july 1991

RePlay

window on the world of coin-op entertainment



SEGA FIRST TO INTRODUCE NEXT GENERATION GAMES

What A Reunion! Gottlieb®'s

CLASS OF 1812™



Contact Your Local Distributor

And R.S.V.P. Today!

HOT OFF THE PRESS!

OREGON, MAINE OKAY VIDEO LOTTERY — In late June, operator-backed bills passed two state legislatures (Oregon & Maine). At presstime, additional VLT bills were moving rapidly forward elsewhere. AMOA's **Wally Bohrer** may be correct: he predicted five states would have video lottery by the end of '91. Here's a rundown:

Oregon: South Dakota-style video lottery "should be up and running by year-end," said distributor **Mike McWilliams** of General Coin (Portland). Other sources said the market could be active by Nov. 1. Two years ago, the legislature passed a pro-lottery bill which left the operator's role somewhat vague. After lots of controversy and close calls, the House passed HB.3151 by early last month. That bill banned gray area games and set up broad guidelines for operator involvement. On June 21, the Senate passed HB.3151 by 18 to 12. "We're now awaiting instructions from state lottery officials," said Mike McWilliams. According to *The Oregonian* newspaper, the state expects to earn at least $50 million per year from VLTs, and three different out-of-state firms are already bidding to supply the central computer that monitors video lottery terminals on site. By the way, General Coin will carry vidpoker games from **Video Lottery Corp.,** Mike said.

Maine: the legislature approved video lottery June 17 (the House passed it 97 to 47; the Senate 27 to 11). "It's now on the Appropriations table so that it will go into the budget," said operator **Ross Furman** of the Maine Gaming Assn. "The governor doesn't really want the project, but after seeing the general consensus he's turned around a little bit." On June 24, tradesters were hoping the governor would sign the bill into law June 25. Ross credited "a very skillful lobbying effort" by the association's **David Kerry,** MGA's lobbying firm and "a great grass-roots campaign."

Louisiana: On June 24, a pro-lottery bill filed by Rep. **Peppe Bruneau** had passed the House floor and was undergoing Senate hearings. LAMOA Secretary Brenda Lollar said HB.283 was not the bill LAMOA originally proposed, but that the association was "pulling teeth" to get it passed.

Illinois: ICMOA's bill was hurt by "political posturing" by certain politicians, but at presstime the association's lobbyists planned to attach the bill to an existing bill as an amendment. "The state has a shortfall of $1.5 billion," stated ICMOA's **Adonna Jerman.** "The concept of video lottery is still very much alive and we're hoping to make it part of the balanced-budget package."

Wisconsin: WAMO Exec. Director **Joe Phillips** said June 20 their video lottery bill was expected to be introduced onto the legislative floor within days for quick action.

South Carolina: SB.417 (which would have banned amusement video poker) did **not** pass. State officials said the legislature has adjourned for this year, but the bill may automatically be reconsidered next session. According to AMOA President **Jim Trucano,** that leaves the status quo in place for now.

TAX THREAT UPDATE — Inside, we report Nevada was considering AB.698, which called for a 6% gross receipts collection tax (plus a $50 per-location charge) for non-gaming machines. At presstime, Reno operator **Bill Van Anda** stated that AB.698 did not pass. Instead, a new tax will assess each business according to number of employees. Sole proprietorships are exempt, Bill said.

In California, some tradesters hoped at presstime that the 6% sales tax hike was dead but CCMA's **Dennis Loper** told us the fight's not over yet. Fingers remain crossed.

INVESTMENTS & ACQUISITIONS — By June 26 (if all went well), a Chicago firm will have finalized its investment participation in **Seeburg.** At presstime, Seeburg's **Nick Hindman** hesitated to mention the investor's name until every detail was settled, but did say Seeburg was already back to building phonographs and shipping a small amount. Deal calls for the investor to participate in production also.

American Shuffleboard may also have a definitive announcement shortly as they get down to closing the sale of that famed factory to a family group very interested in acquiring the whole works. By the way, America's popular sales topper **Sol Lipkin** celebrated his 85th birthday May 26.

3-D VLT? — With Design in Mind (Calif.) will sublicense its hologram-type technology for use in other markets, including gaming. "We're currently talking to two of the world's biggest gambling device manufacturers," confirmed WDIM's **Steve Zuloff.** The firm is a 50% owner in Hologram Ventures (co-developer of Sega's *Time Traveler).*

DEALERS BACK SEGA — "Major distributors are strongly supporting our revolutionary new *Hologram Time Traveler* with good, solid orders," reported Sega's **Lenore Sayers.** Indeed, some dealers held special shows to bow the game to their operator customers: **C.A. Robinson** tossed a gala in Los Angeles on June 28; **Atlas Distributing** followed suit in Chicago on July 2.

RePlay

the Players' Choice

JULY 1991

TOP GAMES NOW IN OPERATION, BASED ON EARNINGS-OPINION POLL OF OPERATORS

upright videos

		MODEL/MANUFACTURER	RATING	DIST.
■	1	**FINAL LAP 2 (Namco) (2)**	**9.33**	**10%**
	2	RACE DRIVIN' (Atari) (9)	9.07	44%
■	3	THE SIMPSONS (Konami) (2)	9.04	63%
■	4	STEEL GUNNER (Namco) (1)	8.77	12%
	5	GP RIDER (Sega) (4)	8.43	13%
■	6	INDY HEAT (Leland) (2)	8.31	14%
	7	HARD DRIVIN' (Atari) (28)	8.21	38%
	8	GALAXY FORCE (Sega) (14)	8.14	13%
■	9	DESERT ASSAULT (Data East) (2)	8.07	13%
■	10	MAD DOG McCREE (Betson/Icat) (1)	8.00	10%
■	11	RAD MOBILE (Sega) (3)	7.94	16%
	12	FINAL LAP (Atari) (32)	7.78	24%
	13	G-LOC (Sega) (13)	7.70	33%
■	14	SPACE GUN (Taito) (7)	7.67	24%
	15	PIT FIGHTER (Atari) (10)	7.44	78%
■	16	RAMPART+ (Atari) (5)	7.38	35%
	17	TURBO OUT RUN+ (Sega) (24)	7.18	51%
	18	BIG RUN (Jaleco) (12)	7.07	13%
	19	S.C.I. (Taito) (18)	7.06	31%
	20	TMNT (TURTLES) (Konami) (19)	6.98	91%

+ indicates game was produced in both dedicated & software forms

flippers

■	1	**THE MACHINE (Williams) (3)**	**9.21**	**30%**
	2	FUN HOUSE (Williams) (7)	9.09	76%
■	3	GILLIGAN'S ISLAND (Midway) (1)	9.00	14%
■	4	TMNT TURTLES (Data East) (1)	8.53	15%
	5	CHECKPOINT (Data East) (3)	8.00	40%
	6	THE SIMPSONS (Data East) (8)	7.87	63%
■	7	CACTUS JACK'S (Gottlieb/Premier) (2)	7.64	10%
	8	DR. DUDE (Midway) (9)	7.44	38%
	9	EARTHSHAKER (Williams) (27)	7.40	46%
	10	DINER (Williams) (11)	7.32	51%

best software

		MODEL/MANUFACTURER	RATING	DIST.
■	1	**STREET FIGHTER II [H] (Capcom) (4)**	**9.48**	**79%**
■	2	BURNING FIGHT [S] (SNK) (1)	8.56	8%
■	3	SENGOKU [S] (SNK) (4)	8.40	47%
■	4	CLUTCH HITTER [H] (Sega) (2)	8.38	33%
■	5	KING OF THE MONSTERS [S] (SNK) (3)	8.04	45%
■	6	BLUE'S JOURNEY [S] (SNK) (1)	7.86	6%
■	7	RAIDEN [V] (Fabtek) (11)	7.80	41%
■	8	FINAL FIGHT [H] (Capcom) (17)	7.64	84%
■	9	GUN FORCE [H] (Irem) (2)	7.33	21%
■	10	HIGH IMPACT [H] (Williams) (6)	7.30	56%
	11	BLOOD BROS. [H] (Fabtek) (7)	7.29	21%
■	12	STRATA BOWLING [V] (Strata) (9)	7.21	12%
■	13	CARRIER AIR WING [H] (Capcom) (7)	7.12	15%
■	14	NINJA COMBAT [S] (SNK) (9)	7.10	52%
	15	OFF ROAD TRAK PAK [R] (Leland) (14)	7.05	39%
■	16	STRIKE FORCE [H] (Midway) (3)	7.00	16%
■	17	CAVEMAN NINJA [H] (Data East) (3)	7.00	14%
■	18	TROG [H] (Midway) (3)	7.00	12%
■	19	CYBERLIP [S] (SNK) (7)	6.90	35%
■	20	GALS PANIC [V] (Kaneko) (3)	6.90	9%
	21	MVP [H] (Sega) (10)	6.86	25%
■	22	GHOST PILOT [S] (SNK) (4)	6.86	19%
	23	WWF SUPERSTARS [H] (Technos) (24)	6.60	78%
	24	VS. CYBERBALL [S] (Atari) (5)	6.53	27%
	25	MAGIC SWORD [H] (Capcom) (10)	6.50	71%

[H] horizontal [V] vertical [S] system [R] retrofit

best new videos

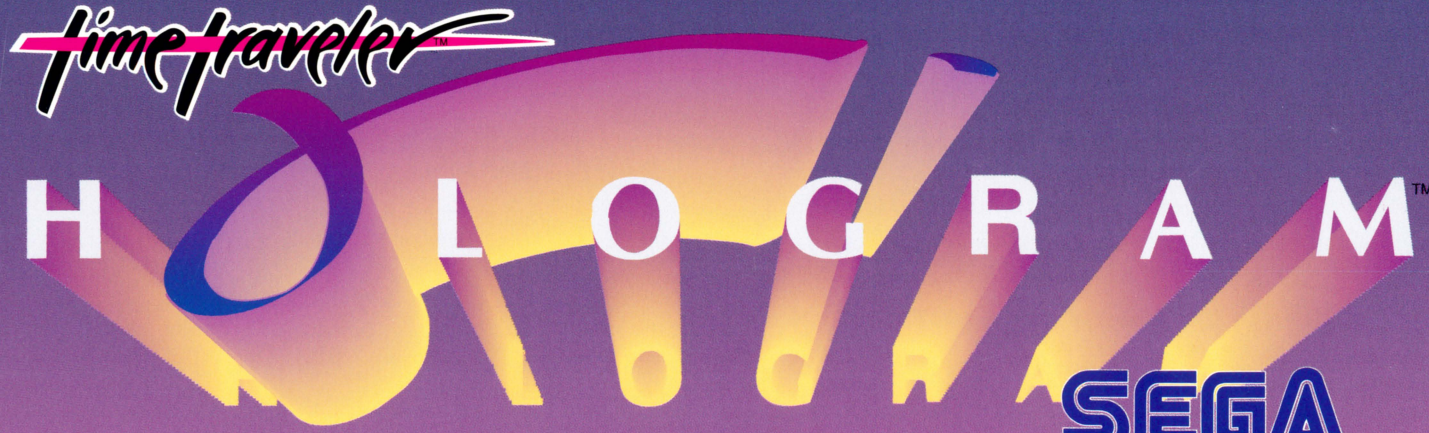
■	1	SONIC BLASTMAN [deluxe u/r] (Taito)	9.00
■	2	F-15 [u/r + s/d] (MicroProse)	8.83
■	3	LASER GHOST [u/r + s/d] (Sega)	8.30

■ *available brand new at certain distributors; number following brand shows months on chart including this one.*

RATING: *Operators were mailed "ballot sheets" listing games in active operation in U.S. locations and game centers and asked to "rate" the earning performance of each on the "1 to 10" measure: 10 for "power-house earnings," 9 for "excellent," 8 for "very good game," 7 for "good game," 6 for "decent game," 5 for "just average," 4 for "below average," etc. The written votes were tallied up and divided by the actual number of times the specific game was rated. Hence, the decimal points.*

DIST.: *The percentage of the surveyed arcade and street location operators who have the item on location. No upright videos rated by less than 10% of these operators appear on the Upright Videos chart, but promising new items appear under Best New Videos.*

INTRODUCING THE WORLD'S FIRST THREE-DIMENSIONAL HOLOGRAPHIC VIDEO GAME.



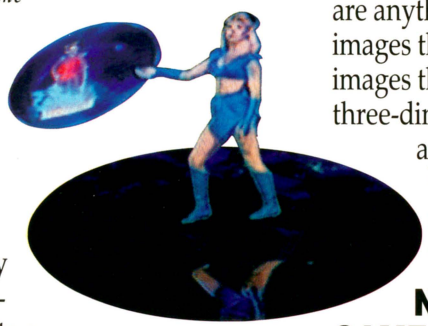
SEGA

TIME TR
A GAME SO INCRE
YOU WON'T BE
YOU'VE P

IT DOESN'T LOOK, SOUND, OR PLAY LIKE ANY GAME YOU'VE EVER SEEN.

Never has there been a game so effective at transporting players to the very heart of video game action. Take its special effects for instance. They're right up there with Disney® and Lucas®. Sound? How about a theater-quality fully-digitized stereo sound track with full dynamic range and frequency response. But how does it play you ask? Well, for starters, the game's "characters" are real actors. That's right, no cartoon imitations of people, but real, in-the-flesh Hollywood pros. To add even more excitement, we've created some pretty intense computer generated, digitally-mastered special effects. And, thanks to a highly innovative micro-processor controlled laser disc, players appear to have full control over the actions of Marshal Gram, the game's key character.

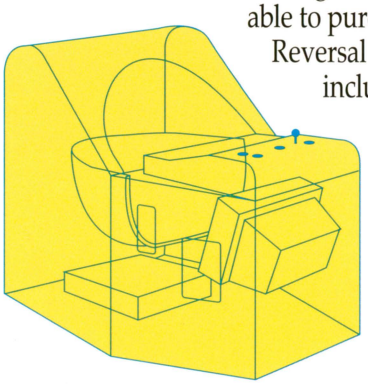
Three dimensional images of Time Traveler's real actors appear on the Hologram stage.



WHY WE CAN'T SHOW YOU ANY MONITOR SHOTS.

But hold on, here comes the real fun. You've probably noticed that there aren't any monitor shots in this ad. Good reason. Time Traveler's action doesn't take place on a video monitor. Instead, images of real actors appear in three dimension on the Hologram™ stage located in front of the control panel. That's why we call Time Traveler™ a "Hologram Video Game". But don't think that the game- play images that appear in this ad are anything like the breath taking images that you'll see in person. The images that appear in the game are three-dimensional and pictures that appear in ads are limited to two dimensions. It's something you really do have to see for yourself.

The patented Sega Hologram Video Game cabinet contains basic, proven, and easy to maintain components.





A 40" wide, back-lit, three-dimensional header assembly is an important option.



NEVER THE SAME GAME TWICE.

Chances are pretty good no one will ever play Time Traveler the same way twice. Not with play options such as travelling forward or backward through time, and being able to purchase a special game enhancer like the "Time Reversal Cube". Each of the Time Traveler eras include multiple action-filled episodes. With the number of options and play variables, there are a lot of reasons for players to keep coming back for more of Time Traveler.

AN INSIDE LOOK REVEALS SOME PLEASANT SURPRISES.

Expecting a lot of zoomy star wars technology only a rocket scientist could understand? Surprise. With the exception of a

AVELER:™
DIBLY ADVANCED
LIEVE IT UNTIL
LAYED IT.



patented black spherical mirror, the two piece Hologram Video cabinet doesn't contain anything you aren't already familiar with. A rugged, industrial grade Sony® 12" Laser Disc Player, a 20" Sony NTSC color television with remote control, the spherical mirror, hard-wiring for a Bill Acceptor, and the usual electrical harnesses are all that are in there.



A rugged, industrial grade Sony 12" Laser Disc Player and a Sony NTSC color television are at the heart of the patented Hologram Video Game system.

WE'RE BACKING IT WITH A ONE YEAR WARRANTY ON MAJOR COMPONENTS.

You can throw away your "Out of Order" signs. Because of its simple architecture and proven components, the patented Time Traveler Hologram Video game is going to be one of your most dependable money makers.

HOLOGRAM VIDEO...GAMES WITH A FUTURE.

Time Traveler is the exciting, suspenseful, and delightfully entertaining story selected to introduce the phenomenal futuristic world of Hologram Video Games. Contact your Sega Distributor for more information on Time Traveler; **the world's first three-dimensional, holographic video game!!**

A STORY AS UNIQUE AS THE GAME ITSELF

Of course there's action, lots of it. To make sure that the Time Traveler story is as fresh as the technology that presents it, we added some healthy doses of drama, suspense, history, romance, and humor. There's the lovely Kyi-La, Princess of the Galactic Federation; the dashing and daring Marshal Gram; the evil renegade scientist Vulcor; the 300 lb. Femme Fatale; and an all-star supporting cast of space knights, ninja warriors, cavemen, cowboys, knights in armor, and punk rockers. Game play moves through time, from prehistoric caves to 26th century space ships as the handsome Marshal battles to save the Princess and prevent the destruction of the universe.

SEGA

Disney® is a registered trademark of Walt Disney Company Lucas® is a registered trademark of Lucas Films Sony® is a registered trademark of Sony Corporation

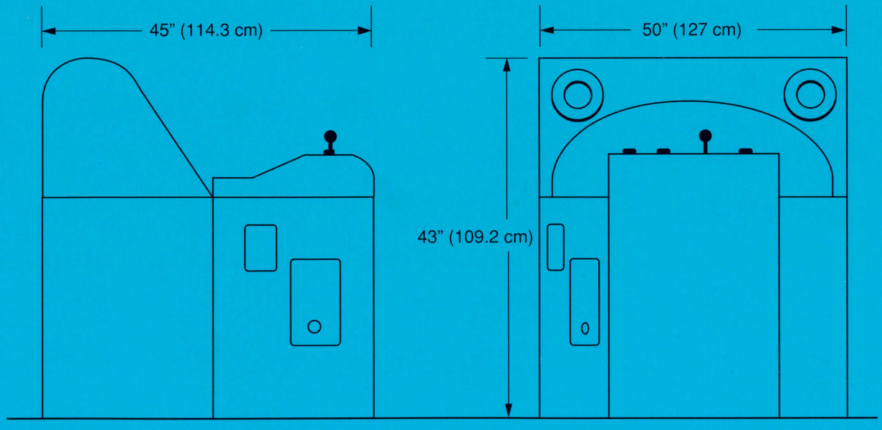
Specifications and Dimensions.

Number of Players:	One or two players, alternating turns.
Type of Controls:	One joystick and two buttons.
Dimensions (Unboxed):	Height: 50″ (127 cm).
	Width: 43″ (109.2 cm).
	Depth: 45″ (114.3 cm).
	Weight: 370 lbs. (167.83 KG).
Dimensions (Boxed):	Height: 56″ (142 cm).
	Width: 53 3/8″ (136 cm).
	Depth: 46 5/8″ (118 cm).
	Weight: 410 lbs. (186 KG).
Power:	120VAC 300W.

Easily disassembles for passage through normal doorway.
Pre-wired for a Bill Acceptor.

Optional Equipment:	"Holographic" Hologram Time Traveler Backlit Header Assembly.
Dimensions (Unboxed):	Height: 13 1/2″ (34.3 cm).
	Width: 41 1/2 (105.4 cm).
	Depth: 6″ (15.2 cm.
Power	120V 60W.

Design, specifications, and component suppliers subject to change without notice.



Sega Enterprises, Inc.
2149 Paragon Drive
P.O. Box 610550
San Jose, CA 95161-0550
(408) 435-0201

Sega Enterprises, Ltd
2-12, Haneda 1-Chome,
Ota-Ku, Tokyo 144 Japan
Tel.: (03) 743-7438
Fax.: (03) 743-5539
Tlx.: J22357 SEGASTAR

Sega Europe LTD.
Unit 6, Churchill Ct.
58 Station Road
North Harrow, MDDSX
HA2 7SA, England
Tel.:81-863-7737
Fax.: 81-863-5354
Tlx.: 893501 SEGAUK G

Copyright 1991 Sega Enterprises, Inc. (U.S.A.)

SEGA

RePlay magazine

P.O. Box 2550 22157 Clarendon St.
Woodland Hills, CA 91365
818/347-3820
For subscription information, ask for Carol Casuga.
Fax: 818-347-2112

July 1991
Volume XVI, No. 10

ED ADLUM
Publisher

TIPPY ADLUM
VP & General Manager

KEY SNODGRESS
VP, Director of Operations

MARCUS WEBB
Editor

BARRY ZWEBEN
Advertising Director

CAROLYN LOKKEN
Advertising/Production Assistant

DEBBIE ANDERSON
Editorial/Production Assistant

COVER

This month's cover depicts the innovative new game from Sega: 'Hologram Time Traveler.' Pictured are from left: Rick Dyer of Hologram Ventures, Sega President Tom Petit, and VP Howell Ivy. Operators and others have been screaming for "new technology" for a couple of years now. Sega has stepped up to the plate and provided it with a product so different, they call it a "hologame." Dealer reaction in a June 14 meeting at the Sofitel Hotel in Chicago was appreciative of solid gameplay to support the incredible graphic effects. Whatever else happens, this bold move by Sega cements their claim to industry leadership. Read more about marketing plans etc. in our cover story inside.

RePlay Magazine, July 1991, Volume XVI, No. 10. RePlay is published monthly by RePlay Publishing, Inc., P.O. Box 2550, 22157 Clarendon St., Woodland Hills, CA 91365. Subscription rates (all mailed by First Class Mail): United States, Canada and Mexico: U.S. $60.00 per year (Canadian currency: $80.00). All other foreign countries $200.00 per year (Air Mail), $75.00 Steamer Mail (Surface). Please address subscription applications to RePlay, P.O. Box 2550, Woodland Hills, CA 91365. Copyright 1991 under the Universal Copyright Convention. All rights reserved.

EDITORIAL

There's no secret that relations between the two big national associations AMOA and AAMA have not always been cordial. They've banged heads over the parallel board issue and certainly over the copyright enforcement methods AAMA exercised back when that was a problem with a capital P. But while some residual angst remains, today's prevailing winds are blowing that away, and taking its place is something called "unified purpose."

Having no major issue to divide them (e.g. parallels), executives from both associations held a cordial "summit meeting" in Chicago on June 13. The mood was businesslike and, if we may say so, friendly. That's not only because AMOA's president Jim Trucano and AAMA's president Bill Rickett have mutually called for better relations. It's because both recognize that the industry needs functional leadership pushing programs that will ultimately translate into improved income for the operator on the street and in the game room.

This spirit of unity between AMOA and AAMA is great because the combined clout of both associations is impressive. AMOA's considerable strength in the political arena has been proven (they have the grass roots constituents). Combined with AAMA's performance in public relations and charitable work, we've got a "marriage" here that everyone can cheer about.

Some readers may think that association cooperation with the Special Olympics, and even the "real" Olympics might only make everybody feel good about themselves but not translate into cash box income. Others may wonder if all the association's hard work to get a new dollar coin will bear fruit before they die. And still others don't understand why they should join the few who spend the time and bucks to lobby D.C. each spring under association auspices.

Believe it! All this does translate into trade prosperity, some directly, others in an oblique way. Therefore we say this: not only be grateful that AMOA and AAMA have joined in common purpose, but be supportive and cheer them on. This is wonderful in our eyes!

INSIDE

JULY 1991

SPECIAL ARTICLES

AMOA'S GOT "FIBER"

The U.S. operator association showed strong political fiber indeed with their best Washington, D.C. visit yet. They lobbied for dollar coins and — intriguingly — against the FCC's "fiberoptic revolution" if it means unfair advantage for big business. Two stories.....pg. 28

AAMA'S GOT IDEAS

New AAMA prexy Bill Rickett gaveled a board meeting in Chicago last month. He wants the manufacturer-distributor group to move farther with PR and foreign market development, and move closer to AMOA.....pg. 45

THE REDEMPTION ROCKET

U.S. arcades are absolutely in love with redemption, and street ops are going beyond the flirting stage. Our comprehensive Special Report includes expert advice from several sources, an equipment overview, two company profiles, and an assessment of this market....pg. 81

THE KARAOKE KRAZE

Japan's love for "singing along with recorded background music" is fast gaining popularity here in the USA, both in street locations and in the home. Feature writer Debbie Anderson examines this trend and its implications for the jukebox (and operators).....pg. 147

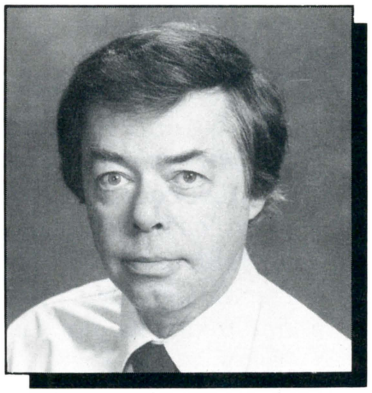
THE NAME GAME

Shakespeare said a rose by any other name would smell as sweet. Our publisher Eddie Adlum says, "Sorry, Bill, but you're out of your cerebral cortex." This witty & light-hearted essay makes perfect coin-op summer reading....pg. 131

REGULAR FEATURES

ASSOCIATIONS IN ACTION.....72
BIG TICKET.....92
BONDEAL CHART.....134
BUYERS' BULLETIN.....163
COVER STORY.....63
DATEBOOK.....162
FRANK TALK.....113
GRAPEVINE.....157
INTERNATIONAL NEWS.....
JAPANESE CHART.....135
LEGAL QUESTIONS.....142
NEWS DIGEST.....13
NEW PRODUCTS.....153
ON YOUR MARK.....27
TECHNICAL TIPS.....139
TOURNAMENT NEWS.....143
VITAL TITLES.....152

PUBLISHER



As I write this, I'm coming off the most emotionally-draining month I've ever spent in this business. I should be covering the California operators' meeting today, but I'm home at my desk because everybody at RePlay *is waiting for me to finish my things in order to get "the book" out. You see, I've spent more days on the road than at the typewriter this June (Europe, San Jose, Chicago) and need to devote some hard time to all the stuff I've collected. I know I can't do it all, so among other things I will prepare and publish a story on the German business next issue.*

I won't bore you with any more personal details except to say that the two courtesy calls my wife and I made to NSM and to the Gauselmann people while touring Germany early in the month got real serious all of a sudden when I realized that the German situation, where amusements and gambling equipment exist hand in hand, could provide a "role model" for the States if and when we get deeper into video lottery operations. Wally Bohrer, the clear "pointman" in the drive to get operator-oriented gaming into more states than Montana and South Dakota, is more aware of the German condition than I realized (he also speaks German and has visited people in their gaming business on occasion).

I will have that story in our next edition, but I want to say right now that Germany has a very clever approach to gaming. Their wall-mounted "slot machines" are designed to prevent any moron from losing his or her weekly paycheck. In other words, a player has to try really hard to blow hard-earned bucks, because the government and the industry run it that way. As such, these payout machines are as much "amusement" devices as they are "gambling machines" — sort of like nickel/dime poker played here at home.

The evil of gambling is seen by Germans both subjectively (think religious views) and objectively (e.g. the need to protect compulsive players against their problems). Germany keeps the lid on this nicely and even so, their payouts provide the bulk of the earnings for many operators there. The same can be done here, although I am still skeptical about the future chances for a wholesale move into legal VLT in America. If and when it comes, I hope our VLT biz offers players more of a "little gamble" than a "jackpot jamboree."

Your collections will hop off the charts.



Players of all ages will pop their tops with **Hop·A·Tic·Tac·Toe**™. It's a fun new way to play the classic game of X's and O's. And just like the high-earning hits **Wacky Gator**™ and **Cosmogang**™, **Hop·A·Tic·Tac·Toe**™ will deliver record collections and is perfectly suited to all your redemption locations.

Designed for Gamers...

- Popular and easy-to-understand theme with universal appeal—fun play with plenty of enjoyment value for the whole family.
- Attention-commanding marquee and side-panel graphics.
- Computer-controlled attraction-lights and digitized sound.
- Wild, bouncing-balls in an encased, high-profile playfield.

And Built For Operators.

- Operator-adjustable ticket-award levels and completely programmable return percentages.
- Deltronic™ ticket despensing is multiplied—again, operator-controlled—with increased coin-drop per play.
- Fully metered LED test-function, "Low-Ticket" indicator light, and double-stack ticket holder make managing the unit a snap.
- "Bonus-Play" detection mechanism senses different-colored balls and their positions to ensure accurate ticket-dispensing.

Hop·A·Tic·Tac·Toe™. New from Data East.

DATA EAST

We've Got It All.

Data East USA, Inc.
1850 Little Orchard Dr.
San Jose, CA 95125
Tele: (408) 286-7080
Fax: (408) 286-2071

© and ™ 1991 Data East USA, Inc. Designed by Lazer-Tron.



GO FOR THE GOLD

Rowe presents its jukebox champion: LaserStar® Gold CD-100A.

LaserStar Gold, with its handsome black color, twinkling lights and regal gold trim, is destined to become the favorite in any location. It has all the great features — dramatic title display, ease of use — that made our CD-100 such a winner, plus an enhanced CD sound system.

So if you want to be a big winner, go for the gold: LaserStar Gold, from Rowe.

All Rowe jukeboxes are available through your local music and games operator.

ROWE®

QUALITY LEADERSHIP INTO THE 21ST CENTURY

Whippany, NJ 07981

NEWS DIGEST

"RGI" IS NEW AMOA-BACKED VIDEO LOTTERY ASSOCIATION

"The consensus of state and local government officials is that video lottery is the new reality," says AMOA president **Jim Trucano.** "The only question is whether or not they (state governments) will include the private sector (i.e., coin machine operators)." It's no secret that operators in a couple of states have shot themselves in the foot while trying to legalize operator-run video lottery. Arguments over leadership, legislative language, proper alliances, political goals and dividing up the money with locations and the state, have led more than once to fractured lobbying efforts. . . and failure. (Some of the proposed legislation may have deserved to fail. Trucano called certain bills "downright dangerous.") Added the AMOA prexy: "There is unanimous agreement (from government and coin-op experts) that if the current trend continues, the window of opportunity for coin machine operators to participate in this lucrative market will close — and close forever."

AMOA and other concerned parties hope to solve these problems. The association's Government Affairs chairman **Wally Bohrer** says, "We'll get a lot further by working together than by drifting apart," and he has spearheaded the formation of a new group called the **Regulated Gaming Institute** (RGI) to provide a nationally coordinated effort. After a few planning meetings, the group was officially formed in late May by unanimous vote of AMOA leaders (including Jim Trucano and EVP **John Schumacher),** plus full consent from participating VLT factories.



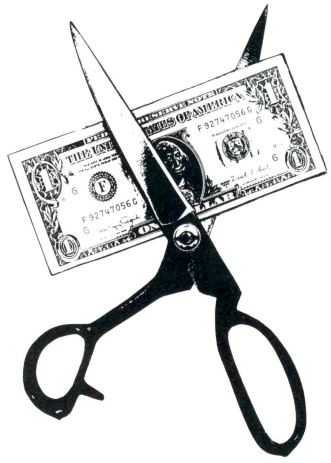
RGI's mission is to promote operator-run VLT systems via public awareness campaigns and education of government officials. RGI will focus on the national picture, not get actively involved with any one state's campaign. RGI will be structured something like AMOA's National Dart Assn., as an independent body with its own full-time director, varied membership (manufacturers, distributors, operators, government regulators), and — you may be sure — a substantial budget. By mid-June, John Schumacher said criteria had been developed for choosing RGI's director, though no individual had been chosen yet. RGI will also build and maintain a current, accurate database profiling exactly what's going on with VLTs, state by state (AMOA has already started their own VLT database, by the way). RGI will **not** try to dictate marketing practices to any member, nor expect any members to act against their own best interests, Trucano stated. "There exists a real need for coordinated information and legislative criteria affecting video lottery," President Trucano concluded. "The Regulated Gaming Institute is the most responsible and professional approach." Most major VLT factories licensed in South Dakota have verbally committed to joining. Individual operators, distributors and even state associations are also welcome to join. For more information, fax Bohrer's office at 414-679-9270. Pictured at left are AMOA prexy Jim Trucano (left) and Wally Bohrer (right).

1991 EXPO IS SOLD OUT

"We have sold out the exhibit space for our 1991 AMOA Expo in Las Vegas," announced the association's Exec VP **John Schumacher.** The industry's fall trade show takes place Sept. 12-14 at the Las Vegas Convention Center. "We had locked up our full 720 booths before we went to Washington D.C.," Schumacher added. By mid-June the association had wrested more space from the hall, and the count was 780 booths (and holding), representing about 200 exhibitors. Said John Schumacher: "We've got all the seminars ready to go and are close to signing up the entertainer for our stage show. We're really excited about this Expo!" Call AMOA for more info at 312/245-1021.

NEW TAXES THREATEN HEALTH OF COIN-OP IN THREE STATES

July 1 could be a dark day for some tradesters as California, Nevada and Florida (already a "fait accompli") face higher taxes. Effective July 1, **Florida** location owners must pay an additional 6% tax on charges for the use of coin-operated machines. This is the result of CS/HB.2523. In addition to this new usage tax (paid by the location owner), machine owners will now be taxed 6% on the purchase of coin-op amusement machines — not to mention administrative filing fees, rewards and penalties. Florida operators, whether trade group members or not, may contact the state association FAVA to learn more about the tax and how it affects them. "We're here to help you save your business," said FAVA. Call 800/638-2646 (in Fla.) or 407/898-3451.



In **Nevada,** around 100 or so amusement operators are fighting AB.698 which (if passed) would levy a 6% gross receipts collection tax beginning July 1, plus a special charge to the location of $50 regardless of the number of non-gambling machines it has. While it's puzzling that the nation's number one gambling state needs to hit game operators this way, they say even Nevada needs budget money. However, some insiders told us they're superconfident they can beat back the proposed increase.

California seems to have dusted off its old notion of levying a sales tax on coin-op collections. If passed, this added section to the state's Revenue and Taxation Code would include both jukeboxes and games in its sales tax hike. Trouble is (as in Nevada), our industry can't automatically add 6% (or whatever) onto its charges, as retailers can. Both of California's trade associations were fighting the bill at press-time. Though planned to take effect July 1, the bill could (we hope) be defeated. See our "Hot Off the Press" page for any possible updates on these problems.



cartoon courtesy of
NSM
The Performance Machine

A MESSAGE FROM FAVA

Dear Readers:

We have a problem in Florida because of legislation being enacted that raises our taxes unfairly and threatens our existence. We, at the Florida Amusement Vending Association, have been active to oppose the legislation, but the legislation was passed, despite our opposition, due to a shortfall in projected state revenue this year. The lesson for all music, games and vending owners is: Can we afford not to be members of an association to have our voices heard in all state capitals?

Organized support through an association is more critical than ever as we continue to fight to save our livelihood in the state. Operators in other states need to realize what's happening to us now can happen to you. If you own games in the state of Florida, it is to your benefit to contact the Florida Amusement Vending Association at 800/638-2646 (in Florida) or 407/898-3451. There is strength in numbers with a unified voice!

Your friends at FAVA

TAITO'S NEW PRESIDENT

In May of 1990, Mr. **Minoru Suzuki** left his office in Japan (head of international sales) and moved to Chicago, where he took over as president of Taito America. Well, now he's returning to the Land of the Rising Sun where he'll continue his responsibilities as a member of Taito Corp.'s board of directors. Meanwhile, back in Chicago, a longtime Taito America officer named "Yoshi" is the new president. . . Yoshi Suzuki, that is. He's served as the Chicago-based Exec VP for several years, so the transition should be smooth as butter. **Rick Rochetti** remains VP of Coin-Op Sales.



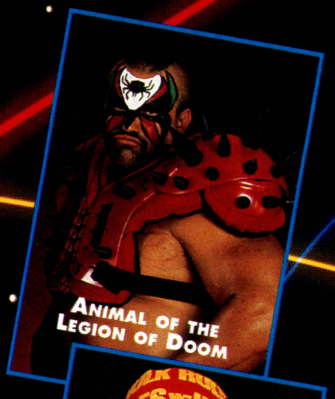
YOSHI SUZUKI

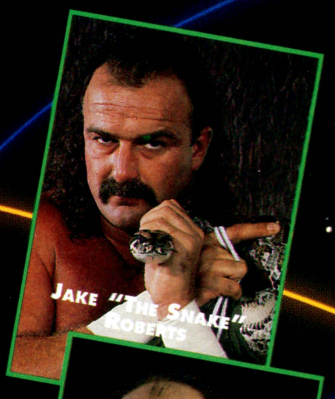
PUT A HEADLOCK ON PROFITS.

WWF WRESTLEFEST



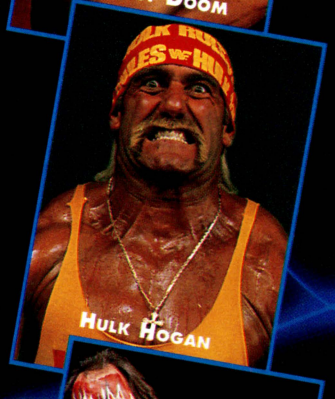


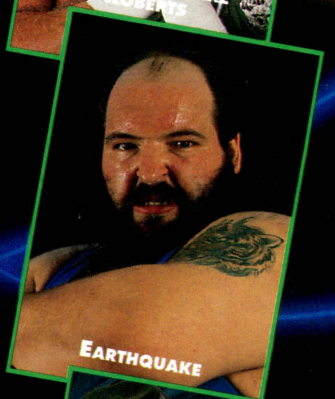






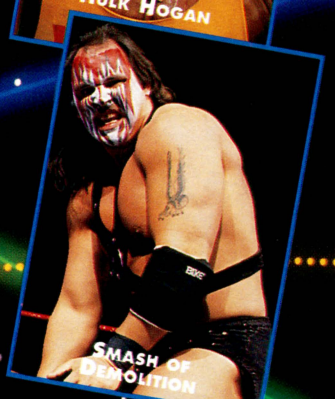


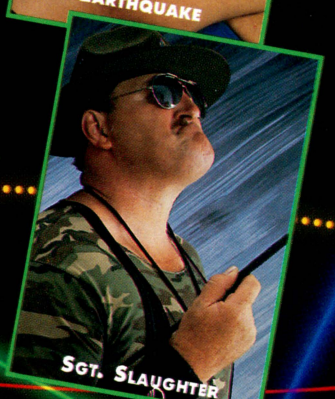












2, 3 OR 4 PLAYER OPERATOR SELECTABLE
TODAY'S HOTTEST WRESTLERS
BUY-IN AND CONTINUATION FEATURE
FEATURES TAG TEAM CHALLENGE AND BATTLE ROroyal

TECHNOS
AMERICAN TECHNOS INC.™

19200 Stevens Creek Blvd. • Suite 120 • Cupertino, CA 95014 • Tel: (408) 996-1877 Fax: (408) 996-8736

COMING THIS SUMMER!

©1991 Technos Japan Corporation. ©1991 Titan Sports, Inc. Hulk Hogan™ is a trademark of the Marvel Comics Group, licensed exclusively to Titan Sports, Inc. WWF®, and World Wrestling Federation® are registered trademarks of Titan Sports, Inc.

SNK TAKES OVER NEO-GEO ONE-SLOT SALES

Until recently, different versions of the Neo-Geo system were sold by two firms: SNK Corp. of America marketed the dedicated 6-slot, 4-slot and 2-slot versions, while Romstar handled the "one-slot" kit which could convert older cabinets. Well, as of June 15, SNK cancelled this arangement with Romstar and are doing all Neo-Geo sales (including one-slot) themselves.

Said SNK prexy **Paul Jacobs:** "We appreciate the fine effort that Romstar has made in launching the one-slot kit for us. However at this time, with the de-emphasis on our NES (Nintendo home game) business, SNK Corp. of America is positioned to devote its energies full-time to the sales and marketing of our coin-op products."

Jacobs also said distributors would be "better served" with the sole-source setup.

Reached for comment, Romstar's **Rene Lopez** said: "Dealing with the Neo-Geo one-slot kit has been one of the most gratifying things I've ever done in this business. Pound for pound, it is the best video system out there. Now we're returning to our normal trade, dealing software kits to the industry, and are presently discussing several items. Available in due course will be some product of real profitability for operators."

NICASTRO, NEW WMS PREXY, PROMISES BIG VLT SPLASH

Neil D. Nicastro was named president of WMS Industries, Inc. at the conglomerate's recent board meeting, succeeding his father **Louis** in that post (the latter remains board chairman & CEO). Neil, who joined the firm in 1981, also continues to serve as treasurer and chief operating officer.



Commenting on his appointment, Neil stated: "Our plans for growth will continue to be based on taking full advantage of our leadership positions in the coin-operated amusement game and Puerto Rican hotel and casino business segments. In that regard, our amusement group is entering the newly emerging video lottery terminal business. We believe that by utilizing our existing strengths in the engineering, manufacturing and worldwide distribution of coin-operated products, we will become a major participant in the VLT industry. We anticipate introducing our first product during the first half of fiscal 1992."

AAMA HONORS BASEBALL GREAT NOLAN RYAN FOR CHARITY WORK



Baseball great **Nolan Ryan** was honored for his help in AAMA's anti-child abuse publicity campaign on April 27. The Texas Ranger team member and his family were featured on an anti-abuse poster produced by AAMA, and association leaders presented Ryan with a mounted version of the poster prior to a game against the Cleveland Indians. Seen here from left are: son Matthew and father Mark Struhs (chairman of AAMA foreign development committee), AAMA prexy **Bill Rickett,** Nolan Ryan, and AAMA Exec VP **Bob Fay** who dreamed up this poster campaign in the first place. AAMA was praised by the National Committee for the Prevention of Child Abuse for their continuing efforts.

Pot O' Gold

Roll the ball all the way across the clear tube without falling through any of the holes. The further down you go, the more tickets you get. Three balls per game. Get the ball all the way down three times in a row for bonus tickets.



- A CHALLENGING GAME OF SKILL
- FUN FOR ALL AGES
- CHARMING IRISH LEPRECHAUN MUSIC & GRAPHICS
- COMES EQUIPPED WITH TICKET DESPENSER
- EXCITING NEON LIGHT

EXIT™ Entertainment

Leprechaun Inc.
40 Lake Bellevue - Suite 100
Bellevue, Washington 98005
Phone (206) 454-4052
Fax (206) 454-7463

Coin-A-Bunga, Dude!

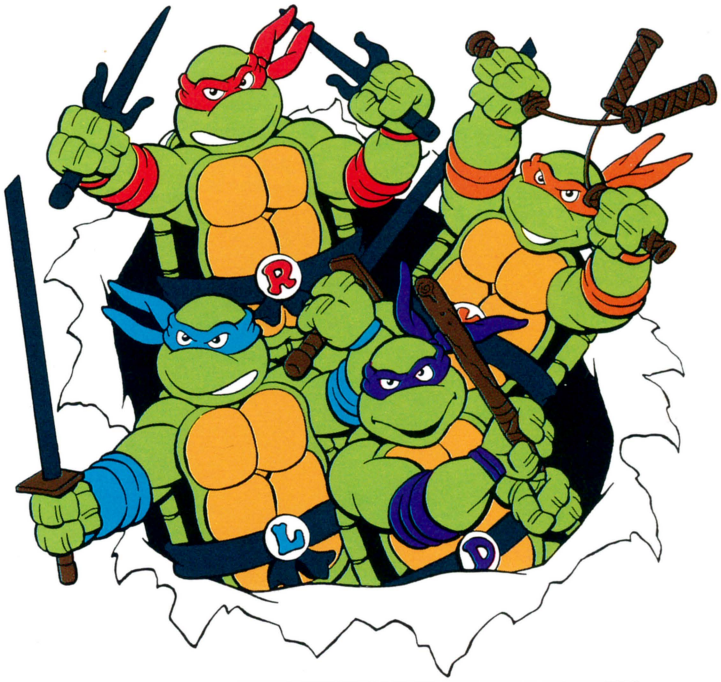
If the Turtles don't get you. . .

Teenage Mutant Ninja Turtles™ is the hottest license around—tops at the box office and a merchandising blockbuster. Now you can put the power of Michaelangelo, Donatello, Raphael and Leonardo in all your favorite locations.

. . . the game sure will.

Even hotter than the Turtles themselves is Data East's proven pinball wizardry. From our innovative dot-matrix display, to the industry's first disappearing, underground pinball shot, to a radical spinning playfield pizza, Data East again sets the standard in game innovation and pinball thrills.





TEENAGE MUTANT NINJA TURTLES™

New from Data East.

DATA EAST

We've Got It All.

Data East USA, Inc.
1850 Little Orchard Dr.
San Jose, CA 95125
(408) 286-7080

©1991 Data East USA, Inc. Teenage Mutant Ninja Turtles ™ & © 1988 Mirage Studios, USA. Teenage Mutant Ninja Turtles ® are trademarks of Mirage Studios, USA. All Rights Reserved. Used with permission. Based on characters and comic books created by Kevin Eastman and Peter Laird. Exclusively licensed by Surge Licensing, Inc.



Turtle-ly Awesome Action Means Bodacious Collections.

Bronco-Bustin' Turtle...
Hold onto your hats as Raphael climbs atop the jumping, thumping, pumping *Bronco Bumper* for the ride of his life.

Beat the Clock and 10-Million Points Are Yours For The Taking...
Master the million-point *Twin Skill Shot* Ramps before time runs out and it's back to the *Sewer System* for a cool TEN MIL!

Double Pinball Excitement with First-Ever Twin Skill Shot Ramps...
Rack up major points on the industry's first *Twin Skill Shot Ramps*—each worth a whopping 250,000 points times the number of the ball in play.

Under-Cover Turtles—Another Data East First...
Game action goes subterranean as you watch your pinballs disappear into the *Underground Sewer System*—only to have them wind their way under the playfield and come screaching out of Data East's revolutionary *Pop-Up Manhole Cover.*

Unload On Shredder and Reap Radical Rewards...
Smack the *Splinter Captive Ball* to help the Turtles' master take out Shredder and cash in on one of a number of pinball bonanzas—including *Instant Three-Ball Multiball Play* or lighting up the monster *Twin Millions Shot.*

Round 'N Round She Goes...
Hop aboard the *Turtles' Spinning Pizza* as it whirls out-of-control and takes the pinballs for a ride—where she stops, nobody knows.

Multiball Play Care Of Raphael, Michaelangelo, Donatello and Leonardo...
Complete the four *Turtle Targets* and you'll activate Data East's exclusive *Instant Multiball Turbo Feature*—then head for the *Sewer System* to launch a flurry of playfield action.

Teenage Mutant Ninja Turtles™ Pinball. New from Data East.

- Chart-topping collections in all test locations.
- Mega™ Sound Technology delivers actual digitized Turtles' speech and music.
- Eye-catching playfield art and dynamic silk-screened and mirrored backglass.
- Free parts and maintenance kit inside every machine to extend the life of your pinball investment.

To order Teenage Mutant Ninja Turtles™, contact your distributor or Data East:
1850 Little Orchard Drive, San Jose, CA 95125 (408) 286-7080

LELAND OPTS FOR CONTRACT MANUFACTURING; NO LONGER BUILDING AT EL CAJON PLANT

The **Leland Corp.** closed down the video game manufacturing arm of its El Cajon, Calif. headquarters July 1 and will now have its machines built by an outside manufacturer. Prexy **John Rowe** said he is presently negotiating with several "well known and established companies" to build future Leland product. Despite the shift of manufacturing site, Leland's R&D, engineering, marketing, customer service and accounting departments will remain intact and unchanged at El Cajon. As Rowe explained in a letter to his distributors: "You are all aware that a vast majority of coin-op game producers have their products manufactured by various sub-manufacturing entities." (Firms like Dynamo, Williams' Lenc Smith, Chicago's Electronic Sounds and others have built thousands of machines over the years, especially for Japanese-owned companies making uprights.) Rowe also stated that Leland is currently prepping some "very exciting new games . . . We anticipate these new products will be available for market in August 1991." He further stated that Leland's new games "will incorporate some new and unusual technology which we believe may set a new standard for all coin-op manufacturing in the future. At this critical time in our industry's history, it is imperative that our technology move forward."



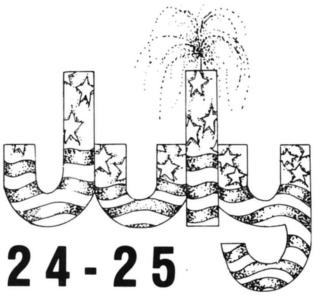
A look at the Leland production line during 'QB' days. The El Cajon game maker will still develop videos, but will now contract out for manufacturing services.

ACME PREMIUM SIMPLIFIES REDEMPTION OPERATING

The hardest job an operator has these days, is figuring out how to price his redemption merchandise properly (especially in conjunction with tricky questions like ticket values and redemption machine reward percentaging). The good folks at ACME Premium Supply can help solve that problem; their clever new merchandise catalog arranges prizes according to ticket values. Call the firm's **Jack Kelly** at 800/325-7888 (ext. 422) and ask for a copy. And after you chat with Jack, turn to our big Special Report on redemption further along in this issue. The section includes an essay on the state of the redemption market, a lengthy list of games, a few guest essays, tips from our columnists, and much more. It all starts on **page 81.**

AAMA SEEKS NEW MARKETS IN LATIN & SOUTH AMERICA

Talk about ambitious! Expanding business in foreign lands is one of AAMA's top priorities these days. The U.S. manufacturer-distributor association holds its second annual "Mexpo" (Latin American Music & Games Exposition) at the Sheraton Maria Isabel in Mexico City on **July 24-25.** At presstime, most of the 75 booths were sold out to top exhibitors and around 1,000 trade members and showgoers were expected. Looking further south, AAMA Exec VP **Bob Fay** and interested AAMA members will launch a five-nation tour this October to recruit potential operators, distributors and investors in Chile, Argentina, Brazil, Columbia and Venezuela. Working with the U.S. Dept. of Commerce, AAMA has developed a video/slide presentation which will promote the coin-op industry (U.S. embassies will screen the show for South American businessmen). The AAMA South American road show runs Oct. 27 (depart Miami) to Nov. 11 (return to Miami). To join the promotional tour in person (or be represented in the PR materials), contact AAMA at 703/494-2758.



