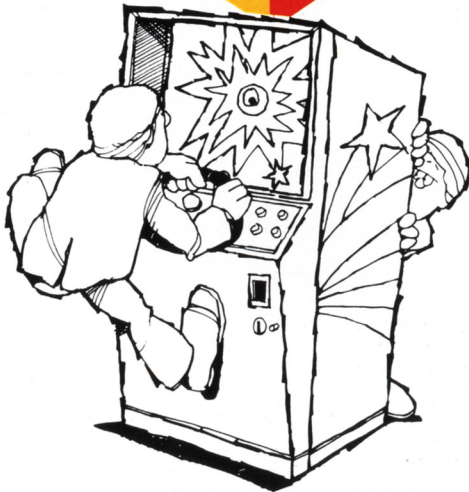
(continued on page 70)

# MORE COIN COLLECTORS FROM MEADOWS!

## LAZER COMMAND

## FOUR'N ONE

## SEA AVENGER



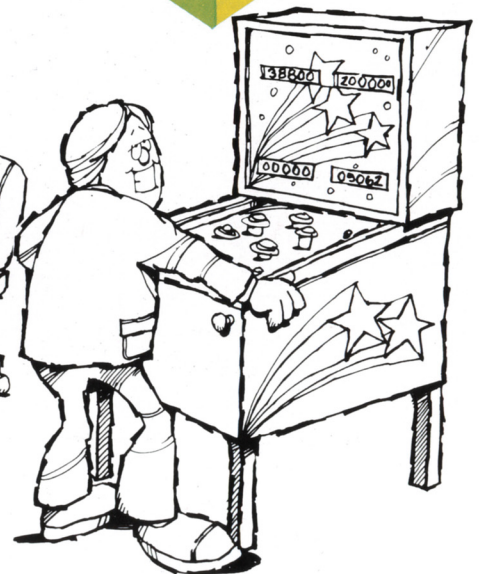
### Lazer Command

Two player stand-up includes WHO'S WHO, WHAT'S WHAT, mirrored images, standard (and then some) operator/ player options, 23" TV and multiple action-packed playfields that will absolutely a-MAZE you.



### Meadows Four 'N One

It's the Bob & Carol and Ted & Alice game. Four times as many games results in four times as many dollars for the operators and fun for the players which all means this cousin of Flim Flam will sell 60,000. Play tennis, hockey, singles knockout and doubles knockout. Of course, if Bob wants to play by himself he can.



### Sea Avenger

This new pinball flipper goes 'balls out.' Looks like a pinball, plays like a pinball, and acts like a pinball—with the exception of service calls—because it's MEADOWS SOLID state.

**Meadows**

Meadows Games, Inc. 181 Commercial Street, Sunnyvale, CA. 94086 (800) 538-1515



(continued from page 66)

out that raising prices and getting a better commission rate is sometimes not enough. Other things you can do include not servicing your locations quite as often, using vehicles that are a little less costly to operate, maybe organizing your people so they do more than one function when they go to a location, so that they might service the machine as well as collect, for example. All this is in Dr. Malone's analysis.

**PLAY METER:** What about the purchasing of equipment itself? Are there any guidelines an operator should follow in deciding what to buy, how much to buy, and what he should pay?

**NICHOLS:** In my case, I'm trying to wait until I get information on a piece of equipment before I buy. That's why I like this Critic's Corner. It gives you a little idea about how a game might do. That's another thing that I learned around at these state conventions. I'd ask a number of people, "What's your best game?" And they'd tell me their best game or they'd say, "Well it's between these two." So many times I'd come away with what I think is very valuable information and sometimes about machines I didn't have, had actually held off buying.

**PLAY METER:** That brings us back to this matter of communication. You mentioned earlier that you were able to learn a great deal just from openly communicating with other operators across the country. How can the operators in a given area begin to communicate with another?