WARNING: NAZI HOME GAMES

As previously reported in *RePlay*, a handful of new-Nazi home video games have been circulating clandestinely in parts of Europe for a couple of years. But even though this spurious merchandise (to our knowledge) has never reached American shores, several lawmakers in New Jersey have been doing preventive maintenance to keep it that way. A total of three bills have been introduced in Trenton which, if passed, would place criminal penalties on anyone owning one of these things. According to the *Asbury Park Press*, the bills are gaining support in the legislature, despite vehement objections from certain civil libertarians like the ACLU which could challenge them in court if the bills become law.

While nobody in his right mind wants to see genocide or racism depicted on a video game screen, the ACLU apparently doesn't like the challenge to free speech inherent in these bills. However, the Supreme Court has found that speech can be restricted if there's a compelling reason to do so. As mentioned, none of these games seems to have surfaced in Jersey so far, so in that sense it's a moot point. However, should such a law go onto the books (and should some anti-video forces ever wish to test its wording against standard "punch-kick" coin-op games downstream), it does give you pause. A Jersey operator wrote us: "Where is the line drawn? Is a green guy punching a girl okay? What defines bias or prejudice?"

A THRILLING NEW DART GAME FOR YOUR LOCATIONS
PLUS INCREASED EARNINGS FOR YOU!

THE WORLD'S ONLY ELECTRONIC SCORING STEEL TIP DART GAME USING A REGULATION BRISTLE BOARD

EXCLUSIVELY FROM TOP DART SYSTEMS

TOP DART™

STATE-OF-THE-ART ELECTRONIC FEATURES!

Take the most traditional and most popular "pub game" ever and add to it the convenience and fun of state-of-the-art electronic scoring and you've got the money-making addition to your line of business you've been waiting for.

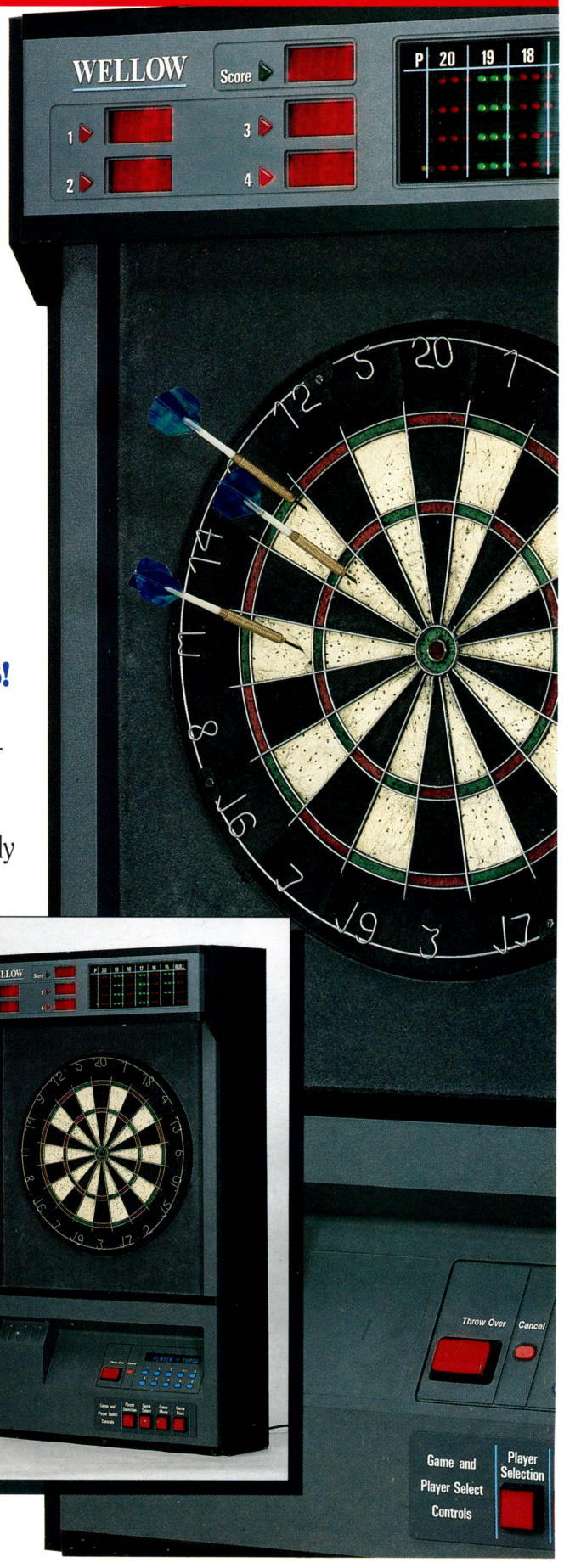
- World's only steel tip dart game that scores electronically
- Regulation bristle board • Up to four players
- Up to 14 different games, including cricket and *new* TOP SCORE™
- Game retains names of top five players
- Single player can play against the machine
- Nine different skill levels, beginner to expert
- Only dart game with a one year warranty on all electronic components.
- Wall mount/Free standing option
- Self-diagnostic • Modem link up optional

APPROVED BY THE BRITISH DART ORGANIZATION

Call Your Local Coin Machine Distributor For Details

TOP™
DART SYSTEMS, INC.

739 Linden Avenue, Rochester, New York 14625
716-586-1100



Invest in the BEST

KIDS LOVE ZIGGY

ZIGGY THE TALKING CLOWN
Cash in on the growing children's market with Ziggi the Talking Clown. This low cost, high volume toy vendor offers years of trouble-free profits and these unique Mayoni features:

- Extensive Vocabulary
- Self Clearing Anti-jamming Mechanism
- Vend Any Size Egg or Capsule
- 1 Year Warranty

Call Mayoni today for more information.



1 (800) 345-1183

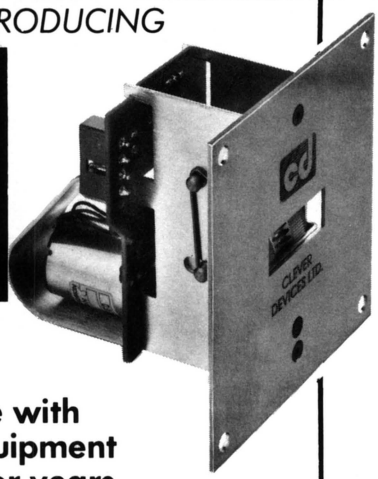
MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

"Tickets, Please."

INTRODUCING

TVM
Automatic Ticket Dispenser



- **Rugged**
- **Durable**
- **Compatible with existing equipment**
- **Designed for years of jam-free, trouble-free service.**

FOR MORE INFORMATION CONTACT

CLEVER DEVICES LTD.
P.O. Box 2002
10 Sagamore Hill Drive
Port Washington, N.Y. 11050

(516) 767-0682 • (516) 767-3635 FAX
(800) 872-6129

AMOA MOUNTS FIRST-RATE LOBBYING EVENT IN D.C.



Some 175 operators and their families (a record) visited the Nation's Capital from May 19-21 for AMOA's annual Government Affairs Conference. The event was an unqualified success, with AMOAers visiting 193 Congressional offices and drawing some 1,200 Washingtonians (including 43 members of Congress and some Bush Administration staff) to their gala Congressional Reception. Hundreds of the party-goers competed in AMOA's annual "Democrats vs. Republicans" tournament on pinballs, darts and basketball games, organized once again by **Frank Seninsky** (pictured above right with AMOA Government Affairs chairman **Wally Bohrer**). AMOA lobbied for dollar coins, winning several new sponsors to industry-backed legislation. In a forward-looking move, AMOA also took on the FCC, which wants to deregulate communications in a way that could hurt operators. "Definitely our best Washington conference yet," said AMOA prexy **Jim Trucano.** Get details in two reports, beginning on **page 29.**

AMOA & AAMA CO-SPONSOR DOLLAR COIN STUDY

AAMA & AMOA are jointly funding a study on the economic effects of a change in the present currency system which would be effected by the hoped-for introduction of a dollar coin and simultaneous removal of the dollar bill. University of Chicago economist **George McCandless** is piloting the study, expected to be released in time for House committee hearings on HR.1245 scheduled to begin in late September. In May of 1990, a General Accounting Office report found that the introduction of dollar coins would translate into savings of $318 million a year in the annual federal budget. This new study will address specific questions raised in the GAO report on the economic impact of the dollar coin proosal. AAMA prexy **Bill Rickett** said "We expect our study to find the amount of savings to the consumer and the effect on inflation. It should give added weight to the argument that the dollar coin will benefit all sectors of the American economy." Said AMOA chief **Jim Trucano:** "We hope the study will assist us in the passage of the dollar coin and that the entire coin-operated industry will benefit from our two associations' sponsorship of this study."



Who did this?

The answer seemed so simple. At first.

It was an accident. This DataPrint 2000™ — our hand-held computer printer used to electronically collect information from NSM jukeboxes — fell out the door and under the wheels of a 2½ ton truck. The routeman's truck.

The company owner bought a replacement DataPrint™. Run overs by 2½ ton trucks our warranty does not cover.

In the process of ordering a new one, the owner offered as to how this DataPrint caused his collections to soar. 21½% the first week. Just short of 23%, the next.

Then the accident.

Now . . . our DataPrint *does* increase jukebox income. No doubt about it. It does it by reducing collection time. By immediately telling operators exactly what music to update. By providing totally accurate financial reporting. And by speeding up the process of settling accounts with location owners.

All to say, DataPrint can — over a period of months — "eek out" an easy 5% improvement to the bottom line, sometimes even 10%.

But over 20%? Starting the first week? And all of those time-and-accuracy-type efficiencies, somehow, turning up directly in the cashbox?

We suggested the owner talk to his routeman a little further about the phenomenal increases our DataPrint inspired in cashbox collections. God knows, we'd love to tell NSM jukebox operators that all they have to do is buy one of these and their cashboxes will be over 20% fatter in a week.

But the owner was already way ahead of us. And, as it turns out, the routeman had accepted a "more lucrative position" elsewhere and was declining further interviews.

Truth is, this DataPrint was murdered. It couldn't lie about what collections were . . . and there's no way the routeman could make it lie. So it had to die. Near as we can figure it, the DataPrint was causing maybe a quarter of the increase . . . the jukeboxes had been earning the rest all along.

We're not suggesting that you buy a DataPrint to prevent theft. And we're certainly not suggesting that routemen aren't usually honest. What we are suggesting is that, if you operate NSM jukeboxes, you try applying the efficiencies of technology that our DataPrint can bring you. These efficiencies are the operator's greatest and most certain opportunity for increased profits in the 90's. It's also comforting to know that — by removing the possibility for human accounting errors, intentional or not — you'll always know what your jukeboxes are *really* earning.

If you don't currently operate NSM jukeboxes, why not try one? All of today's NSM's are equipped with DataPrint computer information ports, among other advanced technology features, to increase efficiency and earnings. Maybe that doesn't mean much to you now... but, remember, you'll be living with the jukeboxes you buy today for 10 years or more.



And, yes, DataPrints can last that long, too. Just keep them out from under 2½ ton trucks.

For full information on the NSM HyperBeam line and the name of the NSM Distributor nearest you, contact:

NSM **The Performance Machine**
5207 North Rose Street, Chicago, Illinois 60656
Phone: 312-992-2280 Fax: 312-992-2289

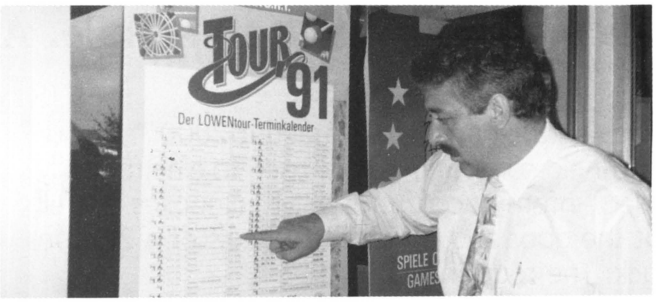
© Copyright, 1991, NSM-America, Chicago, Illinois
™ DataPrint, DataPrint 2000, and HyperBeam are trademarks of NSM — Bingen, Germany & Chicago, Illinois.

COMING ATTRACTION! A LOOK AT GERMAN-STYLE VID GAMING



During an early-June trip to Germany to celebrate **Tippy Adlum's** mom's 75th birthday there, the *RePlay* VP and her husband **Eddie Adlum** paid calls on the fine folks at NSM/Loewen in Bingen and at the Gauselmann Group in Luebbecke. These companies, along with Bally Wulff, make and sell the majority of the wall-mounted payout machines that dominate the German coin-op business. Since some Americans see the "mature" German gaming & amusement industry as a sort of "role model" for how America may look when (and if) video lottery spreads its wings, *RePlay* will present an in-depth report on the German picture next issue. Oh, yes: that's Tippy in the photo above with **Paul Gauselmann** himself, backed by an array of payouts his firm is famous for.

ALSO NEXT MONTH! NSM'S GERMAN TOURNEY MACHINE



If the great coin-op pioneer **Len Schneller** were alive today, he'd take off his hat to the lads and ladies who have pushed league play into the front row of industry activity. Some, but hardly all, know that NSM/Loewen's **Ulli Kuennecke** stands today as one of the worldwide industry's most adept managers of league tournament play. *RePlay's* Ed & Tippy Adlum spent quite some time with their friend Ulli (shown above explaining a tournament poster at NSM headquarters), learning he commands a program that runs dart, pool (snooker included) and soccer tournaments for some 10,000 member players over there, all of whom are vying for their share of a prize pot worth half a million marks. Ulli's organization gives the "soup to nuts" information and backup for the operators and runs around 45 playoff events each year in their tour. Our next issue will carry a feature story on the "German giant" of the tourney world.

KNOCK THE COMPETITION OUT OF THE AIR!

New PATRIOT



Packaged In A Durable All Metal Deluxe Case
Complete 3 dart set with extra tips and flights.

Everything You Need For Dart Excellence

★ Quality Service from the Nation's Leader in the Electronic Dart Field
★ Highest Quality Components & Accessories
★ Worldwide Sales

MADE IN THE USA

Great Lakes DART Distributors

All Styles Available In
14 gm. only with 2BA or ¼ inch tips.

★ RPS and UPS Ground Service
★ 24 Hour Shipping with UPS Red and Blue
★ Visa, MasterCard, American Express and Discover Card Accepted

Dealer & Distributor Inquiries Only

3125 S. 108th Street, West Allis, WI 53227
(OUT OF WI) 1-800-225-7593 (IN WI) 414-543-9773 FAX 414-543-9820

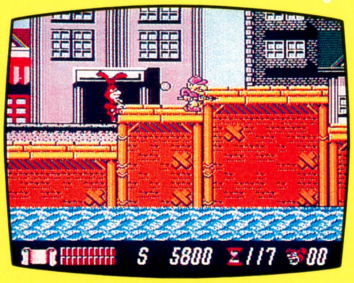


ARE YOU GETTING ALL THE GAME TITLES YOU'RE ENTITLED TO?

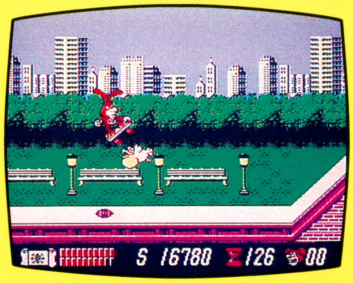
Nintendo®

BONK!

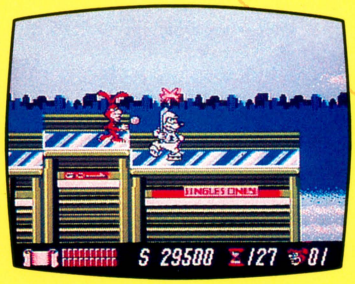
DON'T LET THE FURRY SUIT AND FLOPPY EARS FOOL YOU. IT'S YO!NOID



Use the YoYo to attack enemies.



Jump on top of enemies when riding the skateboard.



Yo!NOID slides through the ice stage.

YOU'VE ALREADY SEEN HIM ON TV: He's the NOID--the pizza chomping prankster from the Domino's Pizza* commercials. But now he's on a new mission. And that means lots of fun for your players!

Yo!NOID[1] is an adventure that takes you skipping, skating and skyscraper scaling through the streets of New York City. Your players will need every gimmick imaginable to out-prank the group of slippery scalawags who are disrupting the Big Apple with assorted monkeyshines and shenanigans. A mysterious NOID look-alike is the brains behind the bad guys. But if Yo!NOID can prevail, the reward is a lifetime supply of pizzas. Players of all ages will enjoy romping through the 14 levels of fun. And the good times don't stop there.

The PlayChoice™ software library has the games to keep your PlayChoice systems humming. Including more hot new releases: **TMNT II, the Arcade Game[2], NintendoWorld Cup™[3], Dr. Mario™, Rad Racer II[4], SolarJetman™[5], Mega Man III[6]** Don't miss your chance at a "piz-za" the action. Order now! Contact your authorized Nintendo Distributor or Nintendo of America Inc, at 206/882-2040.



Nintendo®

Nintendo of America Inc.
P.O. Box 957, Redmond, WA 98073-0957
1-800-633-3236, Fax: 206/882-3585

© 1991 Nintendo of America Inc.
™ and ® are trademarks of Nintendo of America Inc.

* ©1990 Domino's Pizza, Inc.
1. ® and © 1990 Domino's Pizza, Inc. © 1990 Capcom U.S.A., Inc.
2. ® and © Mirage Studios, U.S.A. Licensed to Ultra Games.
3. © 1990 Technos Japan Corp.
4. ™ and © 1990 Square Co. Ltd.
5. ™ Tradewest, Inc. © 1990 Rare Ltd.
6. ™ and © 1990 Capcom U.S.A., Inc.

All titles are subject to location testing.
Game release dates may vary.
Printed in U.S.A.

On Your Mark...

by Marcus Webb



"Dear RePlay: When a fault is discovered in (a coin-op amusement game or jukebox) unit, and a correction to the defect has been modified (by the manufacturer) with a new type of unit, why should the buyer pay for this correction when the operator has already suffered from the defect with costly service calls and the labor to exchange the improved unit? I don't understand the gall a person must have in charging for an update, when in fact the unit was not engineered right in the first place." — signed, an unhappy West Coast operator.

"Dear RePlay: Recently I bought a very expensive video game. After a few days, it malfunctioned. The distributor passed me on to the manufacturer, who said: 'We will have to replace the whole board with a new one from overseas. Meantime, send us the bad one.' I sent the board. At first they claimed they never got it; finally it turned up in their mailroom. Weeks passed before the replacement arrived; the downtime cost me irreplaceable earnings. Doesn't the law require manufacturers to cover these situations, or at least stock spare parts for a minimum number of years?" — signed, a very unhappy operator from the Midwest.

"Dear RePlay: We rarely get schematics when we buy machines anymore. How in heck are we supposed to make repairs? I've heard the FCC requires electronics factories to issue schematics with the purchase. Is this true?" — signed, an angry Western operator.

Clearly, some frustrated operators are wondering if concepts like "service" and "manufacturer support" are still part of coinbiz. Some distributors have privately raised the same issue. Certain factories do a great job on service, while others treat warranty problems like health insurance: everybody agrees it's a worthy cause, but nobody wants to pay for it. (The comparison is apt, since a warranty is basically "health insurance" for machines.)

We checked with various sources about these concerns. John Reed at the Federal Communications Commission says there is no federal regulation or law requiring manufacturers of electronic devices to stock spare parts or issue schematics. However, the AMOA-AAMA Recommended Industry Standards do call for factories to provide custom parts for five years on dedicated video games, and for three years on kits.

Attorney David Hagen, author of our "Legal Questions" column, reports that warranty requirements vary widely from state to state. Check local laws with your state association or distributor.

Of course, your best protection is to deal with reputable companies. The best ones are so eager to fix the machine (on their dime), they nearly make you glad you had a problem! As for the others . . . if they're reluctant to make it right, use your next planned purchase from them as "leverage" to prod the firm into action.

One final thought: don't expect first-class service, if you originally insisted on paying bargain-basement prices for the machine!

TOKENS

IN THE RACE FOR QUALITY,



THE WINNER

IS

HOFFMAN & HOFFMAN

EVERY TIME!

- Custom Tokens shipped in ten days
- Minimum custom order is 1000 Tokens
- Lowest prices in the country
- Highest quality
- You can buy the best Tokens for less. Check our prices and see

HOFFMAN & HOFFMAN

P.O. Box 896, Carmel, CA 93921

800-227-5813

IN CA 800-227-5814

"Quality is our family tradition"

namco®

FINAL LAP™ 2



RIDE WITH THE WINNERS!

FEATURES FOUR EXCITING RACE COURSE SELECTIONS

- Monaco
- U.S.A.
- Italy
- Japan

DURABLE PLYWOOD CABINET CONSTRUCTION

- Diamond-plated aluminum floorboard

EYE CATCHING BACK-LIT HEADER

25" MONITORS

NAMCO-AMERICA, Inc.
3255-1 Scott Blvd. Suite 102
Santa Clara, CA 95054-3013
(408) 496-6371 Fax: (408) 496-6399

namco®
The Game Creator

© 1991 Namco Ltd. All rights reserved.



POLITICAL FUN & GAMES

AMOA climbs another step on the ladder in Washington, D.C.; May 20-21 lobbying event is "our best ever" in many ways

"Politics ain't beanbag."
— Peter Finley Dunne.

Politics may not be beanbag, but in Washington, D.C. on May 20-21 politics was a lot of other games: video, pinball, darts, basketball, cranes . . . and for good measure, politics was enlivened by the beat of jukebox music, too. The occasion was AMOA's annual Legislative Conference, a convention that draws operators together for work and play with their senators, congressmen and other government officials.

"We really think this was our best Washington conference yet," smiled AMOA Executive Vice President John Schumacher. AMOA cited some impressive numbers to back up that claim: some 1,200 guests participated in the annual AMOA Congressional Reception, including 43 representatives and one U.S. senator. A record total of 175 AMOA members, their families and guests from 80 operating companies, hailing from 32 states, visited the Nation's Capitol and participated in the conference. Operators held meetings with 93 congressmen, senators and/or their aides on Capitol Hill on Tuesday, May 21.

If the numbers were impressive, so was the jam-packed AMOA schedule. Events on Monday, May 20 included a very successful lobbying workshop given by former congressman Gary Lee and former Reagan White House aide Wayne Valis (seminar title: "If You Wanna Win, You've Gotta Pay"). Also on the agenda were briefings and talks from such as Rep. Jim Cooper, Rep. Carlos Moorhead, lobbyist Dan Phythyon (VP of the National Assn. of Broadcasters), and Washington, D.C. city council member H.R. Crawford. The trek to Capitol Hill for working meetings and consultation started off a very full second day, which closed that evening at the House Longworth Building cafeteria where the giant reception took place, bolstered by AMOA's traditional Democrats Vs. Republicans tournament on a variety of pinball, dart and basketball games (winners donated small cash prizes to their favorite charity).

IN SUPPORT OF DOLLAR COINS

Rounding up new backing for dollar coins rated high on AMOA's priority list. AMOA is a prominent member of the Coin Coalition, a multi-industry lobbying group which



Sharon Harris, Pennsy Congressman Pete Kostmayer, Bob Carlucci and Terry Davis (both of the TD Rowe group) enjoy the reception.



Jim Hayes, Ralph Ceraldi, Ohio Congressman Tony Hall and Rus Love stop their conversation for a photograph during the Longworth party.

favors creation of a dollar coin. As coalition topper Jim Benfield said recently, "You can write letters till you're blue in the face, but the most important thing we do to promote dollar coins is these face-to-face meetings with members of Congress." AMOA proved more effective than ever in those vital, personal contacts.

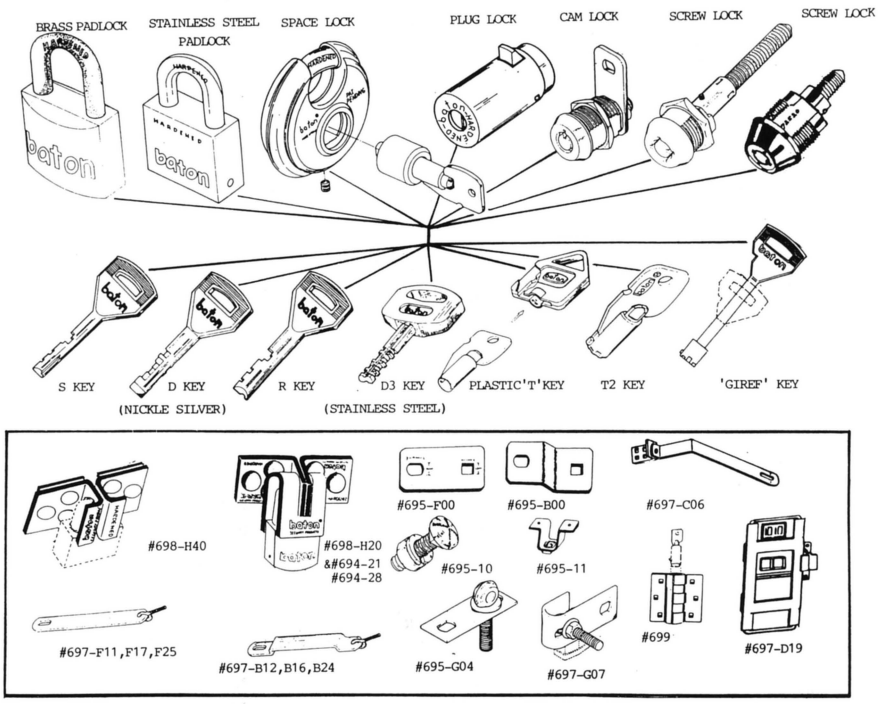
The association recruited several new congressional supporters to HR.1245 & S.844, legislation which calls for Uncle Sam to stop printing dollar bills and start printing dollar coins. At presstime, the number of dollar coin supporters stood at 103 in the House and 20 in the Senate. Needed to pass are 218 votes in the House and 51 in the Senate.

THE SPECTER OF CABLE COMPETITION

A new issue given much attention by AMOA included the possibility that the Federal Communications Commission may massively deregulate the electronic communications industry. If FCC Commissioner Al-

THE CONVENIENCE OF VARIETY — THE QUALITY OF baton®

SELECT ANY COMBINATION OF LOCKS AND KEY PROFILES



BATON LOCK AND HARDWARE COMPANY

11521 SALINAZ DR. • GARDEN GROVE, CA 92643

1-800-395-8880

THE PIONEER HIT LIST

Volume 11 COMPILATION CD July 1991

Bringing you more sights and sounds in the Juke Box business.

Last Call For 180 Hits And A Six-Pack.

1. **Rush, Rush**
   Paula Abdul
2. **Love Is A Wonderful Thing**
   Michael Bolton
3. **Seal Our Fate**
   Gloria Estefan
4. **True Love**
   Pat Benatar
5. **A Better Love**
   Londonbeat
6. **We Want The Funk**
   Gerardo
7. **Mother's Eyes**
   Enuff Z' Nuff
8. **Dangerous**
   The Doobie Brothers
9. **Obvious Song**
   Joe Jackson
10. **Part Of You, Part Of Me**
    Glenn Frey
11. **She Goes Down**
    Billy Squier
12. **Walking In Memphis**
    Marc Cohn
13. **Power Of Love/ Love Power**
    Luther Vandross
14. **All The Way From Memphis**
    Contraband
15. **Lift Me Up**
    Yes

This is the last month. When you install a Pioneer CD Laser Juke™, the first round of hit songs are on the house. We'll serve up a dozen of our exclusive 15-hit compilation discs and a six-pack of CDs—your choice of R&B, Country, or Classic Rock. A total of 270 money-making hits, at no additional cost. For more information, call (800) 421-1404 and ask for Laser Juke. But hurry. Time's running out.

To find out more about Pioneer Compact Disc Juke Boxes, call (800) 421-1404 or an authorized distributor near you.

North Little Rock, AR
Godwin Distributing Company
(501) 753-1138

Phoenix, AZ
Mountain Coin Machine
(602) 269-7596

El Cajon, CA
Progressive Game Distributors
(619) 441-9100

Los Angeles, CA
Weymouth Distributing Company
(213) 748-5181

Denver, CO
First Choice Distributing
(303) 292-9657

Miami, FL
Brady Distributing
(305) 621-1415

Orlando, FL
Brady Distributing
(407) 872-1666

Honolulu, HI
Bazar
(808) 848-0347

Des Moines, IA
Moss Distributing
(515) 266-6422

Chicago, IL
World Wide Distributors
(312) 384-2300

Indianapolis, IN
Cleveland Coin Machine Exchange
(317) 895-4270

Louisville, KY
Kentucky Coin
(502) 966-5266

Norwood, MA
New England Coin-Op
(617) 769-9760

Baltimore, MD
Weiner Distributing
(301) 233-2600

Livonia, MI
Cleveland Coin Machine Exchange
(313) 458-2646

St. Louis, MO
Audio Visual/ Brandt
(314) 421-5100

Charlotte, NC
Brady Distributing
(704) 357-6284

Springfield, NJ
Mondial Distributing
(201) 467-9700

Las Vegas, NV
Mountain Coin Machine
(702) 798-0900

Reno, NV
Reno Game Sales
(702) 829-2080

Richmond Hill, NY
Mid Atlantic Amusement Company
(718) 291-5757

Syracuse, NY
Betson/Advanced Distributing
(315) 455-5400

Cleveland, OH
Cleveland Coin Machine Exchange
(216) 692-0960

Portland, OR
General Coin
(503) 256-3930

Wilkes Barre, PA
Roth Novelty
(717) 824-9994

Chattanooga, TN
Brady Distributing
(615) 855-0322

Corsicana, TX
Master Sales
(214) 874-4749

Salt Lake City, UT
Mountain Coin Machine
(801) 262-5494

Seattle, WA
General Coin
(206) 625-1474

Menomonee Falls, WI
Viking Vending
(414) 255-6580

Weirton WV
Hilltop Distributing
(304) 723-3195

CANADA
St. Laurent, Quebec
Laniel (Canada) Inc.
(514) 336-5050

Vancouver, BC
Pacific Vend Distributors
(604) 324-2164

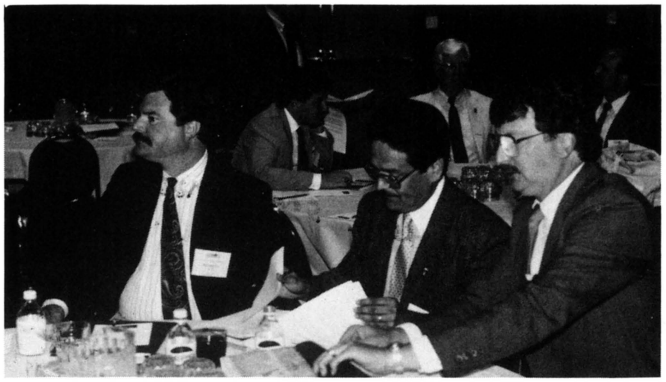
Winnipeg, Manitoba
Northwest Amusements
(204) 633-5751

Concord, Ontario
Northwest Amusements
(416) 739-0361

LASER JUKE™

PIONEER®

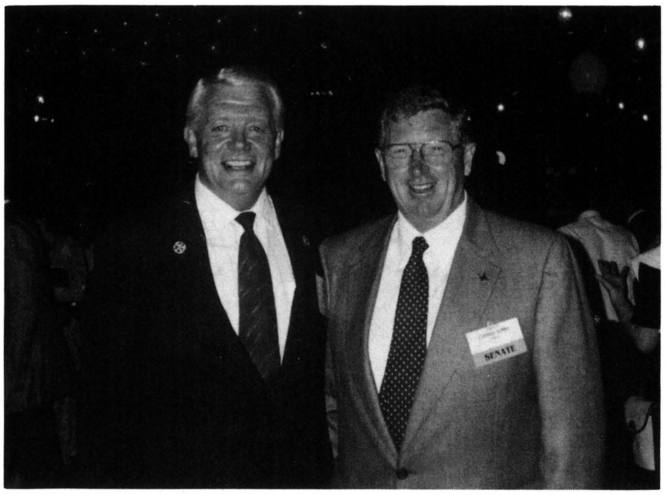
The Art of Entertainment



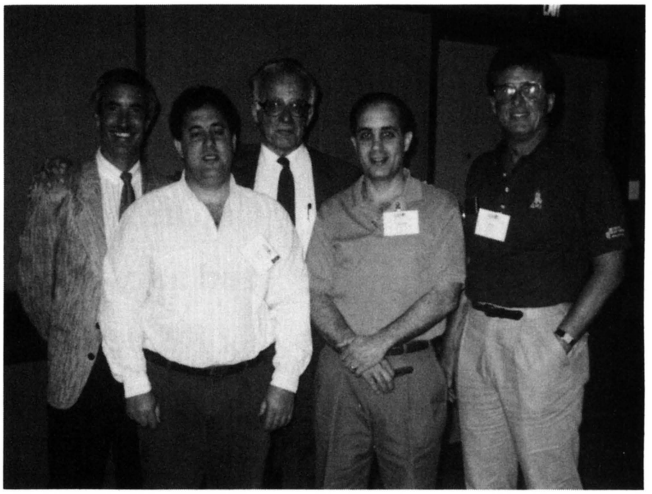
Rus Love, Eddie Velasquez and John Newberry during the recent trip.



At the lobbying roundtable, Bob Herman and Jim Stansfield.



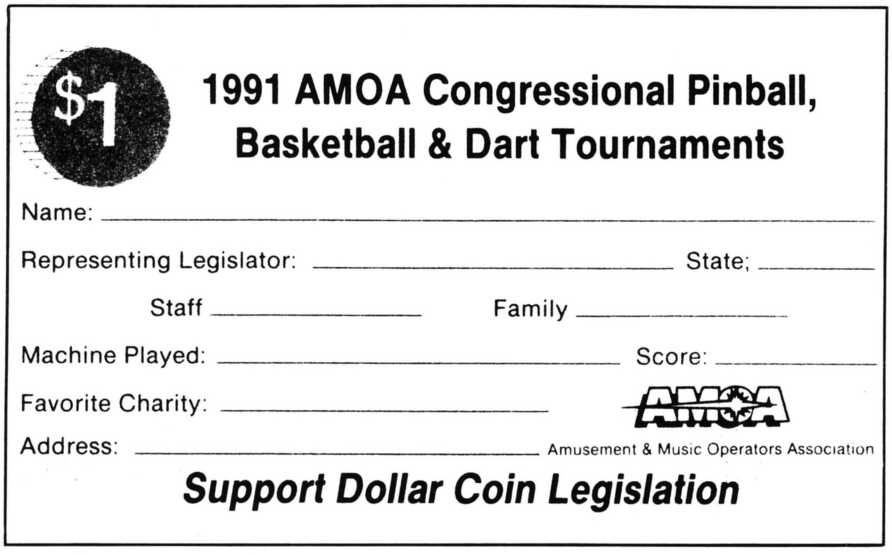
Sen. Conrad Burns of Montana (r) with coinbiz video lottery authority Phil Benson. While others try to get in, these guys know all about it.



Just a few of the Ohioans attending the AMOA sessions, Bill Beckham, Evan Brown, OCMA's Paul Corey, Ed Elum and Jim Hayes.

fred Sikes has his way, cable TV giants like HBO and Ted Turner will be able to go into the telephone business. A bigger worry would be that phone giants like AT&T and MCI could provide TV, movies, interactive games, music, home banking, and other services and entertainment to locations and to people's homes. AMOA lobbied to ensure that the entertainment market remains competitive for operators, no matter what kind of hi-tech comes along in the next few years (see separate story).

AMOA's third big issue on Capitol Hill was defending operators' right to sell cigarettes from vending machines. The association warned about proposed cigarette vending bans floating around Washington in recent years, and labeled this disturbing possibility "discrimination" against venders. "AMOA believes prohibitions against the sale of tobacco to minors should be enforced equally against all means of sale — whether over the counter or by machine," said the association.



A sample of the entry card congressmen were asked to complete when joining in the AMOA tournament (note the push for the dollar coin at bottom of card).

POLITICAL PROS

The selection and framing of these issues — especially the new focus on future FCC deregulation — indicated once again why AMOA has built a successful track record in Washington: they're pros. The group's leadership has a good "nose" for

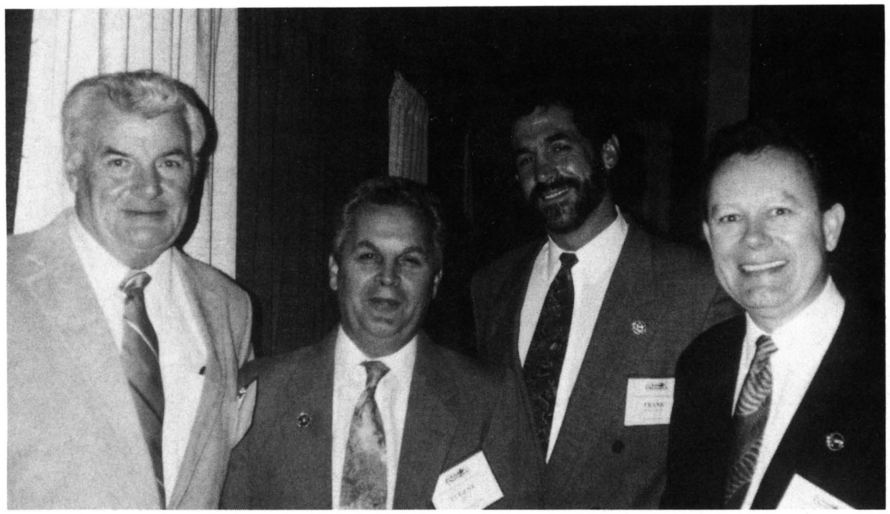
THE LEGEND LIVES ON...



Coming Soon From

Leland

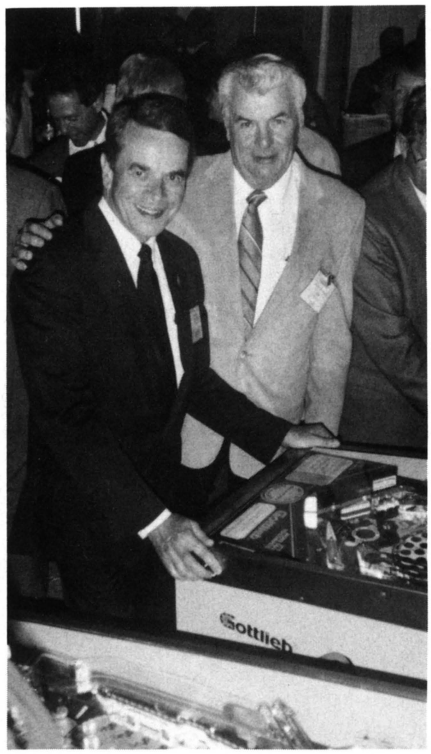
CORPORATION



Ed Schultz, upcoming AMOA prexy Gene Urso, Fabtek's Frank Ballouz and AAMA prexy Bill Rickett get together (and "get together" is the hope for these two industry groups).

where political trouble may arise. Also, thanks to its seminars and educational efforts, AMOA is making steady progress at turning its rank and file operators into effective "citizen lobbyists." The "new professionalism" of coin machine operating is nowhere better seen than in Washington, D.C.

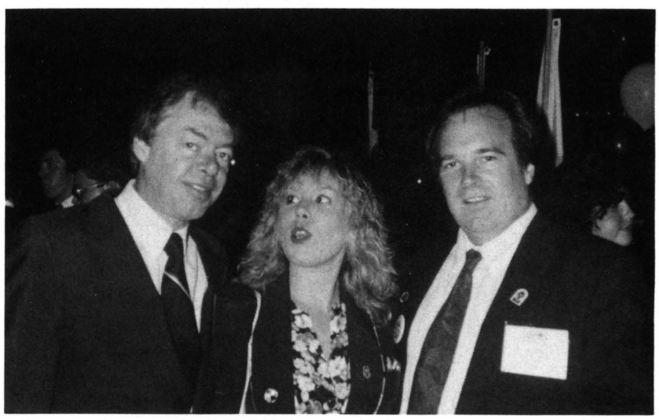
Congratulations are due to AMOA President Jim Trucano, Government Relations Chairman Wally Bohrer, Washington liaison Bob Wilbur, tournament organizer Frank Seninsky, and to the entire AMOA leadership and staff.



Congressman Dale Kildee (Michigan) gets help from Ed Schultz in the congressional pinball tournament (let's say, encouragement).



Congressman Doug Doolittle (Calif.) at left joins operators Doug Minter and Dick Hawkins at the reception. Good gathering of good people!



RePlay's Ed Adlum (l) meets up with Monica Smoot and Alan Deutschmann (ALD) at the Longworth party (Monica is sharing a news tidbit).



N.Y. operator Bob Herman (of the famous Herman family, left) with his state's Congressman Boehlert (sign above pitches for a dollar coin).



Congressmen Edward Feighan and Dennis Eckart are welcomed to a "get-acquainted" luncheon by Ohioans Evan Brown and Paul Corey.

ROWE International and
ROWE's Participating Distributors
Proudly Announce

Extended While supplies last - Limited quantities

FREE CD'S

• The "Billboard Top Hits" Series •

• Rhino Record Selections •

24 FREE CD'S

with purchase of one

CD-100A

Offer Valid July, 1991

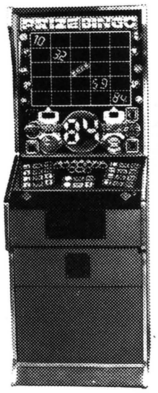
Contact your local participating ROWE distributor
for payment terms, qualifications and details.

ROWE

Whippany, N.J. 07981
(201) 887-0400

BE A "COIN KING"
$ WITH $
$ COIN CONCEPTS $

NEW MONEY MAKERS FROM cci



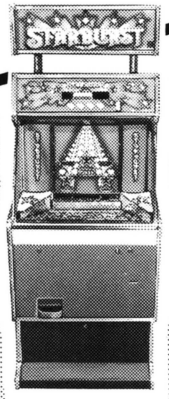
PRIZE BINGO



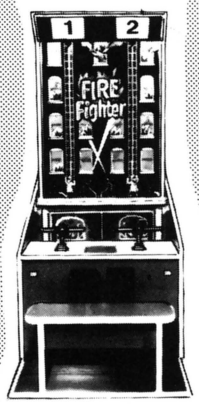
CAT & MOUSE



OL' McDONALD'S



STARBURST



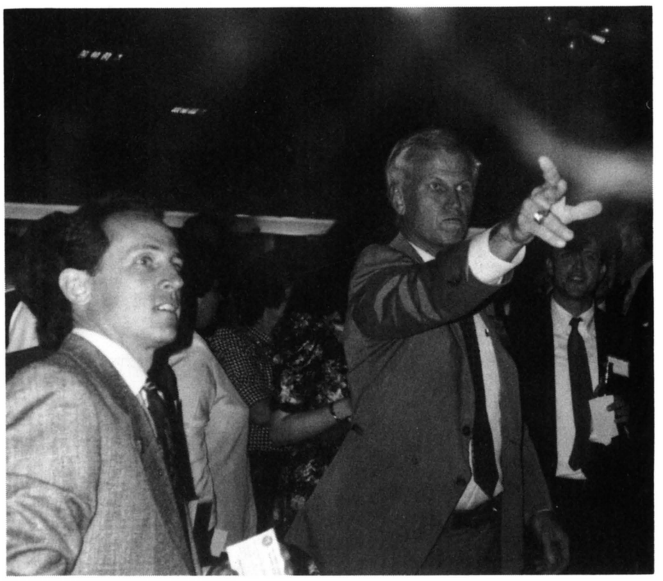
FIRE FIGHTER

FAMILY FUN CENTERS
- Professional Consultation Service
- Experts in Layout Designs

cci

Coin Concepts, Inc.
16 EDGEBORO ROAD,
EAST BRUNSWICK, N.J. 08816
TEL: 908-390-9009 • 1-800-462-COIN

AMOA IN D.C.



Minnesota operator Gene Winstead (left) watches Texas Congressman Charles Stenholm toss a dart in the tournament Gene helped run.



Congressman Paul Gillmor is thanked by OCMA's Paul Corey and Jim Hayes for co-sponsoring the dollar coin legislation and co-hosting the informal luncheon held for the group and congressmen on May 21.



Wally Bohrer presents Frank Seninsky with a thank-you plaque for all his hard work in setting up and running the congressional tournament.

FOR RELIABLE COIN HANDLING EQUIPMENT INSIST ON ASAHI SEIKO



Advanced Technology

More and more manufacturers have turned to Asahi Seiko when faced with the need for technologically advanced coin and bill handling equipment.

Amusement, vending and gaming route operators, along with casino slot departments, have found that it makes sense to retrofit with reliable Asahi Seiko coin handling equipment and hoppers.

Integrity

For over 20 years, Asahi Seiko has served the worldwide needs of a variety of industries that utilize mechanisms that dispense coins, bills or prepaid cards.

Asahi Seiko is dedicated to consistently finding new and innovative ways to respond to the diverse range of industry needs. Not only is Asahi Seiko a leader in the creation of highly reliable mechanisms that are compact in design, provide a speedy response, are tamperproof, but most importantly, have the ability to recognize and handle the myriad shapes and sizes of coins and bills in circulation worldwide.

Reliability



Each Asahi Seiko product is painstakingly checked, one by one, on the production line for quality and craftsmanship. Quality Control then tests each piece for durability. Finally, each product is computer tested prior to shipment. No wonder Asahi Seiko products are rated the best in the industry!

Worldwide Acceptance

Not only are Asahi Seiko coin selectors and hoppers in use around the world, but we have manufactured and exported more than 60 different money handling products, ranging from bill validators and bill/card dispensers to coin timers, switches and accessories to over 45 countries worldwide.

Custom Configurations

Have a new design for an amusement machine or gaming device? Call today.

Asahi Seiko USA INC.

The Future of Quality Coin Handling Equipment

4029 S. Industrial Road Las Vegas, Nevada 89103

PHONE:(702)794-2920•FAX:(702)794-0644

Powerful

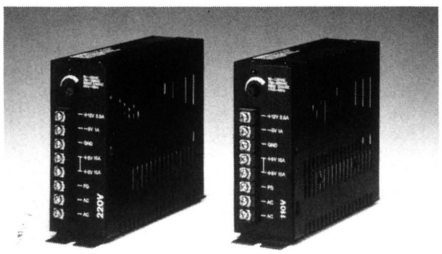
With Our

POWER SUPPLY

High Efficiency	Compact Size
Dual AC 110/220V	Power-On LED
Low Ripple & Noise	Built-In EMI
Top Quality Control	Soft Start

Protected Over Voltage/Short Circuit

+ 5V DC = 15A
- 5V DC = 1A
+ 12V DC = 2.5A



Entron Enterprises Co. Ltd.
P.O. Box 19-18 Hsin Tien
Taipei, Taiwan ROC
Tel: 886-2-9135023
Fax: 886-2-9135029

Billiard Cloth

All Grades and Colors

Mali

ORDER DEPT:
TOLL FREE – 800-223-6468
NEW YORK – 212-475-4960
FAX – 212-533-8169

The Henry W.T. Mali & Co., Inc.
257 Park Ave, South • New York, N.Y. 10010

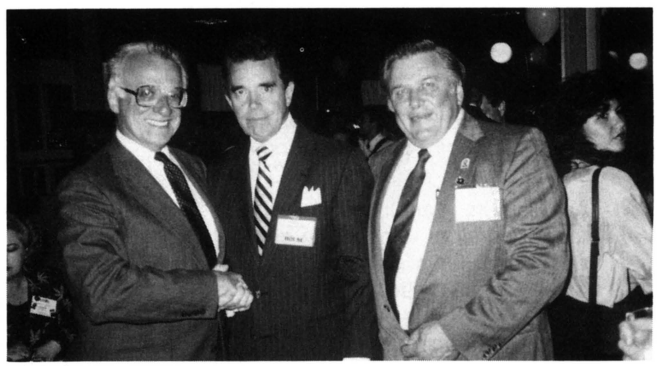
AMOA IN D.C.



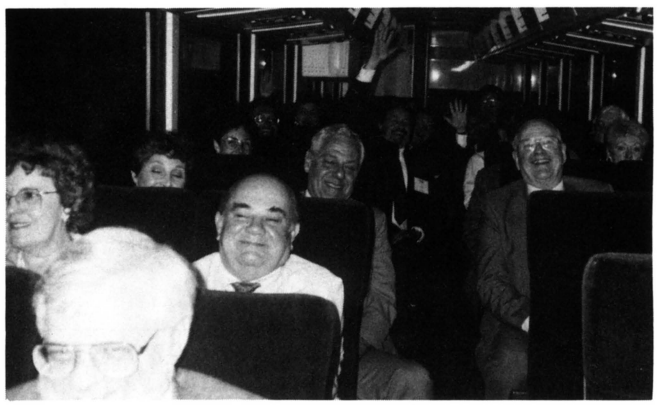
Members of the Ohio contingent getting ready for the Government Affairs Conference are Harold Laughlin, Rod & Pam Stebelton, OCMA's Judith Martin, Raymond Lonsway and Sara & Ron Rentz.



New York City arcade maven Steve Epstein helps a guest of AMOA's pinball tourney. Steve worked hard to make it all work.



Congressman Douglas Applegate (center) was welcomed to the AMOA Congressional pinball tournament by Paul Corey and Wally Bohrer.