**NICHOLS:** I think there is nothing more important in our industry than the state associations. State

associations are not only important in themselves but they're important to MOA. And, of course, MOA is very interested in state associations, has actually helped to develop many state associations. In fact, Fred Granger, our executive director, feels, I think, that probably the most important thing that the MOA has done is to aid the development of state associations.

**PLAY METER:** How many state associations are there now, do you know?

**NICHOLS:** There are 28 states that are listed as having associations. Some of them are very successful and some of them less so, less active.

**PLAY METER:** Two years ago when we interviewed Russ Mawdsley, then president of the MOA, he said there were 28 state associations. That means that there were then and still are 22 states yet to get together and form a state association. That also means zero growth in two years. What do you think the problem is?

**NICHOLS:** Well, there are some states that had associations that sort of died out and then, just in the last year or two, have been revived. I suppose that's why the count remains the same. But I think probably the greatest growth in state associations has been that they're more successful now, the ones that do exist.

I do know that there are three or four states right now that are interested in starting state associations and they're inquiring about help. As I said before, MOA is very interested in state associations as we offer them all kinds of help. The MOA staff

(continued on page 72)

# Pssst...

## Wanna score a year's supply? of **PLAY METER**

Now's your big chance. Enter your subscription now by simply filling out the subscription card and dropping it in any mail box. No need to include money, if that's your preference. We can easily bill you at a later date. And remember, your subscription to Play Meter is tax deductible! Do it now!

choice  
quality  
reading

COIN INDUSTRY  
**PLAY METER**

P. O. BOX 24170  
NEW ORLEANS, LA. 70184

# the Mills Token Vendor is No Gamble



**\$750.00**  
FOB Chicago

The Mills Token Vendor looks, sounds, feels and handles like a regular slot machine. Actually, it's a coin-operated vending machine that gives your customers exactly what they want, every time. Owners get what they want—a handsome profit from a perfectly legal machine requiring a small space investment (less than 2 sq. ft.).

These colorful, exciting machines attract play action, and the payoff is a token—it can be your own special token, or you can choose from stock tokens with proven customer appeal like the Lucky Zodiac, the J. F. Kennedy Memorial, a W. C. Fields poker chip, the Wizard of Oz, State Seals and others.

The mechanism is simple for virtually consistent, trouble-free performance. The hopper load has a capacity of 1,000 tokens which reduces service requirements to an absolute minimum.

The Mills Token Vendor is manufactured by the company that has been building slot machines for the big casinos around the world since 1889—it's your guarantee of the best in coin-operated equipment.



## Mills Bell-O-Matic

Dealer Inquiries Invited

A Division of TJM Corporation Other divisions: JENNINGS & COMPANY • J. H. KEENEY & COMPANY  
853 Dundee Avenue, Elgin, IL 60120 U.S.A.  
(312) 261-8000 • Telex 72-2416 • Cable AMERGACO

Domestic Sales: 120 Linden Ave., Reno, NV 89502  
(702) 826-4906

International Sales: 135 Eastern Ave., Bellwood IL 60104  
(435) 378-7142 • Telex 28-5376

(continued from page 70)

can tell interested operators in any state the steps necessary to start a state association. State associations and the national exposition in Chicago are the two really important functions of MOA.

**PLAY METER:** But MOA is an operators' association, right? It's not made up of manufacturers and distributors predominantly, although I think many of them are members.

**NICHOLS:** No, MOA is an operators' association. We have distributors as members, but many of the distributors that are members are also operators.

**PLAY METER:** How does one go about becoming a member?

**NICHOLS:** Well, you fill out an application. Applications are available through the mail from the home office in Chicago—228 North La Salle Street, Chicago, Illinois, 60601—and through the state associations. They're sent out upon request and especially this time of year, before the convention, we get a number of requests, people calling in wanting an application.

**PLAY METER:** How much does it cost to become a member?

**NICHOLS:** Memberships start at \$50; it depends on the number of machines on your route. For under 50 machines, it's \$50, and it goes up to \$500 for over 1000 machines.