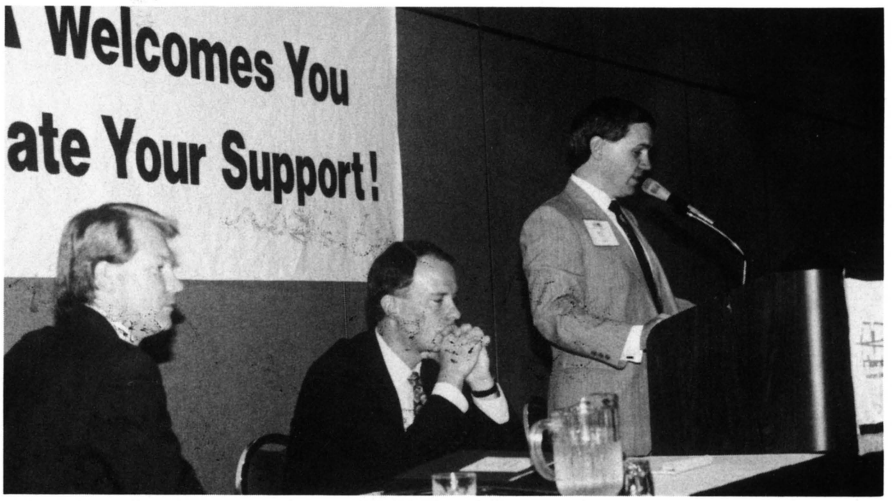
Fun on the bus ride back from the party to the Hyatt shows Ted Furkin, Jack Kerner, Russ Mawdsley and others letting their hair down.

VIDEO DIAL TONE

AMOA takes on a big new issue: the FCC's "fiberoptic revolution"; operators say Uncle Sam must defend free enterprise in high tech

Coin machine operators formed AMOA over 40 years ago to protect jukebox operators' interests. Tradesters wanted to be able to play hit records on their jukeboxes, without going bankrupt paying excessive copyright royalty fees. Today, that issue is basically settled for the rest of this century.

But in Washington, D.C. last month, AMOA lobbied Congress on another issue which may ultimately prove even more important to the industry than music copyrights. AMOA is anxious to protect public access to fiberoptic cable, digital audio broadcasting, and other forms of hi-tech media which are not so far in the future. At stake is nothing less than the future of operating in the *next* century.



Operators Bill Stone (at podium) and R.A. Green (left) with lobbyist Dan Phythyon (VP Nat'l. Assn. of Broadcasters) at the seminar on fiber optics held during AMOA's D.C. lobbying trip.

GOODBYE ARCADE, GOODBYE JUKEBOX?

Picture this: it's the year 2 005 and a new corporation called AT&T Games, Inc. is transmitting supersharp, "high definition TV" broadcasts into your home over fiberoptic cable. Just by turning on your TV or home computer, you can play the latest interactive video game... which was created by game designers paid by AT&T.

Or picture this: it's 2001, and you drop into the local tavern. Over the speakers comes the crystal-clean clarity of CD music. Is this music coming from the jukebox? No, it's being broadcast over the open airwaves by a new subsidiary called MCI Music Programming, using digital audio broadcasting.

If you're wondering "Where is the coin machine operator in this picture?", the answer is: quite possibly, nowhere. And that's what scares AMOA. The association is asking Congress to ensure that regulated monopolies like phone companies can't compete with operators, and to make sure private business has equal access to any future airwaves, cable lines, etc.

THE COMING REVOLUTION

Before the telephone companies can get into the business of creating and supplying programming to American consumers, Congress may have to amend the Cable Act of 1984 and the consent decrees which broke up AT&T into seven regional telecommunications firms. Some changes in these laws are sure to happen as technology progresses. The question is, which way will the changes go?

At present, the only thing known for sure is that the way music and games are delivered to the public is eventually going to change. "We're going to have a fiberoptics revolution," Congressman Mike Oxley told AAMA members last month. "In fact, it's already started. Eventually we'll see fiberoptics in every home and restaurant. The question is, who carries and supplies the information? Who creates the music, through fiberoptics, that goes into a diner? Those questions are still out there," the congressman hedged. "There will be winners and losers, but the ultimate beneficiaries will be the American people."

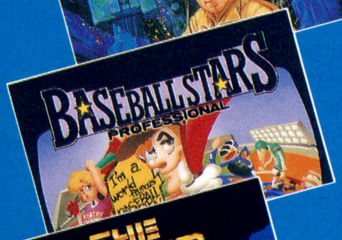
This "revolution" is at hand because technology is advancing by leaps and bounds, and because FCC Commissioner Alfred Sikes is ready to throw out many of the traditional ways that Washington regulates big business. As Sikes recently told the *Washington Post:* "We're at a seminal point. We're talking about a new generation in the information age. We're moving from the age of information, to the age of knowledge."

Apparently, Sikes sees 21st century technology as a future "golden era" of communications access. Everybody will be able to download everything...over home computers, digital radios or pocket tele-

NEO·GEO®

A cabinet for every location.



















Whatever your video needs, NEO·GEO has a cabinet style and software package to suit. See your authorized SNK distributor or contact SNK Corporation of America, 246 Sobrante Way, Sunnyvale, California 94086. (408)736-8844.

SNK's Great New Lineup:

BURNING FIGHT™
SENGOKU™
ALPHA MISSION II™
GHOST PILOTS™
KING OF THE MONSTERS™

SNK

© 1990 SNK CORP. OF AMERICA

Pretty soon, Replay is going to need a bigger chart.



MAY 1991

Players' Choice

RATION, BASED ON EARNINGS-OPINION POLL OF OPERATORS

R	RATING	DIST.
	9.36	**44%**
	8.76	14%
	8.60	41%
26)	8.60	25%
	8.38	40%
	8.37	22%
5)	8.13	13%
ga) (12)	8.09	74%
(8)	7.86	29%
30)	7.63	95%
(Konami) (17)	7.60	17%
(SNK) (16)	7.57	12%
ga) (1)	7.43	31%
)	7.27	74%
nd) (26)	7.19	39%
72+ (Atari) (15)	7.12	61%
lliams) (11)	6.97	51%
ito) (28)	6.96	43%
RUN+ (Sega) (22)	6.92	10%
eco) (10)	6.83	50%
THUNDERBOLT (Taito) (24)		

vas produced in both dedicated & software forms

	INT (Data East) (1)	**9.26**	**20%**
	SE (Williams) (5)	9.17	75%
	IPSONS (Data East) (6)	8.49	60%
	ACHINE (Williams) (1)	8.48	18%
	(7)	7.73	42%
		7.70	68%

best software

	MODEL/MANUFACTURER	RATING	DIST.
	1 **STREET FIGHTER II [H] (Capcom) (2)**	**9.38**	**45%**
	2 SENGOKU [S] (SNK) (2)	8.60	24%
	3 KING OF THE MONSTERS [S] (SNK) (1)	8.45	18%
	4 HIGH IMPACT [H] (Williams) (4)	8.42	46%
	5 CAVEMAN NINJA [H] (Data East) (1)	8.20	12%
	6 FINAL FIGHT [H] (Capcom) (15)	8.15	86%
	7 RAIDEN [V] (Fabtek) (9)	8.04	36%
	8 CARRIER AIR WING [H] (Capcom) (5)	7.91	9%
	9 BLOOD BROS. [H] (Fabtek) (5)	7.88	14%
	10 GHOST PILOT [S] (SNK) (2)	7.82	14%
	11 VIOLENCE FIGHT [H] (Taito) (14)	7.79	15%
	12 CYBERLIP [S] (SNK) (5)	7.63	28%
	13 GALS PANIC [V] (Kaneko) (1)	7.63	6%
	14 STRIKE FORCE [H] (Midway) (1)	7.50	8%
	15 NINJA COMBAT [S] (SNK) (7)	7.35	44%
	16 TROG [H] (Midway) (1)	7.33	7%
	17 GROWL [H] (Taito) (2)	7.21	11%
	18 OFF ROAD TRAK PAK [R] (Leland) (12)	7.19	38%
	19 SUPER SPY [S] (SNK) (5)	7.03	26%
	20 WWF SUPERSTARS [H] (Technos) (22)	7.01	80%
	21 MAGIC SWORD [H] (Capcom) (8)	7.01	68%
	22 STRATA BOWLING [V] (Strata) (7)	7.00	10%
	23 BASEBALL STARS [S] (SNK) (7)	6.95	33%
	24 ROLLER GAMES [H] (Konami) (2)	6.83	5%
	25 HYDRA [H] (Atari) (8)	6.63	26%

[H] horizontal [V] vertical [S] system [R] retrofit

best new videos

	1 FINAL LAP II [deluxe s/d] (Namco)	9.50	5%
	2 GUN FORCE [H kit] (Irem)	9.00	4%
	u/r] (Betson/Icat)	8.90	8%
		8.90	8%

NEO·GEO®

Finally, a system that delivers.

SNK

SNK Corp. of America
246 Sobrante Way
Sunnyvale, CA 94086
(408) 736-8844

© 1991 SNK CORP. OF AMERICA

phones . . . using low-orbit satellites, public airwaves, fiberoptic cable, and/or traditional cable and phone lines. The big bucks behind all this will come from today's telecommunications and cable TV giants.

HEADING 'EM OFFF AT THE PASS

AMOA, naturally, is concerned that giant corporations like MCI, AT&T, and the seven "Baby Bells" would be able to put our industry out of business by marshalling their vast corporate resources to "compete" with local operators — or to overwhelm them. After four generations of coin machine operation, and decades of increasing professionalism, AMOA isn't about to sit around and wait for Uncle Sam to invite the devastation of the coin machine industry.

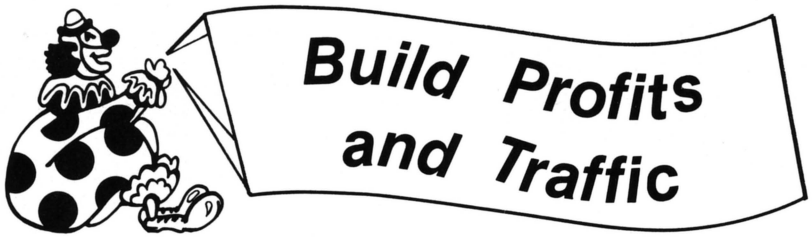
While in Washington, AMOA lobbied hard against the FCC's proposals to let phone companies broadcast to home TVs and computers. Association members told Congress that the FCC's plans would risk "converting a regulated monopoly of telecommunications, into an unregulated monopoly of information services." (By the way, the FCC's Sikes is on record as believing that deregulation would mean more competition, not less. But not everybody agrees.)

AMOA also asked Congress to demand that "all businesses and parties have equal access to any new communications system, just as we all now have equal access to telephone service." Said AMOA: "This can be guaranteed only if the telephone companies are barred from creating programming, or from limiting the access of anyone to their transmission devices."

Happily for AMOA, some other big players might line up against the FCC's vision of the communications future. Possible opponents include newspaper and magazine publishers, the radio industry, the cable TV industry and the broadcast networks. These industries all are leery of inviting telephone companies into competition with them. (Fiberoptic lines could carry classified ads, radio music, movies and TV shows, if Sikes' dreams come true.)

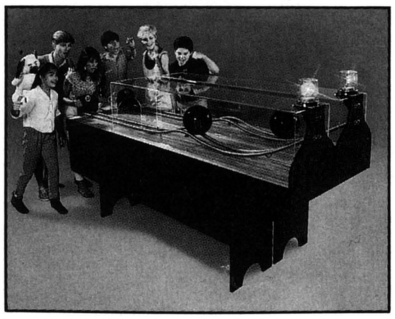
Reportedly, Sikes agrees with half of AMOA's agenda — namely, keeping fiberoptic cable and other future media channels open to all comers. This approach is called the "video dial tone." According to the *Washington Post*, "Sikes would require [the phone companies which owned the fiberoptic cable networks] to make the lines available to anyone who wanted to use them to provide programming."

It's an open question how much of its agenda the FCC can accomplish by executive fiat, and how much will be settled by Congress and the courts. But it is typical of AMOA's far-sighted political instincts that they have latched onto this issue (and its implications for operators) very early in the game.









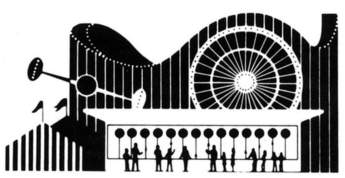


Family Fun Centers and arcades can be a great addition to your operation. They are excellent profit centers and they build traffic.

We are one of America's leading manufacturers of amusement games and we can help. Give us a call. We can help with games, prize stock, floor plans, redemption centers, and time-tested operating methods that make money.

If you've got questions, we've got the answers. With 20 years of experience, you can depend on us for all your amusement needs.

Bob's Space Racers, Inc.
427 15th Street
Daytona Beach, Florida 32017
Telephone: 904-677-0761
Telex: 249-238RACER
FAX: 904-677-0794



Designers and manufacturers of games since 1970
© Bob's Space Racers 1988

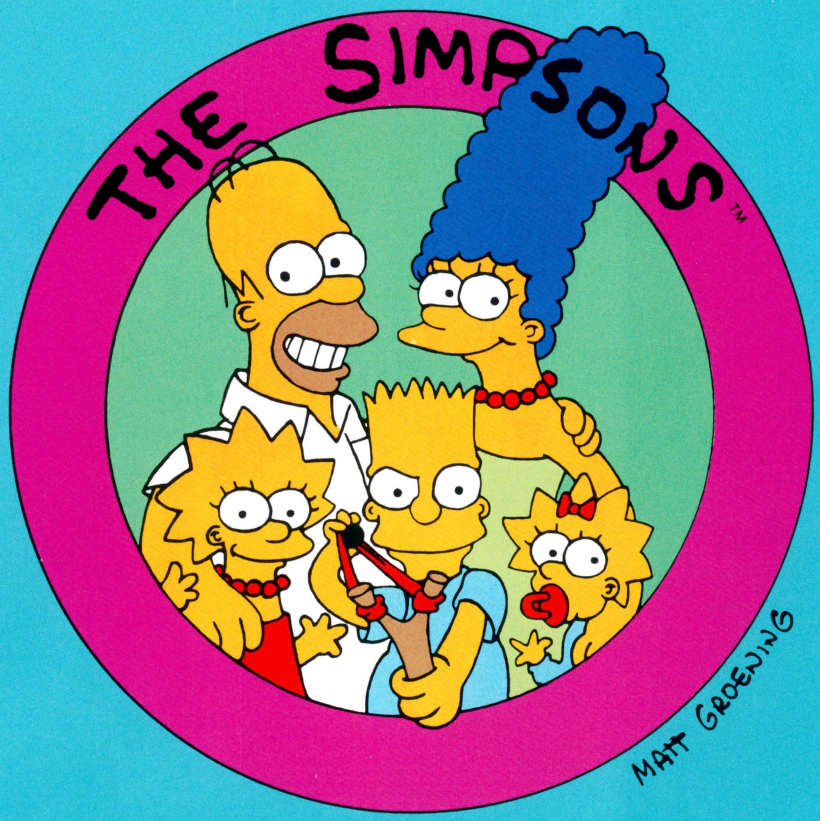
THE SIMPSONS™



THE SIMPSONS™ & © 1991 Twentieth Century Fox Film Corporation. All rights reserved.
Licensed to Konami Industry Co., Ltd. KONAMI™ is a trademark of Konami Industry Co., Ltd. © 1991 Konami Inc. All rights reserved.

KONAMI®

KONAMI INC. • 900 Deerfield Parkway • Buffalo Grove, IL 60089-4510
Phone: (708) 215-5100 • FAX: (708) 215-5144 • Telex: 6871385 KONAM UW



- **Dedicated Upright**
- **4-Player Interactive**
- **Buy-In & Continuation Features**
- **Horizontal Monitor**

- **Player's Controls Are:**
  1. **8-way Joystick**
  2. **Buttons:**
     Attack
     Jump

Aye Carumba! Clear a space in your location 'cause **The Simpsons** are moving in. America's favorite animated family is now a favorite arcade game!

While innocently wandering through beautiful downtown Springfield, the Simpsons encounter a robbery in progress. As Homer bumps into the thieves, a large diamond pops out of their hands and into Maggie's mouth. Unwilling to part with the treasure, the thieves take Maggie with them. Now Homer, Marge, Lisa, and the infamous Bart join together in a mission to rescue Maggie.

Each family member has his own special attack technique. Bart uses his trusty skateboard, Lisa whips the enemies with her jumprope, Marge cleans up the hooligans with her vacuum, and Homer's arms & legs are his lethal weapons. Also, two family members can join together for a team attack. All through the game, the Simpsons fearlessly battle the evil hoods. Many of the enemies are in disguise, so expect the unexpected!

The fun never stops in **The Simpsons.** The game takes the family through different areas of their home town, including Downtown Springfield, Krustyland, the ghoulish Springfield Discount Cemetary, Moe's Tavern, scenic Springfield Butte, Dreamland, Channel 6, and Homer's place of employment, the Nuclear Power Plant.

The Simpsons packs all the action and humor of the T.V. show into a game that is sure to be a hit with players of all ages. Can our heroes rescue Maggie and reunite the family? Stay tuned to **The Simpsons!**

KONAMI®

THE SIMPSONS™ & © 1991 Twentieth Century Fox Film Corporation. All rights reserved.
Licensed to Konami Industry Co., Ltd. KONAMI™ is a trademark of Konami Industry Co., Ltd.
© 1991 Konami Inc. All rights reserved.

AAMA LLAMA

manufacturer-distributor association explores "view to the south" at Chicago board meeting

In an industry like ours that's tickled (but never really yanked) the toe of public relations, it's been gratifying to watch the AAMA move along the corridors of press and promotions that lead toward the positive public image this business has deserved and sought.

Without doubt, positive PR has been one of AAMA's long suits. Their list of charities and good works is substantial. For instance, they donate around $130,000 each year to causes ranging from the American Cancer Society all the way to the Variety Club Association. A total of 31 specific charities or causes are proudly listed on their sheet, including such impressive outfits as the Ronald McDonald House (which AMOA cooperated in); Camp Sunshine (where they sent five terminally ill youngsters to camp and where Morris Piha set up a free arcade); Operation Patriot Home (to welcome returning troops home from the Gulf); and both the "real" and "special" Olympics.

AMOA, which clearly has political constituent clout, recognizes AAMA's role in PR (as does AAMA for the former) and together the current idea is to "fold hands" for the entire industry's sake (see separate story). So, rather than curse the PR darkness this industry's stood beneath, it's laudatory that the AAMA manufacturer/distributor association has lit so many candles. Such charities and other PR promotions, as well as marketing programs that show a view toward the south (i.e., Latin America), keyed the AAMA board meet at the Sofitel Hotel in Chicago June 13. The agenda was rich with ideas.

Presided over by AAMA President Bill Rickett and Executive VP Bob Fay, other officers and board members present included Rus Strahan, Frank Gumma, Rich Babich, Rick Kirby, Frank Ballouz, Al Stone and Dave Patterson — a good mix of manufacturers and distributors. While this Latin American "view to the south" is important to Rickett and his board, their PR activities always spring to the president's mind under his thought that "We have to show the American public that our products are good for youngsters . . . that tomorrow's technicians and pilots get their first 'training' on our computer games."

A lengthy list of PR programs was discussed at the Sofitel meeting, but some especially worth mentioning include AAMA's involvement once again with the U.S. Olympic Committee. They plan to provide a free-play game room for Olympic athletes in both Barcelona, Spain and Albertville, France next year. AAMA will probably also stage a game tournament for media representatives to make certain that AAMA (industry) involvement is noted by the press.

They've asked AMOA to come aboard the program (which might allow operator members of that association to print the five-circle Olympic logo on their own letterhead stationery). They've also asked AAMA to join with them in sponsoring the Special Olympics for handicapped children with a $5,000 check and suggested that AMOA members devote a portion of a certain day's collections toward funding the U.S. Olympic Committee. (Operator Craig Johnson, treasurer of AMOA, is in charge of investigating this idea.)

Rickett is very keen on cementing relations with AMOA people, as is AMOA's chief Jim Trucano in reaching out to AAMA from the



During a brief break in their busy business, AAMA heavies get snapped by RePlay. From left to right: Rich Babich, Dave Patterson, Al Stone (forefront), Frank Gumma Jr. (behind Al's head), Rick Kirby, Bill Rickett, Bob Fay and Rus Strahan (right).

other direction. Both want a hand-in-hand working relationship to benefit the rank and file industry people, and each has something to add to the pot. "You know, there aren't any issues that divide us right now, but there are quite a few of common concern," Rickett noted during a break in the board meeting. "Our renewed friendship with AMOA is moving very well," he added. "It's working out nicely."

AAMA wants to cement this rapprochement with a united Washington, D.C. lobbying trip and congressional reception next spring. While in Chicago, they asked AMOA to consider it. AAMA's president also recognizes AMOA's desire to push legalized video lottery (something AAMA wants as well), and has asked AMOA to point to the huge list of charities served and good works they've accomplished, when lobbying for same.

VIDEO LOTTERY VIEW

"Video lottery has enemies out there," Rickett stated. Both he and the AMOA people got further proof of this when shown an anti-VLT cassette tape prepared by a gent named Bill Holmes, apparently at the behest of pull-tab ticket companies (no credits are given on the tape itself). The problem with the tape is that, in its attempt to talk legislators out of voting for operator-run VLTs, it takes some indirect shots at the pure amusement business.

Rickett stressed that publicizing the trade's charity work was an important counter-measure to this sort of propaganda. The AAMA chief stated: "It's important for everybody who is interested in pushing video lottery along, to come aboard the PR bandwagon . . . wear the white hat . . . to point to the charitable things our industry has done along the line." Rickett added: "Fortunately, we have a list of accomplishments that anyone can point to."

All this is important in pushing other common goals, like the drive for a dollar coin. Both associations are funding an economic study on the matter and — as members in the Coin Coalition — both are pooling information on signing up needed co-sponsors. Much progress has been made during this year's Washington visits by the associations in recruiting Congressional support for the legislation. However, many more sponsors are needed if the dollar coin bill is to pass.

AAMA is increasingly optimistic about the bill's prospects and has unmentioned irons in the fire that could get this bill across the President's desk, and sooner than some think. "We're concentrating on the House version of the legislation, which will cancel out the dollar bill," Rickett told a *RePlay* reporter. "As we speak, I give it a 65-35 chance in our favor that it will happen."

The very subject of public relations is misunderstood by many people within the industry, especially those who fail to see how sponsoring a charity like the YMCA or the Children's National Medical Center can increase collections in the national cash box. AAMA takes both the short-term and long-term view, boasting many pieces of good public exposure (e.g., their anti-child abuse campaign), all of which somehow must show the nation's movers and shakers that this business really cares about the welfare of youngsters.

LATIN AMERICA

Public relations is but a part of AAMA's program. As representatives of machine makers and wholesalers, their more obvious mission is to stimulate the market for product. Toward that end, they will once again get behind a Mexican trade show. Taking place July 24-25 at the Maria Isabel Sheraton Hotel in Mexico City, this year's "Latin American Amusement, Music & Games Exposition" hopes to ratchet up the buying market down there.

Around 60 booths have been sold to exhibitors, an improvement over last year's 43. Over 20 companies will show product (and *RePlay* columnist Randy Fromm will offer a technical seminar) to an audience which could comprise more Spanish-speaking businessmen than only Mexicans. The business in Mexico took a spike a while back, but many consider it to have softened in recent times. Perhaps the expo can liven things up, si?

In truth, AAMA's "view to the south" extends from the Mexican border all the way down to Cape Verde at the southern tip of South America. Between Oct. 27 and Nov. 11, AAMA's Bob Fay and Dynamo's Mark Struhs (chairman of AAMA's foreign development committee) will make a grand tour of South America. In conjunction with the U.S. Commerce Dept., they will sponsor receptions in Chile, Argentina, Columbia, Venezuela and Brazil where slide presentations on what the U.S. coin-op business is all about will be given to people invited in. By the way, both Fay and Struhs would welcome inquiries from any other AAMA members seeking to join up with them at one or more of these receptions.

HOLA, AMIGO!

Important note: any Latin American trade people reading this, who may wish to attend one of these South American receptions, should send a fax to Bob Fay at 703-494-0616 and make your presence known. These trade receptions and slide shows, by the way, will get U.S. embassy support.

AAMA's Fay has worked to help the Bush Administration in its drive to get a free trade treaty with Mexico, which would improve the financial picture for U.S. exports of machines into that country. Fay recently received a "thank you letter" from White House chief of staff John Sununu for his efforts in getting a Fast Track vote through Congress.

SUMMATION

Once seen as a "cop shop" by many operators for its diligent efforts to stamp out counterfeit video board use in this country, the AAMA today is quite a different story. With firm hands on the PR agenda, both hands out to hug AMOA (the senior and more politically-armed association), and an energetic eye on the sleeping giant of the Latin American machine market, they have a full plate of activities to pursue. More subjects were touched on in this Chicago meeting, all of them in the bulging briefcase lugged around by Bob Fay . . . the former "FBI guy" who's quite rapidly becoming one of the total industry's most seasoned spokesmen.

BREAKTHROUGH

Run Leagues Automatically

ENGLISH MARK® DARTS

OPERATORS WILL APPRECIATE THESE NEW GALAXY™ FEATURES:

- A built-in "Hands Off" League Management System which eliminates manual paperwork, saves time and effort, and increases profits!
- Galaxy™ will automatically record all information for NDA "Spree" points-per-round and marks per round for "NATIONAL" player ranking and classification system.
- Remote information retrieval option which eliminates travel time!
- Three Spider Writer® screens which are remotely programmed.
- All the most popular and profitable games.
- Top Gun Challenge™, a competitive dart ladder which promotes in-house tournament competition and increases coin drop. Top Gun Challenge™ is operator selectable for best of three games up to best of seven!



*Patents Pending

PLAYERS ARE ATTRACTED TO THESE EXCITING GALAXY™ FEATURES:

- Game records and stores all player league statistics automatically, allowing the player to totally concentrate on playing the game.
- Individual team and player names appear on the screen during league play.
- Top Gun Challenge™, gives recognition to the top gun and his nine closest challengers. This exciting new program promotes player competition in a tournament format.
- Games included are: Singles Cricket, Cut Throat Cricket Team Cricket, Cricket, 301, Count Up, Tic Tac Darts, 501, 701, 301 Double in\ Double out, League Play Mode and Top Gun Challenge.

Isn't it about time you got a break, worked less on record keeping and more on developing new accounts, while increasing your league play and profits?

SELECT CHALLENGER FROM LIST OR NEW PLAYER. THEN PRESS ENTER.	
1. BILL WARD	03 05
2. SAM ZOOM	03 03
3. MARCIO B.	02 21
4. DEBBIE LAM.	03 01
5. KEVIN JONES	02 28
6. JEFF WHITE	02 25
7. LARRY GRN.	03 05
8. BRIAN SMIT	03 05
9. TIM TADMN	03 07
10. BARRY REI.	03 07
NEW PLAYER	TODAY

Top Gun Challenge Screen

AMOA NATIONAL DART ASSOCIATION MEMBER

Arachnid INC.®

6421 Material Ave. Rockford, IL 61111 815-654-0212 800-435-8319 FAX 815-654-0447

THE A'S HAVE IT

AMOA and AAMA Chicago parlay seen productive; more steps taken on road to that dollar coin

Select teams of officers and directors from the two national trade associations gathered at the Hyatt Regency by Chicago's O'Hare Airport June 13 to discuss matters of common concern. The emphasis was on ideas and programs where the two groups could cooperate jointly and it appears there are more than a few.

For example, the AAMA asked AMOA to consider joining in their efforts to support the U.S. Olympic Committee (the games are coming up next year in Spain and France). If AMOA decides to take part, this might allow its many members tc display the 5-circle Olympic logo on their individual stationery, a grand PR idea on its face.

AAMA has been deeply involved in the Olympics for several years, setting up game rooms for athletes at Olympic villages, etc. AMOA will have further discussion about the plan on the committee level and get back to AAMA shortly. The operator association was also asked to match AAMA's $5,000 contribution to the Special Olympics, the games held for handicapped children coming up in Minneapolis in mid-July.

Before mentioning some of the other programs discussed at this "summit meeting," it's important to note that relations between AMOA and AAMA have had their "testy" moments over the years, and this led to each holding their own separate Washington D.C. lobbying trip and congressional reception on Capitol Hill. Both parties now recognize that these split meetings can confuse congressman about the nature (and unity) of the industry, so the move is on to reunite and hold one combined lobbying/reception event in 1992.

AAMA issued a formal proposal for a joint meeting to AMOA, which is expected to issue a yes or no decision from its Executive Committee early this month. AMOA's Executive VP John Schumacher said his association would make "every effort" to join with AAMA next spring in D.C., provided it passes with the committee and is "logistically possible."

If a united lobbying trip is agreed to, only one congressional reception would take place and members of both associations could visit congressional offices pretty much together. Each association, however, could still hold its separate seminars and briefings if they so wished. Both association presidents, Jim Trucano of AMOA and Bill Rickett of AAMA, have called for closer and more cordial relations between the groups, and this unified D.C. event seems to be the keystone in their drive.

Besides Trucano and Rickett, other association heavyweights at the meeting included Schumacher, Gene Urso and Craig Johnston (for AMOA) and Bob Fay, Rus Strahan, Al Stone, Frank Ballouz, Rick Currie and Frank Gumma for AAMA. AMOA's Government Affairs chief Wally Bohrer attended a preliminary dinner meeting the evening before, but had to return to Milwaukee before the major sitdown.

OTHER PROGRAMS

Both associations will cooperate in their ongoing location trade show campaign. This basically means exhibiting a select few coin-op machines at shows oriented toward location owners throughout the year. In addition, Jim Trucano, Craig Johnston and Bob Fay will hold seminars at the Fun Expo in Atlanta this fall. All of this is directed toward hyping people up on the use of coin-op entertainment, and, of course, the need of the operator to provide it.

Another program AMOA has been invited by AAMA to cooperate in is a move toward preventing kids in poor neighborhoods from getting lead poisoning. Specifically, AAMA wants its brother association to co-sponsor a booklet toward preventing lead poisoning. The booklet is already prepared but needs necessary funding. Again, AMOA has referred this request to specified committee people for a yes or no (decision expected late this month).

THE DOLLAR COIN

Without question, the most important common issue to both associations is the campaign to get the government to issue a new dollar coin and eliminate the dollar bill. Around half of the needed House and Senate co-sponsors were lined up when the summit meet took place, and more will be coming on line. Some people are actually hopeful it could pass in this congress and that President Bush could sign it next spring.

As if these associations haven't done enough as members of the Coin Coalition, they have now jointly funded a study that will explore the economic effects of a changeover in this currency. Economist George McCandless of the University of Chicago has already begun work and his results will be released in time for the hearings on House Bill 1245 (called the Dollar Act of 1991) scheduled for late September in the House Banking Subcommittee on Consumer Affairs and Coinage.

The spirit of the summit meeting was clear: cooperation of effort, where possible. It all boiled down toward amassing political clout in Washington and positive exposure of the industry in the press and before the economic public in PR work. This refreshed unity will do the trade a lot of good.

A New Way To Make The Most In A Changing World.

Introducing the BC-100 bill changer.

Keeping up with the changing needs of your customers just got easier. Thanks to the new BC-100, $1 and $5 bills can be changed right where they'll be spent. That's because we made it compact, to fit in perfectly wherever you need it.

But more importantly, we've made it a Rowe, so it's reliable. With advanced features, like self-diagnostics. And with a high-capacity coin hopper — to keep up with the 1,000 capacity bill stacker.

We made it easy to service, with standard Rowe bill changer components. And we made it inexpensive, so you don't have to spend the most, to make the most.

For more information about the BC-100, contact: Rowe International Inc., 75 Troy Hills Road, Whippany, New Jersey 07981, (201) 887-0400. Fax (201) 887-2851.



ROWE®

From Rags To Riches.





Romstar's NEO·GEO One-Slot Kits.

These are the kits that will turn your old games into moneymakers again. Now available with custom-fit control panels for Bad Dudes®, Double Dragon®, Vindicators®/Xybot®, and Sente® cabinets. These control panels come fully assembled from our factory, setting a new standard of convenience for your conversions. Also available in both small and large universal control panel configurations, as well as special versions for Dynamo cabinets (HS-2/8/9, HS-5, or HS-4). It's never been so easy to go from rags to riches!

ROMSTAR®, INC.

22857 Lockness Ave., Torrance, CA 90501. (213)539-2744. Fax (213)539-3626.

Licensed by SNK Corp. of America. Bad Dudes, Double Dragon, Vindicators/Xybot, and Sente are trademarks of Data East USA Inc., Taito America Corp., Atari Games Corp. and Bally Corp., respectively.

MINI-EXPO IN CHICAGO

core factories provide fun & games for dealer reps at private showings

The industry hasn't had a full-blown equipment expo in its capital city of Chicago in some time. However, a "mini-expo" of sorts took place there June 12-14. The occasion attracted a small army of distributor people to see new and future equipment coming from Konami, Premier, Taito and Williams — as well as Sega, whose *Hologram Time Traveler* reception probably started the whole mini-expo off in the first place.

Romstar, which is no longer dealing the one-slot Neo-Geo kit for SNK, had a hospitality suite in the Hyatt Regency O'Hare to discuss their future with dealers. (Romstar is working on two or three other "fronts.") And while Premier, Taito and Sega also had their affairs in "airport hotels," Konami and Williams hosted dealers at their plants in Buffalo Grove and Chicago proper, respectively.



At the Konami game lineup during the Chicago meeting (from left): John Gatens Marty Shumsky, Steve Kaufman, Mike Kubrin, Kent Larsen and Jerry Marcus.

KONAMI

Steve Kaufman, Frank Pellegrini, Mike Kubrin and staff spread out a buffet lunch for dealers who journeyed out to the suburban factory to catch their new offerings. These include *Vendetta,* a four-player dedicated kick & punch upright, and *Golfing Greats,* a one- to four-player horizontal golf kit with all the goodies. Konami continues to sell *The Simpsons* dedicated four-player upright. It's been a good game for them, but now it's winding down and *Vendetta* is coming up.

Vendetta offers a "turf war" in Dead End City. The bad gang has captured Kate from the good-guy Cobras, who set out to save her. Players are Cobras and must fight off a multitude of Dead End meanies who must be destroyed in order to get to their leader, Faust...who knows where Kate is held hostage.

Game players can select the Cobra character they like best. They wield an 8-way joystick and pound two buttons in this street romp. Besides the mayhem, the game does have a storyline and the graphics providing the battlefield are Konami-crisp (appropriate sounds accompany the action, too). Steve Kaufman says *Vendetta* has tested well but is "attractively priced." Check delivery with your local Konami dealer.

Konami's *Golfing Greats* kit is shipping out now. This "normally-priced" horizontal software package has an 8-way stick plus "shoot" and "stance" buttons. Players can choose either stroke or match play. In stroke play, players get two or three golf balls; number of balls will increase if the player is under par, or decrease if he's over par. Match play rewards or confiscates golf balls as players win or lose holes. (You also lose one golf ball if the hole is a tie.) Bonus stages are offered in match play (closest to the pin in the second and 13th holes; longest drive in the 7th and 15th holes). For each shot, the screen shows wind direction, distance to the pin and fairway condition. Players can choose the club they want to use, decide their



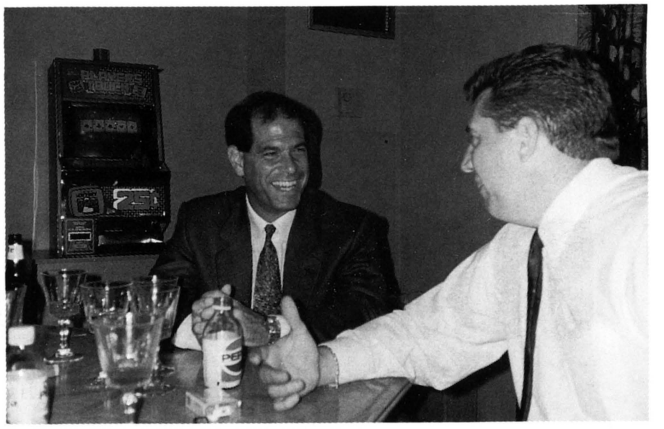
Reno Game Sales' Marty Shumsky and Cindy Bozman with Sega's Donna Cristich at the hologame meeting.



Talking futures in the wake of Romstar's exit from SNK *Neo•Geo* one-slot kit distribution at the Hyatt (from left): Jerry Johnston, Tim Jackson, Nick DiSebastiano and Kent Larsen.



Changing of the guard: flanked by Rick Rochetti (l) and Natalie Kulig (r), Yoshi Suzuki shakes hands with Minoru Suzuki as Yoshi assumes the Taito America presidency and Minoru returns to Japanese HQ.



With an SMS video lottery unit behind, Sal Mirando (left) and Gil Pollock share a private moment during their dealer hospitality meeting.

stance and select the power of the shot.

Nice, viable goods were shown at the Konami game stable in Buffalo Grove. Heading south, Williams dealers were treated to inspections of that firm's new and future goods. Please see our separate story on Williams, as well as the Cover Story on Sega's hologame "keystone" meeting, elsewhere in this issue.

PREMIER

Premier Technologies' purchase of SMS Manufacturing (the VLT makers) is near completion. SMS chief Sal Mirando was on hand at Gil Pollock's hospitality suite in the Sofitel Hotel by the airport, along with samples of the video lottery games they intend producing for the "legalizing industry." At this juncture in trade history, it was good for dealers to touch, open, play and otherwise get familiar with this type of machine, since it may be a serious factor in their own futures. Premier made it quite clear that it will be a serious factor in the legal VLT business.

The big amusement item on display was Premier's brand new *Class of 1812* flipper game. Selected for August release, the game was described by Gil Pollock as being "as good as, if not better than, *Cactus Jack's.*" That's quite something, since the latter is universally acknowledged as the company's finest game in recent history. *Cactus Jack's* ends its production run this month.

Class of 1812 is a clever, appealing flipper which should continue Premier's stepped-up pace. The soundtrack offers the familiar classical overture by Tchaikowsky — a popular, energetic piece of music



Premier's Dan Clarton (left) shows Minneapolis dealer Dave Sandler *Class of 1812.*

that's constantly turning up in everything from TV commercials to the score for the "Bad News Bears" movies.

But the theme of the game itself is quite different from the cannon-and-cavalry battle depicted by the music. *Class of 1812* is a splendid horror show, featuring ghouls and monsters with names like "Belly LaGhost" and "Peter Piecemeal," who are depicted on an excruded backglass. Meld the exciting music with the other worldly screams, and you get the audio message. Join that with the playfield action (where you "Shoot the Crypt," etc.), and watch a set of false teeth chatter and a dummy-up of a pumping human heart (backlit, by the way). . . and the flipper's theme comes through. It's the pure fun of an old Saturday afternoon nail-baiting monster movie show! Chills, thrills and laughs combine for a total effect of pure entertainment.

Premier's Dan Clarton gave dealers a tour through the various bonuses and skill shots which *1812* offers to players. All told, it's Premier's coming shot at their slice of the pinball sweeps and it's sharp, timely and funny. The sassy theme (horror is **in,** guys) and its classy presentation should capture interest from all generations. Look for it at your local dealer in August.

TAITO

Taito America's Rick Rochetti and Natalie Kulig hosted their dealers to a preview of a new video driver called *Double Axle.* It's a future game that will probably come in three configurations: a large version with a moving seat, which is ensconced within a giant wheel; a stationery sitdown version; and an upright. Of course, the firm is continuing with its redemption efforts (see our story "Redemption A to Z" in the Special Redemption Report elsewhere in this issue).

Taito also took selected distributors into a closed room to see some future technology. The press here wasn't allowed in, but our "spies" tell us it's solid 32-bit stuff that makes a great 3-D-like impression on the players. Computer power in the 32-bit range brings great realism and we're hoping that the sample game they showed will be full-blown by AMOA showtime.

In all, the Chicago "mini-expo" showed that coin-op manufacturers are hitting hard on all eight cylinders, roaring ahead with creative and high-quality new product for the trade. The distributors showed their commitment by flying to the Windy City and paying very close attention. Now the rest is up to the operators and the players!

STANDARDIZATION UPDATE

latest revisions and decisions from AMOA Standardization Committee show the move is still on for simpler, standardized game machines

The AMOA Industry Standardization Committee has proposed (and the AMOA Board of Directors has approved) the following standards for parts and components for the coin-operated amusement industry. The Committee advises that this list shall be maintained by the AMOA office and will continue to grow as new standards are researched, scrutinized, and approved by the AMOA Board of Directors.

We've printed the standards as originally adopted in normal type; where possible, revisions are printed in italic for convenient reference.

1. All coin door locks and cash door locks shall be a standard 7/8" barrel. *Lock cams shall be straight 1¼" with a double D hole.* (Approved 4/86; Revised 5/87.)

2. All games shall have a power switch located on the upper left-hand section of the cabinet, or on the rear bottom half of the right side of the cabinet, as close to the power supply as possible. Locations are viewed from the front of the video game. (Approved 4/86; Revised 11/86 and 10/90.)

3. All games using electronic sound shall have a volume control *located inside the front door easily accessible, or prominently marked.* (Approved 4/86; Revised 11/86.)

4. All games and coin mechanisms shall accept Canadian coins or adequately reject them so as not to cause coin jams. *Coin mechs shall be mounted in machines with a quick release for easy removal.* (Approved 4/86; Revised 5/87.)

5. All pinballs should utilize the standardized bookkeeping procedure with the same sequence of functions enabling owner/operator to easy access and recall of the format for calling up pinball bookkeeping. *The first three pinball bookkeeping functions shall be in order as follows: a) Total coin meter: resettable — accumulative. b) Percentage of replays. c) Play time, one ball, game.* (Approved 4/86; Revised 5/87.)

6. All games shall have a handle or handgrip adequate for easy loading of the game onto a two-wheel dolly. (Approved 11/86.)

7. All games utilizing leg levelers shall have the levels mounted to the equipment using metal plates or other similar support so to support the leveler and prevent its accidental removal during moving. (Approved 11/86.)

8. All monitors, PC boards, and power supplies shall be located or shielded to protect from liquid spills in vents or holes located above the component. Shields should properly channel liquid away from components. (Approved 11/86.)

9. Fluorescent video game header lights should be an 18", 15 watt. Miniature lights shall be, whenever possible, a single contact 13V bayonet base or 6.3V bayonet or wedge base. (Approved 5/87.)

10. Action buttons, including fire, start, and playing action shall mount in a 1.187" diameter hole. (Approved 5/87).

11. Joystick shall have mounting dimensions as shown. (Approved 5/87.) *[diagram not reproduced here.]*

12. Video game serial number shall be located on the outside highest permanent vertical rear panel. Permanently affixed to the equipment. (Approved 5/87).

13. All machines shipped within the United States shall comply with FCC requirements as outlined in the FCC Rules and Regulations, Volume 2, Part 15, subpart J. Volume 2, part 2, subparts I & J. (Approved 11/87).

14. All game manual dipswitch settings shall be labeled with a chart provided with the equipment or kit or indicated with self-explanation in the software. *All games shall have a free play setting with switch setting properly marked.* (Approved 11/87; Revised 5/88.)

15. All *video games, pinballs and kits* shipped within the United States shall have mechanical meters or taps provided for operator installation of meters. (Approved 11/87; Revised 5/88.)

16. Manufacturers will provide availability of custom parts for a period of five years on dedicated pieces and three years on kits. All unique and/or unusual parts for any game shall be stocked in the U.S. upon the game's release and promptly made available. (Approved 11/87; Revised 2/89.)

17. Any game using an edge connector shall use the "JAMMA" plug and wiring configuration. (Approved 5/88.)

18. All games shall have settings allowing one or more of the coin acceptors to be set for accepting a dollar coin. On games with two or more coin entries, settings should allow for one entry to remain on quarter acceptance. (Approved 5/88.)

19. Coin doors, cash box doors, and front panels of games shall be constructed with material and design so as to prevent collapse from reasonable blows and kicks to the front side of the cabinet. (Approved 5/88.)

20. All standard D.C. switching power supplies shall have two separate standard snap and lock con-

GRAYHOUND

THE EXCLUSIVE DISTRIBUTOR FOR DYNA'S

EL DORADO

Adult Video Entertainment

19″ Upright Model



D - 28″ W - 24½″ H - 63″

Featuring these and other Bonuses









KITS also available

13″ Countertop Model



Available with
Bill Acceptor and Stacker

D - 22″ W - 21″ H - 21″

FEATURES:

- Superior Graphics
- Skill Stop
- All Stop
- Flip 7 Bonus
- Pair Bar Bonus
- 1, 2, 3 Bar Bonus
- Money Bag Bonus
- Pool Bonus
- Gold Ingot Bonus

Manufactured in the USA

FOR AMUSEMENT ONLY

NOT INTENDED FOR SALE OR USE
IN STATES OR MUNICIPALITIES WHERE
SUCH GAMES ARE PROHIBITED BY LAW

GEI GRAYHOUND ELECTRONICS, INC.

(not affiliated with The Greyhound Corp.)

A Publicly Traded Company (GRAY) NASDAQ

Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08754

Toll Free 1-800-222-0491 • In NJ 908-341-5200 • FAX 908-341-6560

nectors (Molex connector or equivalent). Connectors shall be as follows:

a) Output Connector will be 3 x 3 nine pin snap and lock (keyed); Pins 1, 2 and 3 are + 5 volts; Pins 4, 5 and 6 are ground; Pin 7 is – 5 volts; Pin 8 is + 12 volts; Pin 9 is a spare.

b) A.C. impact connector will be 3 pin snap and lock (keyed). Pin 1 — Line; Pin 2 — Ground; Pin 3 — Neutral. (Approved 11/88.)

21. All games shall include the following in their operator-adjustable price options (including a "free play" option): programmable play values to allow for a minimum of 1, 2, 3, 4 . . . coins for initial game play; 1, 2, 3, 4 . . . coins for additional players; and 1, 2, 3, 4 . . . coins for play continuation. This standard shall be reviewed so as not to require more than two sets of dip switches. (Approved 11/88; Revised 10/90.)

22. All video games shall have monitor control capability easily accessible from the front of the cabinet. (Approved 9/89.)

23. All monitors shall have metal bars as part of the frame to act as picture tube "neck protectors." (Approved 9/89.)

AMOA
Amusement & Music Operators Association

24. All video games shall come with a monitor sticker showing adjustment names and locations and pinout arrangement information. This sticker shall be affixed to the monitor chassis in an easy-to-see location. (Approved 9/89.)

25. All manufacturers of coin return buttons and bezels shall stamp their names or identifying marks on the items so operators can determine who makes these products. (Approved 5/90; Revised 10/90.)

26. To reduce monitor CRT phosphor burn, each software manufacturer shall, where economically feasible, devise a method to slightly move the images around the monitor or blank out these images. (Approved 5/90; Revised 10/90).

27. Each pinball manufacturer shall supply as an option, a harness for the direct hook up of a bill acceptor unit. (Approved 5/90.)

28. All mechanical coin mechs will be interchangeable in all coin doors. (Approved 10/90.)

So there they are . . . the latest update on industry standards adopted to date. If you have any questions about the above standards or any industry-related problems you would like to see addressed by the AMOA Standardization Committee, please write David Goudeau, Standardization Chairman, Southland Distributors, 223 Luke St., Lafayette, LA 70506. Ⓡ

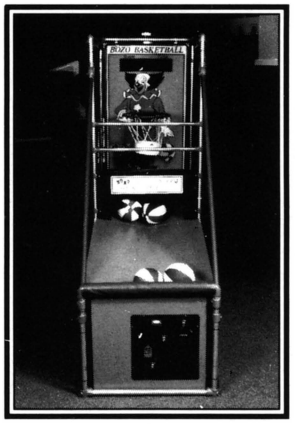
Larry Harmon's BOZO The World's Most Famous Clown

"YOUTH-SIZE" REDEMPTION GAMES

featuring "The World's Most Famous Clown"

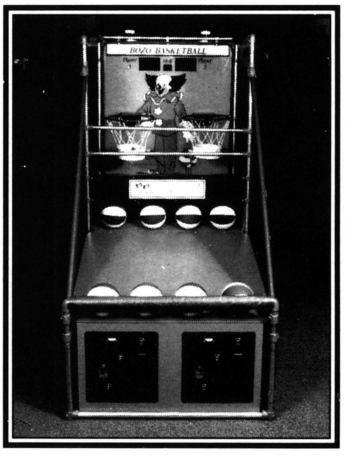
★ Instant youth recognition
★ Played daily on the Emmy Award–winning "Bozo Show" which is seen throughout the world
★ Continuity with other licensed "Bozo" products
★ Optional ticket dispenser, winner light

"Bozo" Basketball Single Hoop



80" H x 89" L x 32" W

"Bozo" Basketball Double Hoop



80" H x 89" L x 45" W

★ Circus Music
★ Flashing Lights
★ Fun To Play
★ Easy To Win
★ All-Steel Construction
★ Adjustable: Coins, Tickets, Time

"Bozo" Blast-Off—Ball Toss Game



75" H x 72" L x 32" W

PROUDLY DESIGNED AND MANUFACTURED IN THE U.S.A.

BY:
DESIGN PLUS INDUSTRIES
737 East Marietta Avenue
Peoria Heights, Illinois 61614
(309) 682-9359
(800) 541-1288
FAX (309) 682-9394

Hit Buttons ★ Score Points ★ Win Tickets and hear the original "Bozo" voice encourage shooters during game play.

"BOZO" & ©1991 LARRY HARMON PICTURES CORP. ALL RIGHTS RESERVED.
Licensed by Larry Harmon Pictures Corporation. Los Angeles, California 90004, U.S.A.

JUDGMENT DAY!



new blockbuster pin from Williams is 'Terminator 2: Judgement Day'; coin-op team produced game in tandem with movie's production team

It's been a tough summer for action heroes at the movies. "Hudson Hawk" laid an egg. "Robin Hood" just missed the bullseye. But now comes Arnold Schwartzenegger in the much-anticipated "Terminator 2: Judgment Day"... and industry observers expect this sci-fi sequel to prove a "monster" in more ways than one. The film debuts on movie screens nationwide July 3, and riding close on "T-2's" $60 million coattails and $30 million promotion budget is *Terminator 2: Judgment Day*, the pinball... from the industry leaders at Williams Electronics.

Not only will the game bow to the public at the same time as the movie (when's the last time *that* has happened?), but this flipper was actually designed during the making of the film, in cooperation with the movie's creative and production teams. Arnold himself recorded the voice tracks; actual models from the film's special-effects lab were duplicated and incorporated into gameplay. (For example, take a look at that metallic skull on the playfield with the red, glowing eyes.)

Another first: Williams will coordinate publicity for the pinball with the movie's PR campaign. The muscle-bound Arnold will be the main attraction at a gala premier in Los Angeles on June 30... and Williams' *Terminator 2* pinball will proudly share the spotlight. The following week, more *Terminator* pins will be displayed in lobbies of America's classiest movie theaters as the film debuts in 14 key markets around the country. Units of the pin will be given away as prizes to lucky members of the public.

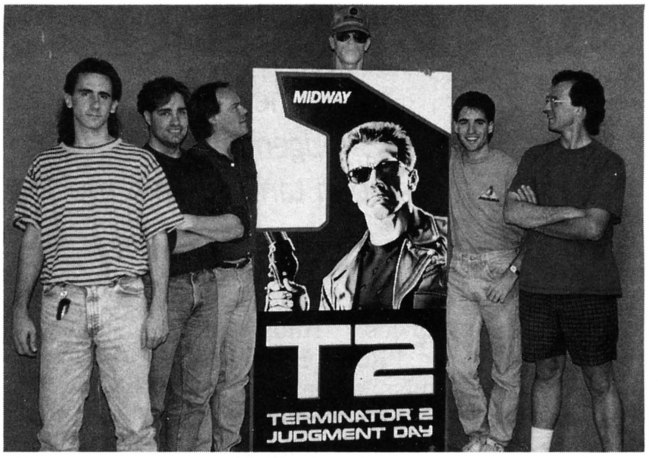
Yet another "first" for Williams is the incorporation of a brief, dot-matrix computer video game into the pin's gameplay. Using the large glowing display first seen on *Slugfest*, this new pin lets players use flipper buttons to aim the crosshairs of a "gun" at running "Terminator" targets. It only lasts a few seconds, but it's mind-blowing. You have to see the quality of the dot-matrix animation to believe it.



Gameplay is nothing short of spectacular, with the playfield creatively capturing action sequences and (via Arnold's voice) catch-phrases from the film. Players release the pinball for the initial plunger shot by pulling the trigger of a "gun" which



With *Terminator 2* are: designer Steve Ritchie, dot matrix programmer John Vogel, mech. engineer Carl Biagi, sound programmer/composer Chris Granner and computer programmer Dwight Sullivan.

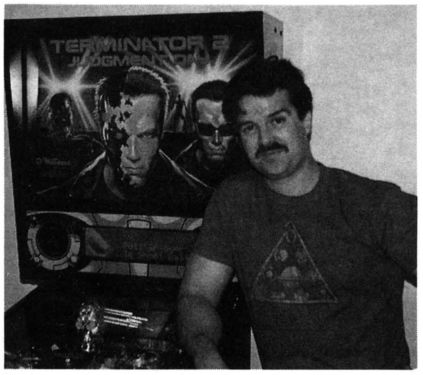


The creative team for the *Terminator 2* video game: video artists John Vogel, Tim Coman and Jack Haeger; "Arnold" and programmer George Petro with sound programmer Chris Granner.

is built into the cabinet.

Yet another "gun" is situated on the right-hand playfield; as Arnold's voice prompts "Take your best shot," the player aims and uses this "gun" to shoot the pinball at a bank of drop targets on the left (moving lights indicate which target should be hit). Music and sound effects are equally rousing, with explosions and movie soundtrack theme music pumping out of the speakers.

Want more ground-breaking innovations? Okay: Williams will be the first coin-op company to offer a pinball *and video game* with the same licensed theme, at the same time. That's right: *Terminator 2*, the video game, will bow in a couple more months, while the movie (and the pin) are still hot. How's that for a tie-in only a science fiction fan could dream up! (We got a sneak preview of the video and can tell you it's just as exciting as the pinball . . . and that's saying something.)

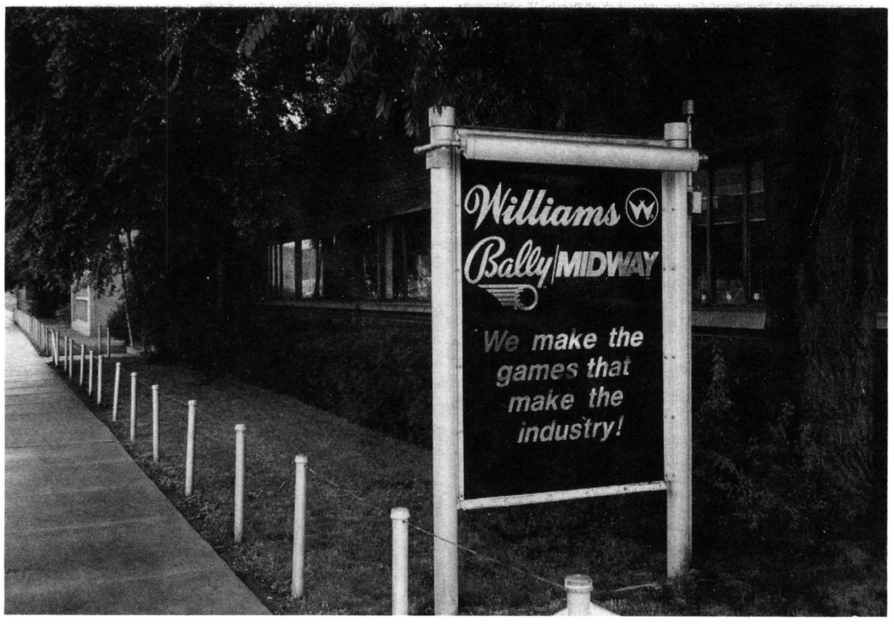


The talented brush of Doug Watson created the artwork for the playfield, backglass and cabinet on the new *Terminator 2* pinball.

Williams said the pin's test earnings are even better than *FunHouse*. How **much** better is hard to believe . . . until you see the pin for yourself. Samples were shipping to dealers in mid-June and production models were expected to roll off the line in plenty of time for the film's opening. Obviously, Williams is expecting a mega-hit . . . and obviously, they're justified in this expectation!

A word about the creative folks at Williams/Bally-Midway: *Terminator 2* is the latest title in a years-long string of great pins, many of which our readers (and AMOA member operators) have ranked Number One. Like the New York Yankees of the 1950s, Williams/Bally-Midway has built a "dynasty" of superb performers. Also like the Yankees, they've made a habit of leading the field with seeming effortlessness.

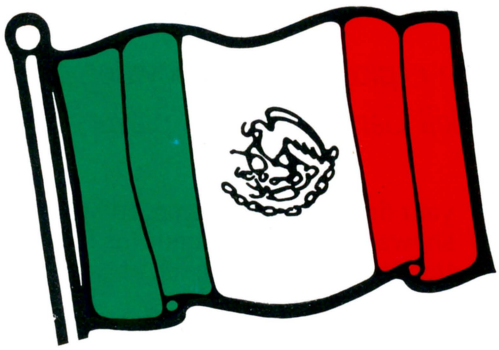
But the key word here is "seeming." People who reach the top and stay there (despite first-rank competition) are simply not gliding through on talent and luck. Sometimes they enjoy making it *look* that way, but the truth is they work as hard — or harder — than anybody. So let's not take them for granted, sports fans. Here's a tip of the cap to the design team (Steve Ritchie, John Vogel, Carl Biagi, Chris Granner, Dwight Sullivan and Doug Watson) as they trot around the bases. Yes, it's (another) grand slam home run for Williams/Bally-Midway!



The Williams/Bally-Midway plant at 3401 No. California Avenue in Chicago.

EXPOSICION LATINO AMERICANA:

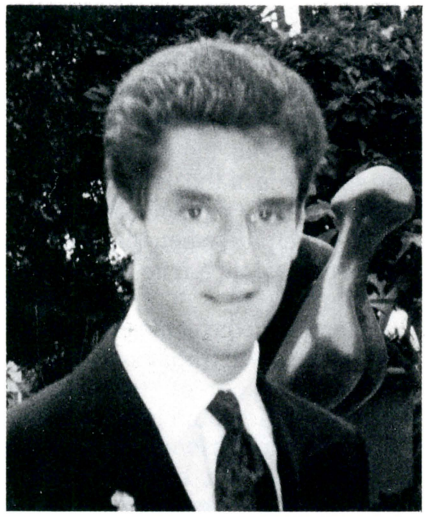
AAMA's Latin American Expo



The annual Latin American Amusement, Music & Games Exposition takes place July 24-25 at the Sheraton Maria Isabel in Mexico City, Mexico. Sponsored by the American Amusement Machine Assn., this international trade show will feature dozens of exhibits. 1991 is only the expo's second year, but already it has become a focal point for the growing coin-op amusements industry in Mexico and all of Latin America.

The following letter is a show invitation and welcoming statement by one of the most important exhibitors: Jacob Shemaria, president of Mexel (he's also a member of AAMA). Mexel does it all — operates, distributes and manufactures games — and Jacob Shemaria is among the most professional tradesters in any country. We hope everyone will take his words to heart.

— the editors.



L'Exposicion Annual Latino Americano de Musica y Juegos toma lugar Julio 24-25, en el Sheraton Maria Isabel en la Cuidad de Mexico, Mexico. Representado por American Amusement Machine Assn., este programa internacional exhibiare dozenas de exciviciones.

El 1991 apenas es el segundo ano del exposicion, pero ya se a echo un punto de focacion en el cresimiento moneda-opera, diversion industrial en Mexico y en toda Latino America. La siguente lettra es una invitacion para darles la bienvenida por uno de los mas importantes exhibidores — Jacobo Shemaria, presidente de Mexel (tambien es miembro de AAMA). Mexel lo ase todo, opera, distribuyer y construyen juegos. Y Jacobo Shemaria es uno de los mas pofecionales intercarribianos en cualquier pais. Esperamos que todos tomen sus palabras al corazon.

— Los Editoriales.

Welcome to the Latin American Amusement, Music & Games Exposition.

I believe this to be the best expo ever held in Mexico. You'll find lots of different kinds of coin-op products like video games, simulators, pinballs, cranes, kiddie rides, air hockey tables, pool tables, vending machines and many other original products. Also a lot of interesting seminars and presentations to learn from experts in the industry. At this show, you'll have the chance to meet with the manufacturers and people that run our industry worldwide.

If you're an operator already, I personally would like to invite you to think about our country and our industry. The way President Salinas is modernizing and reorganizing our country is the way we should act with our business: becoming more professional operators; updating our equipment with new and original products. This is the future, not just because of legal requirements, but also because players prefer an original game.

If you were not planning to come to the L.A.A.M.G.E., please think twice because there are many opporunities to take advantage of.

Jacob Shemaria, President, Mexel
(Mexicana de Electromecanicos S.A.)
Guadalajara, Jalisco, Mexico

Bienvenidos a la Exposicion LationoAmericana de Juegos, Musica y Entretenimiento.

Creo que esta es la mejor exposicion que se ha hecho en Mexico. En ella encontrara muchas clases de productos operados con monedas, como juegos de video, pinballs, simuladores, y/o sodas y muchos otros productos de originalidad. Tambien habra muchos seminarios e interesantes presentaciones a cargo de los expertos en la industria. En este show tendra la oportunidad de concocer a los fabricantes quienes dirigen nuestra industria alrededor del mundo.

Si usted ya os dueno u operador de juegos, me gustaria invitarle personalmente a que piense en nuestro pais y en nuestra industria. La forma en que el Presidente Salinas esta modernizando y reorganizando nuestros negocios siendo mas profesionales y manteneniendo al dia nuestro equipo con productos novedosos y originales. Esto es el futuro no solo por requerimientos legales sino porque los jugadores lo prefieren.

Si usted no planeaba venir a la E.L.A.J.M.E. pienselo bien porque hay muchas oportunidades de las que puede tomar ventaja.

Jacobo Shemaria, Presidente, Mexel
(Mexicana de Electromecanicos S.A.)
Guadalajara, Jalisco, Mexico

SHOWDOWN

a flash of silver, an explosion of gunpowder, the whine of bullets! skill game from Skill Games, Inc. lets players relive the Old West

"I've always wondered," said Gregg Perrie, "how fast on the draw I would be if I'd been living in the Old West. I asked people if they've ever thought about it, and almost everyone had similar fantasies."

Players can actually pick up a six-shooter and try their quick-draw skills against a live, gun-toting second player (or against a computer) with *Showdown,* an exciting coin-operated game from Gregg Perrie's Skill Games, Inc. (Long Beach, California).

Gameplay is as simple and classic as the theme. Two players face off, their itchy trigger fingers ready to reach for the holster. A "shoot" light prompts them to grab for their shootin' irons. Players whip out their revolvers and and shoot at the receiver target mounted between them. One sharpshooter comes away the winner. And thanks to the shooting sensor system which calculates each player's draw time to the ten thousandths of a second, you can find out precisely how fast your draw is. An electronic display shows how many seconds (or fractions thereof) it took each player to draw, aim and fire.

"*Showdown* is the only game in the world which can truly determine who the quickest draw is," Perrie remarked. "It is impossible to cheat, because there is a sensor in the holster which determines if it was pulled out too early. The timing sequence of the draw activation is also totally random, so players can't anticipate when to draw. This makes the game a true test of reaction time."

Reaction to the game, Perrie said, has been great. Superior design by Foster Brashear of Adastra, Inc. has made the game location-tough and operator friendly. The fully-adjustable arms, holster arrangement, modular electronics and easy access to the working parts are just a few of the innovations making *Showdown* a truly unique game.

"Since it is totally new and unique," enthused Perrie, "it allows the operator to use the game as a tool for getting into new locations. You'd be surprised at how many bar owners and managers have wondered if they are quick on the draw . . . this is a great way to get your foot in the door, and you can offer your locations a perk with our promotions package which includes $500 in entry certificates to their regional championships."

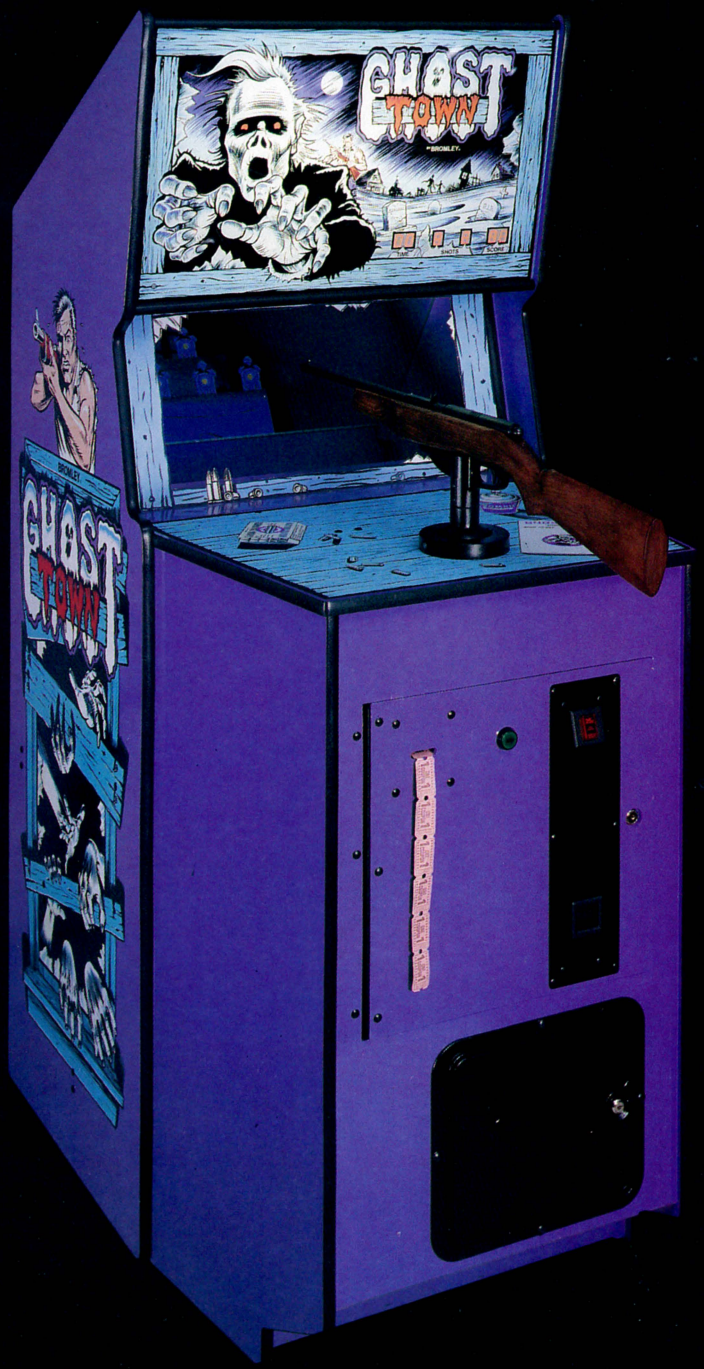
Skill Games has also set up a series of *Showdown* tournaments to run in conjunction with the United States Table Assn.'s Professional Foosball Tour. This event will be held Aug. 30-Sept. 2 at the Dallas Hilton where over $5,000 in cash and prizes will be awarded. (The connection between *Showdown* and table soccer began in 1988, when Perrie was the World Singles Champion in that sport.)

With its mix of promotion, fun and market acceptance, *Showdown* is proving itself the "fastest draw" for customer fun in bars as well as arcades (it is available with ticket redemption). For more information contact Skill Games at 213/988-8977.



DRAW, PARDNER! Halley Dickey and Gregg Perrie find out who is the fastest draw on Skill Games' *Showdown.* It's fierce fun!

LIVEN UP YOUR EARNINGS WITH "GHOST TOWN"
THE GAME WITH 20 LIVES!



- Deltronic ticket dispenser
- Separate ticket and cash box accessibility
- Solid state electronics
  - Double stack ticket holder
  - Stereo quality DSP sound
  - Dimensions:
    Width: 29″
    Height: 72″
    Length: 41⅝″
  - Low ticket indicator light
  - 100% plywood cabinet

If you don't buy it you'll be haunted by the earnings you missed!

BROMLEY INCORPORATED

Call us for the name of the Bromley Incorporated Distributor nearest you.

In the United States:
Joe or Frank Bundra
3955 Suffolk
Hoffman Estates, IL 60195
(708) 705-5991
(708) 705-8095 Fax

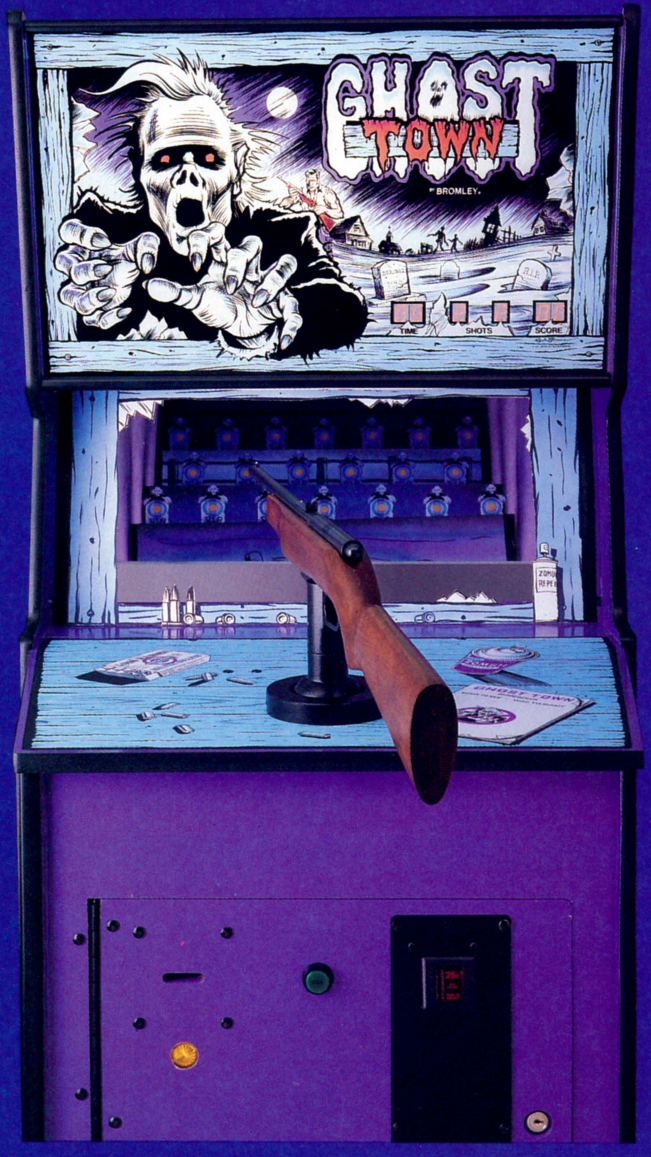
Outside the United States:
Lauran Bromley
3231 W. Victoria
Chicago, IL 60659
(312) 267-6030
(312) 509-9508 Fax

© 1991 Bromley Incorporated

BROMLEY INCORPORATED

IF YOUR DISTRIBUTOR DOESN'T HAVE "GHOST TOWN" THEN IT'S TIME TO DIG UP A GHOST DISTRIBUTOR!

- Operates without tickets for restaurant or bar
- Replay or escrow account
- Researched, designed, developed and manufactured in the United States by Bromley Incorporated
- 100% tongue in groove plywood constructed cabinet



A GHOST WITH LEGS!

Call us for the name of the Bromley Incorporated Distributor nearest you.

In the United States:
Joe or Frank Bundra
3955 Suffolk
Hoffman Estates, IL 60195
(708) 705-5991
(708) 705-8095 Fax

Outside the United States:
Lauran Bromley
3231 W. Victoria
Chicago, IL 60659
(312) 267-6030
(312) 509-9508 Fax

© 1991 Bromley Incorporated

SEGA TAKES THE POINT

completed version of 'Hologram Time Traveler' now shipping; Sega Enterprises USA is out front with all flags flying!

You've seen this movie scene a thousand times. John Wayne is a crusty old Cavalry sergeant, leading his horse-mounted troops across hostile Indian territory. He turns to a green young lieutenant and barks: "Mr. Cohill, take the point!"

Saluting smartly, a fresh-faced kid rides up ahead of the party, scouting the territory ahead for danger. You realize the young lieutenant is taking a certain risk: if the Comanches attack, he'll be the first one hit by arrows. But precisely because he's braving that risk, he also wins the glory of going first into unexplored territory, leading the way.

Sega Enterprises USA has decided to "take the point" in the quest to develop new technology and open new frontiers for the amusement industry. The firm showed coin-op's first-ever "hologame," *Time Traveler*, in final form to U.S. distributors at a June 14 meeting at the Sofitel Hotel outside Chicago. Shipping now in limited quantities (with much more to come in September, when laserdisc player allotments from Sony are increased), the game's 3-D graphics represent a breathtaking departure from "video as usual."

It's a bold and gutsy move by Sega which reasserts their industry leadership. If player reaction on the street is anything like player reactions during initial location tests, the game's debut will mark the beginning of a long-awaited coin-op rebound.

"Sega is truly honored and excited to present one of the most revolutionary, dramatic new technologies ever to come to the industry," Sega President Tom Petit told dealers at the meeting. Developed in partnership with Rick Dyer and his firm Hologram Ventures, *"Hologram Time Traveler* is not a video game," Tom Petit stated. "It is a 'hologame.' We now leave behind the world of two-dimensional monitors and enter the world of 3-D."



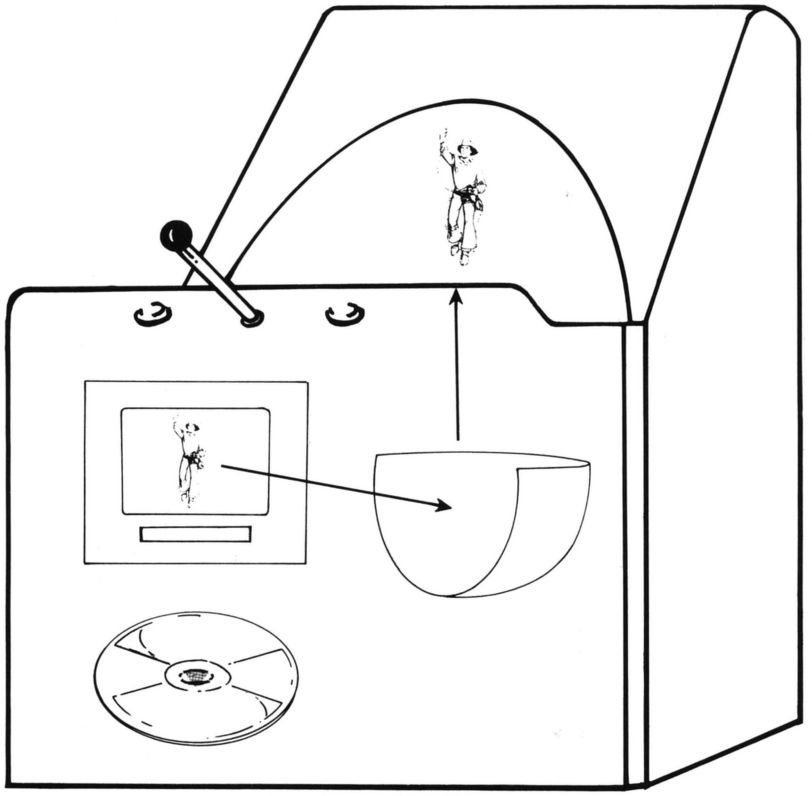
From left with new *Time Traveler* at the Chicago distributor meeting are Sega Chairman Dave Rosen, VP Howell Ivy and President Tom Petit.

The delightful special effects are, of course, the true revolution of this game. Inside the cabinet, a simple (in concept) but very sophisticated (in execution) curved mirror is positioned next to a Sony Trinitron color monitor. This mirror reflects images off the monitor, bounces the light waves up through the playfield, and focuses these light waves in space where the final images appear to be holograms. Full-color, full-motion video with a top-quality soundtrack of music, voices and sound effects are all featured . . . and players can sweep their hands through the spacial plane where the moving images are focused.

As Sega's own promotional materials point out, it's impossible to reproduce this 3-D effect on the printed page. But take our word for it, the impact is simply phenomenal!

WHAT'S HAPPENED SINCE ACME

Tom Petit explained that the initial version of the game shown at ACME (March 22-25 in Las Vegas) was really a "technological presentation" — not a real display of finished gameplay. Sega conducted focus group research with this early version, then constructed a com-



Hologram Time Traveler: filmed video of real actors is digitally stored on laserdisc. During gameplay, the laserdisc images are played on a color monitor inside the cabinet. A special mirror reflects images off the monitor & bounces them up through the playfield. Full-motion, full-color images are focused in space where they appear to be holograms.

plete version based on player input. This second version was also tested and refined until the present "third generation" software was perfected.

(By the way, anybody who took the trouble to listen during the ACME show was informed that exactly this process would take place. As Tom Petit said in Chicago, with a grin: "The game has become a hell of a lot more exciting for players.")

Petit is right: the game's final results live up fully to the dramatic promise of what tradesters saw and heard about last March. *Time Traveler* is a thrilling one-player, adventure-quest game with elements of science fiction, fantasy, history and humor. The player takes the part of "Marshal Gram," who is recruited to travel through time, defeat various enemies, rescue a futuristic princess, and defeat an evil wizard.

KNOCK-OUT GAMEPLAY

A very thorough introductory explanation helps orient players to the game. Occasional spoken prompts help players with tactics as they progress through various scenes. Random features such as a blue sparkle (a warning signal) and spoken advice between scenes (from a funny good-guy wizard character) also help the player.

About 30 minutes of live-action footage (enhanced with digital sound and Disney-like special effects) are available for players to enjoy, but only a few minutes per play are possible. Also, the large variety of scenes are generated in random order, and subtle variations are presented within each scene, so that you "never play the same game twice."

The player uses a joystick to turn left, turn right, jump and duck. He also gets two buttons: one to shoot his trusty Colt revolver, and one to activate a "time reversal cube" in case the Marshal gets killed. This latter feature is a knockout innovation which allows the player to "go backward in time" and re-live any moment of deadly challenge that got the best of him, the first time around. The result does not teach the player what to do or give him the solution to the problem; it simply affords him a chance to try something different next time. This element offers an extra dimension to gameplay which is functional, fair and entertaining at once. In fact, how and when players deploy their "reversal cubes" is a key strategic choice which can have a dramatic impact on gameplay outcome.

BIG-EARNING FEATURES

The "time reversal cube" has two other features which make it extremely attractive. First, it's visually enchanting. When the player hits the "time reverse" button, an animated "cube" surrounds the Marshal and moves him back to his starting point while inside it, he replicates all of this previous actions in reverse. Then the cube disappears and you try the scene again.

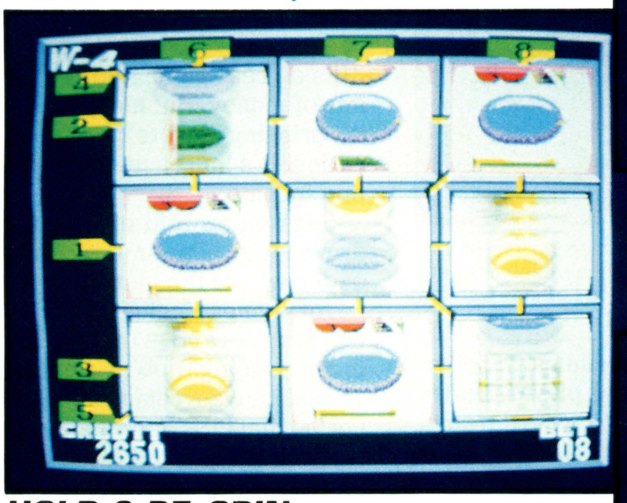
The second attractive thing about this cube is . . . it's a buy-up device! Players only get one "time cube" with their initial coin-drop, but they are allowed to buy more of them by inserting extra coins. Operators may select whether players can purchase six extra cubes, or an unlimited number. "This feature has added a substantial amount of income to the game as players stand there, pumping in coins and buying more cubes," Tom Petit noted with understandable pride.

Operators can set the machine for four different levels of difficulty, within which an automatic-adjustment feature will self-execute. That is, *Time Traveler* judges player skill according to how fast or slow you lose "lives," and it adjusts gameplay difficulty level accordingly. "The game is very intelligent," Tom Petit explained. "It has a brain and knows how good a player you are." On top of that, there is no continue-play option as on most of today's games. "This prevents players from buying their way to the end," Sega execs explained.

DEALER NODS & PLAYER AMAZEMENT

Distributors who saw the finished product in Chicago were impressed . . . including some who had been a

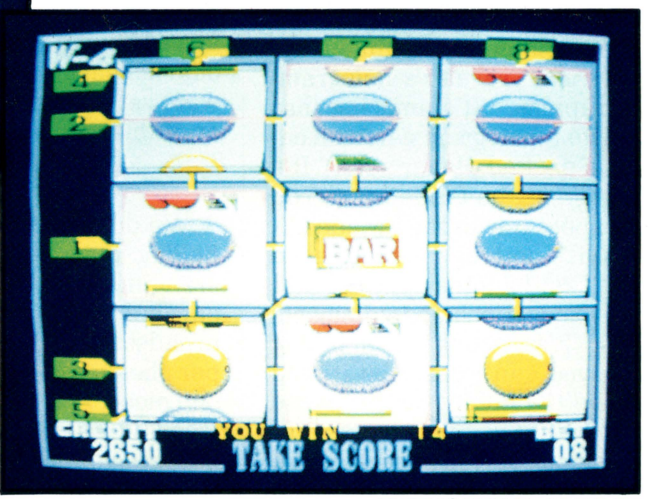
New Hold & Re-Spin Feature!



HOLD & RE-SPIN



LOSING HAND



WINNING HAND

THE BEST JUST GOT BETTER!

YAMATE ADDS A MONEY-MAKING HOLD AND RE-SPIN FEATURE TO LUCKY 8-LINES – AND INTRODUCES DRAW 8-LINES!

If you thought Lucky 8-Line was a profit-puller wait until you offer your customers the first 8-line machine that has "Lucky's" advantages plus a Hold and Re-Spin feature too.

Draw 8-Line offers Skill Stops, great sound effects, eye-catching graphics, a design for customer convenience and a reasonable price tag.

SO WHY NOT EXTEND YOUR "LUCKY" STREAK BY PHONING US FOR DETAILS ON DRAW 8-LINE!

YAMATE USA CORP.

185 WEST MAIN STREET
DUDLEY, MA 01570
508-949-3595 • Fax: 508-943-1394
MEMBER AAMA

DISTRIBUTED BY
Micro Manufacturing
'Your path to the future'
MICRO MANUFACTURING
535 OLD NASHVILLE HWY.
LAVERGNE, TN 37086
615-793-5510 • FAX: 615-793-5512

For amusement only. Not intended for sale or use in states or municipalities where such games are prohibited by law.

tad skeptical at earlier times. "Some of us who saw *Time Traveler* in Las Vegas last spring wondered if the gameplay lived up to the promise of this exciting new technology," commented one major distributor. "Now we know: not only does this unit offer incredible special effects; it also really offers a good, challenging game."

"I think every major arcade should have one," another distributor stated flatly. "As far as I'm concerned, *Hologram Time Traveler* is an absolute must."

Players (who flocked to the game on test sites) responded even more enthusiastically. Sega video-taped interviews on site with many players, and quite a few said "you really become part of the game" — an apparent tribute to the unique appeal of *Time Traveler's* hologram-style graphics. "It's amazing that they have a hologram game already," one excited player said. "It's like something on the Jetsons! You don't expect this in the arcades."

"It's like nothing I've ever seen before!" said another player. Still more comments included statements such as: "It's exciting . . . something new . . . you can't describe it, you just have to play it . . . a futuristic hologram that you become part of . . . It seems like you're right there . . . I would definitely recommend this game to my friends . . . in fact, I already have!" Big smiles and obvious excitement on the players' faces were yet more testimony to the power of this game.



From left at the Sega meeting are Music-Vend's Marv Galante, Sega's Lenore Sayers and Rowe-Dedham's Bob LeBlanc with the new one-player golfing kit, *Dynamic C.C.*

TEST EARNINGS

We don't print dollar figures in *RePlay,* but Sega did provide dealers with five weeks' worth of test earning figures in a few California arcades. Whether set at 75¢ or 50¢ per play, the game was the number one piece, at least three out of five weeks. (That performance is most impressive for a one-player piece, since it was competing with the four-player *Simpsons* for the top spot in most cases.) In two different arcades, *Time Traveler* not only hit (and stayed at) number one, it also increased the whole arcade's income. This overall location improvement started with the second week of the test, and continued for as long as the game was on site.

"There has never been a one-player game that generated this sort of earnings," Tom Petit pointed out. "It's a great game and it's making lots of money. But more important, it's bringing players back into the location. It's increasing overall location income."

Sega execs told of players who drove for an hour or more to visit arcades where the game was testing . . . of phones ringing off the hook in test sites . . . and of overall location income going down, when *Time Traveler* was removed! Sega reported that girls and women also enjoyed the game, and that players of all ages were drawn to it.

TECHNICAL CONFIDENCE

As reported in our May issue, a crucial component of *Hologram Time Traveler* is a new generation of industrial-use laserdisc player. Time and progress have marched quite a long way since the first generation of overly-delicate LD players debuted in American arcades 10 years ago; and today nobody we talked to has any serious qualms about the reliability of this technology. As stated, Sega's model of choice is a Sony, and if you've ever played or used Sony's portable CD-player "Discman" unit, you'll understand why today's LD players present no cause for worry.

The game is being assembled in the USA by Grand Products' factory in Bensenville, Ill. *Time Traveler* ships in two boxes, Sega VP Howell Ivy told dealers. No component is wider than 27" so it fits through a standard door. Operators use hinges to clamp the two components together — it's a very simple procedure. Standard with each game is a Sony industrial model 1450 laserdisc player ("We went to Sony because we wanted the best," Sega said) and a hand-held remote control unit to enable operators to adjust the Sony monitor. Optional is a



Sega also showed a new 2-pl. kit (sequel to their classic *Frogger)* appropriately named *Ribbit.* With it are Sega's Howell Ivy & Kimberly Walman with Brady Distributing's Blair Norris & Tom Keil.

DISCO TAIFUN — ACTION AND FUN



HYPER DISCO TAIFUN DE LUXE

Dimensions: Height 86 cm, Width 126 cm, Length 249 cm
Weight: approximately 260 kgs

Equipment:
Playing surface: plastic coated, easily exchangeable (8 screws).
All around profile strip prevents the puck from jumping out.
Rails: special rails fluorescent shining under black light
Fan: radial compressor with 420 m^3/h air transport quantity
capacity 125 W
easily exchangeable
noise level: 61 decibel
Display: indicating the game credit, the time left and the goals made
Electrics: mounted on service slide easily accessible behind the door of the coin rejector, fully extractable
Cash box and coin mechanism: large format cash box
coin mechanism: electronical or mechanical
variable credit allowance
Installation of the table: simple installation by simply screwing on the feet
adjustment possibility: 20 mm provided by adjustable feet
Standard accessoires: special pucks and mallets

Playing time: optional between time play and combined time-goal play
Automatic puck barrier after time has run out
Overhead scoring with integrated black light lamp

Contact adress in the U.S.

STELLA DYNAMO

STELLA-DYNAMO, Inc.
2525 Handley-Ederville Rd.
Richland Hills, TX 76118 USA
Tel. 817.589.7699 Fax 817.284.7606

STELLA INTERNATIONAL

STELLA Electronic Spielgeräte GmbH
Borsigstraße 26
D-4990 Lübbecke 1 West Germany
Tel. (05741) 4007-0 Fax (05741) 90175

large illuminated header that attaches to the cabinet (you may need it so that people can see something other than the crowd around the game).

Cleaning the laserdisc player is also a breeze, Ivy stated. You unscrew a couple of screws to open the access door, use a brush or cloth to clean the lens, and that's it. The laserdisc player is also protected to reduce dust and dirt accumulation.

A one-year warranty on the laserdisc player, optical system and monitor is provided. In case of trouble (of which very little is expected), Sega will ship replacement components, via two-day air, at their expense whenever dealers so request. Sega will also pay for shipment of any malfunctioning parts from the field back to the factory.

"We'll be carrying a major amount of stock to ensure fast turnaround and we'll be repairing any problems ourselves at Sega," Howell Ivy assured dealers. "We can assure you these machines will stay running. We don't believe you're going to have that many problems."

INTO THE '90s

Sega plans to mount a PR campaign that's fully as sophisticated as the game itself, utilizing public relations giant Ketchum (San Francisco) to flood radio and TV stations, plus consumer and industry print and electronic media, with promotional materials. Dealers at the Chicago meeting received glossy brochures, a technical pamphlet on the game's inner workings, and a promotional VCR tape to show potential customers. Hey, you might even see Tom Petit on "Good Morning America"!

As the Sega chief told dealers: "The world's going to hear about this in a big way. It's hot news. The media is very excited about being part of something this new and revolutionary." Sega also offered to work with operators and distributors who wish to mount local or regional promotional events on their own.

Sega's plans at presstime were for *Hologram Time Traveler* to begin shipping to American dealers on June 21. Sega Japan was to receive initial shipments in mid-June; Sega Europe's allotments were slated to begin a week after that. Meantime, Petit urged American tradesters to join him in opening this "new frontier" in coinland: "Those who approach this product with eagerness and enthusiasm will share in the splendors," he stated. "Not only increased earnings, but expanding the player base and taking the industry into its next generation of entertainment."

Petit predicted that *"Hologram Time Traveler* would soon be earning a handsome return in every arcade, bowling center, theme park, and family amusement center in America . . . and that it will "find its way" into a large number of street stops as well. "This is opportunity knocking," he advised distributors. "This game represents a strong dose of the medicine our industry needs right now."

Sega hinted at even more visionary ideas to lead the industry over the next horizon. "This is merely the first effort in an on-going series of hologames that we intend to develop and present throughout the Nineties," Petit said. But the focus was clearly on savoring a shining moment in coin-op history. "As for today," Petit told dealers, "many of you have been with us through the ups and downs, the dark times and the bright times. This is a real bright moment. It doesn't get any more special than this."

The movie always ends the same way. Lieutenant Cohill successfully leads the Cavalry through uncharted territory, and brings everyone back alive. Back home at the fort, he gets the girl and proves himself a worthy leader of men. Tough old Sergeant John Wayne gives a him terse nod, and says: "Well done, Lieutenant. Take command of the regiment . . . and move 'em out!"

Crane Pre-Packs 1-800-274-2031

YOU WILL NEED NEW MERCHANDISE IN YOUR CRANES TO KEEP YOUR SUMMER SALES UP. *PLEASE TRY OUR NEW*

#905 SUMMER PACK ★ #909 NEON PACK

100 Pieces at $99.00 (99¢ avg.!)

THIS PACK INCLUDES: The Simpsons, California Raisins, Sunglasses, Sun Visors, etc., etc., etc. . . .

ALSO: The Simpsons are included in all our regular packs . . . 10 PRE-PACKS TO CHOOSE FROM!

IMPRESSMENT PLUS INC.

6217 Factory Road • Crystal Lake, Illinois 60014

(815) 455-2031

WE PAY HALF FREIGHT ON ORDERS OF $500 OR MORE!

VISA & MASTERCARD WELCOME

LET US BE YOUR FAVORITE TEAM!



PREPAKS AVAILABLE
- Seasonal
- Sports
- Custom
- Adult
- Novelty

LICENSED ITEMS
NFL
Major League Baseball
Loony Toons
Tiny Toons
Disney
and More...
...And
GREATEST DEALS!

Angels Toys Ltd.

Call us for winning tips to boost your crane profits!

★ *Cindy* ★ *Teresa* ★ *Lisa* ★ *Jenny* ★

9822 Glenoaks Blvd., Sun Valley, CA 91352 • 1-800-229-1393 • FAX 818-768-4043

GILLIGAN'S ISLAND

real voice of actor Bob Denver highlights new Midway pinball; game based on hit TV show earns big in early location results

Sing to the tune of the "Gilligan's Island" TV theme song: *Come sit right down and you'll hear a tale, a tale of a real great game, which started from the Midway home, Gilligan's Island is its name...*

Yes, it's true! One of the most successful comedy series of all time lives on in Midway's new *Gilligan's Island* pinball...and according to several operators we spoke to, early collections were very successful indeed.

The game remains true to the wackiness of the show as the player joins one of Gilligan's bumbling adventures. Gameplay has the player





gather the special ingredients (coconuts, pineapples, rope, shells, bananas, turtle eggs and — of course — a shrunken head) needed to create the Professor's Secret Formula Lava Seltzer. The shipwrecked crew is in dire need of this mixture to appease Kona, the island's out-of-control volcano god. But before their predicament is over, Gilligan has to run through the jungle before the Lava Seltzer evaporates and pour the concoction into Kona for a sequence of shots that will earn players an amazing 1 million points (and up to 100 million points) before the timer counts down.

With the exciting storyline and feature-packed playfield, *Gilligan's Island* offers bountiful scoring opportunities beginning with the opening skill shot (into a special ingredient-detecting saucer) to the sensational Jungle Run rotating field where millions upon millions of points can be scored.

But wait! There's more! The familiar theme song, speech from the castaways, and vocal prompts from Gilligan himself all await the player. And Midway's 15 x 4" dot matrix display delivers the dazzling visual effects and graphic images. So check out *Gilligan's Island* and *"your players won't be lost, your players won't be lost..."*

For more information, contact your authorized distributor or Roger Sharpe at 312/267-2240.

namco®

Steel Gunner™

スティールガンナー



Save hostages to keep points high.



Shoot down the enemies "Air Bikes" and the "Flying Platforms"



Your super gun destroys missiles and grenades.



Stop the terrorist's ultimate super weapon.

STEEL GUNNER WILL SAVE YOU.

The terrorist organization "STURM" has taken over the International Airport and kidnapped top scientists. The special police force "STEEL GUNNER" is assigned to save the hostages, defeat the evil terrorists and destroy their super weapon.

GAME FEATURES:

- Two player interactive. Players can join in at any time.
- Game continuation buy-in feature.
- Each player controls fully automatic machine-gun with unlimited 10mm size special explosive bullets, plus a limited number of homing missiles.



namco®
The Game Creator

©1991 Namco Ltd. All rights reserved

NAMCO-AMERICA, Inc.
3255-1 Scott Blvd. Suite 102
Santa Clara, CA 95054-3013
(408) 496-6371
Fax: (408) 496-6399

UL LISTED

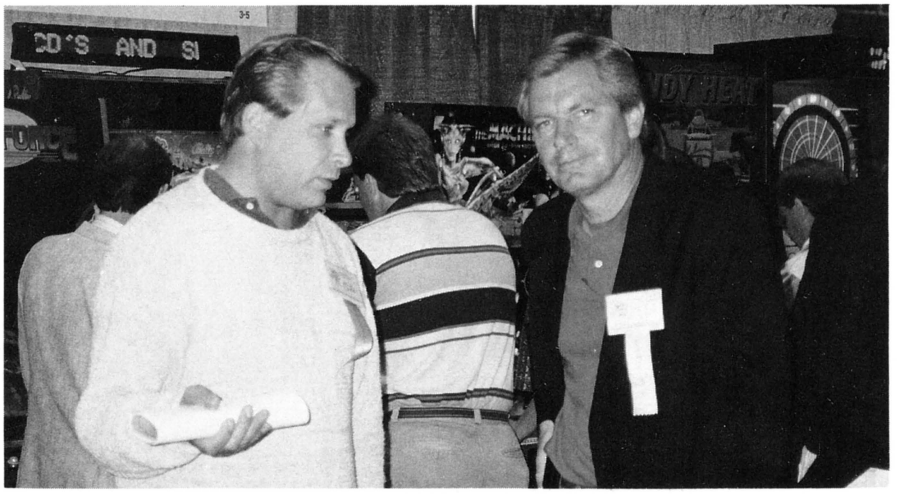
ASSOCIATIONS IN ACTION

WAMO "SPRINGS" FORTH

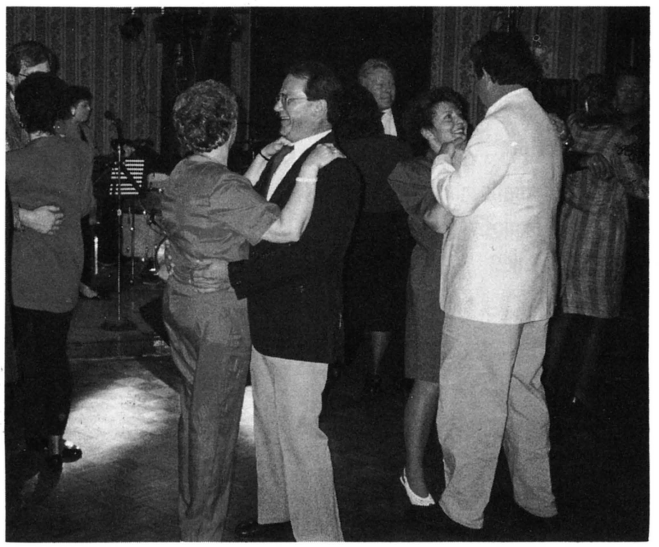
Wisconsin Amusement and Music Operators hold meeting and trade show; operators draw "winning hand" with video lottery analysis and update

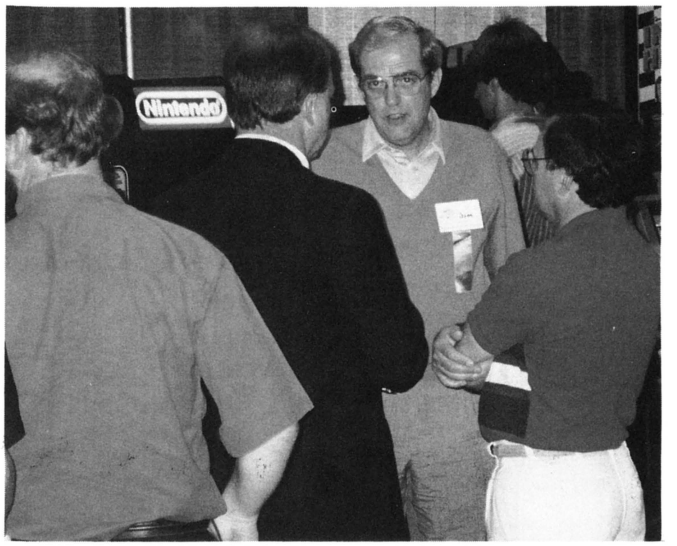
"Positively the best show ever!" were the words used to describe the 1991 Wisconsin Amusement and Music Operators (WAMO) Spring Convention and Trade Show held May 17-19 in Pewaukee, Wisc. The show's main focus was video lottery and included an update of WAMO's Video Poker Bill, seminars, and an exhibition of different video lottery machines. The entire show agenda sparked real enthusiasm and was a tremendous success.