**PLAY METER:** We just mentioned the convention. What can you tell us about this year's MOA convention?

**NICHOLS:** This is bound to be our biggest MOA show. From the standpoint of exhibits, we have

opened a third hall—last year we had two. Of course, this has been brought about by the tremendous growth in the games industry. However, we still have five large, spectacular, beautiful music machine exhibits. So it's still a music show as well.

Last year was a very large convention and our exposition last year was, by quite a lot, the largest we'd ever had. We had more exhibitors and we had 4100 registrations. We expect the registration to be up this year because we're going to have people from 20 foreign countries. We have foreign countries represented every year and I think there are *more* coming every year because MOA is really becoming an international show, probably the best show in the world as far as coin machine equipment is concerned. That would be my opinion.

**PLAY METER:** Do you think that's the major draw of the convention, the new equipment?

**NICHOLS:** Well, it has to be an important part of it. Of course we have a very good band and floor show which is an attraction. I know a lot of people consider that. And of course our educational seminars: this year I think they're going to be outstanding.

**PLAY METER:** What can you tell us about them?

**NICHOLS:** Well, we'll have Dr. William P. Sexton from the University of Notre Dame and he will talk about how to improve communications among employers, employees and customers. Cal Clifford from Cal's Coin College in Oklahoma will be there and he'll talk about mechanics, technicians, where

(continued on page 74)

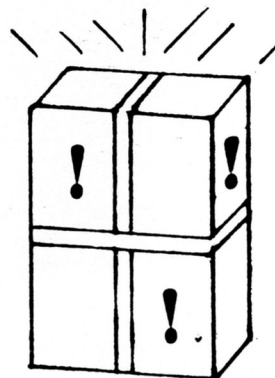
# Chicago Coin

**makes the games that help you make it big!**  
**See them at BOOTHS 141-145 Expo '76**

**FLIPPER PINGAMES • TV GAMES  
RIFLE GALLERIES • DRIVING GAMES • SHUFFLES**



**JUKE BOX  
4-PLAYER**



**CONEY ISLAND  
RIFLE**

**Chicago Coin**

1725 Diversey Parkway / Chicago, Illinois 60614

# classified

FOR SALE: SPIRIT OF 76 \$900, VALENCIA \$750, SPACE MISSION \$915, FLICKER \$675, WIZARD, \$895, CINEMA \$745, DEMOLITION DERBY \$985, SPEED KING \$450, TV GOALEE \$495, WHEELS \$1050, CHOPPER(helicopter) \$450, SUPER SHIFTERS \$625, MONTE CARLO \$275, CHOPPER (motorcycle) \$595, FIRE POWER \$750, KNOCK OUT Twin Guns \$650, F-114 \$1100, AIR ATTACK \$495, GRAND NATIONAL (steplechase game) \$495, TANK \$845, GOAL IV \$495, ANTI AIRCRAFT \$695, FORMULA K \$625, DROP ZONE 4 \$465, FLIM FLAM II \$475, TRIVIA \$775, BALL PARK \$595, WINNER \$165, PACE RACE (unshopped) \$250, CHAMPION \$195, BIO-RHYTHM \$525, FLYING ACE (unshopped) \$250, POOL TABLES 8 Ft. \$250, AIR HOCKEY (unshopped) \$365, AIR HANDBALL \$650, FIRE CHIEF \$650, BUMPER POOL \$275, PACHINKO \$375, DYNAMO FOOSBALLS (Butcher-block) \$375, BOMBS AWAY \$595, OLD CHICAGO \$835, QUIZ SHOW \$845, TWIN JOKERS brand new \$465, or three or more \$450. New Orleans Novelty Co., 1055 Dryades St., New Orleans, La. 70113. Tel: (504) 529-7321, CABLE: NONOVCO.