In seminar sessions, the video lottery question was analyzed through the eyes of state legislators, gaming regulators, finance experts and operators. Not limited to video lottery alone, the WAMO show also featured speakers like AMOA prexy Jim Trucano, who spoke on his insights into the coin-op industry and University of Wisconsin, Oshkosh staff member John Mozingo, who offered tips on "How to Survive a Family Business."



Between business sessions and meetings, WAMO members were able to enjoy the WAMO Open Golf Tournament, Annual Auction (raising $19,000 for lobbying efforts) and the annual banquet and reception. With the perfect mix of fun, information and business, WAMO's Spring Convention and Trade Show was a true winner! Here are some photos from the event.

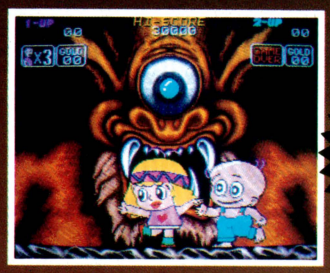




HARD HEAD 2 T.M

HE'S BACK !!!

LOVABLE **HARD HEAD** RETURNS
WITH A BROKEN HEART
THAT ONLY YOU CAN MEND
BY TAKING OUR HERO
ON THIS COLORFUL **ADVENTURE OF 8 STAGES**
TO IT'S EXCITING CONCLUSION!



EARNS
$150-$200
Per Week in Average
Street locations!







NEW EXCITING
Game At A Price You've
Been Waiting For!!!



EXCLUSIVELY *Distributed For NORTH AMERICA By*

SPACE AGE ELECTRONICS CO., INC.

Toll Free 1-800-822-0280 · FAX 805-252-9380

MOMA SHINES

Minnesota Operators of Music and Amusements holds annual convention and trade show

The Land of Ten Thousand Lakes' music and amusement operators gathered at the Minnesota associations' annual convention and trade show held recently at the Hotel Radisson St. Paul. Boasting a large number of booths, educational seminars and entertainment activities, the show was well-attended and enjoyed by all.

During the two-day show, operators, distributors and manufacturers from Minnesota, Wisconsin, North and South Dakota took the opportunity to show (and look at) the goods on the trade show floor, attend seminars, and have a good time with planned social events.

Scheduled seminars included information on "How to Succeed with Superior Service," "How to Make Cash Flow Pay the Bills," and the much-needed "Update on Video Lottery Legislation." Earlier that day, the association also scheduled its officer and board member elections. Roger Rasmussen was elected MOMA president, Dan Galvin elected VP, Charles Leininger Sr. was named Treasurer and the Secretary position was handed to Kenneth Clipperly.

Entertainment and social events were done in high style with a jaunt to a nearby comedy club, a special plaque presentation to the outgoing association officials and board members, and the annual MOMA fundraising auction. All convention planning was handled by Linda Winstead with trade show coordination overseen by MOMA's long-time executive director, Hy Sandler. Both are to be congratulated for the convention's success!



From left to right: Robert Latz, the association's legislative and legal counsel sits with legislative committee co-chairs Tami Norberg-Paulsen and Gene Winstead.



Steve Lieberman of Lieberman Music Co. (Minneapolis) and AMOA Prexy Jim Trucano take a moment out of their busy convention schedule to pose for a picture.

Skill Chance

WING's New

Lucky 8 Line W-7





Featuring:

- 2 Double-Up Games to Choose From.
- Fever Mode
- Bonus
- Optional Skill Stop

Also New



W-8
Bonus Chance

* Authorized Wing/Eagle Distributor.

Call Toll-Free 1-800-277-6136

Micro Manufacturing
535 Old Nashville Highway
Lavergne, TN 37086
(615) 793-5510 Fax: (615) 793-5512

Micro Manufacturing
'Your path to the future'

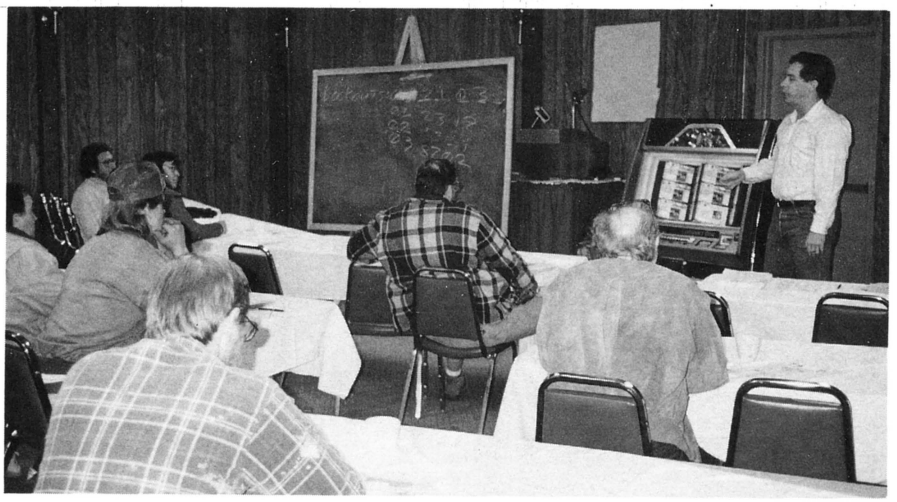
For Amusement Only. Not Intended For Sale Or Use In States Or Municipalities Where Such Games Are Prohibited By Law.

WAMOA EXPO '91

Washington Amusement and Music Operator's Assn. boasts great turn-out at Seattle show

Boasting a great turn-out, the Washington Amusement and Music Operator's Association (WAMOA) held its Expo '91 show soon after ACME. This year, the show was sponsored by Music Vend/Dunis Distributing. Operators were able to get acquainted with manufacturer reps while enjoying a catered buffet at the Music-Vend Seattle showroom. With the good food and good product, everyone had a great time!

Here are some photos from the affair.



Seminar-goers listen and take notes at the Rowe CD-100A Phonograph seminar.



Capcom's Brian Duke is "riding" on the success of *Street Fighter II* while Dunis Distributing's Lynn Shearer looks amused below.



Above, Jaleco's Larry Berke watches a youngster enjoy *Cisco Heat* while below, Michael Damtew of Dunis (left) poses with a friend.



PROFESSOR RANDY

Randy Fromm's Arcade School teaches repair classes coast-to-coast; students find time for a bit of fun mixed with the hands-on lessons

Operators and service personnel in the Pacific Northwest and on the Atlantic Seaboard recently attended two different Arcade School classes taught by Randy Fromm, the technical service whiz who (among many other educational activities) writes a monthly column for *RePlay*. On the west coast, a weekend class was held at the facilities of General Coin in Portland, Oregon.

"The weekend program is designed to fill the needs of working operators and service personnel that can't take time away from their routes to attend the full, six-day Arcade School," said Fromm. "Of course, we can't cover quite as much in the weekend class as we do in the six-day class, and there isn't as much hands-on work. But the students obviously feel it's a very worthwhile experience."

During the weekend class, students learn the three most important aspects of video game repair: using the digital multimeter, repairing power supplies and repairing monitors. On the east coast, the full, six-day Arcade School was held at Tony Razzano's Casino Arcade in Seaside Heights, New Jersey. A score of operators and technicians attended the class.

"They were all a bunch of really funny people and we had a great time learning together," commented Randy. The comic highlight of the class occurred when the entire class showed up sporting glued-on versions of Randy Fromm's trademark "Frank Zappa" beard, affixed beneath their lower lips. Randy's reaction? "I was on the floor, I was laughing so hard!"

For further information and a free information package, contact: Randy Fromm's Arcade School, 1944 Falmouth Dr., El Cajon, CA 92020-2827. The phone is 619/ 593-6131. The fax is 619-593-6131.



Above, participants in Randy Fromm's Seaside Heights, N.J. school held at the pose for a nice class photo while, below, they have fun with paste-on versions of Randy's classic beard.

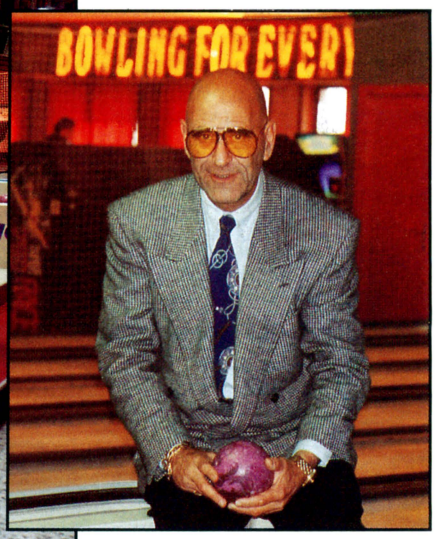




Students on the other side of the U.S. listen to Randy's instruction at the Portland class.

A BOWLING CENTER NO LOCATION SHOULD BE WITHOUT.





Hank Grant, owner of Sportland Entertainment Center. World's largest arcade. ***"I liked the product so much, I bought the worldwide distribution rights."***

You've seen arcades in bowling centers. Now experience a bowling center in an arcade. Turn your location into a family entertainment center with CAPCOM's Bowlingo™.

Bowlingo is a coin-operated, fully automatic 10-pin installation that's built to fit locations large and small. With Bowlingo, you can broaden your entertainment to include the entire family.

CAPCOM USA realizes that coin-operated amusement is becoming increasingly competitive. That's why you should make your next amusement investment in America's favorite pastime. Bowling with Bowlingo.

For more information, call CAPCOM USA at (408) 727-0400 and find out how you can turn your location into a family fun center.

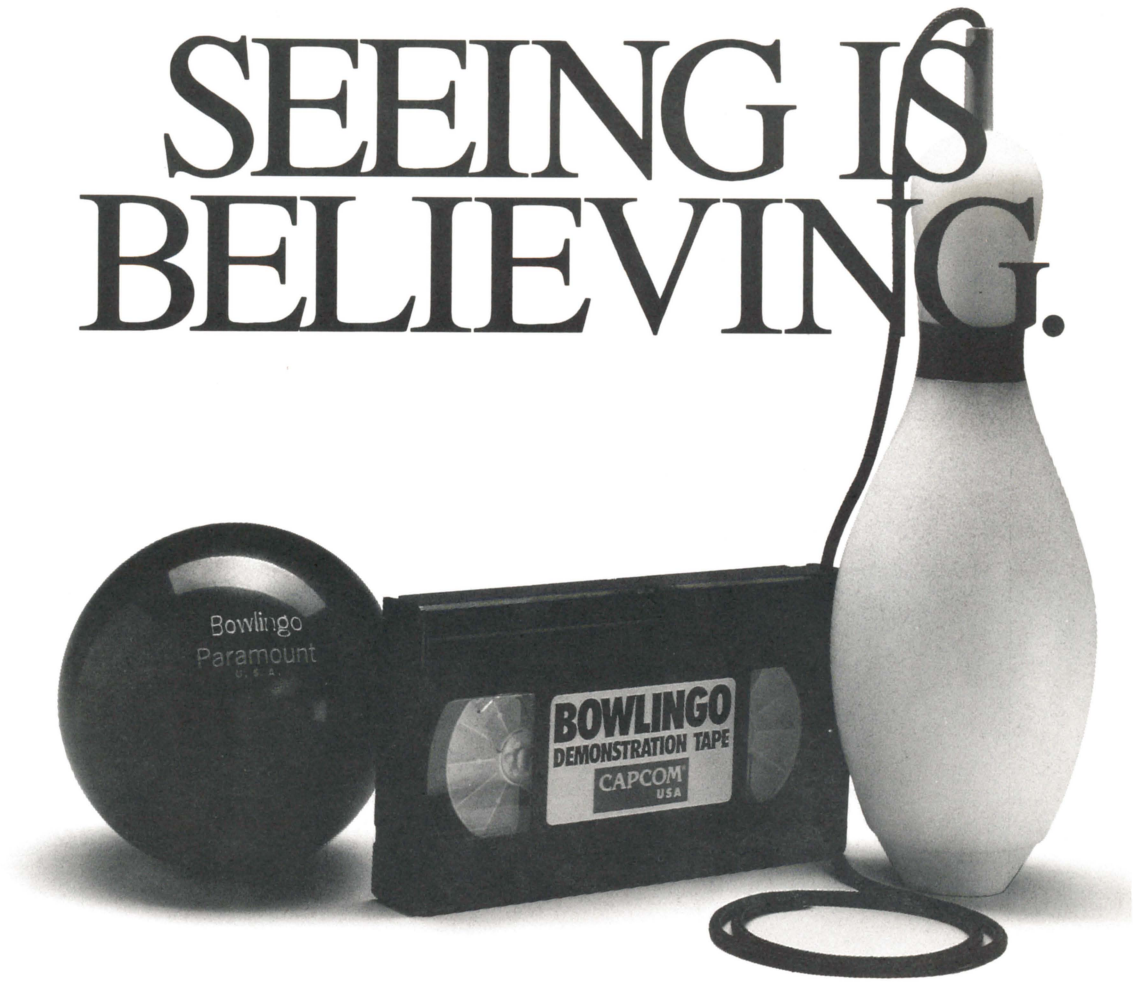
CAPCOM® USA

© 1990 CAPCOM USA, INC.

3303 Scott Boulevard • Santa Clara • CA 95054

BOWLINGO

SEEING IS BELIEVING.



If you thought it was impossible to put an entire bowling alley in an arcade, think again. With Capcom's Bowlingo, you can have the excitement and fun of a bowling alley right in your own arcade. You want proof? Simply fill out the card below, pop it in the mail and we'll send you a free videotape demonstrating how you can become a part of America's favorite family pastime.

CAPCOM® USA

3303 Scott Boulevard, Santa Clara, CA 95054

SEEING IS BELIEVING.

☐ Please send me a free videotape so I can see Bowlingo for myself.

Name _____ **Co. Name** _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ _____

Please give a brief description of the type of location that you are considering for "Bowlingo"

_____

_____

CAPCOM® USA

3303 Scott Boulevard
Santa Clara, CA 95054

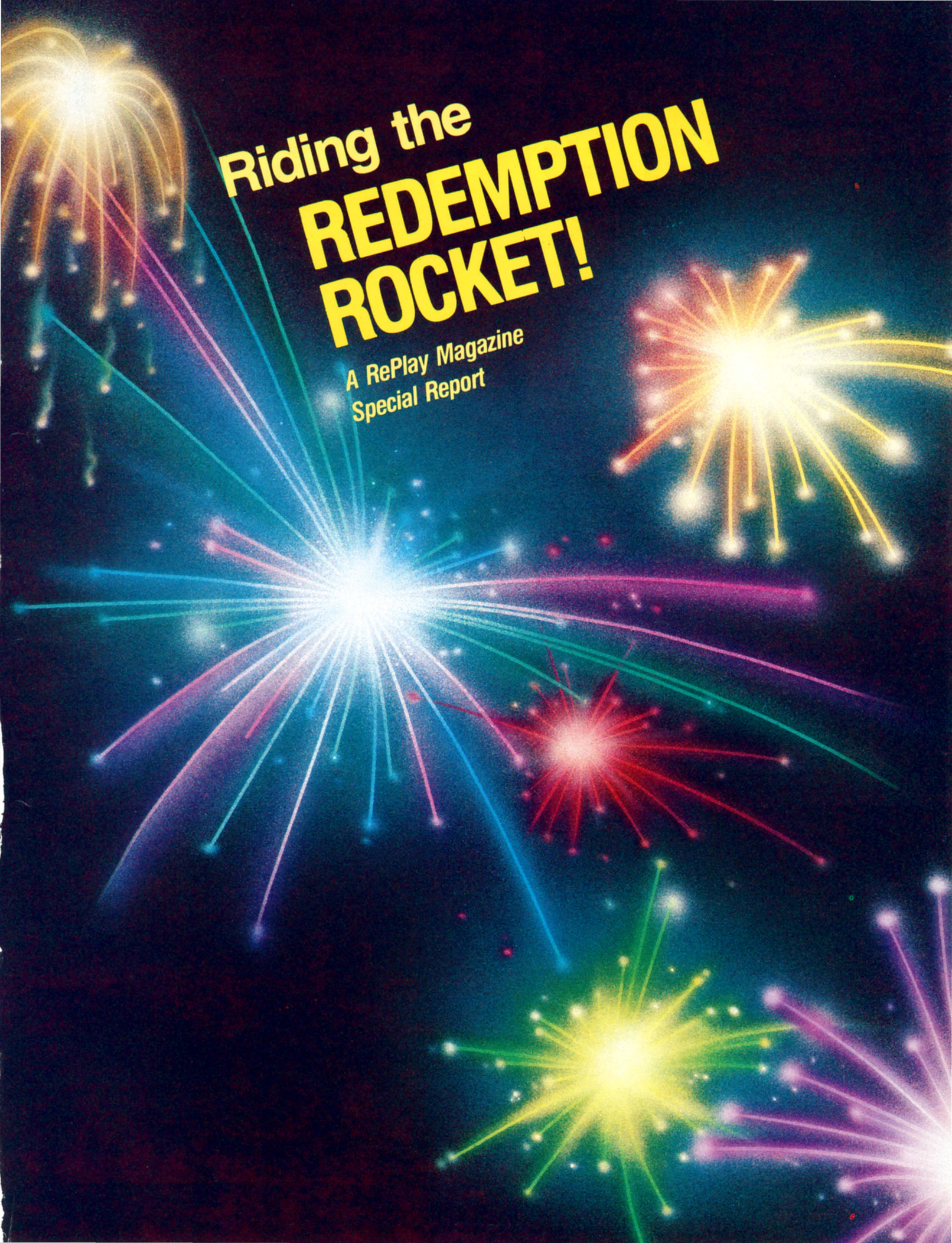
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO.1083 SANTA CLARA, CA

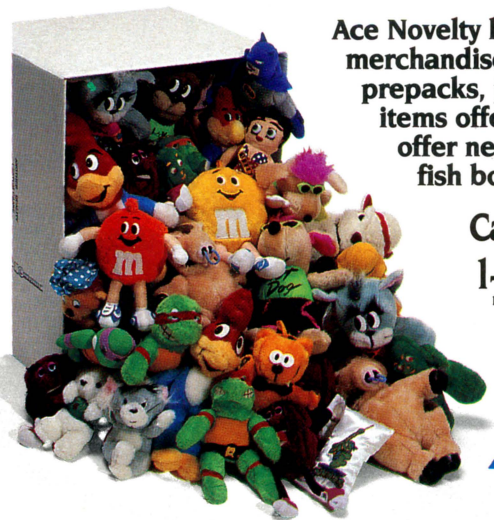
POSTAGE WILL BE PAID BY ADDRESSEE

CAPCOM USA, INC.
3303 Scott Boulevard
Santa Clara, CA 95054


Riding the
REDEMPTION
ROCKET!
A RePlay Magazine
Special Report

Ace Novelty makes you the real winner!





Ace Novelty has it all... featuring a full line of redemption merchandise, including the largest assortment of crane prepacks, jewelry, novelties and the hottest licensed items offered to the amusement industry. We also offer neon shelving, coupon value sign kits and fish bowls for a winning display.

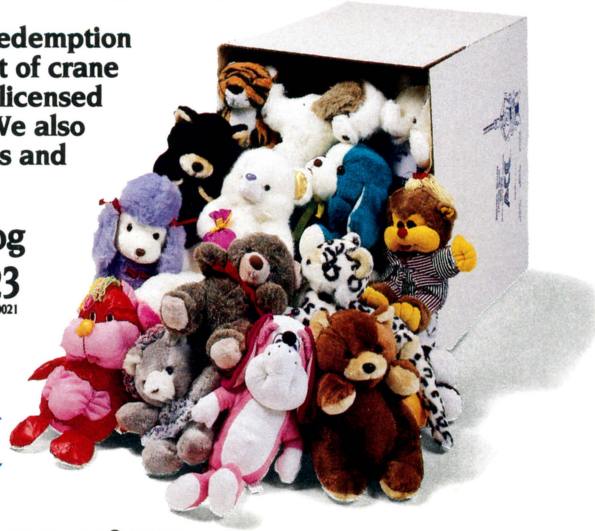
Call NOW for your FREE catalog

1-800-759-1223
13434 NE 16th Street, Bellevue, WA 98005

1-800-926-2223
1855 Industrial Street, Los Angeles, CA 90021

1-800-926-1223
3815 S. Ashland Avenue, Chicago, IL 60609

ACE NOVELTY



© Ace Novelty, Inc. 1991 TEENAGE MUTANT NINJA TURTLES © 1990 Mirage Studios. Tiny Toon Adventures ™ & © 1990 Warner Bros. Inc.



REDEMPTION'S A WINNER

from big arcade chains to small street operators, redemption is hot! coin-op players love the "psychic reward" of winning merchandise

by MARCUS WEBB

An embarrassed-sounding street operator telephoned the offices of this magazine a couple of months ago. "I'm a subscriber," he said, "and I need to ask a favor. Can you send me everything you ever printed about operating redemption games?"

Naturally, we asked why.

"Well, several years ago I saw all those articles about cranes," replied the operator. "But at the time, I said: I'm not getting into redemption.

"Then I saw the stories about basketball games," the operator continued. "But I still said: I really don't want to get into redemption. Lately, you have printed all those reports about how arcades are making big money with ticket-vending games and nice prizes. I told myself: I don't care, there's still no way I'm getting into redemption!

"Well, now my other types of equipment aren't earning so well anymore," the operator admitted sheepishly. "Guess what? I'm getting into redemption."

OPERATOR APPEAL

That man's change of heart has been repeated by hundreds of other operators around the country. As the Summer '91 family vacation season swings into high gear, "I love redemption" is the "theme song" which more and more operators are singing. Major arcade chains and huge family entertainment centers are making redemption a centerpiece of their appeal. They like the broader, family-style customer base and repeat business that redemption attracts.

Smaller arcades and street operators are continuing to find success with properly-run cranes and basketballs. Sports games, rolldowns, shooting games, midway-style pieces, ski alleys and shuffle alleys remain timeless staples for operators large and small. And, the more-creative operators are expanding into those wonderful novelty games which put spice and variety into redemption.

Operators who decide to "get into redemption" (and who do so with the professional attitude it requires) eventually make a happy discovery: the better redemption games are built like tanks. They last for five, ten, or even twenty years. They pay for themselves reasonably soon. After that, they earn, and earn, and earn. . . forever. The ROI factor for good redemption pieces must be among the highest in the industry.

SALES STRENGTH & MANUFACTURER CREATIVITY

According to several game makers, sales of redemption games in the U.S. are down slightly this year from 1990's super-heated pace. But overseas operators are jumping on the redemption bandwagon in growing numbers, and for some manufacturers that's made up the difference.

Looking at existing redemption equipment in the arcades and on the routes of America, the national "redemption cashbox" is flush. Part of the reason: manufacturers put a premium on creativity and ingenuity these days. A few years ago, coin-

op was choking on 41 models of cranes and what seemed like two million different basketball games. Today, only the "greats" of these types of equipment are still around . . . and operators have a nice variety of alternative redemption product to choose from.

Want to steer a ball down a zigzag path? Shoot rayguns at chattering, funny aliens? Test your reaction time against fast-moving lights? Swing a baseball bat or a golf putter? Fire a ball, or even a stream of water, out of a cannon? Players can enjoy all of these experiences, and more, with redemption games on the market today.

Oddly, some redemption manufacturers feel there's a dearth of creativity in their market. We disagree! If we may be so bold, you guys are too close to this niche to have an accurate appreciation of your own product. True, it's deceptively hard to come up with successful new concepts. Your investment of bucks and sweat may not be immediately apparent to outsiders who view the "simple" and appealing final product. And, once you have a winner, many competitors copy it.

But fellows . . . you've created a lot of winners! Our hat is off to you all. The results are there for all to see: new redemption operators must choose among an almost-bewildering universe of exciting, profitable games. Experienced operating pros still have a wealth of variety to select from. Keep up the good work!

LICENSING AND "ME-TOO" GAMES

Creativity and quality in gameplay appears to be more important than licensing, which (as with video and pins) has also made a splash in the redemption world. Everything from Bozo the Clown (very successful) to the Teenage Mutant Ninja Turtles (less successful) have made appearances on redemption games. For the most part, redemption game makers' experience with licensing has shown that a popular character can draw players to a game, but quality gameplay is vital to keep the kids (and adults) playing again and again. As with other products, so too with redemption.

A distinct lack of creativity has plagued redemption in one sphere. While they're working to perfect new concepts, redemption specialists have received the "compliment" of being imitated by other types of game makers. More than one game factory has slapped a ticket vender on their product and announced their entry into the redemption biz.

Some of these products show a sincere effort to learn about the unique requirements of player appeal for this specialized market niche. Others of these "redemption" products, unfortunately, show little beyond but a desire to exploit the hot trend of the moment. We appeal to distributors to recognize *and honor* the distinction. In the last analysis, players surely will go for the "real" redemption games . . . and nobody (including operators and traditional redemption manufacturers) needs to get burned with poorly conceived product.

NEEDED: OPERATOR INPUT

In the field of redemption, good games are not the whole story. If there was ever a category where the operator's input is crucial to success, redemption is it. "The merchandise you offer in your redemption prize center is more important to the success of your business, than the type of redemption games you are operating," one manufacturer flatly declares.

That's right, a *redemption game maker* said that! And he works for a creative, innovative factory that constantly comes up with new game concepts. Experienced redemption operators agree: offering a continual turnover of fresh, exciting prizes . . . and displaying them attractively . . . is an indispensable key to success.

"Redemption is entertainment selling," industry guru Nolan Bushnell noted in his keynote speech at this spring's ACME trade show. "I believe redemption is here to stay and will get bigger," Bushnell ad-

NEW
VAN SICKLE AND CO.
For Your Cranes!
BLISTER PACK KIT
For all ages - All hard goods
Summer Items - Novelty Items
$49.95 each
PLUSH PREPACK
All plush - No hard goods
Regular & Jumbo sizes
$49.95 each
1-800-421-7431
VAN SICKLE & CO.
5939 Hwy. 61-67
Imperial, MO 63052
(314) 464-3085
CALL TODAY!
100% GUARANTEED
DAILY UPS SHIPMENTS

MELTEC'S

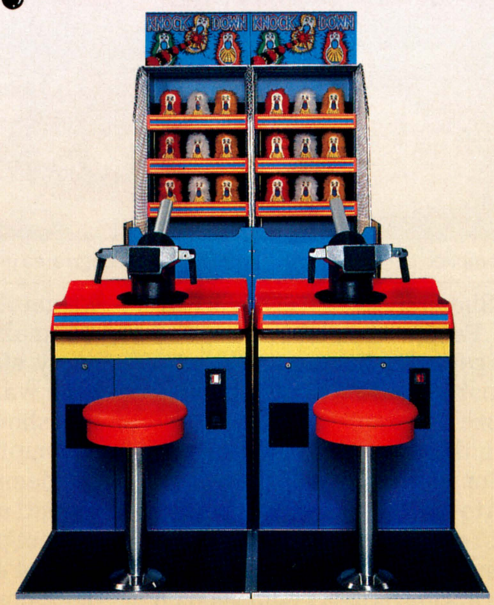
ALL STAR LINE UP

Meltec **BOOM BALL**



★ THE AGELESS VETERAN ★

Meltec **KNOCK DOWN**



★ MOST VALUABLE PLAYER ★

Meltec **BIG MOUTH**



★ ALL TIME EARNINGS LEADER ★

Meltec **SHOOT OUT**



★ ROOKIE OF THE YEAR ★

Meltec has just hit a grand slam! From BOOMBALL, "The Ageless Veteran", to SHOOT OUT, "The Rookie of The Year", Meltec has continued to provide long lasting, high earning ticket redemption games that have endeared themselves to the playing public. Quality, high profits and player appeal are trademarks of this line up. For more information on Meltec's ALL-STAR LINE UP contact:

Meltec inc.

Meltec Inc. 1550 B Las Plumas Ave., San Jose, CA 95133 Tel: (408) 923-1302 Fax: (408) 923-0835 Outside Ca: (800) 356-4777



The redemption center at Galaxy World in the Chicago area (that's VP & Gen. Mgr. Don Cress).

ded. "Shopping is a form of recreation. . . People who play redemption games get a psychic reward by winning (instead of simply purchasing) the merchandise."

With this idea in mind, we urge operator readers to pay special attention to the advertisements placed in this magazine by redemption prize suppliers. These people are hard-working experts who keep on top of marketing trends. They know what's hot, what's not, and where to get it. They can supply what players want. . . quickly, cheaply and efficiently. . . to keep your customers coming back to play your games again and again.

THE ROLE OF DISTRIBUTION

Whenever we talk to a redemption manufacturer, we ask: are your distributors learning the nitty-gritty about marketing and promoting this type of game? Are they teaching their customers how to operate them properly? Almost invariably, we get the same response: "A few are making the effort, but far too many still ignore us. Many don't even want to put our equipment on the showroom floor. They sell a redemption game only if we create the demand. Somebody has to call up and order one. Otherwise, they are not pushing our stuff, and they are not educated enough about redemption to teach operators how to really take full advantage of this market."

Fortunately, this is changing — somewhat. In a few progressive distributorships around the country, redemption is a top priority. . . and dealer sales reflect this fact. True, a redemption game may sit on location for a long time, taking up enough space for two or more videos or pins which must be replaced (at attractive margins) many times during that span. But fast bucks and a next-quarter, bottom-line mentality can be self-defeating, as many have learned.

A WONDERFUL CUSTOMER



Michael Patz, Vice President
Pocket Change America, Inc.
Delaware

THE CLOWN ROLLDOWN

"It's a necessary redemption piece for the family oriented arcade, that has an excellent return on investment."

—Michael Patz

Manufactured in Wisconsin by:

BAY TEK INC.

1077 Sunlite Dr. ★ Oneida, WI 54155

Call Collect: (414) 822-3951 ★ Fax: (414) 822-8936

Distributors who give redemption its "fair share" of time and space, help create healthy customers for themselves. They also earn the trust, respect and loyalty of their operators. This is the true spirit of partnership which is the ideal in the operator-distributor relationship, and it repays both parties many times over.

A while back, we attended an open house at a distributorship where redemption is not a high priority. Many operators brought their children. What game do you think most of the youngsters were crowded around? A kiddie basketball, with small balls, cheerful music and colorful graphics!

In other words: players want redemption; leading arcade chains already have it; and some of the country's best distributors are becoming expert in it. What more do other distributors need, to bring redemption forcefully to attention of the broad majority of American operators? We salute those pioneering distributors who have made the effort to be "full-service" sales professionals when it comes to redemption.

IS REDEMPTION RIGHT FOR YOU?

The above question is really a rhetorical one. If you want to be part of the most professional element in your industry. . . if you want to remain competitive. . . if you want to expand your customer base to include the all-American family. . . then you will make redemption part of your product mix. It's as simple as that. Yes, good redemption operating takes time and effort, but it amply rewards both.

Our special report on redemption includes an overview of product currently on the market. We also present a thoughtful chat with a leading redemption operator, and we check in with one of the most active innovators in redemption manufacturing. Finally, we reprise the "redemption seminar" which was offered at ACME '91.

The basic message about redemption may be summed up as follows: come on in. . . the water's fine!

INDUSTRY FIRST* — NEON BEARS — *IN STOCK NOW!!!



ATTENTION CRANE OPERATORS!

You've been paying **TOO MUCH** for your pre-packs and you haven't been getting the quality you deserve. The time has come for you to do more than just break even. . . the time has come for you to **MAKE MONEY!**

I'm here to help you, the small crane operator. I've been operating cranes for seven years and I know your problems. Heck, they're the same problems I had. I know you want 100% quality in your mixes, you want the soft, polyester-filled toys that players really want to win and you want it at a fair price. I can help!

I've got great regular and jumbo mixes at fantastic prices, including such money-makers as the neon bears seen on this page. (I'm the only source for these in the industry and let me tell you, THEY MAKE MONEY!) We offer 60¢, 85¢, $1.25 and $1.75 regular (144-piece) and jumbo (72-piece) mixes. We'll also gladly customize your order. You tell us how many pieces you want, at what average price and we'll take it from there. (By the way, we also stock a great selection of hard goods and silk-screened t-shirts.)

Again, I offer **GREAT** prices. However, because my mark-up is so low, I don't offer credit. It's C.O.D. or pre-paid orders only. But if you want the best for your buck, King Plush is the place. And if you're not 100% satisifed with your order for any reason, send it back and I'll happily refund your money.

To recap, if you want to **THRIVE**, not just survive, call King Plush. Oh, one other thing. . . If you want to talk to someone who understands the crane business, feel free to give me a call!

Sincerely,

Patrick W Klasno

Patrick W. Klasno
"KING PLUSH"



King Plush ***"Where Fun & Merchandising Go Together!"***

24414 South Main Street #204 • Carson, California 90745

1-800-473-3402 • **(213) 834-0499** • fax: 213-834-7905



RePlay '91 Redemption Special

THE EXPERTS SPEAK

redemption pros speak on merchandise, profitability & promotion; at ACME seminar, panel stresses "pleasing the players first"

It's all too easy to think of what *you*, the operator, may gain from redemption . . . without really giving a thought to what *the player* should be getting. If that's your problem, a new look at redemption may be in order. At ACME's recent seminar, "Redemption: New Trends in the '90s," keynote speakers John Margold (Betson), John Minkove (Ace Novelty) and Rhonda Fletcher (Bonita Marie) offered their insights into giving the player what he wants . . . so that you get what *you* want!

Here are some of the highlights from the seminar.

ON MERCHANDISING

Operators must pay more attention to the prizes they offer, said the experts. "The redemption equipment you purchase isn't as important as the prizes you offer," according to Betson's John Margold. "If you don't have good merchandise, your piece won't earn as well as it should. The only reason people play for the game's tickets or tokens is for the prizes they can redeem. The game's amusement factor is "what can I get?" You need to know your players and their interests so you can merchandise accordingly — that is the key to success in redemption."

Ace Novelty VP, John Minkove, agreed. "Families are lured to redemption centers by the merchandise," he said. "You must assume that redemption is a variation of the retail business in that the marketing of the merchandise is what sells it. Everything from the lighting to the shelving should enhance the merchandise. All player appeal extends from the game itself to the prizes you offer. Place the merchandise where the player can see it, offer variety and the merchandise patrons want to come back for."



JOHN MARGOLD



JOHN MINKOVE



RHONDA FLETCHER

Bonita Marie's Rhonda Fletcher stressed: "You are a retail store. Buy what your customers want. Establish a rapport with them and they will tell you what they want. Cover all demographic areas when you merchandise and have something for small children, teenagers and adults." Added Rhonda: "Redemption really is a marketers' dream and merchandising is a tool which can keep the customer coming back."

ON PROMOTION

Promotion is a vital art, one panelist noted, because it draws paying customers. "The first step is getting customers into your center," Rhonda Fletcher stated. "Choose a working theme for your arcade and everything will fall into place from there. Make it appealing to the player. Give your arcade an atmosphere. If you get people in the door the first time (and your merchandising is successful) they'll come back.

"Signage and game placement are important, too," Rhonda continued. "If you have a new game, you should also have something to draw the player to that game. You might consider placing games in such a way as to encourage group interaction. For example, if three of the same game are placed in a semicircle, it will be easier for someone to play the game which they see someone else having so much fun playing.

"Also, keep your market in mind when you set up the games," Rhonda reminded listeners. "Don't put a bingo game right next to *Skee-Ball*, because the older lady playing bin-

New
Action Games

Features include:

- Coin operated
- Ticket dispenser
- Colorful backlit graphics
- Digital sound
- Approximate size:
  30" W x 24" D x 48" H





Kiddie Games

- Space Shapes
- BeeWare



Redemption Game

- Treasure Hunt

  Adjustable playing time, ticket payout and difficulty level

VARI-TECH
INTERNATIONAL

4520 Spartan Industrial Dr., S.W.
Grandville, MI 49418
FAX 616-538-1281
Phone 616-538-4088

1-800-245-2737

go won't put as much money into the game if a bunch of screaming *Skee-Ball*-playing kids are next to her."

A reduction in coupon values is another promotion idea, according to John Minkove. "Reduce the number of tickets needed to win the merchandise," John suggests. "For one week you may want to try "selling" a prize for 60 tickets instead of 100. Have special discounts and prize promotions to entice players to your games."

"Licensed products are a great promotion avenue," John continued. "Especially the products they see on TV. These products are easily recognized by the children — what they see on television is usually what they want."

PROFITABILITY

Profitability in redemption relies mainly on the percentage of tickets awarded and the value placed on those tickets, but there are some other factors to consider as well. "Keep inventory up — especially during seasonal times, when people will be buying gifts with their tickets," advises John Margold. "And if a player wants a $300 VCR to give as a Christmas gift, don't begrudge them that or think you're losing money and merchandise. Redeeming their tickets for that VCR meant they spent $1500 worth of quarters to get it and they're letting you keep the $1200.



The percentage of payout is important also. "Ideally, the percentage of payout should vary from 25-35% in the games," suggests John Minkove. "If it's any less, players tend to stop playing for lack of incentive and the game center loses, if it's any more, the players lose interest in the game because it's too easy."

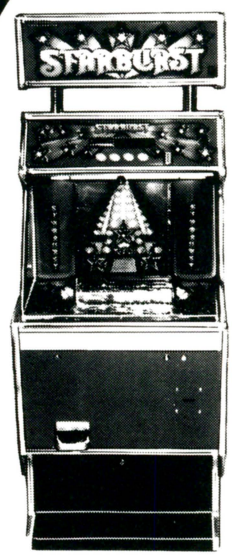
Is redemption profitable? "You bet it is," says John Margold. "It's a good long-term purchase. On the average, redemption pays for itself in 20 weeks, but only 10% of its earning life is over. In comparison, video games pay for themselves in approximately 13 weeks, but maybe 50% of its life is over."

ON A FINAL NOTE...

"If you want to expand into redemption, make a firm commitment to it," says Rhonda Fletcher. It does take a lot of work and dedication. But if you put your all into it, you'll see the fruits of your labor."

John Margold agrees. "If you're going to do it — do it. Make the redemption commitment. Have the full merchandise line, have something for everyone. Redemption is a hot market, and a stable one."

Coin Concepts Powerful Summer Line-up!



STARBURST

cci

EXCLUSIVE DISTRIBUTOR IN NORTH AMERICA for...
★ STARBURST
★ FAIRGROUND
★ PIG RACING


PIG RACING



FAIRGROUND

FAMILY FUN CENTERS
• Professional Consultation Service
• Experts in Layout Designs

cci Coin Concepts, Inc.
16 EDGEBORO ROAD, EAST BRUNSWICK, N.J. 08816
TEL: 908-390-9009 • 1-800-462-COIN • FAX: 908-390-3373

STRATA

PEGGLE

Come play with Strata's roly poly, happy little PEGGLE!

Give PEGGLE a ride on the pegs for points.

Hear PEGGLE shout, giggle, and squeal with glee.

The first time PEGGLE falls, hit the bounce car to keep playing.

If PEGGLE falls again, catch him in the bonus car for extra points.

Clear all the pegs and become a PEGGLE PRO!

It's so much fun, you'll want to play again and again!

Upright, vertical monitor kit can be a fast paced ticket redemption game or a clear-the-racks adventure.



Easily adjustable to fit your location!

PEGGLE appeals to all ages!
Contact your local distributor today!

©Copyright 1991 Incredible Technologies, Inc. All rights reserved.

Strata Group, Inc.
709 West Algonquin Road
Arlington Heights, Illinois 60005
(708) 437-2704 (800) 262-0323
Fax (708) 437-2473



the Big Ticket

A Seven-Point Guide to Buying Successful Redemption Games

This month's column from Coin Concepts, Inc. president Art Warner is an impassioned plea to operators and distributors. Most of us recognize that manufacturing and operating jukeboxes (to take one example) is an "art form" all to itself, separate and distinct from running videos, pins, or other types of equipment. Art's plea: trade members must also realize that redemption is equally unique . . . equally demanding . . . just as much a separate "discipline" to be studied and mastered. This is true for manufacturers as well as distributors! That is Art's point in a nutshell, but then he gives readers an additional bonus: a succinct seven-point guide for buying redemption games. Read this column carefully, ladies and gentlemen. Cut it out, hang it on your wall, and memorize that seven-point guideline!

— the editors.

This story has to be told. I just hope it's in time to help many fun center operators, new to the business, from making mistakes. Perhaps it can even help some old-timers.

Fact: *putting a ticket dispenser on a machine does not make it a redemption game!*

Some types of machines in our industry are designed to have a relatively brief life at the top of their earning power. A couple of months, and then they're cycled down to the "B" locations. Putting a ticket dispenser on such equipment does not necessarily lengthen its life, nor expand its appeal to the all-important family market.

A true redemption piece is different! Redemption games have an 8- to 12-year life, sometimes even longer. Should they be dated with a current fad, so they have a short life?

In the past few months, many game room operators have contacted me about games they purchased this spring. Some of those games were made by prominent manufacturers. These operators reported that these games disappointed them in earnings, flexibility of award schedules (percentaging) and entertainment value. They felt they had purchased an attractive-looking game at a substantial price. How can they increase earnings?

Redemption is a specialty. Design and understanding the features that make the game earn and entertain for 10 years isn't learned overnight. A psychology should be part of the game design to encourage continued play.

Warning! Because of the increasing demand for redemption games, you will find more and more manufacturers, old and new, introducing "ticket-vending machines" in hopes of grabbing a piece of the golden egg.

It's not my intention to discredit any manufacturer entering this market. Rather, this article intends to caution the buyer — whether arcade owners or distributors — to carefully select the games they buy. When purchasing a new redemption game, consider the following.

1. *Who does the game appeal to?* If it is intended to appeal to children, don't analyze it as an adult. Look at it from a child's eyes. Get down on your knees. What is the player's involvement?

2. *Difficulty.* Can you adjust the game's difficulty level? How often will a player win?

3. *Is the game fun to play?* Is it simple? How long is gameplay?

4. *Can you adjust the reward schedule up or down?* Or do you have to "buy" a new program?

5. *Price you pay for the game.* How long will it take to pay for itself?

6. *What is your ROI?*

7. *Who did you buy the game from?* Does the manufacturer support the game?

These seven points should be a guide to your future purchasing. If you don't understand why any one of these seven points is important, talk to a distributor or manufacturer who *specializes* in redemption, so that you can become an educated buyer. Ask questions when you consider your purchase. If the seller doesn't have satisfactory answers, it should light a "caution" sign in your mind.

And remember: the lesson to be learned before you buy the game is, think redemption!

We Put It Together Right!

Your Custom Plush Pak™ Headquarters



Trust Your Plush To Us!

LARAMIE INTERESTS

1-800-237-5874 **1-800-521-8697**

3635 WILLOWBEND BLVD., SUITE 318 • HOUSTON, TEXAS 77054

"GET SMART"
IN REDEMPTION

NEW!

BOTH NEW GAMES FEATURE A NEW VOICE AUDIO SOUND ACTION

SUPER PRO QUARTERBACK



NEW!

PRO BLOCK-A-SHOT





1 HOOP



2 HOOP

SHOOT TO WIN BASKETBALL



CHUCKLES THE CLOWN



SINGLE



SUPER SINGLE



JUMBO 34"



JUMBO 42"



DOUBLE



TRIPLE

CLEAN SWEEP CRANES

CLASSIC JUMBO



SINGLE



DOUBLE



4 PLAYER



1 PLAYER

JACKPOT ROTARY

Made in the U.S.A.

CONTACT YOUR AUTHORIZED DISTRIBUTOR OR FOR REFERRAL CONTACT US.

SMART
INDUSTRIES CORP., MFG.
1626 Delaware Ave.
Des Moines, Iowa 50317
(515) 265-9900 1-800-553-2442
FAX (515) 265-3148

WORLDWIDE EXPORT SPECIALISTS

RePlay's 1991 Redemption SPECIAL

REDEMPTION A to Z

today's redemption product offers a wide variety of gameplay; roll a ball, shoot an alien, swing a club. . . and win a prize!

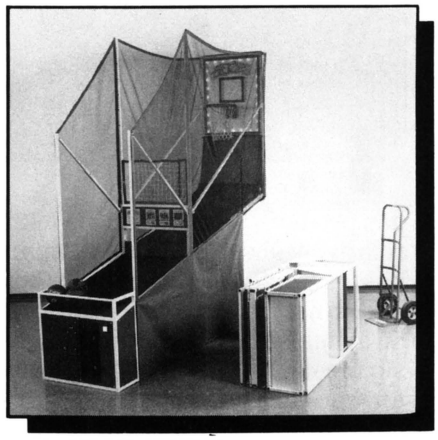
Redemption games have gone a long way past cranes in recent years. Sure, plenty of cranes are still on the market (see our latest equipment catalog, Oct. 1990). And yes, operators who run them properly still make big money with cranes. But ticket-vending games have overtaken prize-vending cranes as the growth area for redemption manufacturers.

Today, many redemption game factories specialize in recapturing the fun and excitement of the old-time carnival or state fair. They make simple (but well-engineered) skill pieces that any member of the family can play and enjoy. Just as at the state fair, the fun is enhanced by the possibility of winning a prize.

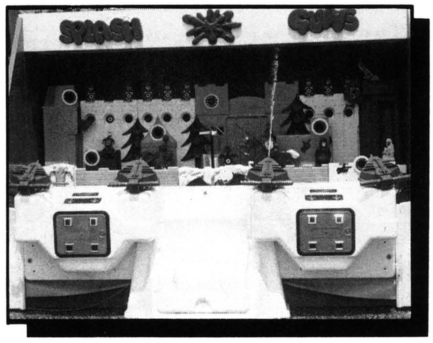
There's a whole universe of games out there to choose from, but the following survey describes some of the latest pieces from major manufacturers. We've arranged the companies in alphabetical order. Company phone numbers are given so that readers may find out the name of their nearest authorized distributor, or get more information about the games themselves.

ADASTRA

Foster Brashear's fold-up basketball game *Hoops* is still one of the niftiest ideas in the business. The size is adjustable and the game features reliable electronics in the form of dual beam photocell scoring. Of course, the immediate appeal is that an operator can fold it down, transport it to a new location, and set up again in minutes. Located in Golden, Colo., Adastra's phone is 303/278-3044 or 800/NET-HOOP (638-4667).



ADASTRA'S 'HOOPS'



ALTER'S 'SPLASH GUNS'



BAY TEK'S 'FIELDER'S CHOICE'

ALTER ENTERPRISES

The folks who make those clever radio-controlled boats, cars and trucks (along with fun midway-style pieces like the delightful *Splash Guns)* have come up with a new ticket-vending shooting game. *Fireball* is a two-player, sitdown cannon-firing game. It features a rapid-fire stream of 2" hollow plastic balls (up to 400 per minute) which are aimed at randomly-lit targets. Each player station has its own Deltronics ticket dispenser. Featured are steel frame construction, ¾" plywood cabinet, and modular design. Contact Alter Enterprises in Pompton Plains, N.J. at 201/616-1111.

BAY TEK

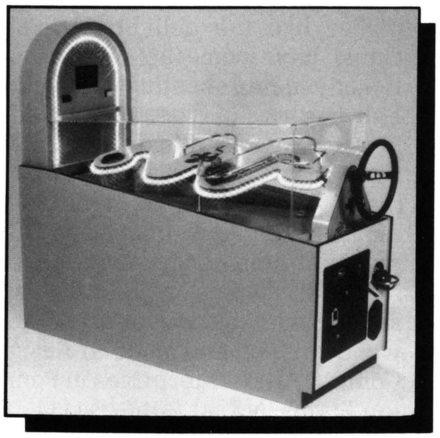
One of the family-owned redemption firms is Bay Tek, Inc.; they've been around since 1977 and they do all their own research, design, development and manufacturing. Sales pro Lori Treankler, one of the nicest ladies in coin-op, says they are constantly improving their product and they stand behind it in service. No wonder major operators have endorsed their classic rolldown pieces.

"Our classy games just got better!" Lori told us recently. Upgraded versions of the basic *Rolldown*, the circus-themed *Clown Rolldown* and the baseball-themed *Fielder's Choice* rolldown (featuring play-by-play announcer, "crack of the bat" sounds and crowd reaction) began production in June. This new generation of units includes these features: a new door system for easy access to cabinet innards; new slide-in plexiglass top; computer-con-

trolled electronics housed into one easy-access enclosure; new computer-controlled operator adjustable ticket vend selections; optional attraction "chaser lighting"; upbeat music and sound; colorful and attractive graphics. A new bonus jackpot program lets operators chose winning scores and how many tickets or tokens should be rewarded. A free cleaning kit (including cleaning tools) is provided. Contact the firm in Oneida, Wisc. at 414/822-3951.

BETSON ENTERPRISES

For more information on this redemption powerhouse, please see the firm's John Margold's essay found in this special section.



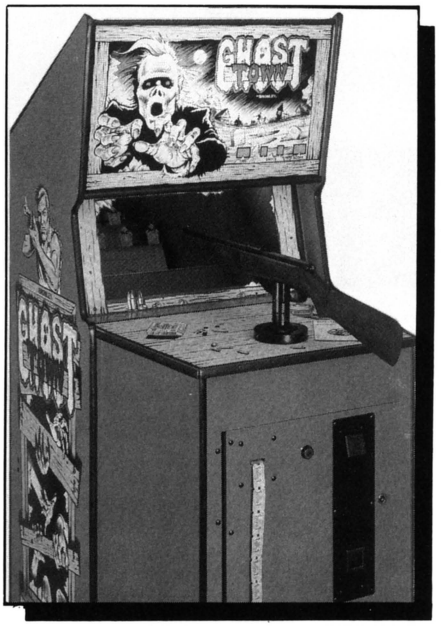
BOB'S SPACE RACERS' 'SIDEWINDER'

BOB'S SPACE RACERS

This venerable name in redemption game making is synonymous with "reliability." Some of their original games from 20 years ago are still on location today, earning good money. Their latest is *Sidewinder,* a one-player skill game which lets the player use a steering wheel to control the tilt of a curving, downslanted board. Object is to roll a ball to the far end of the board. Simple in concept, sophisticated in execution, fun on location—in short, exactly what redemption games are supposed to be! The firm's *Whac-A-Mole* and others remain redemption classics. You'll find Bob's in Daytona Beach, Fla. at 904/677-0794.

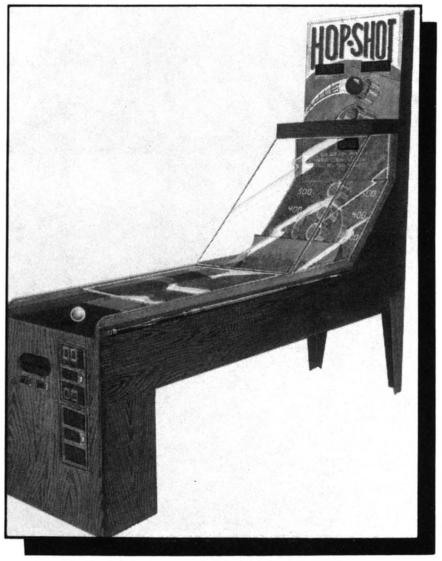
BROMLEY INC.

Company prexy Lauran Bromley is another person who has the coin machine industry in her blood. She



BROMLEY'S 'GHOST TOWN'

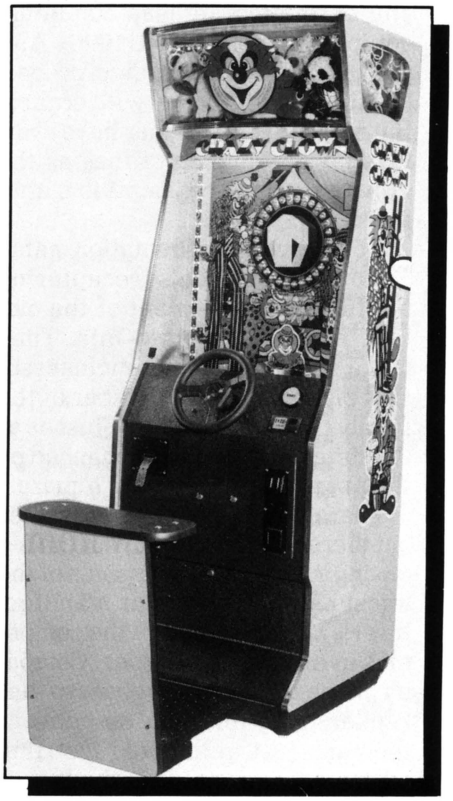
has produced several games in the relatively short time this company has been on the industry "map," and a hallmark of each has been an appealing 1990s update of a classic theme. Her latest: *Ghost Town,* an upright shooting game with a rifle attached to the all-plywood bright purple cabinet. Targets in the shooting gallery are cartoon ghosts. The game vends tickets, of course, although this feature can be disabled. Contact Chicago-based Bromley Inc. at 708/705-5991 (U.S.) or 312/267-6030 (worldwide).



CLASSIC CREATION'S 'HOP SHOT'

CLASSIC CREATIONS

At last fall's IAAPA show, company owner George Macek told us: "Family fun centers are an increasingly important customer to us. We are downsizing our games accordingly to fit with the redemption trend, and it seems to be working." At that event, George showed a unique and very appealing game called *Fortune Falls.* This operator-attended midway-style attraction lets players use nets to catch a red ball as it spills over a waterfall. The company also makes *Hop Shot,* a unique skee alley-type game that lets players use a cue stick to shoot the ball up into the scoring pockets! Contact the firm in Garrettsville, Ohio at 216/527-2926.



COASTAL AMUSEMENT'S 'CRAZY CLOWN'

COASTAL AMUSEMENT DIST.

Company topper Len Dean grew up eating, sleeping and breathing redemption games on the New Jersey shore. Today, he heads an innovative firm that builds some of the finest pieces in this market, including the outstanding *Pop-A-Ball* and some exclusive imports from Harry Levy of England. Current items from Coastal include a one-player pusher called *Riverboat;* a six-player skill game called *Merlin's Magic;* a

The age of redemption is here... don't get left behind!

Call Betson for top earning, reliable redemption equipment.

Crompton Pushers
(1, 4 or 6 player models)







AND BETSON'S LATEST REDEMPTION HITS



- 3/4" Birch plywood construction by Skee-Ball
- Operator adjustable pricing, payouts and ball selection (3,6 or 9)
- Parts are interchangeable with Skee-Ball
- Synthesized speech, music and sound effects

DIMENSIONS:
78" High
30" Wide
60" Deep

Exciting new cover-the-spot game
- Player control
- Crompton quality
- Ticket or token out
- Ticket every play option available



DIMENSIONS:
63" High
31" Wide
26" Deep
440 lbs.

Redemption games have lasting appeal— so buy products that are built to last

BETSON ENTERPRISES
DIV. OF H. BETTI IND., INC.
6 EMPIRE BLVD., MOONACHIE, NJ 07074
IN N.J. (201) 440-2200 • TOLL FREE 1-800-524-2343
FAX (201) 440-4463

BETSON

one-player gun game (shoots ping pong balls at randomly-lit targets) called *Sheriff Shoota;* and a pachinko-style game with steering wheel control called *Crazy Clown.* Contact the firm in Lakewood, N.J. at 908/905-6663.



COIN CONCEPTS' 'FAIRGROUND'

COIN CONCEPTS, INC.

President Art Warner is so redemption-oriented that we suspect he tips waiters with tickets. This firm prides itself on true expertise in the redemption market, and their products show it. CCI's exclusive imports from K.W. Systems of England include such items as the one-player *Starburst* and six-player *Gold Mine* pushers. Latest homegrown games include *Cat N Mouse,* a fast-paced reaction game, housed in a uniquely attractive bright red cabinet. Players sit down and watch randomly-lit "mouse" targets light up, trying to hit the corresponding "cat" buttons. "A kid's game that's not just for kids," said the firm.

Another new game is an upright called *Prize Bingo* (also available as *Prize Lines).* Designed for the world's 30 million bingo players, the game uses LEDs to display a new bingo-type card with each coin inserted. Players must use skill to push the correct stop and go buttons, according to the lit numbers onscreen. Winning combinations are awarded with tokens or tickets. Flashing lights, sound and graphics are included.

"We're ahead of last year," said CCI prexy Art Warner. "One reason for this, I believe, is that we've kept pricing where it should be. Another is that we have a good mix — something for everybody in the family. There is still tremendous growth in redemption." Contact CCI in East Brunswick, N.J. at 800/462-COIN (462-2646).



COIN CONCEPTS' 'CAT N MOUSE'



DATA EAST'S 'WACKY GATOR'

DATA EAST

"The redemption side of our business has been excellent," said the firm's Gene Lipkin. "I expect redemption to keep growing in states where it's legal." Gene advised buyers to deal with distributors who truly understand this market, and to make sure they offer a ticket reward rate of 30 to 35%. The firm's redemption products include *Wacky Gator,* a very good variation on the popular animal-whacking theme, and *Cosmo Gangs,* an irresistibly silly shooting game for two players, featuring gibbering, comical "aliens" who race along tracks from the rear of the playfield toward the players. Players must shoot at the aliens to "zing" them back to their starting position. Data East is located in San Jose, Calif.; call them at 408/286-7080.

DESIGN PLUS

Mike and Diane Seibert launched heart and soul into the redemption biz a few years ago, and they've created some first-rate products which are notable both for engineering excellence and for thematic appeal . . . including a whole line of compatible "Bozo the Clown" redemption products, featuring the licensed cartoon image of "the world's most famous clown." Kids love 'em and grown-ups get a nostalgic kick out of Bozo, too.



DESIGN PLUS' 'BOZO BLAST-OFF'

NOW SHOWING

FROM TAITO AMERICA

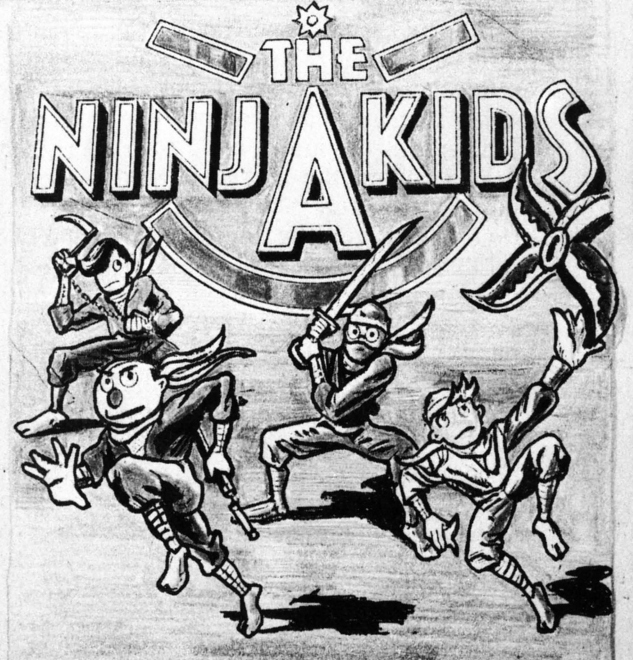


THE NEW DEDICATED VIDEO GAME THAT PUNCHES PHYSICAL INTERACTION TO SMASHING NEW HEIGHTS.



- *UP TO 4 PLAYERS CAN COMPETE*
- *THE ULTIMATE COMPETITIVE SOCCER GAME - AVAILABLE AS A HORIZONTAL KIT*
- *REALISTIC ACTION INCLUDES PASSING, KICKING, SLIDING, PUNCHING AND ADVANCED SKILL SHOTS*

THE 4-PLAYER HORIZONTAL KIT THAT PROVES THAT ADOLESCENT REPTILES AREN'T THE ONLY NINJAS IN TOWN.



TAITO

TAITO AMERICA CORPORATION
390 Holbrook Drive
Wheeling, IL 60090
Telephone (708) 520-9280
Fax (708) 520-1309

© 1991 TAITO AMERICA CORPORATION

The firm's latest is *Bozo Blast-Off*, a ball-throwing game for all ages. As with all good redemption pieces, gameplay is simplicity itself. You throw the ball, hit the blinking lights, score points and win tickets. That's it! Snappy circus music and synthesized character voice add to the fun. Don't forget the company's basketball game, *Quik Shot*, which comes in one- or two-hoop versions. Contact Design Plus at 800/541-1288.

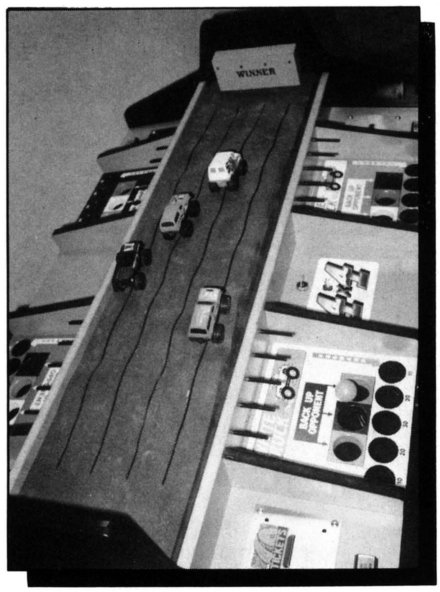


DOYLE'S 'DUMP THE UMP'

DOYLE & ASSOCIATES

Latest from Doyle is *Dump the Ump*, which harks back to the classic carnival ball-throwing, target knockover game. Targets are furry little critters with funny faces, arranged in three tiers. This ticket-vending game is quite tall, but requires little floor space. By the way, the kiddie version is called *Li'l Dump the Ump* and our columnist Frank Seninsky (a redemption operating expert) rates it one of the very finest redemption games for the small fry. Of course, Doyle has a famous line of top-quality basketballs, pitching cages and batting cages as well.

Company president Skip Doyle was a "carny" (carnival man) from way back, with years of priceless experience in midway-style games, when he started this redemption business. Wife Sondra is the company's savvy VP and son Jay oversees production. Contact Doyle & Associates in Sarasota, Fla. at 813/351-2835.



EXIDY'S '4 X 4'

EXIDY

Pete and Virginia Kauffman are the design and marketing team who produced hit video games of yesteryear like *Crossbow*. Today, their expertise and originality are directed to the redemption market where their latest winner is called *4 X 4* (pronounced "four by four"). It's a one- to four-player skill game in a compact cabinet which lets players advance small models of All Terrain Vehicles over a bumpy path. Players drop a series of ping pong balls into one of five holes; vehicle speed depends (in part) on player skill. There's also a certain amount of luck involved, since hitting one of the three additional holes can make the other players' vehicles go backward briefly. . . and they can do the same to you!

The Deltronics ticket dispenser is programmed for progressive reward levels: the more players are on the game, the higher the win rate. Arcade operators we know have enthusiastically endorsed this unique Exidy concept (how many other games offer four player stations at this unit's reasonable price?). Also, the famed Circus Circus casino in Las Vegas is featuring the game in their new state-of-the-art redemption center. Contact Exidy in Redwood City, Calif., at 415/364-5201.



GaMCO'S 'MUSIC MACHINE'

GaMCO

Former optometrist Ron Yaffe left the "eye game" a few years ago to concentrate on redemption games. With his medical knowledge of vision and hand-eye coordination, Ron has crafted some nifty cranes, rotaries and other amusement devices, all of which show a decidedly original streak. Ron's an innovator! Latest new idea from GaMCO: the *Music Machine*, a two-player "rotunda" merchandising machine which is designed specifically to vend audio cassette tapes to skillful players! Operators can charge 25 or 50¢ per play. The game is self-stocking; gravity replaces each tape which is won with a replacement tape on the playfield. Players must use real skill as they manipulate a joystick which can move the playfield both forward and backward. Various features are operator adjustable.

Don't forget GaMCO's clever *Action Lotto* ball-shooting game, which

Which of these prizes is worth 15 tickets?



With Acme's new redemption catalog you'll know.

Until now you had to hunt through an entire catalog to find items with the right cost for each ticket value. It meant bouncing back and forth calculating ticket value and merchandise cost. Life shouldn't have to be that difficult.

With our new redemption catalog you'll find merchandise arranged by ticket values.



You'll also find your cost for each ticket value will be consistent. No more hunting or calculating.

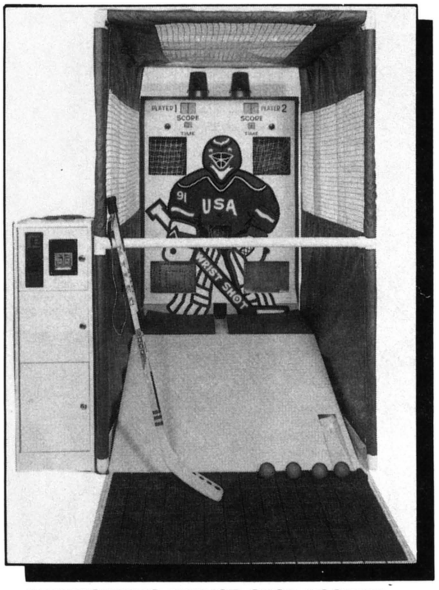
Plus, we've included a lot of new items and some of the current best-selling merchandise in this catalog.

Call Jack Kelly 800-325-7888, ext.422 and ask him to send you your copy.

Acme Premium Supply Corp.

4100 Forest Park • St. Louis, Missouri 63108-2899 • 314-531-8880 • 800-325-7888 • FAX 314-531-2106

is available in ticket, token and credit models. Also available are a poker ball game called *Hi-Five,* a variety of skill coin pushers and their trademark *Showcase Crane,* featuring a rotating playfield (players love it) and "half the moving parts of any other crane." Look for their new piece, *Boogiemen,* at the next AMOA show. Contact GaMCO in Sarasota, Fla. at 800/642-7263 (U.S.) or 813/366-1133 (Florida).



GRAYHOUND'S 'WRIST-SHOT HOCKEY'

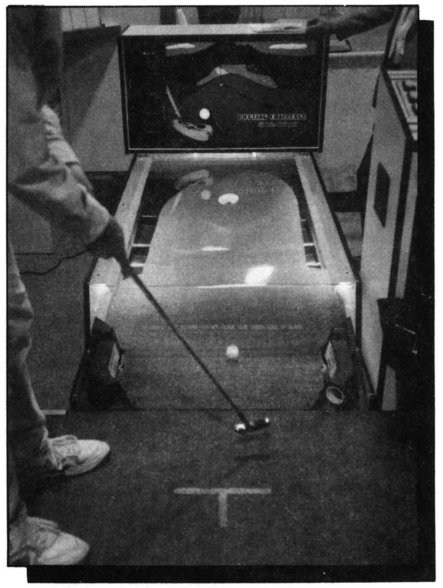
GRAYHOUND

Besides a wide range of cranes and basketball games, Grayhound Electronics now makes *Wrist-Shot Hockey,* a skill game combining street hockey and ice hockey. Players use an actual hockey stick to attempt scoring ("wristing") a ball into any of five holes (each with a different point value). A traveling light over each hole is an additional scoring feature; a "goalie" protects the net. One or two players may play; high score in 60 seconds determines the winner. Playing time and pricing are adjustable; sound effects and flashing lights add to player appeal. This game sure caused a lot of excitement at the recent ACME show, and it's easy to see why — it's fun! Contact Grayhound in Toms River, N.J. a 908/341-5200.

I.C.E.

Company prexy Ralph Coppola just can't say enough good things about his *Putting Challenge,* and some enlightened distributors (not to mention plenty of very happy operators) agree with him. This electromechanical mini-golf game lets one to four players use a real putter to hit a real golf ball on a changeable putting green playfield. As the playfield changes shape and contour, a total of 18 different greens are created!

Three different modes or games are offered: "Total Strokes" encourages players to go for the lowest number of strokes (and fastest playing time) on 18 different greens. "Hole in one" is played just like it sounds, while "Pick a Putt" lets you practice on any green(s) you choose. Player and hole are announced; sharp, crisp graphics also show hole number on the green flag. Factory setting charges $1 for a "credit" (nine balls), but operators can



I.C.E.'S 'PUTTING CHALLENGE'

adjust the cost of this "credit." One player on nine holes takes about three minutes, for earnings of $16 to $20 an hour when the game is in continual use.

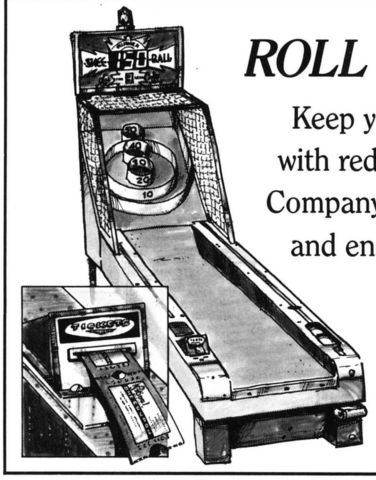
I.C.E. certainly lived up to its name — "Innovative Concepts in Entertainment" — with this one. Of course, they also make popular sports-themed classics like *Super Kixx* and *Super Chexx.* Contact I.C.E. in Buffalo, N.Y. at 716/833-0481.



IMAGINATION LEISURE'S 'SUPER BOWL'

IMAGINATION LEISURE

The *Super-Bowl* game is a big ball bowler made by a company with a great track record. Company prexy Dick Simon is a 20-year coin-op veteran; his firm is the successor to the famed U.S. Billiards. Players roll



ROLL WITH OUR ***TICKETS***

Keep your machines and your profits rolling with redemption tickets from National Ticket Company. Our tickets fit all skeeball machines and ensure jam-proof dispensing every time.

National TICKET CO.

Ticket Avenue P.O. Box 547 Shamokin, PA 17872-0547
Telephone: 717-648-6803 Toll free fax: 800-326-9320

a 4½" duckpin-type ball down a smooth, flat alley at the pins. Six different games are offered and the game keeps score for them on a 26" video monitor which is located above the pins. Operators can decide whether the game should vend tickets, and can also adjust the scoring levels required to trigger ticket rewards. Number of tickets vended is also adjustable. A bill validator is optional. Contact Imagination Leisure in Amityville, N.Y. at 516/842-4242.



KRAMER'S 'SKILL DOZER'

KRAMER MFG.

Kramer's claim to fame in redemption comes from the *Kramer Krane* and their *Skill Dozer II* rotary merchandiser. The latter allows the player to control a small model bulldozer on the playfield, using the dozer to manipulate the turntable into a position where the pusher knocks it into the prize chute. It's unique and it's fun. Contact the firm in Croydon, Pa. at 800/631-2126 or 201/367-7810.

LEPRECHAUN, INC.

Industry vet Bill Cravens has taken the "simple yet fun" redemption philosophy to heart with *Pot O' Gold*. The player guides a yellow golfball through a transparent plastic cylinder which is pockmarked with exit holes, like the barrel of a



LEPRECHAUN'S 'POT O GOLD'

machine gun. Idea is to angle the tube to give the ball some momentum, while turning the tube to make the ball avoid the holes and get as far along as possible before dropping out. Ticket vender is included.

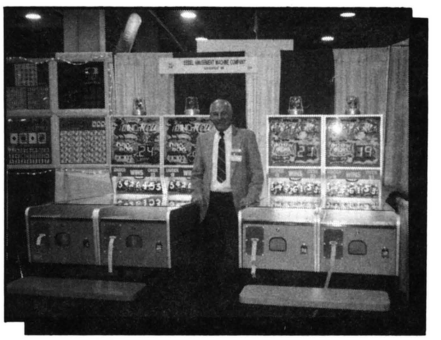
"Thanks to a few small adjustments and some other tweaks, the prototype shown on the ACME show floor just got better!" company prexy Cravens informed us. Bill also vowed that "Leprechaun will absolutely never sell a game that hasn't had positive earnings reports. *Pot O' Gold* is no exception. One of the reasons it took so long to get this unit to the street has been the testing period," he explained. "For the last five weeks, *Pot O' Gold* has finished in the top 15 in a 280-piece arcade." The game began shipping on June 15 and as Cravens says, "it was well worth the wait." Contact Leprechaun in Bellevue, Wash. at 206/454-4052.

MELTEC

Pure redemption in the form of midway-style "cannon" shooting games is Meltec's specialty. Games from the firm's John McEwan (a second-generation coin-op vet) and engineering great Roy Nishi occupy a proud place in nearly every complete redemption arcade we've visited — they're a must! Their newest is *Shoot Out*, which themes the basic concept around a Western saloon with non-stop pop-up targets. Classics include *Big Mouth*, featuring a grinning clown whose teeth make the targets, and *Knockdown*, offering cute critters on three shelves to shoot at. Contact Meltec in San Jose, Calif., at 408/923-4777 (in state) or 800/356-4777 (U.S.).



MELTEC'S 'SHOOTOUT'



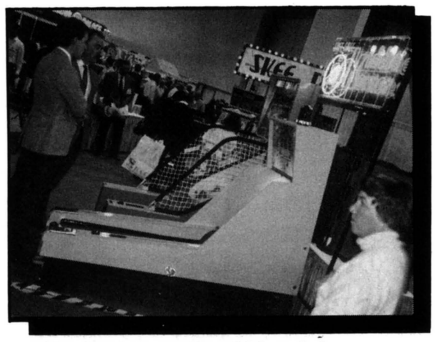
SEIDEL'S 'DINO-ROLL' & 'QUACKERZ'

SEIDEL AMUSEMENT MACHINE CO.

In his column this month, respected operator Frank Seninsky says Seidel's games are among the "cadillacs" of the industry. Ed and Phyllis Seidel specialize in themed rolldown pieces. Frank pointed out that Seidel games hold their value and command a very nice price on the resale market, too.

At last fall's IAAPA show, they displayed two models: *Dino-Roll*, whose backboard art features prehistoric monsters chasing a caveman; and *Quackers*, a lovably goofy game that says things like "Let's get quacking!" Both games were shown as banked for two players who shared a common seating bench; this bench was attached to the metal frame which holds the games. At-

tractive, functional, easy-to-understand games with all the bells and whistles . . . that's what you get from Seidel. Contact the firm in Albuquerque, N.M. at 505/298-6994.



SKEE-BALL'S 'SKEE-TOSS B.C.'

SKEE-BALL

The granddaddy of all redemption games (and the one most operators are advised to start with as they enter the redemption field) is *Skee-Ball.* This simple but addictive game invites players to roll a ball up a "ski alley" ramp so as to hit a concentric-rings target. The closer the ball lands to the middle ring, the higher the point score (and the more tickets awarded). Today's generation of this classic comes in various sizes to fit virtually any location, with many operator adjustment features. Latest variations includes the kiddie version which is marketed by Betson: *Skee Toss B.C.* lets kids toss (not roll) small rubber balls at the target grid. Naturally, all of Skee-Ball's current games are equipped with the bells and whistles (and lights) needed to generate player excitement.

Like many redemption manufacturers, Skee-Ball's upbeat prexy Joe Sladek said 1990 was a "grand slam, career-making year" for his market, and so far 1991 is looking pretty darned good, too. "We're still going very strong," Joe smiled. Contact Skee-Ball, Inc. at 215/362-0300.

SMART INDUSTRIES

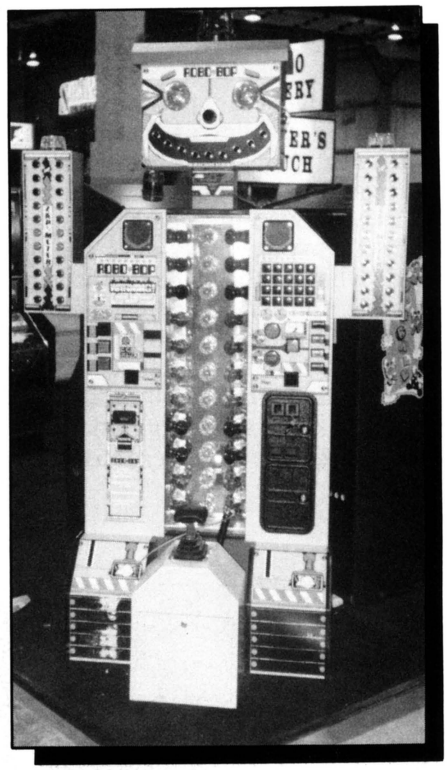
Company founder Gordon Smart just smiles when we ask him "How's the redemption business?" He's got good reasons to smile, and one of those reasons is called *Super Pro Quarterback.* The firm bills this item as "the first full-scale football passing game featuring a moving Lexan target." The player takes the



SMART'S 'PRO BLOCK-A-SHOT'

part of quarterback and must decide whether to pass for a field goal (stationery target worth three points) or throw the ball through a moving receiver target (worth six points). Speed of the moving target is player-selectable by choosing "high school," "college" or "pro" modes. Attract mode and gameplay both feature exciting voice audio. Photo-eye sensor scoring, solid steel frame, top net and ball retaining gate are included; optional are a $1/$5 bill acceptor with stacker and bubble winner light.

Also new from Smart is the *Pro Block-A-Shot,* an electromechanical basketball game in an upright cabinet. It features two-dimensional models of basketball players which are controlled by player input. One expert redemption operator termed this piece "an innovative update of a classic theme." Smart's new *Clean Sweep Double Half & Half* crane features both a regular claw and a jumbo claw in a two-player cabinet. For more information about these and a wide variety of other redemption products, contact Smart Industries in Des Moines, Iowa at 800/553-2442.



SMS' 'ROBO BOP'

SMS MFG.

Besides their line of video lottery games, SMS Mfg. also has a beautiful redemption piece called *Robo Bob,* a sci-fi themed "striker" with spectacular lighting. Player test their strength by hitting the target with a hammer, then watching the indicator rise up a vertical column. Decorative electric lights on the piece are dazzling, and additional lighting is used as a high-tech substitute for the bell that used to go flying when you hammered the old-time carnival strikers. SMS also make cranes. Contact SMS in Lakewood, N.J. at 800/221-0138.

STRATA

This video game maker is serious about redemption, from putting ticket dispensers on some products to designing new machines with redemption specifically in mind. Read more about them in this month's "Spotlight Special" found in this special section.

TAITO AMERICA

Famed for video mega-hits like *Double Dragon,* Taito America is going full-bore into the redemption market these days. One ticket-vending video novelty from this firm is

CRAZY CLOWN

by
Harry Levy

"FUN FOR EVERYONE!"

- **SKILL AMUSEMENT GAME**
- **ADJUSTABLE SCORING**
- **ADJUSTABLE ILLUMINATED ROTATING TIMER**
- **TICKET DISPENSER**
- **AUTHENTIC STEERING WHEEL ACTION**



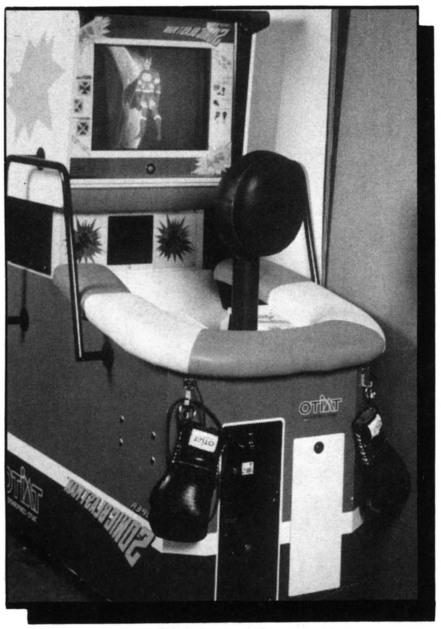
Width 27½"

Depth 44"
(Including Seat)

Height 78"

Imported Exclusively by:

COASTAL AMUSEMENT DISTRIBUTORS, INC.
• 601 Prospect St., Lakewood, N.J. 08701
• 908-905-6662 • Telex: 132168
• Fax: 908-363-6329



TAITO'S 'SONIC BLASTMAN'

called *Super Sonic Blastman* (or "SSB" for short). It features a pair of bright red boxing gloves attached to the cabinet. The player dons the gloves and hits a big red padded target which is positioned in front of the video screen, while the monitor displays graphics of a boxing opponent called "Sonic Blastman"! You get three punches per game; idea is to hit as hard as possible so as to weaken the opponent's resistance and "knock him out." Decreasing resistance levels are shown onscreen.

Also new from Taito's redemption designers are *Rock 'n' Mole,* an animal-whacker which can be played by more than one or two players. In fact, several can compete for the highest score while the game pumps out 1950s-style rock music. The moles take on a sci-fi flavor in *UFO Mogura,* which features moles jumping up and down in their holes and also a special mole target in a moving space ship (you get extra points for hitting him). UFO sounds and music add to the excitement. Contact Taito America in Wheeling, Ill. at 708/520-9280.

VARI-TECH

This innovative company offers an impressive array of quality redemption products, from the smallest to the largest, themed for kiddies, teens, adults and the whole family. Their latest games are aimed straight at the arcade and street operator . . . and they're all bulls-



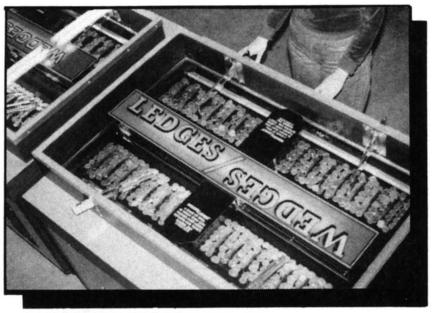
VARI-TECH'S 'B.C. BASH'

eyes. *B.C. Bash* is a two-player animal-whacker featuring a prehistoric theme and tall, lighted backboard. Light-up plastic rings indicate which monkeys you're supposed to "whack" with the big, soft hammer. Digital sounds, verbal instructions and music add to the fun. As you whack the animals, two cavemen on the backboard ascend to rescue a pretty cavewoman; when they reach the top, the volcano drawing "erupts" via backboard lighting and sound.

Three cute one-player reaction-testers are offered in lowboy-type cabinets. *Treasure Hunt* features a treasure chest style cabinet and a pirate theme. *Space Shapes* sports UFO artwork, while *BeeWare* is themed around bees at a picnic. Graphics on all three games are bright, simple cartoons which certainly are eye-catching; the artwork adds a very appealing dimension to the games. Contact Vari-Tech in Grandville, Mich. at 800/245-2737.

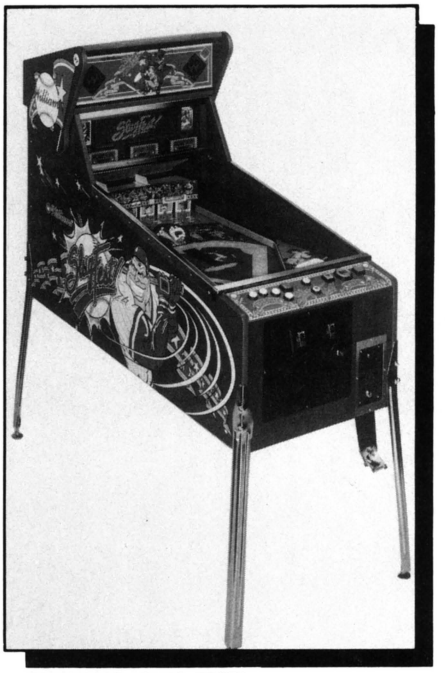
WEDGES/LEDGES

One of the first American-made coin pushers, *Wedges/Ledges* is a handsome redemption unit from the company of the same name. Distinctively, it has been endorsed by a former FBI official as a true game of skill. The game's hypnotic playfield action draws players to it; then classic gameplay does the rest. Industry



'WEDGES/LEDGES'

vet Steve Shoemaker perfected this one. Contact the company in Redondo Beach, Calif. at 213/374-9982.



WILLIAMS 'SLUG FEST'

WILLIAMS

This Chicago-based game factory has a winner with their latest novelty game, *Slugfest,* a one- or two-player (simultaneous) baseball game which includes an interactive pitching feature, a batting sequence (characters rotate by name in the batter's box) and your choice of ticket vend or real Topps brand baseball cards! The game is a realistic baseball game complete with umpires calling safe and out, runners stealing a base, basemen tagging the runners "out" and a heckler who jeers at the players. *Slugfest* is a classic baseball game updated with computer versatility and is a perfect piece for bars, arcades and fun centers. For more information, contact Williams in Chicago, Ill. at 312/267-2240.

RePlay's 1991 Redemption SPECIAL

BETSON ENTERPRISES

a decade of experience makes this New Jersey firm a redemption leader; track record demonstrates committment to operator earnings & education

One of the nation's powerhouse distribution companies is also one of the trade's powerhouse redemption manufacturers. Betson Enterprises is recognized as a leading redemption manufacturer. (They're also on the cutting edge of video technology with their ICAT big-screen laserdisc system.) John Margold, director of sales & marketing for Betson's redemption division, penned this quick sketch of the company's redemption activities.

by JOHN MARGOLD



What can I tell you that you don't already know? Betson Enterprises has been involved in redemption for nearly 10 years as an importer and manufacturer. Our timing has been fortuitous — when redemption became the rage in the late 1980s/ early 1990s, Betson had the experience and was in a position to capitalize on the "boom."

We had tried to ally ourselves with companies with solid reputations for quality products and games with tremendous player appeal. Two good examples are Elaut, the company that developed the original Belgium crane, and Crompton, the English manufacturers of coin pushers since 1963. Over the years these companies have provided Betson with excellent products. Thousands of *Big Choice* cranes are on location earning money, and the Crompton product is built so well that hundreds of 18-year-old *Splash Downs* continue to capture quarter after quarter!

Betson has brought many other pieces to the redemption market. Factories must look at dozens of ideas and pursue several games for each "winner" that eventually gets brought to market. Perhaps it has been luck, or maybe experience, but Betson has had more than its share of solid redemption hits. *Skill-O-Bingo* and *Lotto Fun* are still in demand on the used market. Most recently, *Reel Poker* (an English import) and *Skee-Toss, B.C.* (developed internally by Betson and built for them by the Skee-Ball Co.) have been hits for Betson.

The unprecedented success of *Mad Dog McCree* (not a redemption game, but too good to pass up) has taken some of the emphasis of Betson's R&D away from redemption. However, the company continues to look at redemption as an important part of Betson's future. We believe that the wave has not yet peaked. We want to ride the wave and currently have two new redemption games under development at this moment. The firm has hopes that both will be unveiled at the AMOA show in September.

As Betson's director of sales and marketing for the redemption products, I have had the good fortune to be invited to give many seminars on redemption during the past two years. Many distributors of Betson's products have asked us to meet with key accounts, planning to make the commitment to redemption. Betson welcomes all of these opportunities. If we can help an operator or owner of an amusement center improve his redemption center, everyone wins.

If the operator understands how to percentage the equipment to give the player a fair return, and how to display the merchandise in the most appealing manner, business is bound to increase. A healthy amusement center can afford to purchase more equipment from the distributor. In turn, that distributor can support the factory. That is why Betson has been so pleased with the interest in our redemption seminars. When the redemption center improves its operation and increases its revenue, we all benefit.

I am lucky to be joined in my enthusiasm by a dedicated and knowledgeable crew at Betson. Bill Treger divides his time between redemption sales and video lottery. Neal Bosenberg, director of operations, is actively involved in redemption (and Neal has the difficult job of coordinating all the trade show exhibits for Betson). Bill Seibert, head of technical services, oversees the shops, works on new projects and coordinates Betson's efforts with the factories involved in supplying Betson with product (e.g. Crompton, ICAT).

The entire effort is overseen by

NEW

HAPP

"OVER/ UNDER $ DOLLAR DOOR"



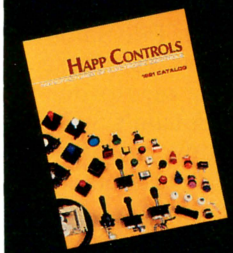
$1
$5
$10
$20
plus coins

WILL INCREASE YOUR INCOME AND PROFITS

Has these unique and exclusive features:

- $ Fits industry standard mounting dimensions
- $ Capacity—Over 1000 bills, plus coins.
- $ All money is secure in lower metal cash vault
- $ Custom harness, or meter also available.
- $ Door with Mars VFM-2 ($1 & $5) . . . . . Item No. 40-0356-00
- $ Door with Mars VFM-4 ($1, $5, $10 & $20) . . . . . Item No. 40-0357-00
- $ Door without validator . . . . . .Item No. 40-0355

CALL FOR FREE CATALOG



O.E.M. Inquires invited

Write or call for literature and prices!

HAPP CONTROLS, inc.

106 Garlisch • Elk Grove, Illinois 60007
Phone: 708-593-6130; FAX: 708-593-6137



Just two of the many redemption games available from Betson Enterprises, *Skee-Toss B.C.* and *Variety.*



H. Betti Industries Corporate VP Robert Betti. Robert has the difficult task of deciding whether or not a project gets the green light. This is sometimes hard, since after R&D, testing and tweaking, some games don't look as though they will develop enough market share in this highly competitive business.

Fortunately, Robert has given the "go-ahead" to games like *Skee-Toss, B.C., Klondike* and *Rock n' Roll,* and every operator who has one of these highly successful games is certainly pleased that Betson brought them to market. In the future — judging from some of the project in various stages of development at Betson — it's our hope that we will continue to make operators happy in the months and years to come.

The First Choice for Generations of Players!

Skee-Ball is the rock-solid, popular redemption alley game that's been around since 1909. Generations of players, young and old, have grown up with Skee-Ball. And it's still paying off for operators who know its magnetic appeal. Available in a variety of models and options.

Skee-Ball fills all the bases for you with fun games for all ages.



Enjoyment For the Entire Family



Skee-Toss BC is the new scaled down version of Skee-Ball, designed especially for kiddies (age 7 and under). It features a colorful, easy-to-play format; three, six, or nine ball play cycle; ticket dispenser; reliable operation; profitable redemption payoffs; and a quick, satisfying ROI.

The Game • Quality features of Skee-Ball • Easy-to-play format for kids • Reliable, long lived operation • Colorful "BC Beasties" format • Built-in ticket dispenser.

The Payoff • Low level entry investment • Quick, satisfying return • Profitable redemption feature • Designed for the "kiddie" market • Widens profit horizons.

SKEE-BALL

The Game They Keep Coming Back To

121 Liberty Lane, Chalfont, PA 18914 • Phone (215) 997-8900 FAX (215) 997-8982

FUSS-FREE REDEMPTION

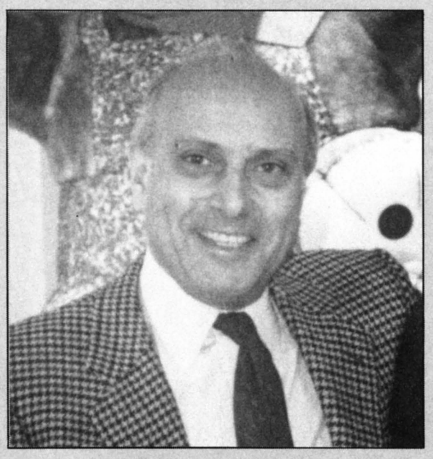
the ticket to redemption premiums without problems

Family fun centers can be no fun at all for owners who are constantly forced to stop and break down the unit price of each premium they buy, then compute redemption values before they put an item on the shelf. But now, Dan Brechner and Company, a redemption merchandise manufacturer and distributor, has developed a system of pricing that solves the redemption center owner's greatest problem: figuring equivalent values for premiums.

Every Brechner catalog now features a ticket value displayed right alongside merchandise prices. The ticket value, based upon a penny-per-ticket cost ratio, virtually eliminates the need for center owners to calculate cost per item and ticket equivalents.

Reorders are equally as easy. Before replacing a 3-ticket article, for example, with a comparably valued one, owners must calculate the cost per item of all replacement merchandise in a catalog until they find a 3-ticket match. "Now it's absolutely impossible to make a mistake," stated Milton Brechner. "The ticket values are prominently printed right next to the merchandise photos in our catalogs, and all our advertising. There's no more need to figure out comparable values. It's all been done for you.

"We are responding directly to the needs of the redemption center owner," he continued. "Their stock space is limited, so reorders have to be frequent — sometimes eight times a month. Our ticket value pricing means merchandise can be ordered instantly, just by matching values."



MILTON BRECHNER

And indeed, Dan Brechner and Company catalogs and ads are designed to be guides for users. Merchandise can be replenished instantly, simply by finding the section in the catalog with comparably-priced items.

Another way the company strives to meet the needs of the center owner is by breaking cases and offering merchandise in smaller quantities, geared to the very limited stock and shelf space of redemption centers. Prices, even for these smaller lots, are still the best in the industry, says Brechner, and the company pledges to keep prices constant, even further simplifying the owner's merchandising process.

To order a copy of the new ticket-value catalog, call Dan Brechner and Company toll-free, at 800/645-8142 Ext. R9. It could be your ticket to redemption premiums without problems.

Call for Nominations!

...For the AMOA Board of Directors

It's your chance to become involved and play a leadership role in the industry's leading trade organization representing some 1,500 owners/operators, distributors and manufacturers in the coin-operated amusement, music & vending industry!

Criteria:

- Be an operator or distributor member of AMOA
- Be endorsed in writing by five (5) other AMOA members
- Your name must be submitted to AMOA's nominating committee **by August 9, 1991**
- Three-year term; ten (10) new directors to be named at AMOA Expo '91, September 12-14 in Las Vegas

Get Involved!

Be a Leader in Your State...and at the National Level!

Applications and/or more information can be obtained by contacting AMOA headquarters:



Amusement & Music Operators Association

401 N. Michigan Avenue
Chicago, IL 60611
312/245-1021
FAX: 312/321-6869



We're Really Cooking

You'll find the hottest and most tantalizing product this summer right in your own back yard at P.M.I. Toys & Novelties.

We've used the best recipe for maximizing your profits. We design and produce our own line of high quality plush and ship it directly to you, allowing us to offer you the lowest price in the marketplace. Our fast service will make it seem as if we're just outside your door.

Don't get burned this summer, call P.M.I. for all your plush and novelty needs. Also check out our sizzling selection of items for trade-ups, build-ups and redemption.

Call now for our latest catalog and newest available product:

1-800-562-5266

VISA

MasterCard

P.M.I. Toys & Novelties

INTERNATIONAL

FAX (512) 824-6565

4310 Tejasco, San Antonio, TX 78218

ATENCION CLIENTES MEXICANOS: Ahora puede usted ahorrar comprando directo en San Antonio sus monitos de peluche. Hablamos Español y aceptamos tarjetas de crédito. Llamar a 512-829-4666

RePlay's 1991 Redemption SPECIAL

FRANK TALK



by Frank "the Crank" Seninsky

Double Your Redemption Revenues with a Few Tricks of the Trade

My philosophy on redemption is: if you have space (and the local laws permit redemption), you can take any arcade, cut the number of video games in half, replace them with redemption games, and double your gross.

We do even more with redemption in New Jersey, often tripling the gross of a "typical video arcade." In fact, because of the very liberal redemption laws here in the Garden State, our arcade revenue is made up of 75% redemption games and 25% video. But for much of the country it's a reasonable goal to make your income at least 50% from redemption, and 50% from video. Depending on what region you operate in, redemption could create as much as two-thirds of your arcade's gross income.

The reason for all this extra income is simple. As all the redemption factories keep saying, redemption really does expand your customer base. Your arcade is no longer just a teenagers' hangout; it's a family center which attracts kids, mom, dad, grandma, grandpa, etc. The second reason for the increased income is that redemption builds repeat business.

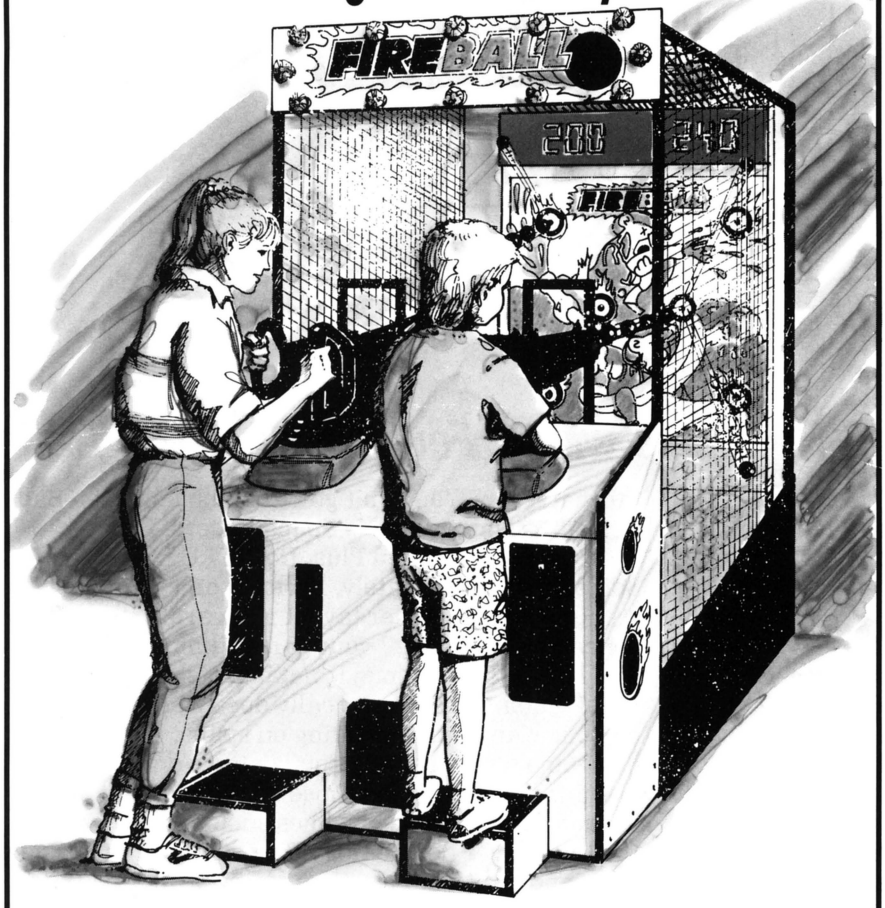
The merchandise you offer is very important, of course, but I also put a high priority on the types of games and how they are arranged and programmed. I buy only "cadillac" equipment — games that will be worth as much tomorrow, as they are today. What companies make games that deserve to be in this category? You can't go wrong buying Skee-Ball, Betson, Crompton, Bob's Space Racers, Coastal, Coin Concepts, Design Plus, Doyle, I.C.E., Meltec, Seidel, Smart, and lately, Bromley and Data East.

Redemption center layout is an art in itself. The concept of "banking" your games (lining up many units of the same game) is not just a sales ploy by redemption factories; it really does work to increase customer appeal. Depending on space, if I were designing a new redemption center, I'd bank six, eight or ten *Skee-Balls*. Close by, I'd map out a section for kiddie-sized games such as *Skee-Toss*, the two-player double *Bozo Basketball*, (from Design Plus) and *Li'l Dump the Ump* (from Doyle). I'd be sure to install three to six SMS *Pop-A-Balls*, a Data East *Wacky Gator*, and if you have the space, *Putting Challenge* from I.C.E. Naturally, if space allows you'll also want rolldown games from Seidel, some Crompton coin pushers, cranes and rotaries, and don't forget Meltec and Bob's Space Racer games.

Your employee mix is crucial in a redemption center. You must carefully plan how many people to hire, and how much to pay them. Yes, overhead increases when you have redemption. A person behind the counter is always necessary. Attendants out on the floor are needed to help with empty or jammed ticket and token dispensers, game malfunctions, and to give change and help customers. These personnel should be available at all times, not just

SUMMER JUST GOT HOTTER!

Introducing FIREBALL by Alter.



Just when you thought things were cooling off, Alter turns up the heat with Fireball.

The excitement of firing a roaring stream of balls and the challenge of redemptive play captivate players. And you know what constant activity does for your profits!