ATTENTION: FAMILY GAME ROOM, ARCADE OWNERS; CHANGE MAKERS for CHANGE BOOTHS. Fast error free. Write information. AKRON COIN, 1515 E. 11th, Tulsa, Okla. 74104. Tel: 918/742-5144

WE RE-BUILD DOWNEY-JOHNSON, ABBOTT, KLOPP COIN COUNTERS. Parts, Belt changers. Lowest discount prices. We trade. Our prices will save you money. AKRON COIN, 1515 E. 11th, Tulsa, Okla. 74104. Tel. 918/742-5144

WILL SELL OR TRADE-FOR ANYTHING COIN OPERATED. DuGrenier K-12: K-14: K-20: LB-20 Corsair 20 some with new fronts. Rowe 20-700 with \$1.00 units. U-Select It candy machine. Lyons Music Co., 10 West Front St., Skowhegan, Maine 04976.

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. 06505

FOR SALE: COMPUTER PORTRAIT SYSTEM BY Computer Games, Inc. Slightly used but in excellent condition. Includes portable display booth. Other interests forces sale. Write: Computer Reflections, 118 Southwyck, Toledo, Ohio 43614 or call 419/865-8161.

LATE MODEL FLIPPERS AVAILABLE. Large selection. As is or shopped. Tel: 313/792-2131

ARCADE DEVICES AVAILABLE. LARGE SELECTION. As is or shopped. Tel: 313/792-2131

WANTED: EXPERIENCED MUSIC & GAMES MECHANIC. Pay, \$1000 month starting. Insurance benefits. Send resume to: R.Kanold, Coast Amusement Service, 4631 Beaumont Ave., Oxnard, CA 93030

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 \$20.00 for 1 year subscription. E.A.R., 32 Franklin St., Quincy, MA 02169 (617) 773-1804

PINBALLS! WE HAVE OVER 100 GOOD USED PINS IN stock available shopped or as is. Good prices on the following games: Nip-It, Circus, Amigo, Twin-Win, Odds & Evens, High Lo Ace, Time Zone, Honey, Darling, Gulfstream, Flying Carpet, Grand Slam, Jumping Jack, Pro Football, Big Shot, High Hand, Top Card. Many More. Call Liberty Equipment (214)-638-5346

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

**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**

**PLAY METER  
CLASSIFIED  
ADVERTISING**

**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

FOR SALE-SHOPPED AND READY TO GO: Bally Vampire \$375, Zip-A-Doo \$325, See Saw \$325, Nip It \$500, C C High Score Pool \$150, Gott. Roller Coaster \$325, Air Hockey with extra top \$300, Leisure Tron Space Laser \$150, Hit and Run or Fast Ball \$150. LYONS MUSIC CO., 10 West Front St., Skowhegan, Maine 04976

WANTED: WILL PAY CASH FOR AMI WALLBOXES WRA, WRB, WRC MODELS AND HIDEAWAYS. Must be clean and complete, not necessarily shopped. Call 617-666-4900 or write: MELO-TONE VENDING, Inc., 130 Broadway, Somerville, Mass. 02145, ATTN: H. Hoffenberg.

ARE YOU A CLAM? We hope not. This vibrant young trade journal needs vibrant writers from within and without the industry. If you have something to say in article form, send queries to Dept. W, P.O. Box 24170, New Orleans, La. 70184.

**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

**SEE THE NEW  
200  
SELECTION  
ROWE-AMI  
R-81  
PHONOGRAPH**

**1977 MODEL  
SOLID STATE**

**ATLAS MUSIC CO.**  
 2122 N. Western Avenue  
 Chicago, ILL 60647  
 Phone: (312) 276-5005  
*Established 1934*

**WANTED**

- Old Gaming Machines
- Old Counter Games
- Old Juke Boxes (Pre 1948)
- Old Nickelodeons or Orchestrians
- Old Arcade Games (pre 1940)
- Old Pinballs (Pre 1950)
- Literature, Brochures or Operating Manuals on same

Call person to person **COLLECT** to E.J. Cummings (605)336-3398.

Or write to me at 300 South Lewis, Sioux Falls. S.D. 57103.

PLAY METER

(continued from page 72)

to find them and how to train them. This is probably the most important thing that operators are asking about at the present time—there's a desperate need for trained service people. Finally, Bill Arkush will talk about the growth of computers in the coin machine industry from dedicated logic to reprogrammable systems. Bill is also going to talk about the future of electronic games.