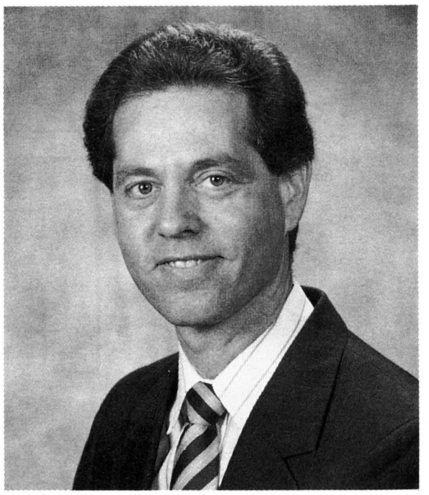
Call today for details, and let Alter heat up your summer.

ALTER ENTERPRISES

(201) 616-1111

FAX (201) 616-1415

Westpark Business Center ■ 210 West Parkway ■ Pompton Plains, NJ 07444



FRANK SENINSKY

at peak hours, so prepare for a minimum of two employees at all times in the smallest redemption arcades. As square footage increases, you must increase the staff accordingly. A 3,000-sq.-ft. busy arcade may need four people at all times.

As for the prize display counter, show off redemption merchandise in glass cases . . . but be sure there's a lock on the employees' side so nobody can walk off with your prizes. Be sure to keep an up-to-date inventory of prizes, as well as keeping redeemed tickets in a locked box (tickets should be marked with magic marker as you throw them in the box or shredded). Treat tickets and tokens as if they were cash . . . because they are!

Assigning values to tickets and tokens is a key decision in redemption operation. The simplest system is to assign each ticket one point, which is worth one penny toward redeeming a prize, then give out many, many tickets. But this is expensive, because each ticket costs the operator real money . . . and it goes overboard because it's a pain for your staff to handle reams and reams of tickets. You also have to reload tickets into the machines more often. You also limit yourself to giving out either four tickets per play equaling 16% payout, five tickets — 20%, six tickets — 24%, seven tickets — 28% or eight tickets — 32% (See accompanying chart for why I don't like this system).

If you're running a big arcade, think about combining tokens and tickets or having different value



Brechner's Got The Ticket To Instant Redemption Ordering

Here's the newest idea yet, from the industry's oldest company – 75 years young! Now everything we sell has a price plus an individual ticket value. So for the first time, you can actually order redemption merchandise instantly. And re-order without calculators or computations! The scoop on our coupon?

Simple! Each ticket value is equivalent to a penny, your cost. Choose the item with the value you need – and you'll also know its unit price. Another Brechner breakthrough: smaller lots to accommodate your space restrictions. Get your copy of the industry's most prized catalog today, for ordering in an instant. That's the ticket!



No. 252-90 Assorted circus stickers in display box.
Min. 1 gross

4.32 Gr.
3 Tickets



No. 352-9 Assorted memo pads in display box.
Min. 6 dozen

1.08 Dz.
9 Tickets



No. 352-6 Assorted glider planes in display box.
Min. 4 dozen

1.32 Dz.
11 Tickets



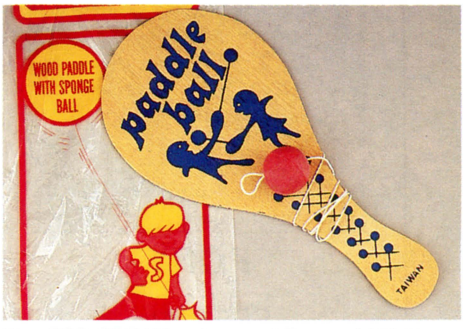
No. 924-38 Scented pencils in cylinder.
Min. 12 dozen

2.04 Dz.
17 Tickets



No. 452-250 Whoopie cushions in display box.
Min. 2 dozen

3.60 Dz.
30 Tickets



No. 552-329 Wooden paddle balls in display box.
Min. 3 dozen

4.20 Dz.
35 Tickets



No. 751-3 Neon jump ropes in display box.
Min. 2 dozen

7.20 Dz.
60 Tickets



No. 928-9 Flip-up glasses in display box.
Min. 1 dozen

9.60 Dz.
80 Tickets



No. 920-1 Assorted velcro wallets in display box.
Min. 2 dozen

15.00 Dz.
125 Tickets

YOUR TICKET TO REDEMPTIONS WITHOUT HEADACHES

CALL TOLL FREE 800-645-8142 EXT. R9

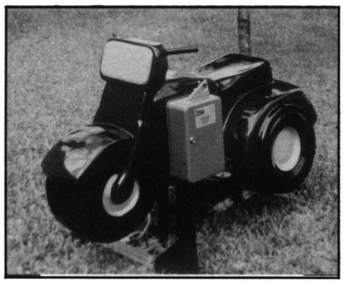
DB DAN BRECHNER & COMPANY, INC. • 31 STEWART ST. • FLORAL PARK, NY 11001 • (516) 437-8400

Kiddie Rides
&
MORE, INC.

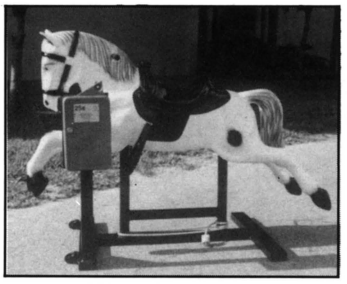
made in Florida!



NINJA CYCLE



TRI MOTO



PONY

SPECIAL:
$1,495 each!

Also—
- Parts • Sound Systems
- Coin Box Protectors
- Timer Assemblies
- Reduction Gears, etc.

TOLL FREE:
1-800-676-0231

KIDDIE RIDES & MORE
8024 W. 21 Court
Hialeah, FL 33016
(305) 557-8356
DAVID VEGA

USING A 4 TO 1 MARKUP* WHERE ONE POINT IS WORTH 25 CENTS

GAME	TICKETS	TOKENS	POINT VALUE	AVG. PAYOUT POINTS	PAYOUT %
Skee-Ball	X		3	15	15
Coin Pusher		X	25	27.5	27.5
Pop-A-Ball	X		5	25	25
Pokerino	X		10	30	30
Wacky Gator	X		3	12	12
Basketball	X		3	15	15
Bozo Basketball	X		3	12	12
Li'l Dump the Ump	X		3	15	15
Skill-O-Bingo		X	5	30	30
Meltec Big Mouth	X		3	15	15
Rock'n Bowl	X		5	5	25
Reel Poker	X		5	30	30
Draw Poker	X		5	30	30

** An item you buy for $1.00 would be put out on display for 400 points.*

This system of multiple ticket values (3,5,10) and multiple token values (25,5) gives the redemption games a sense of balance. The customer (usually an adult looking out for himself and his children) perceives equal value when his redemption value and entertainment value are considered. Winning a 25 point token in 7 seconds on a coin pusher is equivalent to winning four three point tickets playing Wacky Gator *or* Skee-Ball *for 30 seconds. An adult sitting on a stool playing* Pokerino, Reel Poker, *or* Draw Poker, *wants to take their time and feel they are getting the most for their quarter, hence the highest payout in the arcade, 30%. With* Skill-O-Bingo *we find that raising the "hit frequency" and awarding more wins of 5 point tokens, makes the customer feel he is winning more, yet the total payout percentage remains at 30%. This method, using a 4 or 5 to 1 markup, provides the most flexibility in balancing out each game.*

tickets (colors) and marking up at least 4 to 1. Some locations refuse to use tokens — they feel they're losing a bit of control — but they're also giving up additional gross income. Going to both has three advantages: first, customers like to hear tokens spilling out and crashing around. Second, tokens are cheaper than tickets! Third, you have the flexibility to set equivalent "win ratios" or payout percentages on each game.

I'd rather give out a 25-point token for every quarter inserted in a pusher, instead of seven tickets which are worth a penny apiece. Here's a chance to eliminate paper and replace it with currency, just like we're asking Congress to do with the dollar coin. . . it's more efficient and cheaper for operators. So why do so many dollar coin supporters resist using tokens for redemption? The logic of both is the same!

A varied scale of ticket values saves time, effort and money. It also gives you the most flexibility in running each machine to its greatest advantage. Please refer to the accompanying chart to see some suggestions for getting the maximum revenues from your redemption machines. Proper handling of this issue, as well as the "win ratio" (how many points are dispensed per

play), is crucial to the success of a redemption center. Otherwise, if one category of game is paying off more tickets or tokens for a lesser investment of time and money, all the players will be busy there. If you want everyone to play all of your games equally, you have to adjust the mix of ticket award levels and entertainment value (playing time) for each game, so as to achieve a balance. To tell the truth, this 3-D mathematical feat is one of the toughest jobs of an amusement game operator!

For the future, I expect redemption to keep growing. People keep coming back for the entertainment value, for the competition and for the pleasure of enjoying something together as a family. For operators, redemption is a great investment because once you buy these "cadillacs," they last for many, many years if you take proper care of them. As I see it, the more professional operators that get into redemption, the healthier our industry will be and the better image it will portray.

ONE POINT TICKETS WORTH ONE PENNY EACH

GAME	AVG. PAYOUT TICKETS	PAYOUT %
Skee-Ball	4	16
Coin Pusher	7*	28
Pop-A-Ball	7	28
Pokerino	7	28
Wacky Gator	5	20
Basketball	5	20
Bozo Basketball	4	16
Dump the Ump	5	20
Skill-O-Bingo	8	32
Meltec Big Mouth	4	16
Rock'n Bowl	7	28
Reel Poker	7	28
Draw Poker	8	32

** Deltronics ticket dispensers only award 1,2,3 or 4 tickets/coin over. So to give seven tickets you would need a modification or another type of ticket dispenser. You may have to award only 4 tickets.*

With this simple method of using only one ticket value of a penny a point, it is very difficult for your customers to perceive that they are getting an equal value (prize value plus entertainment value) for their quarter on each game. A coin pusher takes about seven seconds to play, a Reel Poker *takes 10 seconds,* Pokerino *takes 30, and yet they each must payout seven tickets per play average (the pusher is unique because everyone thinks they could knock dozens of coins off the shelf on the next try). I don't recommend using a system like this if you have a variety of redemption games. It only works for small arcades.*

HOT NEW **SUMMER FUN KITS** *NOW SHIPPING:*

BONITA MARIE INT'L & THEIR ARMS DIVISION

YOUR FULL-LINE SUPPLIER FOR ALL OF YOUR

REDEMPTION, CRANE AND ROTARY NEEDS . . .

Call **TOLL-FREE** *for the* **HOTTEST NEW ITEMS** *ranging from* **2¢** *to* **$100!**

- ★ Jewelry
- ★ Watches
- ★ Electronics
- ★ Appliances
- ★ Name Brands
- ★ Novelties
- ★ Assorted Slum
- ★ Black and Decker
- ★ G.E. Electronics
- ★ Redemption Tools
- ★ Counting Scales
- ★ Ticket Shredders
- ★ The latest & hottest in new merchandise!
- ★ Money Tracking System
- ★ Redemption Management Software
- ★ ***CALL US NOW!***

BONITA MARIE INTERNATIONAL INC.

1540 Route 37 West, Suite 2 • Toms River, New Jersey 08755

1-800-272-6375

LOCAL: (908) 349-1994 FAX: 908-341-4056



The Strata folks — back row, left to right are Tim Skelly, Dave Thiel, Elaine Ditton, Scott Morrison, John Cassiday and Steve Jaskowiak. Around the game are Mike Hanson (with tennis racket), Richard Ditton (with bowling pin) and duffer Larry Hodgson.

SPOTLIGHT SPECIAL

STRATA GROUP

is "redemption video" a contradiction in terms? Strata says no . . . and they'll make you a believer

Redemption manufacturers are constantly setting themselves up in opposition to video game manufacturers — as in, "If your video earnings are off, maybe you should try redemption." The idea seems to be that you have one category (redemption); and you have a totally separate, competing category (video) . . . and never the twain shall meet.

Sometimes, this either/or attitude is easy to understand. In the past, certain video factories have loudly announced the debut of "redemption video games," then provided fairly standard videos with ticket dispensers stuck on them. Unlike "real" redemption pieces, these games didn't last long.

But it doesn't have to be that way. Video and redemption can make a happy and profitable "marriage" indeed . . . and one proof comes from a plucky little Chicago-area company called Strata Group (the coin-op marketing arm for Incredible Technologies). For the past year or more, Strata has offered one title after another that deserves to be called a true "redemption video game." Units like *Hot Shots, Arlington Horse Racing, Strata Bowling* and *Peggle* not only vend tickets; they also feature the kind of simple, fast, fun gameplay (often sports-themed) which is the hallmark of redemption. This month, with the introduction of a classy 15-second amusement game called *PokerDice,* Strata may have raised the art of making "redemption video games" to a new level.

Strata entered this unusual niche for a good reason: they make a point of listening to what their customers tell them. "The market for the 'typical' amusement video game isn't as strong as it once was," explained Strata president Elaine Ditton. "Operators are buying one or two of the top hits, but beyond that they're looking for other ways to make money." Company VP Richard Ditton agreed: "There's a big demand for ticket-vending games, and we're trying to give operators what they want."



Strata Group programmer Jane Zeto with the firm's *Peggle* video game. It's a one-player kit that can be set up to vend tickets or simply score play. The game is fun for all, but seems to really attract women and kids.

WOMEN & KIDS LIKE 'PEGGLE'

Peggle debuted at the ACME show and just began shipping in June. It's a one-player kit featuring three cute characters and a unique "radio knob" player control device. Gameplay is simple, addictive and fun: one or more characters fall gently from the top of the screen, through a spinning, circular minefield of "pegs." Idea is for the character to bounce off as many pegs as possible, before dropping out of the spinning field into a moving railroad train at the bottom of the screen. Depending on which railroad car the character falls into, he or she can bounce back into the playfield or get "slimed" by green goo. Music and vocals have a childlike appeal, as do the cartoon-like graphics.

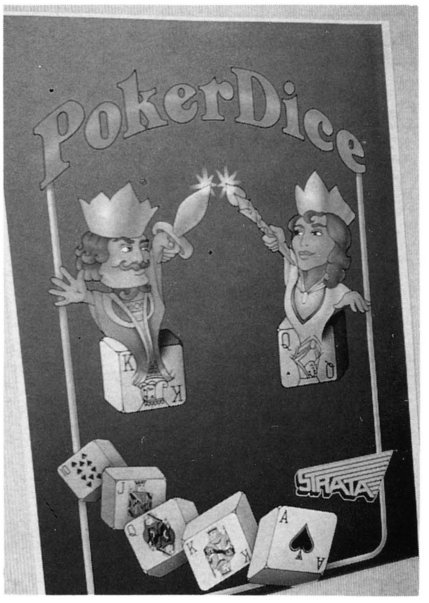
Operators can set the game to play in two different ways. "Redemption" gameplay makes for a fast, 15-second game in which players control only the railroad cars;



naturally, it vends tickets. The "scoring" version allows operators to control the direction and speed of the rotating field of pegs; skillful players can keep the Peggle characters bouncing happily around until all the pegs are "popped," then repeat the cycle through increasingly faster-moving fields which may also offer different types of targets and bonuses.

Company execs said this game isn't just another flash in the "redemption video" pan. "We expect *Peggle* to do better six months from now than today," said the folks at Strata. "It's a dramatically new type of gameplay and as people learn it, they get hooked." By the way, *Peggle* seems slanted towards women and younger kids, and location tests have clearly established its appeal to that market. Perhaps part of the reason is because a vidgame company finally got wise and hired a woman (in this case, Jane Zeto) as a game programmer!

Above, the Incredible Technologies/Strata Group headquarters in Arlington Heights, Ill. Below is the side-cabinet artwork for their new *PokerDice* video game. It's available in kit and upright versions and also vends tickets.



GROWN-UPS ENJOY 'POKERDICE'

Looking toward the other end of the demographic spectrum, Strata's new *PokerDice* is definitely grown up in its appeal. Shipping in mid-July, this kit or dedicated piece again offers a fast, 15-second game (suitable for redemption) and it vends tickets. Gameplay is very straightforward: you wager credits on your hand of cards, which you build by rolling animated dice. (Game designer Dave Theil says he saw this game being played in an old Cary Grant movie called *Mr. Lucky.)* Players begin with two dice already stopped, showing two "cards" (ace, king, whatever). The other three dice are slowly tumbling in place, and players stop them (hopefully showing a favorable card) by aiming a realistically-rendered video cueball. Catchy but unobtrusive musical tunes are generated as the player continues to play more hands.

Artwork (on the screen and the cabinet) is quite attractive and the concept is a clear winner. The game has been testing well at the suburban arcade of Galaxy Lanes, a top redemption location which features other card-themed amusement video pieces from various redemption leaders.

Strata is a "young" company (the median age has got to be under 40). They're full of enthusiasm and love of their work, which may explain why people still think of them as "new kids on the block." Fact is, most of the company's personnel have been active in the vidgame industry for well over a decade, and Incredible Technologies itself has been making hit arcade and consumer games for six years (many of their titles were marketed under license by other firms). If the company has hit its stride with redemption videos, we'll probably be hearing about them for quite a while yet to come.

For dealer referral or more information, contact VP of Sales John Cassiday at Strata in Arlington Heights, Ill. The phone is 708/437-2473.



POP-A-SHOT®

★ THE PROVEN WINNER ★

★ THE ORIGINAL COIN-OP *"Beat-The-Clock"* BASKETBALL GAME.
★ STEEL CONSTRUCTION, SOLID-STATE ELECTRONICS.
★ WE ARE THE ***WINNERS.***

IT'S EXCITING IT'S ADDICTIVE IT'S PROFITABLE

POP-A-SHOT, INC.
P.O. Box 1073 • Salina, KS 67401 • 1-913-827-6229
FAX: 913-827-6336

SHARP IMAGE

monitor makers busier than ever in big new headquarters; sister firm Preferred Plush offers redemption merchandise

Monitors and merchandise — two vital components for today's coin machine operator! The one keeps your video kits clean and bright; the other keeps your redemption games earning. Sharp Image and Preferred Plush, two separate companies under one roof, are loaded with both. The twin firms moved into a new 17,000-sq.-ft. facility on March 1. It was Sharp's third move to larger quarters in just five years. These days, business at both firms is brisk.

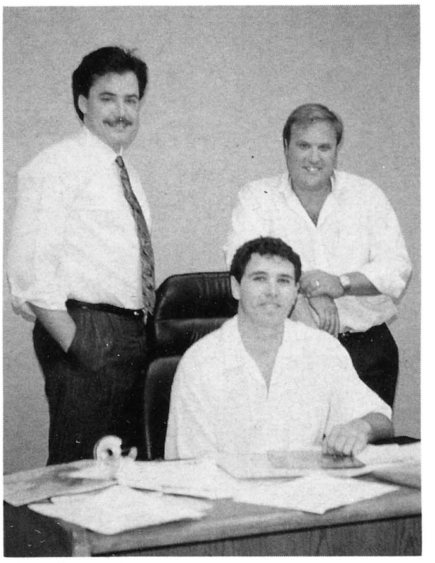
"We needed the additional space," said Sharp Image prexy Chris Anderson. "We started this company in 1986 with the conviction that we could supply a quality product, better than that in the existing market, yet beat the competition's price. We've succeeded," Anderson declared, "and the proof is that we've grown consistently and are now one of the industry's best-known monitor companies."

THE MONITOR BIZ

Sharp builds its own line of full-color monitors for the U.S. and Mexican markets, right in their Chatsworth, Calif. plant (this makes for fast service and convenient parts supply, notes the company). All monitors are 100% UL-approved, a distinction Sharp says it shares with just two other coin-op monitor makers. Furthermore, all Sharp monitors are compatible with FCC regulations. Front controls are standard, not a costly option. Sizes are 9", 13", 19", 20", 25" and 27". The 25" monitor debuted at this year's ACME and has been a clear hit with the trade, said Chris.

Except for an imported chasis and a couple of electrical components, the major elements of all Sharp monitors (such as picture tubes, etc.) are American-made. Half their business is supplying the OEM (original equipment manufacturer) market, while 30% of their production goes to Mexico, making Sharp one of the leading monitor exporters to the coin-op trade in that nation. The remaining 20% of Sharp's production goes to U.S. distributors, who sell them to operators for use in kits, etc. Starting recently, Sharp is also pursuing business in "other industries" (the exact nature of which, they prefer not to disclose to the competition).

Sharp Image offers a one-year warranty on all parts. "That's an industry exclusive!" stated VP Fabian Espinosa. Agreed Chris Anderson: "We offer advance exchanges to speed up repair and reduce games' downtime. No one has ever dared to match our one-year warranty, because it means you're assuming a major responsibility if anything goes wrong. I think that demonstrates how strongly we believe in our product!"

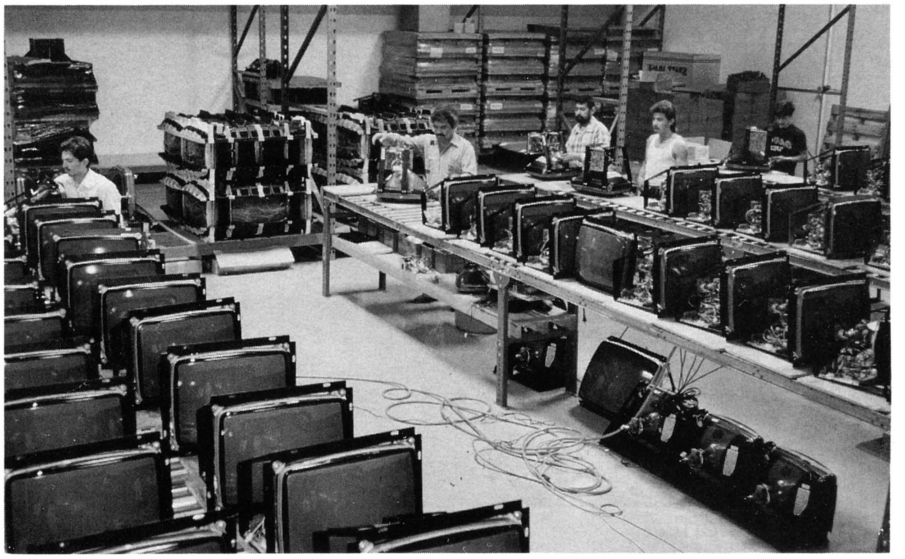


The leadership team at Sharp Image: prexy Chris Anderson (left); National Sales Mgr. Ron Clapper (right); VP Fabian Espinosa (seated).

Beyond their standard line of monitors, Sharp also does special modifications and applications for custom orders, etc. A high level of quality control is one of Sharp's proudest boasts. "We can do all of this because, as with our assembly operations, all testing is local," explained Chris Anderson.

REDEMPTION MERCHANDISE

Starting last fall, experienced redemption pro Ron Clapper joined Sharp Image as national sales manager. He also teamed up as a partner with Chris Anderson to form a new, separate company called Pre-



Monitors on the assembly line! Sharp makes a wide variety of color monitors using chiefly U.S.-made parts . . . including the picture tubes. The firm recently moved to larger facilities.

NEW

Lucky 75

HOLD SLOT

"HOLD SYSTEM" FOR MOST EXCITEMENT

FREE PLAY FEATURE
3 SPINS FOR 3 STARS
7 SPINS FOR 4 STARS
(MUST BE ON THE ROW YOU BET).



STAR BONUS
5 STARS ON THE SCREEN GIVE BONUS POINTS. (MUST BE ON THE ROW YOU BET).



FEVER MODE
OBTAIN 5 BELLS ON SCREEN AND PLAY THE FEVER (MUST HAVE OVER 3 BETS). EACH BELL PAYS 5 TIMES TOTAL BET.



BINGO DOUBLE UP
THIS NEW STYLE OF BINGO DOUBLES THE EXCITEMENT.



COMBINATIONS
COMBINATIONS OF FREE PLAY AND FEVER GIVE REPEATED WINS.



POKER DOUBLE UP
GUESS IF THE NEXT CARD WILL BE HIGHER OR LOWER OF THE PREVIOUS CARD.



(SPEC.) *INDIVIDUAL SKILL STOP FEATURE. *BET BUTTON STOPS ALL REELS.
*LOVE CHANCE FEATURE WITH AUTO-HOLD AND DOUBLE UP.

FOR AMUSEMENT ONLY.

9015 MOTHER BOARD WING

Development
WING WING CO.,LTD.
Tokyo, Japan.
Tel.: (03) 3331–7311 Fax.: (03) 3331–7800

Manufacturer & Exporter
EAGLE CO.LTD
Tokyo, Japan.
Tel.: (03) 3331–7611 Fax.: (03) 3331–7600

AMAZING THE NEWEST 8 LINE!

Lucky STAR W11

SPANGLED "ALL★" AND VARIETAL FEATURES BRING YOU ON THE TOP OF FORTUNE'S WHEEL.

FREE PLAY
"FREE PLAY" IN CENTER GIVES 5 TIMES FREE PLAY.



POOL POINTS BONUS
SOLID COLOR 3 "7"s ON THE ROW BET PAY BONUS OF SAME COLOR POOL POINTS.



FEVER
3 BELLS ON THE ROW BET FOR 5 TIMES OF FEVER GAMES & PAY FEVER POINTS DOUBLE THE TOTAL BETS. REPEATED WIN DURING PREVIOUS FEVER FOR ADD 5 GAMES.



DOUBLE UP — LOVE CHANCE
EXCITING DOUBLE UP WITH LOVE CHANCE FEATURE BY THE NEXT 6 CARDS SYSTEM.



COMBINATIONS
COMBINATIONS OF FREE PLAY AND FEVER GIVE REPEATED WINS.



DOUBLE UP — HIGH OR LOW
GUESS IF THE NEXT CARD WILL BE HIGHER OR LOWER OF PREVIOUS CARD.



(SPEC.) •COMPATIBLE CONNECTER WITH W-4. •SPECIAL STOP BUTTON SYSTEM FOR 4 TYPES OF CONTROL PANEL.

FOR AMUSEMENT ONLY.

8802 MOTHER BOARD WING

Development

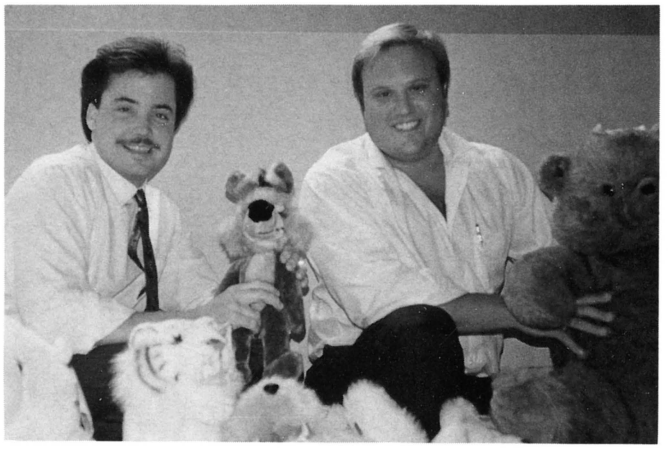
WING CO.,LTD.

Tokyo, Japan.
Tel.: (03) 3331-7311 Fax.: (03) 3331-7800

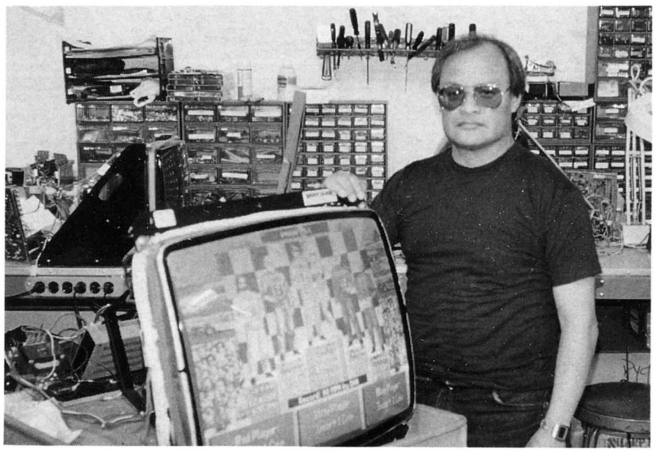
Manufacturer & Exporter

EAGLE CO.LTD

Tokyo, Japan.
Tel.: (03) 3331-7611 Fax.: (03) 3331-7600



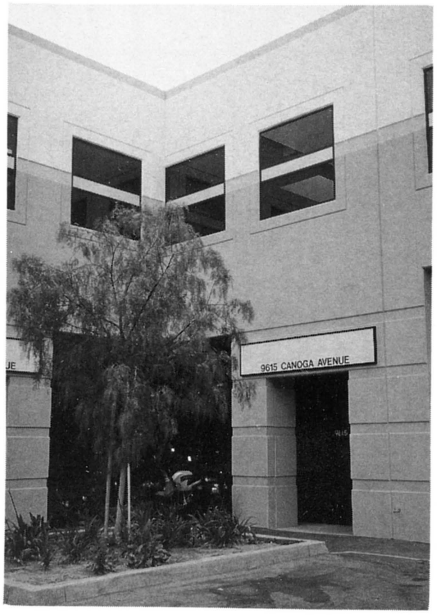
Rolling in redemption merchandise: Chris Anderson, Ron Clapper and friends can provide small toys and larger trade-up items at good prices.



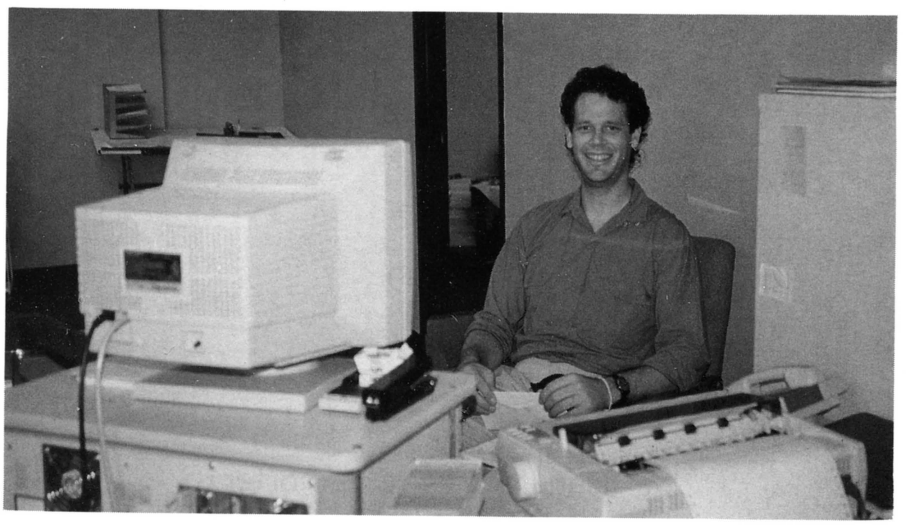
Engineer Jose Martinez fires up a 25" color monitor with Leland's *Indy Heat.* Sharp bowed its 25" size in March and it's doing well.



Sharp Image calls this system 'Optivision." A single image can be presented jigsaw-style on 16, 25 or 36 monitors. Sharp builds the electronics and monitors, arcades supply the games (or nightclubs and sports bars supply the video feed). Cost is about $18,000.



The new 17,000-sq.-ft. Sharp Image H.Q. includes offices, assembly lines, storage and shipping facilities. The busy firm employs 16.



Controller Bill Buckley keeps tabs on the numbers as monitors and redemption merchandise flow out of Sharp Image to the USA and Mexico.

ferred Plush which specializes in redemption merchandise. The new firm shares space and offices with Sharp Image.

"Preferred Plush is growing week by week," Ron said. "We've established a good customer base. . . and, with the quantity of goods we stock and ship, we can sure use the storage space allowed by our new building!"

Preferred Plush deals in pre-paks, trade-up and close-out merchandise. (They also do a good business in used cranes.) "By acquiring close-outs and sharing the overhead with Sharp Image," Ron explained, "we can save money for our customers. A better product for less, that's our niche. And since we deal exclusively in imports and close-outs, we never offer the same items twice. Trade-ups are taking off," Ron continued, "as more operators upgrade their merchandise and recycle their smaller prizes. We've mastered that aspect of the business as well."

By the way, Ron (who has nine years' experience selling and operating cranes in Southern California) is working on a new redemption game which Preferred Plush hopes to release in October.

With a growing line of color monitors and an ever-changing supply of redemption merchandise, Sharp Image and Preferred Plush are excellent sources for operators who seek quality goods at reasonable prices. The address is Sharp Image/Preferred Plush, 9615 Canoga Ave., Chatsworth, CA 91311. Phone is 818/341-8000; fax is 818-341-8144.

QUIET QUALITY

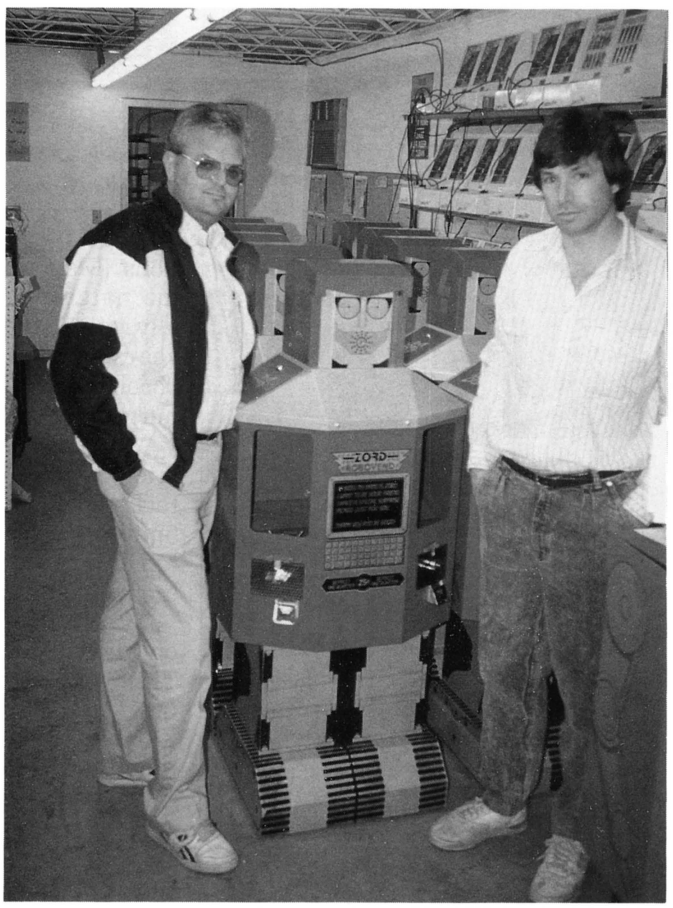
Mayoni Enterprises delivers reliable, high-quality bulk venders, impulse games and more. . . plus they've got service that won't quit!

Looking for a way to diversify into a low-risk, stable-earning new product line? Tired of hearing "we have to send for the parts from overseas" when you need a replacement or spare? Want to do business with an established manufacturer which boasts a 10-year growth record? A factory which does everything under its own made-in-America roof?

Allow us to introduce Mayoni Enterprises, the L.A.-based firm whose slogan could be "quiet quality." They don't shout about their virtues. . . but then, their long (and growing) list of satisfied customers in the U.S. and nine foreign countries doesn't need any hype. Vending and amusement operators alike are already sold on their reliable, high-quality products — from bulk venders like *Zord* and *Sergeant Major*, to a state-of-the-art electronic scale, to a full line of handsome impulse games.

"We try to inspire confidence by our size and with customer service," stated Mayoni president Isaac Ben-Yehuda. "We try to come out with perfect machines and we do extensive field and market testing before we offer them to our customers. Since we build coin-op staple machines over a period of years, we make sure that any small bugs are definitely and totally eliminated by the time we're on our second or third production run.

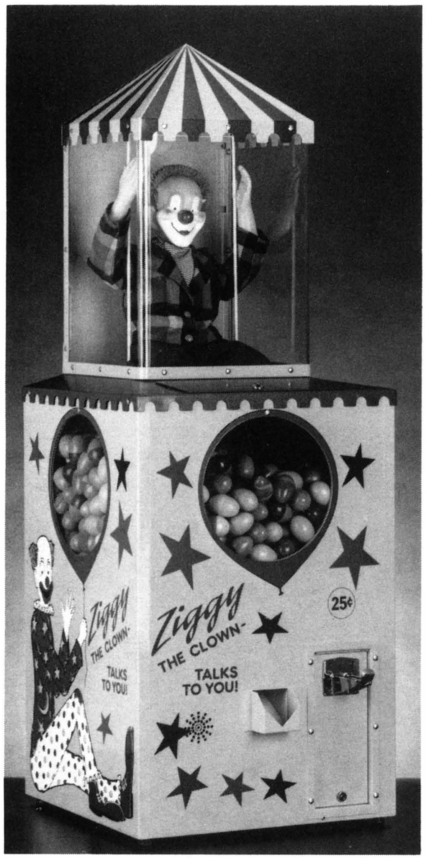
"Of course," Isaac continued, "with a brand-new product you can't think of everything. But when the occasional problem arises, we pride ourselves on fast, reliable service. We are a true manufacturer who makes everything ourselves, on the premises. From concept to electronics, sheet metal fabrication, painting, artwork, and silk screening, we do 99% of the work right here with our own people. This means we can resolve any problem much faster and more easily. If the need for parts arises when equipment is older, we usually still have spares on hand. . . and if not, we can remake them, because we're the original manufacturer!"



ISAAC, ISAAC & ZORD — Mayoni president Isaac Ben-Yehuda and Isaac Glasser show off one of the firm's latest bulk venders, *Zord*.

Mayoni entered the coin-op field five years ago, adding our industry to their successful first market of commercial and industrial sheet metal products. In that field, they still do work for Harmon Electronics (the JBL speaker people) and for 3M Photodyne (fiber-optic testing equipment). But with 50 skilled employees and a 17,000 sq. ft. plant, Mayoni boasts plenty of manufacturing muscle for coin-op as well.

Impulse machines were Mayoni's first coin-op product, several years ago. Today they still make 11 of these small simple games, ranging from *Carmen the Talking Gypsy* to lucky lotto number generators, stress testers, biorhythm meters, etc. These can be countertops, or can be pedestal-mounted in single,



Above is the firm's popular *Ziggy The Clown* prize-filled egg vender and, below, a more recent addition to the firm's line, *Sargeant Major* (it vends smaller prize-filled capsules).





Mayoni's Oscar Robbins, Dalia Ben-Yehuda and Isaac Ben-Yehuda at the recent ACME.

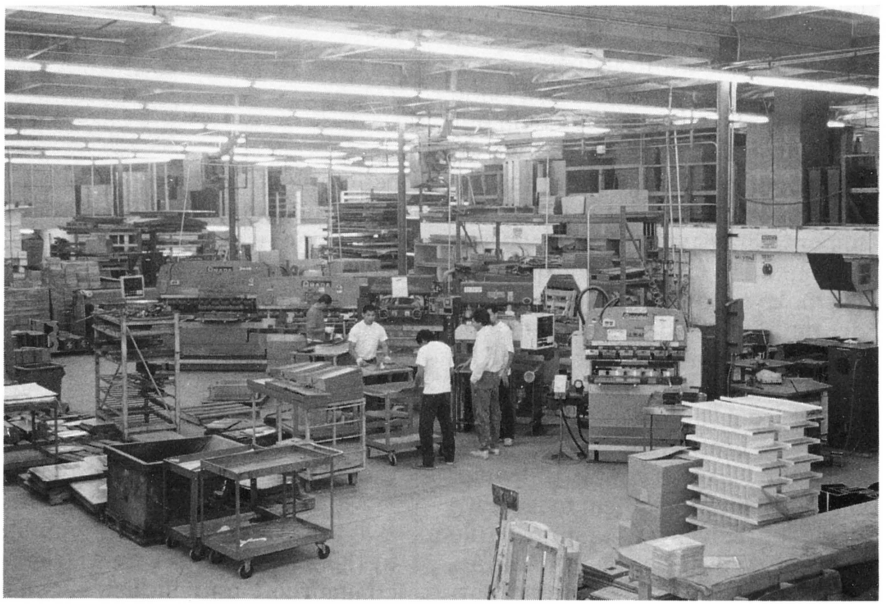
dual or triple cabinet configurations. (Mayoni makes the pedestals too, naturally.) The firm has gradually refined these products over the years until they're achieved a level of reliability which, for all practical purposes, cannot be improved upon.

Mayoni's *CompuScale* uses the latest type of electronic weighing technology (a load-cell) and employs liquid crystal displays to tell the customer his true weight, ideal weight, lucky numbers, etc.

Multivender comes in one-, two- or three-column configurations. This wall-mounted 16-gauge steel unit features an adjustable coin mech (you can charge one to four quarters) and it can vend a variety of products from toothbrushes to sanitary and health items. Mayoni also makes small, handsome snack venders which were last year's hottest-selling item in their line.

With *Ziggy the Talking Clown*, Mayoni entered the bulk vending market and it has been this year's growth niche for them. The colorful *Ziggy* vender features a model of the character in a "circus tent" display cage atop the bright yellow cabinet. The unit vends any size eggs and capsules.

Next, Mayoni brought out *Big*



Just a portion of Mayoni's extensive metal-working plant in the Los Angeles area.

NEW Air Hockey™ by Dynamo



Deluxe Edition

Bright, new graphics and optional overhead scoring system give Air Hockey by Dynamo even more earning potential. The same speed, excitement and long-term player appeal will make this deluxe table a sure winner in your location!

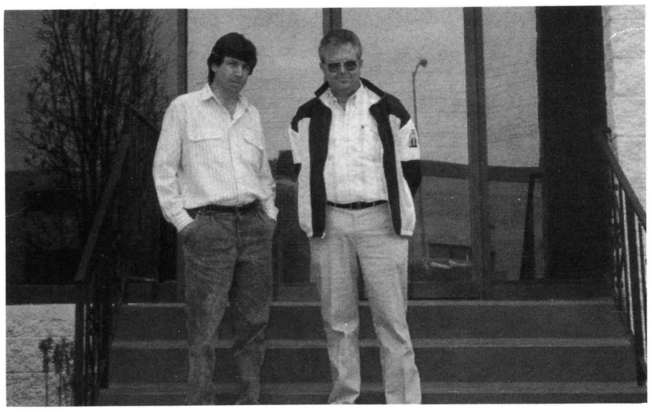
- Heavy-duty, long-wearing laminate top; bright and easy to clean
- Player approved goal size and table design
- Fastest table on the market; premium blower and rails
- Centerline for tournament play
- Deluxe mallets and pucks (new, "quiet" pucks also available)
- Sturdy, all plywood cabinet
- Electronic scoring with digital read-out (overhead scoring available as option)
- High impact polystyrene leg system
- Easy access to electronics and all parts
- Manual push chute (electronic coin mechanism or twin drop chutes also available)
- Easy removal of goal for service
- Deluxe model specifications: Height 31," Width 51½," Length 99½," Weight 590 lbs.

Dynamo

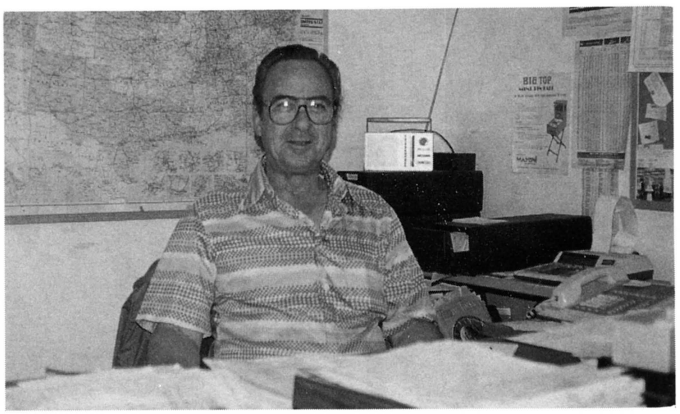
Dynamo Corporation
2525 Handley-Ederville Rd.
Richland Hills, TX 76118
Toll Free 800-527-6054
FAX 817-284-7606 • 817-589-7699

Air Hockey is a registered trademark of Brunswick Bowling & Billiard Corp.

© Copyright Dynamo Corporation 1989.



Isaac Ben-Yehuda and Isaac Glasser in front of the Mayoni offices.



Mayoni salesman Oscar Robbins.

Top, which lets kids play a small flipper game and win a prize every time. *Zord* and *Sergeant Major* are Mayoni's latest bulk venders, colorful themed stand-up units with dual coin mechs and storage bins. And — they talk! Synthesized speech is the real "customer attraction component" of these bulk venders, in addition to the handsome cabinet artwork.

You'll see Mayoni's coin-op products at the ACME and AMOA expos, the bulk vending show and sometimes at the NAMA and IAAPA events. And you will find them in restaurants, fast food places, C-stores, drug stores, grocery stores, car washes. . . virtually anyplace there's public traffic.

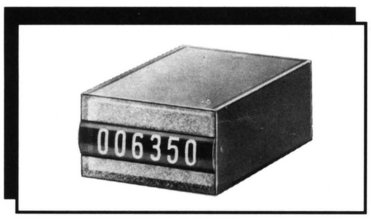
"Operators have learned to diversify," Isaac Ben-Yehuda reflected of his successful track record. "When you already have games in a location, it makes sense to add this type of equipment as well. It's certainly an easier method of expanding your route than always trying to find new locations. They're reliable and offer a good, steady return for the relatively low investment. Besides, if you don't install venders and impulse games in your stops, somebody else will!"

To learn more, contact salesman Oscar Robbins at 818/899-2488. The address is Mayoni Enterprises, 10340 Glenoaks Blvd., Pacoima, CA 91331.

• Panel or P.C. Board Mountable • Non-Resettable

• Shock & Vibration Resistant • Small Size

• Tamper Proof • Low Power



E/M Mini-Totalizer Series G0 635

CUTTERS AND COUNTERS

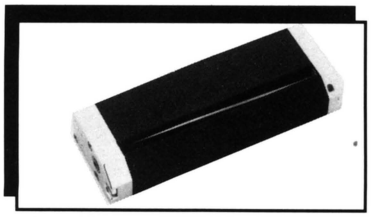
• Self-Sharpening Rotating Blade

• Compact Design • Easy Installation

• 500,000 Cut Guarantee • 5 Standard Widths

✓ Video Lottery Terminals
✓ Video Poker Machines
✓ Video Games
✓ Coin-Op Games

✓ Video Lottery Terminals
✓ Video Poker Machines
✓ Video Games



Compact Paper Cutter Series G0 685

HECON

15 Meridian Rd. • Eatontown, NJ 07724
800-524-1669 • FAX: 908-544-1343

Member of the Worldwide HENGSTLER Group

WANT A SUBSCRIPTION TO magazine RePlay?

It's easy to get! Simply fill out a card, rip it out and drop it in the mailbox! A bill will be promptly mailed to you. When accompanied by a check, the magazine is on the way the same day!

All magazines are mailed *FIRST CLASS!*

RePlay magazine U.S. subscription

☐ One year (12 issues): $60
☐ Two years (24 issues): $110
☐ Three years (36 issues): $150
☐ Sample copy: $5

Same-day service when accompanied by check. All magazines mailed FIRST CLASS.

Name:_____ Company:_____

Street:_____

City:_____ State:_____ Zip:_____

Phone:_____

Please check the box that best applies: I am primarily a: ☐ Street Operator; ☐ Arcade Operator;

☐ Distributor; ☐ Manufacturer; ☐ Other:_____

RePlay magazine FOREIGN subscription

☐ Canada & Mexico one year (12 issues): U.S. $80 [Canadian $100]
☐ Canada & Mexico two years (24 issues): U.S. $150 [Canadian $180]
☐ Canada & Mexico sample copy: U.S. $8 [Canadian $10]

☐ One year AIRMAIL to all other foreign countries: U.S. $200 (2 years U.S. $370)
☐ One year SURFACE/STEAMER mail to all foreign countries: U.S. $75 (2 years U.S. $130)
☐ Sample copy: overseas airmail $17 (U.S.)

Same-day service when accompanied by check.

Name:_____ Company:_____

Street:_____

City:_____ Country:_____

Phone:_____

Please check the box that best applies: I am primarily a: ☐ Street Operator; ☐ Arcade Operator;

☐ Distributor; ☐ Manufacturer; ☐ Other:_____

MOVING?

Name	Print or type — Last Name, First Name, Middle Initial.	New phone number if known.
	Company Name.	
Old Address	Number and Street, Apt. or Suite No., P.O. Box.	
	City, State and Zip Code.	
New Address	Number and Street, Apt. or Suite No., P.O. Box.	
	City, State and Zip Code.	

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 568 WOODLAND HILLS, CA

POSTAGE WILL BE PAID BY ADDRESSEE

RePlay magazine
P.O. Box 2550
Woodland Hills, CA 91365-9968

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 568 WOODLAND HILLS, CA

POSTAGE WILL BE PAID BY ADDRESSEE

RePlay magazine
P.O. Box 2550
Woodland Hills, CA 91365-9968

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 568 WOODLAND HILLS, CA

POSTAGE WILL BE PAID BY ADDRESSEE

RePlay magazine
P.O. Box 2550
Woodland Hills, CA 91365-9968

THE NAME GAME

by Eddie Adlum

a "Bouquet of Okra" just doesn't cut it

Business publications always seem to be full of "serious stuff." Readers often get the feeling they're doing "homework" when they go through them, especially if the conscience says a couple of articles are "must reading" even if you have to read them twice to understand half of what's written.

I travel around a good bit and I always get a kick out of those airline magazines you find in the seat pocket along with the barf bag and the instructions on escaping from the plane after it smashes into Mount St. Helen's. Since airlines cater to so many businessmen, they feel compelled to jam these periodicals with stories on the latest computer technology, updates on the international monetary markets and the rest of that kind of stuff most businessmen probably skip over on their way to the crossword puzzle.