We're also going to have an educational program going on throughout the entire show. We'll have booths on the floor. Kurz-Kasch, by the way, has been endorsed by MOA since 1974 for the schools that they put on. We'll have a booth which will give people information on tournaments and there will be, available for the first time from MOA at the show, a new booklet on how to put on a pool tournament. There will be a pinball game service booth where people can ask questions about service problems on pinballs. And Bill Arkush will have a booth where he will talk about the solid-state systems that he deals with. There will be about four booths on the floor then that will answer questions on the servicing of all types of equipment. Then too each music manufacturer's booth also constitutes a service booth, because they, the manufacturers, always have people who can answer questions about their equipment as to the service. The music people have done a fine job of this every year.

**PLAY METER:** So there are going to be many chances for people to learn about service and repairing their machines?

**NICHOLS:** More than ever before because of the tremendous demand for this sort of a program. According to the questionnaires we sent out,

service is overwhelmingly the operator's No. 1 problem. For that reason, during the year, we will also sponsor four seminars throughout the country, these in addition to the seminars that are being put on by manufacturers and service companies.

The MOA has always been very careful to study programs before we go into them. It took us several years to develop the Notre Dame business seminars but they're extremely successful now and they're very much in demand. These service seminars that we're going into now have been under study since 1974, and we feel they're going to develop into something very worthwhile as an MOA service. Our first 1977 seminar will be in Denver, incidentally—this has been requested by some of the western state associations.

**PLAY METER:** This is a business seminar or a service seminar?

**NICHOLS:** This will be a service seminar. MOA seminars in the past, incidentally, have covered music machines and games, business, public relations, record programming and employee relations among other things.

**PLAY METER:** What are your thoughts as you draw to the end of your term as MOA president?

**NICHOLS:** I think we talked about this before but I'd like to say again that it's my belief that state associations are extremely important to the growth of our industry. This is where people get a chance to exchange knowledge as to equipment, where they can get together and learn from each other. Additionally they can form a powerful bloc when it comes to fighting or passing legislation on every level. So I'm concerned that we keep developing state associations and keep the ones that we do.

THE MACHINE LANGUAGE IS DATA !!!  
 WE TALK TO THE MACHINES:  
**KUSH N' STUFF**  
 AMUSEMENT ELECTRONICS  
 HAS THE DATA WRITTEN OUT FOR YOU !!!

TEXTBOOK OF VIDEO GAME LOGIC	\$14.95
TEXTBOOK OF PROCESSOR GAME LOGIC	UNRELEASED
8080 GUNFIGHT MICROPROCESSOR DATA BOOK	\$19.50
8080 SEAWOLF MICROPROCESSOR DATA BOOK	\$19.50
(CPU BOOK)	\$19.50
WHEELS I & II DATA BOOK	\$39.50
TANK DATA BOOK	\$29.50

SEE US AT THE M.O.A. (NORTH HALL) JUST ASK US - WHAT IS THIS STUFF ???

KUSH N. STUFF  
 60 DILLON AVE. SUITE D  
 CAMPBELL, CALIF.  
 408-379-7180



# A message from Rock-Ola.

We've been the leaders in the coin-operated phonograph industry for a long time. During that time, here's what we've learned.

To stay on top of the industry, you've got to have the largest line of phonographs. So there's one for every kind, style, size, and type of location.

You've got to build the most dependable machines of anybody. With the best styling. Serviceability. Economical operation. And the highest resale value.

But you can't stop there. You've got to be constantly testing, checking, inventing, and researching to produce better machines every year.

That's what it takes to be the industry leader. That's what it takes to make phonographs that can't even be copied, let alone surpassed.

To prove what we say is simple. Just come to Parlor #7 at the M.O.A. Show, November 12, 13, 14. And see the latest in a long line of leaders.

**This is the Age of Rock-Ola.**

ROCK-OLA 