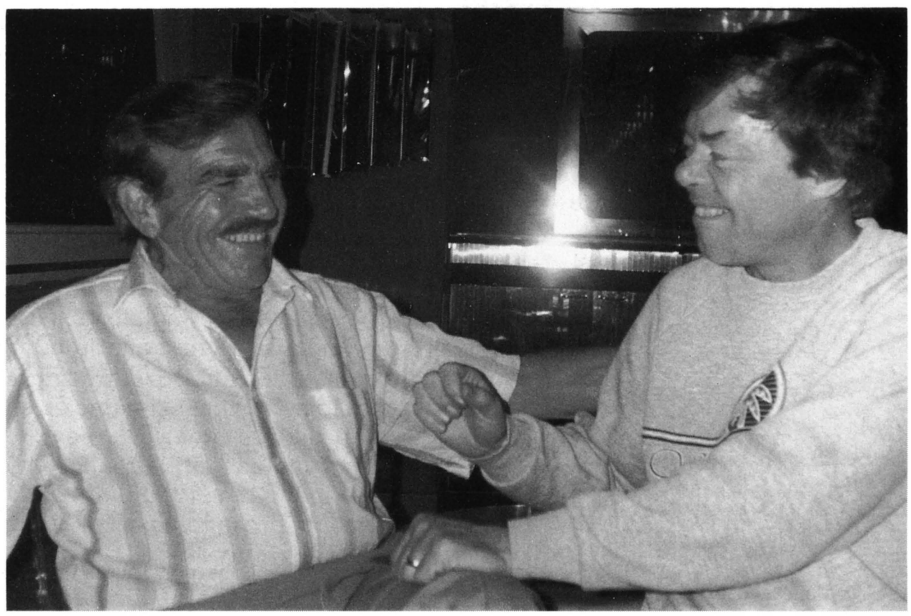
By its nature, *RePlay Magazine* has to run some pretty hairy stories on new tech, copyright laws and the other "serious stuff" which I suspect a good number of readers either race through or skip over after reading the headlines (I believe that's what headlines are for anyway and have considered publishing a magazine only with headlines . . . just kidding).

Anyway, it's 6:30 in the morning and I'm sitting at the airport waiting for my delayed flight to show up and take me to Las Vegas. I'm having coffee and thinking back about a call I got from a distributor castigating me for saying the amusement industry had entered a recession. The fact that we had gotten into the economic blahs wasn't the point: the point was I used the dreaded "R" word. And since my job deals with words, not machines like yours, I got to thinking about the power of words and all that.

It sparked an idea for a story that concerns the industry but might provide a lighter break for readers plowing through all the other "serious stuff." And, it's a lot easier to write about something on the lighter side than the other items Marcus Webb and I also have to compose every month (which, truth be told, are a bit harder to write than for you to read).

I'm reminded about that distributor call and the word recession, and then recall what Marcus told me when I discussed it with him. Said Marco: "Just remember the top economic advisor to President Ford who, in 1975, told the press: 'The President has forbidden me to use the word recession. So from now on when I mean recession, I will use the word banana. The country is experiencing a mild banana'."

Poet Robert Burns once wrote that a rose by any other name would still be a rose. I don't agree. I just don't think a rose would maintain its



Bert Betti, patriarch of the Betson mega-distributorship, talks over old times with his friend of over 25 years (and the story's author) at Atari's recent Florida conference. Bert's real name is Humbert, but he prefers his nickname. Eddie (who's always disliked the formal name Edward) delves into the world of names & words in this article. He calls his story a "dessert" coming after "all this serious stuff we wrote" and hopes you have fun reading it.



botanical magnificence if it was called, for example, okra. I mean, would you give your wife a bouquet of okra? Would you have dated a girl named Okra back in high school? Would old Joe Kennedy have married Okra Fitzgerald?

INITIAL THIS

The spring show is called ACME and it's pronounced like a single word as in rack-me (which those of us with bad backs can identify with after walking up and down its aisles for three days). The AMOA show, on the other hand, has its initials spelled out; not pronounced as a word like Samoa (you can always tell an industry newcomer who violates that). Some old-timers like me still say M.O.A. (we're either conservative or stupid but old habits die hard).

Some other associations have their initials pronounced as a word, like PAMMA and JAMMA. But if you say NAMA like in bama lama you're tagged as a greenhorn. Of course, many association monikers, like New York's NYSCMA, defy phonetic pronunciation (although the verbose Millie McCarthy could probably give it a try). And then there's a show like the C.E.S. where phonetic pronunciation (as in "cess") should be avoided at all costs.

The airport I'm sitting at is called LAX (airline initials for Los Angeles International). Only the truly green would call it "lax" as in Ex-Lax (although this airport can create the same effect at times). But why do we use the LAX initials when nobody except for a few airport people ever refer to Chicago's O'Hare Airport as ORD (which is their nomenclature)? Would you like to hear Frank Sinatra sing "Ord, Ord, that toddlin' town?" And how come Sinatra didn't change his last name like Tony Bennet probably did?

Some guys in our industry should have changed their name for my sake (good old Paul Wiederaenders comes to mind: his last name gives our typesetters canaries). Maybe I should have as well, although the record industry settled that nicely by sending press releases to Eddie Album during my days at *Cash Box*. However, some of the lads did think of our typesetters. The late Irving Kaye's real name was Kolodner (his hand dryer company was called Rendolok, Kolodner spelled backwards). Brady/Florida's venerable Murray Kaye's real moniker was Kaminsky (but do we spell his first name with an A or an E?).

By now, you may think this story isn't leading anywhere and maybe you're right (although I think something useful may come through before I'm done). For now, I'm having fun, especially since my plane just nosed up to the gate. I pay for my breakfast with my Amex card and notice it's the only remaining "document" I own that carries the dreaded "Jr." after my name.

'I don't think a rose would maintain its botanical magnificence if it was called, for example, okra. I mean, would you give your wife a bouquet of okra? Would you have dated a girl named Okra back in high school? Would old Joe Kennedy have married Okra Fitzgerald?'

Yes, I'm Edward J. Adlum Jr. With rare exceptions, it seems every dad in the Bronx names his first son after himself. I have hated this all my life and got even with my father when he reported to jury duty and it turned out they really wanted me (I was in the army at the time and had begun dropping Jr. from everything I signed). My parents were especially creative because they named my sister Alice after my mother. Had my folks had a third child, I assume it would either have been Edlice or Alward.

One of the greatest people I've ever met in this industry was Wurlitzer's A.D. Palmer Jr. Yes, he insisted on the Jr. . . but, he never told anyone what the initials A.D. stood for. I remember Williams' late sales top Billy DeSelm coming up to old A.D.

at an MOA show and yelling, "Adrian Damian, right?" A.D. smiled and said, "Close, but no cigar."

We have had some other fascinating names in the business over the years, like Ohio's George George. We've also had our share of Cher's and Dion's, folks who only need their first names to be identified, like Ira, Wally and Sharon. We know their last names, but how about Xavier (the Penn-Ray fixture) or Pearl (that gal Friday at Brechner plush) who refuse to divulge their surnames?

Then we have people who need no names at all, just nicknames. I'm treading dangerous ground here, so I'll just tease you. Do you know the real names of Jaws, Thunderlips, Motor Mouth, the Count, Diamond Dave, The Sphinx and The Iranian Terrorist? You'll get no help from me (nor will I print some other nicknames unsuitable for a "serious" publication sometimes read by youngsters, although they're only interested in the ads anyway).

In case you're thinking I'm the fastest writer in the west, I'm finishing this piece after Las Vegas. As such, I'm reminded of some other industry name permutations that may have more functional interest for the readers who've stuck with me this far, like the very name of the industry we make our living from.

WHO ARE WE, ANYWAY?

You're on a plane and the "civilian" next to you asks what you do for a living. Every time that's asked a different answer is given. Some say "I'm a vendor" (that's easy). Others try to get more specific, like "I put video games and jukeboxes into stores." Pretty good, but no one ever tells a civilian he's an "operator" because the response could likely be "Oh, you work for the phone company?"

Can you imagine telling somebody you're a "street operator?" And when you're asked to list your industry on a piece of paper, is there anybody except for the trade magazines who'd call it the "coin-op entertainment industry?" Face it. We cannot describe what any of us do for a living without using at least a dozen words. It's easy for a carpenter or a bartender but if you really want the guy seated next to you to know what your occupation is, you'd have to get cotton in the mouth and say, "I install coin-operated games and music machines in taverns and stores and, like any concessionaire, I get a piece of the gross income from those machines while also providing technical service." Next time, tell him you're a carpenter.

'Can you imagine telling somebody you're a "street operator?"... Face it. We cannot describe what any of us do for a living without using at least a dozen words.'

Historically (or hysterically), the very names of our machines have yo-yo'd all over the map. It's only in recent times that we joined the public and called the pinball machine a "pinball machine." Due to a laborious effort (headed by Bally's Herb Jones) to separate the gambling bingo pin from the amusement version, we actually ended up printing "flipper-type amusement game" at one time. Even today, some will say "flippers," others "pingames" when all the while, the word "pinball" was staring at us.

The jukebox (which I spell as one word) went through an enormous semantical metamorphosis. When I came into the business back in the early '60s, we journalists were cautioned to call them "coin-operated phonographs." You see, people in those days were terrified that the word "jukebox" evoked images of crooks in fedora hats. One guy actually used the words "coin-activat-

TOKENS

SUN CITY WEST RECREATION CENTERS

TAMPA ZOO ARCADE · NO CASH VALUE ·

PINBALL PALACE

LOWRY PARK · FUN CENTER ·

King Pin · NO CASH VALUE ·

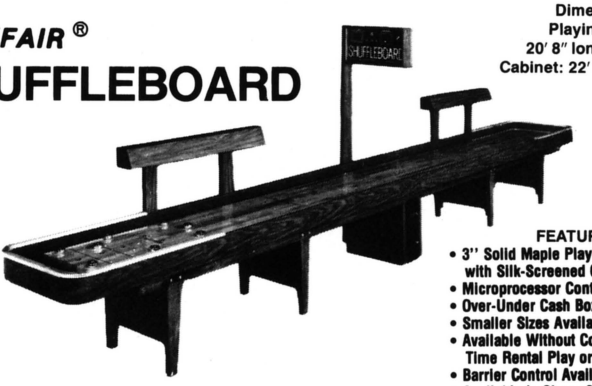
MORE FUN POUNDS! FOR YOUR MONEY

Call or write for complete information

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

PLAYFAIR®
SHUFFLEBOARD

Dimensions –
Playing surface:
20' 8" long × 20" wide
Cabinet: 22' long × 2'7" wide



FEATURES –
- 3" Solid Maple Playing Surface with Silk-Screened Graphics.
- Microprocessor Controlled.
- Over-Under Cash Box Doors.
- Smaller Sizes Available.
- Available Without Coin Doors For Time Rental Play or Home Use.
- Barrier Control Available.
- Available in Sizes: 20½', 13½', 16' & 18'.

PLAYFAIR® SHUFFLEBOARD CO., INC.
7021 BLUFFTON ROAD
FORT WAYNE, IN 46809-2705

STAR BILLIARD SUPPLY
1-800-541-3743
FAX: 219-747-0470

ed music player." Thanks much to Rowe's Fred Pollak, who pushed the word "jukebox" in his advertising, we all finally began to call a spade a spade and continue to do so until this day (as if the general public called them anything else).

We've had "nickelodeon" and we've had "piccolo." Certain sections of the country called any jukebox a "Rockola" and Harold Kaufman said he sold "Wurlitzer brand Rockola's" at one time. The actual phrase probably stems from "jook" to identify a beer bar in the south where they had dancing; "jook" may be a corruption of the word "jute." However it evolved, let's be happy we've settled on "jukebox" (and please let's spell it as one single word).

GAME NAMES

The first shuffle alley was called *Shuffle Alley*. Brought out in 1949 by United Mfg. Co. of Chicago, it borrowed the word "shuffle" from the long shuffleboard and the word "alley" from the bowling sport. United made a ton of them under different model names, while the generic description stayed with the game.

'When you read "video lottery" today, you should think poker, not the machine Bally tried to field. Are our machines "lottery?" Absolutely not. Has the phrase caught hold? Oh yes. We are calling an okra a rose.'

When Chicago Coin started making them, they called them "puck-type bowling games" to avoid any trouble with United. Everyone called them shuffle alleys anyway.

The term "foosball" is German for soccer. A Cincinnati importer named Larry Patterson brought the original foosball tables over and jealously kept that name for himself, forcing others to call later tables "soccer tables." Everybody called them foosballs. Valley invented *Bumper Pool* (the now-departed little pool table that had bumpers on the playfield to divert your ball). It made money, especially in locations where regular six-pocket pool tables could not go (for legal and/or space reasons). Valley owned the phrase; everybody called everybody else's similar product a "bumper pool" anyway, although "rebound table" had some popularity.

Air Hockey, invented and owned by Brunswick, also became generic, but Brunswick wasn't tickled to see it attached to someone else's product. So we called them "air cushion hockey tables." Dynamo bought rights to the Air Hockey name. Everybody calls every single table of this description an "air hockey" anyway. *Skee-Ball* was corrupted into skee-alley (nobody but the press uses the phrase to describe competitive products).

Several years back, Bally tried to field a coin-op version of their live lottery business. Chicago was the test market, and operators like Kem Thom vigorously resisted "video lottery," fearing that the installation of these clones of the live lottery would wreak havoc on the "normal" machine collections. Now, everybody's calling poker "video lottery." Why? It goes down easier than "poker payoff." Same phrase, different machine entirely. Confused? When you read "video lottery" today you should think poker, not the machine Bally tried to field. Are our machines "lottery?" Absolutely not. Has the phrase caught hold? Oh, yes. We are calling an Okra a Rose!

When cranes and rotaries made their comeback some years ago, the marketing phrase was "redemption." There was not and still isn't anything "redemptive" about prize machines, but the phrase looked more palatable to the law enforcement people. True redemption machines shove tickets out to players, "redeemable" for prizes at the coun-

The BONDEAL CHART

top kits and dedicated videos at the Hong Kong Flashback Arcade for the week ending June 8, 1991

TOP KITS	June 8	June 1	May 25	Weeks on Location
Street Fighter II	1	1	1	15
Gun Force	2	2	2	7
Power Spikes	3	4	4	5
Hot Shots	4	3	9	10
Super Pang	5	9	—	29
Columns	6	7	3	61
Batman	7	8	7	4
Passing Shot	8	—	—	113
Cycle Warriors	9	10	—	15
Thunder Zone	10	6	5	4
TOP DEDICATED GAMES				
Hard Drivin'	1	1	1	111
Cisco Heat	2	2	2	22
Big Run	3	3	4	70
Super Hang On	4	5	5	197
F-15 Strike Eagle	5	4	3	10

ter. Trade papers like mine insist on "crane" or "rotary" as opposed to a true redemption piece like *Skee-Ball.* Why should we kid ourselves? Besides, what's wrong with a properly-run crane?

And while I'm on the subject, what in blazes is wrong with the word "arcade?" The whole English speaking world calls game rooms arcades, why do we wrestle with "family fun center" and other permutations? Can't we take a lesson from the semantical history with pinball and jukebox? By the way: don't you get a kick out of bowling alley operators who prefer the phrase "bowling center?" Maybe spelling it "centre" would gave them a bigger rush, like theatre instead of theater.

Me? I go to the bowling alley to see the latest pinballs and videos, play a couple of games of bowling (not "lines") and maybe get a hamburger in the restaurant (not "coffee shoppe"). How 'bout you? Do you have machines in a "tavern" or in a "bar" (the latter, I think). But did you ever wonder how some of those machines got their names?

FUN STUFF

There are many fascinating stories on this subject, like why Midway told Namco that *Puc-Man* had to be renamed *Pac-Man* in the States (the reason should be obvious). Some video games are described in their titles, like *Karate Champ.* Others are slapped with a name pulled out of the blue (Sega's Dave Rosen takes credit for *Zaxxon;* he came up with it sitting at his desk).

The selection of a game name is important to the game factory, although it's arguable how important it is to the earnings of the piece. Jukebox model names are a world unto themselves (one year, both Wurlitzer and Rowe came out with machines named *Superstar,* but didn't know about the duplication until it was too late; we had two *Superstars* that year). And while jukebox models often sport fancy names like *Americana, Diplomat* and *Reprise* (the last name was mine), many of them are called model numbers alone (the most famous being the Wurlitzer *1015).*

Indeed, Rock-Ola loves to name their jukeboxes with numbers (e.g. the *456).* And Seeburg's classic *M-100B* would have won a Pulitzer if such were given. It wasn't always so, especially when names like the *Rhapsody* and the *Manhattan* were in vogue. But, when business bears its head, how incisive we get (e.g. how many called Rowe's first CD jukebox the *LaserStar* instead of the more popular CD-100?).

'There are many fascinating stories on this subject, like why Midway told Namco that* Puck Man *had to be renamed* Pac-Man *in the States (the reason should be obvious).'

My all-time favorite game name story has to do with *Donkey Kong.* Now, you may have heard a variation on this, but I got mine from "the source" and believe you can take this home as a keeper. Nintendo's Japanese designers came up with a video game that had a little guy with a mustache fighting a gorilla in that now-famous uphill climb. The working title of the game was

TOP HITS OF JAPAN

from Game Machine Magazine, June 15, 1991

TOP 25 VIDEO COCKTAIL

Model (manufacturer)

1 Street Fighter II (Capcom)
2 Ultraman (Banpresto)
3 Power Spikes (Video System)
4 Desert Assault (Data East)
5 Quiz My YuYu (Taito)
6 Clutch Hitter (Sega)
7 Hat Trick Hero (Taito)
8 Burning Fight (SNK)
9 High School Baseball (Taito)
10 Quiz Lord's Adventure (Capcom)
11 Golfing Greats (Konami)
12 Raiden (Seibu)
13 Alpha Mission II (SNK)
14 Quiz My Homework (Sega)
15 King of the Monsters (SNK)
16 Cotton (Success/Sega)
17 Columns (Sega)
18 Sengoku (SNK)
19 Rampart (Atari/Namco)
20 Tetris (Sega)
21 Final Fight (Capcom)
22 Bells and Whistles (Konami)
23 League Bowling (SNK)
24 World Cup '90 (Tecmo)
25 Shanghai II (Sun Electronics)

TOP 15 UPRIGHTS & COCKPITS

Model (manufacturer)

1 Driver's Eye (Namco)
2 Final Lap 2 [del.] (Namco)
3 Steel Gunner (Namco)
4 Final Lap 2 [standard] (Namco)
5 Rad Mobile [del.] (Sega)
6 GP Rider [ride-on] (Sega)
7 Space Gun (Taito)
8 Cisco Heat (Jaleco)
9 Hard Drivin' (Atari/Namco)
10 Super Monaco GP [del.] (Sega)
11 Big Run (Jaleco)
12 G-LOC [deluxe] (Sega)
13 Out Run [del.] (Sega)
14 Laser Ghost (Sega)
15 Beast Busters (SNK)

TOP 5 FLIPPERS

Model (manufacturer)

1 Checkpoint (Data East)
2 Bugs Bunny (Midway)
3 Dr. Dude (Midway)
4 The Simpsons (Data East)
5 Funhouse (Williams)

something like "stupid monkey." The Japanese tried to translate that phrase and came up with "ass monkey," changed monkey into Kong and when told that the word ass had another connotation in the U.S.A., looked into the dictionary under "ass" and came up with "donkey." Hence, *Donkey Kong* (i.e. stupid monkey). None of it mattered because the game eventually became one of the great godzilla hits in video history, spawning Mario and his brothers and his numerous sequels ad infinitum.

Jaleco has a game on the market right now called *Cisco Heat*. Their U.S. top Howie Rubin got wind of the title before the final game was produced, fax'd Japan to say "Cisco was a Mexican cowboy, not a sobriquet for the city of San Francisco," but the name came through anyway. "Cisco" is short for San Francisco, according to Jaleco's designers (which is perhaps better than Frisco, which Bay Area people truly hate). All of which explains why this game has bad dudes running around the streets of San Francisco rather than Mexican cowboys racing around the hacienda.

OPERATOR NAMES

When a route or arcade operator goes into business, he needs a name for the company, preferably one that isn't used by anybody else in the country. Many name their company after themselves (as dads name sons), like Zemke Operated Machines or Danny's Amusements. Mississippi's John Bell uses Bell's Music (dual purpose name). My favorite is Dago's Pinball (Canton, Ill.). Takes guts.

'The working title of the game (Donkey Kong) was something like "stupid monkey." The Japanese tried to translate that phrase and came up with "ass monkey," changed monkey into Kong and when told that the word ass had another connotation in the U.S.A., looked into the dictionary under "ass" and came up with "donkey."

I looked through AMOA's 1990 membership directory to locate the most popular company names. Scanning their approximately 1,325 operating companies, I saw that the word "amusement" was the number one moniker (a total of 31 firms use it or a permutation of it as the first word in their company names).

Next came "coin" (16 entries, including variations like Coindata), "video" (15 companies started with this word), "American" (14 entries), "game" (12) and "play" (11). I didn't count in companies using directional signals like Southern Music (lots of these). There were nine names beginning with "fun" (like Funtronix) and "automatic." Curiously, only one started with "jukebox" (Juke Box Jack, in Evansville, N.Y.). and only two with "vend."

RePlay's name was "Re-Play" before we started publishing (it was supposed to mean "about play" rather than the freebie on the games). It turned out that a Brit was publishing a newsletter called *Replay* at the time, but this was a thing going to pinball collectors and he changed his name (I don't know if he's still in business but I had the guilties for a while, even though I didn't "jump" his name on purpose). There's also a Replay arcade somewhere on the east coast and a novel under that title (good book, but it has nothing whatever to do with this business).

WINDUP

I'd better close this off so you can resume reading the "serious stuff," but not before relating my all time favorite machine name... *Filmotheque-Discotheque*... dreamed up by the late Philadelphia distributor Dave Rosen to describe the combination movie/record jukebox he marketed for about "five minutes." I also want to tell you that Bally's original company name was Lion Manufacturing. Why? When its founder Ray Maloney set up shop, he took over the premises from a company called Lion and after finding a whole load of unused stationary with that name on the letterhead, said something like, "Hey, let's not let this paper go to waste!"

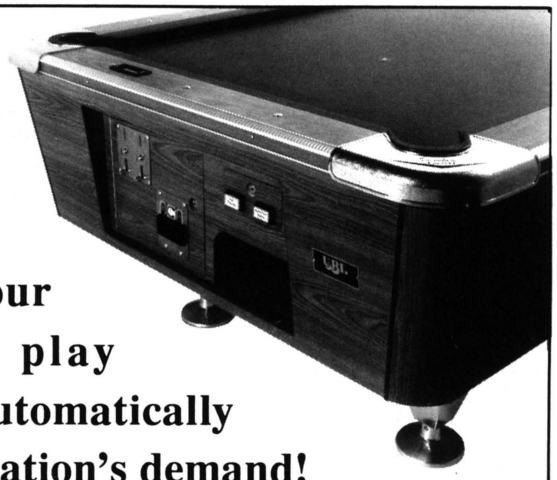
Hope I didn't waste your time with all this. A writer's gotta have some fun himself. Eddie.

P.S.: does anybody remember the cigarette operator named Nicotine Nick whose business card said his business "goes up in smoke?"

Check it Out!

Series E

Electronic Rack/Time Play Pool Table



Make more money when your pricing and play mode change automatically to meet your location's demand!

(Shown with optional Bill Acceptor)

UBI

UNITED BILLIARDS, INC.
51 PROGRESS ST. UNION, NJ 07083

1-800-526-0080

"Built to last from the inside out"

CPS TRADE-IN

FORGOTTEN WORLDS™ EXPIRED
GHOULS 'N' GHOSTS™ EXPIRED
STRIDER™ EXPIRED
DYNASTY WARS™ EXPIRED
WILLOW™ EXPIRED
U.N. SQUADRON™ EXPIRED

+

NEW

CAPCOM'S CPS "EXTEND-A-LIFE" KIT

MAGIC SWORD™
($400 REBATE UNTIL 4/30/92)

CARRIER AIRWING™
($400 REBATE UNTIL 6/30/92)

FINAL FIGHT™
($500 REBATE UNTIL 6/30/92)

=

INCREASED EARNINGS & EXTENDED REBATE LIFE

Do you own an older Capcom CPS video game with an EXPIRED trade-in deadline?

Are you kicking yourself, thinking you've missed out on a golden opportunity???

Well, opportunity knocks TWICE, thanks to Capcom USA's new EXTEND-A-LIFE CPS Program!

Contact your authorized Capcom distributor TODAY for all the details on our new EXTEND-A-LIFE Program. Because you seldom get a second chance in life… Except when you buy Capcom CPS games, of course.

Capcom USA, Inc. • 3303 Scott Boulevard Santa Clara, CA 95054 • (408) 727-0400

CAPCOM® USA

© 1991 CAPCOM USA, INC.

ON THE ROAD AGAIN

by Bob Rondeau

Industry veteran Bob Rondeau remains active in coin-op, attending trade shows and visiting operators, distributors and manufacturers around the USA. His mission is to keep abreast of the latest trends and developments, as well as to keep up his many friendships and contacts. Now and then, Bob pens his latest findings and forwards them to RePlay, *where they appear in a series of essays we call "On the Road Again (with Bob Rondeau)." So here's the latest dispatch from that travelin' man and coin-op correspondent!*

Coin machine operating has for many years seemed like one of the toughest jobs around — tougher than many other jobs which entail comparable duties. For example, it has always bugged me a little that the Bell telephone vending guy could just take the money out of the cash box, put it in a bag, and send the customer a check . . . while we in the amusement business usually counted the money in the back room, or on the bar or counter of the location where $50 worth of quarters always looked like $300 (wishful thinking) to the onlooker or customer.

Well, I'm learning that things are changing. Many operators are doing things today that I, as an operator years ago, only dreamed about. And they are doing it successfully. One success story is Jim Hall, owner of Action Vending in Tucson, Arizona, who made my latest "On the Road Again" trip once again a real education in our changing industry.

When Jim's route is collected, more than 95% of his locations receive their share via a very efficient, computerized system which resembles the way the "big guys" at Bell do it. Here's how it works: the collector puts all collections in a bag with the help of the location owner or personnel. Then he fills out a ticket with the location's name, date of collection, a number and the location's and collector's signature. The bag is then sealed with a tag which has a number matching that of the ticket.

When the bag is brought back to the office, the money is counted; the information is entered into Action's computer; and the computer writes a check to the location after figuring commission, taxes, expenses and advances. And that's not all! At the end of the year, the computer generates a complete report for tax purposes. It's a fantastic system which Jim helped develop for his business.

Jim runs a top-flight business in other departments besides collection and accounting, too. He treats all his employees as family and sends them to schools and seminars every chance he gets. Also, every employee has the opportunity to attend the two national trade shows (they take turns).

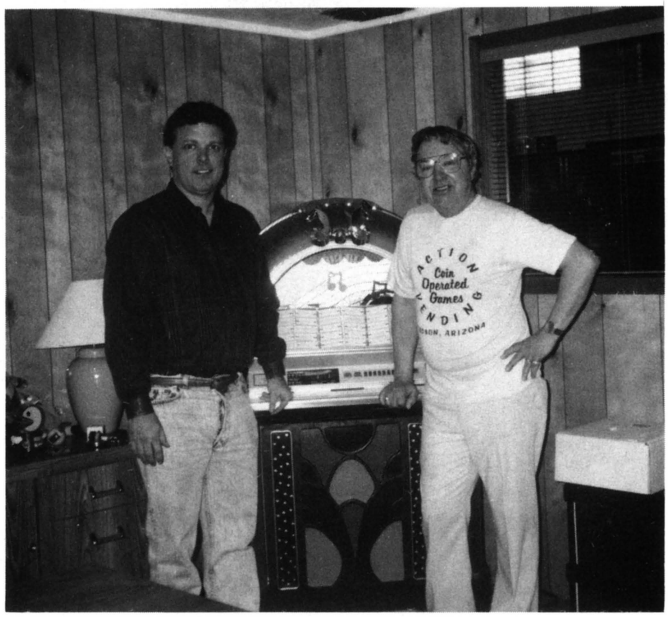
Locations get the same star treatment. Action offers their locations a complete package, including coin-operated phones, a phone system for the location, and a security system from a company owned by Jim and Action (the same system protects Action). *[Editor's note: as Frank Seninsky pointed out in his column last March, this method of collecting and payment also provides excellent security for the operator.]*

This efficient way of doing business helps Jim's locations run a successful business . . . and Action is a part of that success. "If I do a good job for my account, I'll make him money," said Jim. "And if he does a good job for me, he'll make me money. We are partners."

Jim's way of seeing his location as a partner works well for Action. "We are not out to get every location — we kind of pick and choose," Jim explained. "You know that old saying: 'The unhappy customer tells ten people and a happy customer tells three.' That is always on my mind. I want to do my best for a location and I hope one of my customers is out there now, telling someone about us."

In addition to his business, Jim is also the vice president of Arizona's amusement association and is forever trying to get operators involved. "There are only about 24 active operators out of 120 in Arizona," Jim lamented. "I'd like to see more operators take an active part in their association; we can really help each other."

Jim Hall is all for helping his fellow businessmen, his customers and his employees. And if I were one of his "partners," I'd be sure to tell *at least* three people how happy I was!



Respect for location owners, his employees and fellow operators is Jim Hall's key to success. Here (left) he poses for a picture with author Bob Rondeau.

TECHNICAL TIPS

ELECTROLYTIC CAPACITORS

ubiquitous component celebrates a century of service; here's how they work (and how you can work with them)

by RANDY FROMM

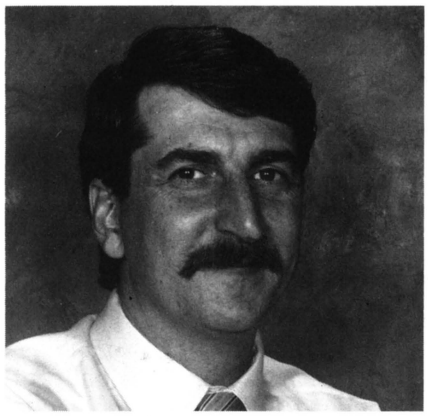
We use a lot of electrolytic capacitors in our industry. Video game monitors and power supplies, pinball machines, jukeboxes, bill changers, skee-balls, cranes and virtually every other piece of electronic equipment we operate contains at least one electrolytic capacitor. In a monitor, there will be no less than a score!

So what the heck is an electrolytic capacitor and what does it do? Well, the first part of that question is easy to answer; the second part is a little tougher. Fortunately, you don't have to know exactly how electrolytic capacitors work in order to troubleshoot and test them . . . Read on!

THE LAND OF BEER AND CAPACITORS

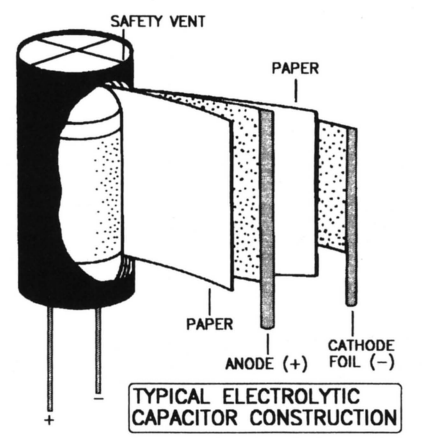
The first electrolytic capacitor was manufactured in Germany around 100 years ago. In the 1920s, engineers were looking for a way to eliminate the bulky and heavy 90 volt batteries that were needed to operate the vacuum tubes in radio receivers. The result was the development of "battery eliminators" which required the use of electrolytic capacitors as the filter elements. Of course, we now know these units as "power supplies."

Early electrolytic capacitors were "wet" types which used a liquid electrolyte much as today's automobile batteries do. Naturally, these capacitors had to be mounted vertically to prevent the electrolyte from spilling all over the place. The "dry" electrolytic capacitor first appeared around 1928, making it possible to



mount the capacitor on its side or even upside down.

Today's electrolytic capacitors are made of paper and a couple of strips of aluminum foil. On one of the foil strips, a very thin film of aluminum oxide is created through an electrochemical process. The foil strip becomes the positive lead or "anode" while the aluminum oxide forms an insulating boundary know as the "dielectric" of the capacitor. The second strip of aluminum is used as the negative lead or "cathode" connection. But placing the cathode foil directly against the thin dielectric would puncture it, causing a short circuit. Instead, a system of paper spacers is employed to separate the foils. This paper is soaked in a highly conductive electrolyte solution (hence the name "electrolytic" capacitor.) This assures intimate contact with the dielectric and the cathode foil. In fact, the cathode foil serves only as the electrical connection to the electrolyte-soaked paper which is actually the true cathode of the capacitor.



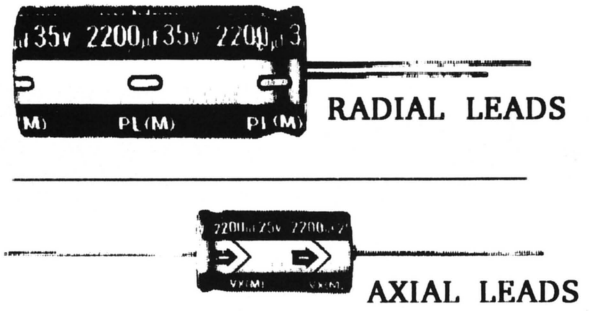
TYPICAL ELECTROLYTIC CAPACITOR CONSTRUCTION

Although today's electrolytic capacitors follow the same basic design as the earliest units, the past 10 years have brought about many improvements. Have you noticed how capacitors have gotten a lot smaller lately? It's really pretty amazing. Modern electrolytic capacitors can pack a lot more capacitance in smaller packages due to improved etching techniques. Better seals have improved the life expectancy as well. Unfortunately, no capacitor seal is perfect.

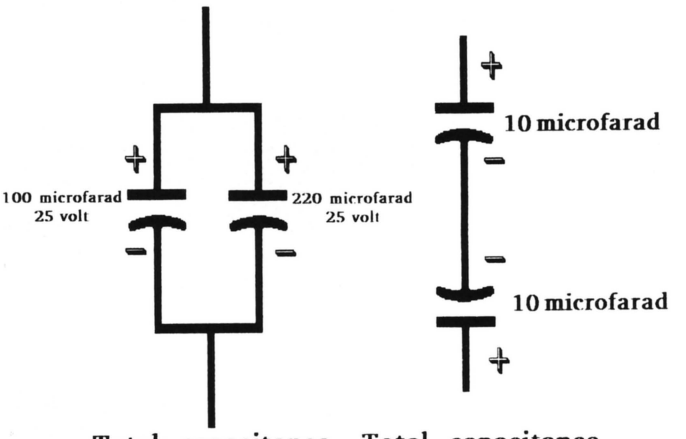
CAPACITOR FAILURES

Most electronic components have a practically infinite life expectancy. For example, the mean time between failures (MTBF) for a passive component like a resistor or even active components such as diodes and transistors can easily approach or even exceed 100,000 hours.

But electrolytic capacitors are another story altogether. Electrolytic capacitors are virtually guaranteed to fail eventually. The main cause of this failure is that the electrolyte inside the capacitor will inevitably dry out. The result is a decrease in capacitance. For example, a 3300 microfarad capacitor will, over time, decrease in value to 2000 microfarads, then 1000 microfarads and so on. In fact, it's not un-



Make sure you specify the type of leads you want when ordering electrolytic capacitors. Capacitors with axial leads have one lead on each end. Radial leads come out the bottom.



Total capacitance 320 microfarads 25 volts

Total capacitance 5 microfarads non-polarized

usual for an electrolytic capacitor to open circuit completely. Proper testing of electrolytic capacitors require the use of a capacitance meter (see *RePlay*, May 1990, page 159.)

The point at which a reduction in capacitance causes a malfunction depends on where the capacitor is being used. Some circuits (such as linear power supply filter capacitors) can tolerate a great loss of capacitance without an apparent failure. In other circuits, a small reduction in capacitance will show up right away. Monitors are a good example of this as electrolytic capacitor failures can cause a distorted picture, brightness problems or even complete shutdown. By the way, short circuits in electrolytic capacitors are rare.

The life expectancy of electrolytic capacitors varies quite a bit. There are a number of variables. One is the manufactured quality of capacitor itself. For example, one major capacitor manufacturer offers four grades of components: a "commercial" grade that has a normal life expectancy of 3-5 years, a "computer" grade with a life expectancy of 5-10 years, a "long life" grade with a life of 10-20 years and a "premium" grade that also has a life span of 10-20 years as well as a wider range of operating temperatures.

And speaking of temperature, this is one factor that has an enormous effect on capacitor longevity. In fact, capacitor life expectancy is doubled for each decrease of 10 degrees Celsius in operating temperature. For example, a capacitor that is operating at room temperature will have a life expectancy that is 64 times longer than the same capacitor operated at 85 degrees! This speaks highly for the installation of cooling fans in power supplies (and games in general.)

Another factor in the life expectancy of electrolytic capacitors is the operating voltage. For example, operating a capacitor at 80% of its rated maximum voltage will reduce the failure rate to ⅓ of that suffered by the same capacitor operated at 100% of the rated maximum voltage. In most cases however, capacitors are rarely operated close to their maximum voltage. An engineer will generally call for a capacitor with a voltage rating that allows a generous margin of safety.

POLARIZED AND NON-POLARIZED

Electrolytic capacitors can perform a variety of tasks. They are used to filter or tune a signal, block DC or pass AC, couple a signal from one circuit to another, suppress noise or even help start a motor! But it's easiest to think of the electrolytic capacitor as a rechargeable battery: a very short-term rechargea-

ROCKET TO PROFITS
WITH DISNEY'S
"ROCKETEER"
☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆
ANOTHER EXCLUSIVE FROM:
HMS MONACO ET CIE, LTD.
135 W. 20th St. • New York, NY 10011 • (212) 691-9000
CALL 1-800-777-0901
FAX: 212-727-1382

ble battery that can be charged very quickly (in a fraction of a second.) It will also discharge just as quickly when the circuit requires it to do so.

Like a battery, most electrolytic capacitors are "polarized." That is, they have a positive terminal and a negative terminal. The negative lead is marked on the side of the case. Additionally, on capacitors with radial leads (where the two leads come out the bottom of the capacitor) the positive lead is usually the longer of the two. If you inadvertently install one backwards, it will probably blow up like an M-80 firecracker! Most modern electrolytic capacitors have a safety vent that will open up to release the excess pressure should this occur. The vent is simply a scored area on the top of the aluminum case that allows the case to break open instead of shooting off like a missile.

Some electrolytic capacitors are "non-polarized" or "bi-polar" types. There is no positive or negative lead on these capacitors. They are often identified by the letters "BP" printed on the case. If you need to replace a bi-polar electrolytic capacitor you can make your own from two regular, polarized capacitors. Select two capacitors of the same voltage rating (or higher) and *twice* the capacitance as the bi-polar capacitor you need to replace. Connect them in series with their two negative leads tied together. You will now have a bi-polar capacitor.

RANDY FROMM'S ARCADE SCHOOLS
UPCOMING CLASSES

Columbus, OH.....Aug. 12-17
Las Vegas, NV.....Sept. 16-21
Chicago, IL.....Oct. 14-19

Capacitors can also be connected in parallel to increase capacitance. When capacitors are connected in a parallel circuit, their capacitance is added together. If, for example, you needed a 330 microfarad capacitor, you could parallel a 220 microfarad with a 100 microfarad. This would give you a total of 320 microfarads. Since electrolytic capacitors have a fairly wide tolerance, this will give you a good approximation of the 330 microfarad capacitor you need. When capacitors are connected in parallel, their voltage rating is unaffected. If, in the above example, the voltage rating of the 330 microfarad capacitor was 25 volts, both the 100 microfarad and the 220 microfarad capacitors would have to be rated at a minimum of 25 volts. Remember, you can always use a replacement capacitor with a higher voltage rating than the original.

A product catalog on aluminum capacitors is available from Sprague Electric Company Components Group, Aluminum Capacitor Division, 9800 Kincey Ave., Ste 100, Huntersville, NC 28078. Phone is 704/875-8070; the fax is 704-875-8541.

Copyright July 1, 1991 by Randy Fromm. All rights reserved. ®

Choose the "industry standard" for ticket dispensers

Don't take chances! Dependable performance, on time delivery, and outstanding service have made us the preferred choice of manufacturers, operators and distributors for over 10 years.

"We very much appreciate all the effort that you have put forth to meet our unscheduled needs."
Jack Mendes, Jr. Bob's Space Racers, Inc.

"You certainly deserve your status as the leader. Keep up the good work."
John S. Mc Ewan, MELTEC Inc.

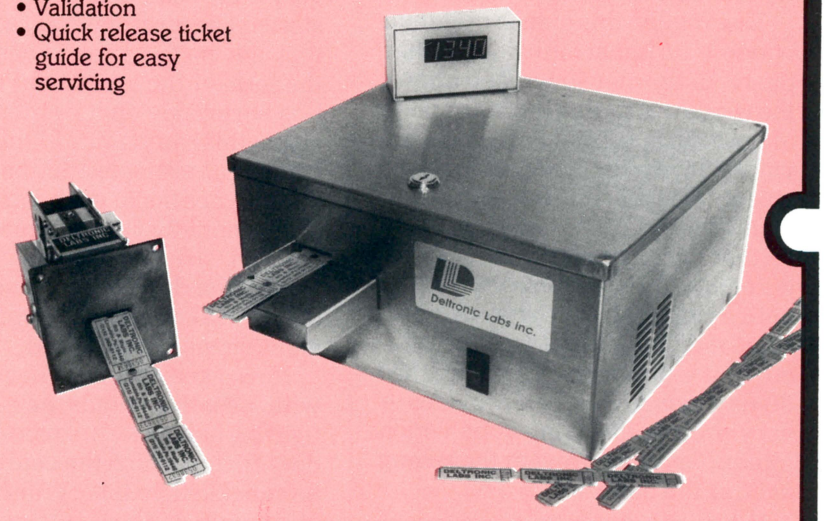
"The quality of your product is excellent. It has truly withstood the test of time."
Joseph W. Sladek, SKEE BALL Inc.

"In our business where service is the key . . .everyone in your organization excels."
Gene Cramm, ShowBiz Pizza Time, Inc.

Ticket Dispenser
- Push button loading
- Validation
- Quick release ticket guide for easy servicing

Redemption Machine

"The redemption 'hit of the show' was the 'Ticket Eater' by Deltronic Labs."
John Margold, *Play Meter* 12/90



- Counts and destroys redeemed tickets

Deltronic Labs inc.

8th & Maple Avenue, Lansdale, PA 19446 • 215 362-9112 • FAX# 215-368-7159
As of 3/31: 120 Liberty Lane, Chalfont, PA 18914 • 215 997-8616 • FAX# 215-997-9506

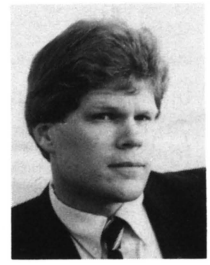
Legal Questions

by Laurence Merritt and David Hagen

Teach Your Location Contracts to "Roll Over"



LARRY MERRITT



DAVID HAGEN

Laurence Merritt has been helping operators with their legal problems for over 12 years. He has experience as a Judge Pro Tem in the Santa Monica Municipal Court and as a family law mediator for the Los Angeles Superior Court. He is also on the panel of arbitrators for the L.A. Superior Court in addition to teaching courses for paralegals at Waterson College. His partner, David Hagen, also has a great deal of experience representing operators in litigation matters. Both welcome comments and questions — they may be reached at their offices by writing or phoning: Merritt & Hagen, Attorneys at Law, 6400 Canoga Ave., Ste. 311, Woodland Hills, CA 91367; 818/992-1940.

Would you like your location contracts to last forever? Unfortunately, this is not possible. Most courts hold that contracts which run for an indefinite period of time are void. As attorneys and counselors, whenever a court tells us that something is not valid, we look for the "next best thing." The "next best thing," in our opinion, is a contract which "rolls over" automatically.

A typical "roll over" clause in a location agreement might read as follows: "The term of this agreement shall be for 60 months. Thereafter, this agreement shall renew itself automatically for like periods upon the same terms and conditions unless either party gives the other by registered or certified mail, posted no more than 60 days, nor less than 30 days prior to the expiration of this agreement or any renewal thereof, written notice of the intention to cancel this agreement."

Essentially, this clause creates a window of opportunity for either party. In the clause written above, the window is during the 59th month of the contract. This clause also provides that *written* notice must be given. This eliminates any arguments that one party orally requested that the contract not renew. Additionally, the clause states that the notice must be by registered or certified mail and that it must be posted (that is post marked) during that 30-day window. This provides a very precise mechanism by which either party can prevent the rolling over of the contract.

Why include such a clause in your agreement? Certainly the location will remember to terminate the agreement if a problem arises. We are continually amazed at how many times a location will forget to send the notice if they no longer wish to have the contract. In fact, locations *almost always* forget. We regularly counsel a client who has very large contracts with a chain of stores. The term of the agreement is typically for two years. Even though the term of the agreement is short, it is surprising on how many occasions this automatic "roll over" clause has protected this particular client. Locations, even very large, professionally-run locations forget to mark the cancellation date on their calendars. Accordingly, this clause makes your location agreement virtually perpetual.

Now, I know many of our readers with creative minds are already figuring out a way to shrink the window during which the contract can be cancelled. In theory, instead of a one-month window, a window consisting of nothing more than one day could be written into the contract. However, the smaller the window becomes, the less likely a court is to enforce it. In fact, in our opinion, a one-day window for cancellation would probably be thrown out by a court. We find that 30-60 days seems to be a very appropriate period of time for this window yet provides a good amount of protection for the operator.

Another question which arises is, "What happens when machines are left on location at the expiration of a contract where the contract does not specifically roll over?" Obviously, the contract no longer controls because the contract is over. Most courts will hold that the contract is "at will." That means that the contractual relationship continues as long as it is the desire of both parties. This is almost like having no contract at all. The location can ask you to remove your machines at any time. Admittedly, the other terms of the agreement will remain in full force and effect (that is, responsibility for loss, division of profits, etc.) but the prime contractual element, that is, longevity, will no longer be present.

It should be noted that when we counsel clients to include items such as a "roll over" clause in the contract, we are not trying to trick or deceive a location. No attempts should be made to try and "slip one by" a location. Rather, location agreements and clauses such as this are an attempt to stabilize relationships between operators and locations and give route operators a decent position when dealing with the locations on their route. As our readers well know, operators take great financial risks to place machines on locations and it is only reasonable, and expected, for them to be able to expect a decent rate of return on their investment. A "roll over" clause will help assure decent returns on your investment dollars.

Tournament Highlights

READY...AIM...SHOOT!

Arachnid hits bullseye with their 1991 "World Challenge of Champions"; nearly 5,000 entries compete for $55,000 in cash & prizes May 24-27

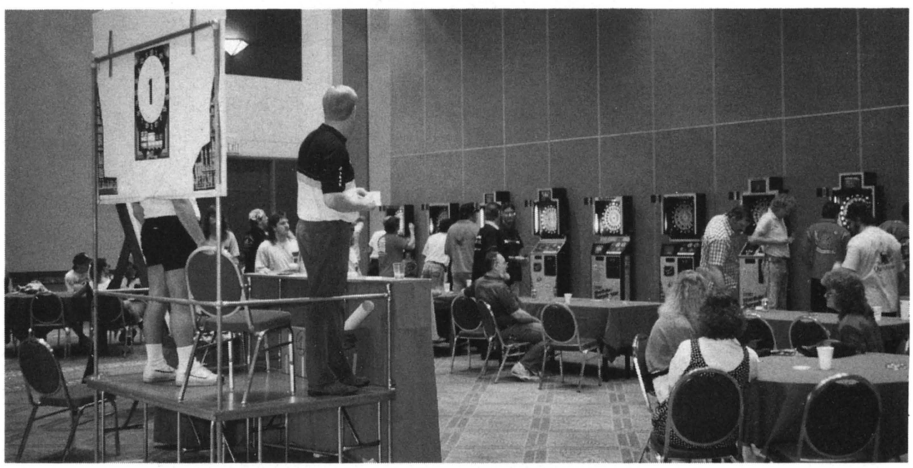
Applause for the overall winner of the BullShooter IV World Dart Finals! It's...(quiet, please)... Arachnid, Inc.! How can an entire company walk away with the winner's title? Because the stunning success of Arachnid's 1991 world-class dart tournament held Memorial Day weekend warrants the grand prize. The place teemed with record numbers of players who competed on row upon row of games proving that the Arachnid dart program is hugely successful.

This grand finals tourney was called the "BullShooter IV World Challenge of Champions" and it climaxed the company's $135,000 1990-91 tour. The event took place May 24-27 at Chicago's Hyatt Regency O'Hare where the company recorded some 4,992 entries (up 818 from last year) from 36 states and seven countries — all of whom competed for $55,000 in cash and prizes.

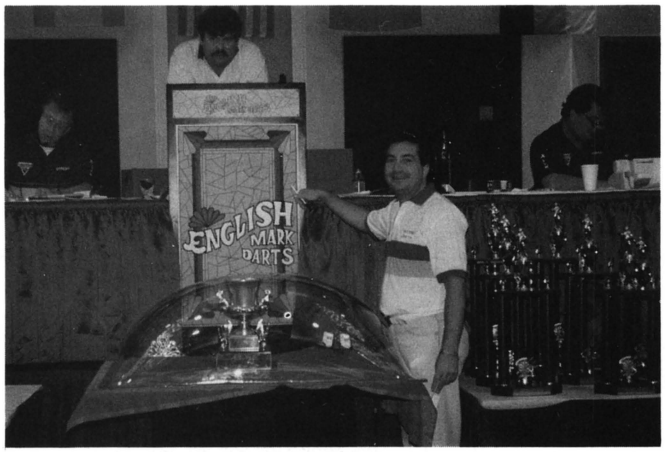
Everything ran smoothly thanks to the winning "A-Team" officials who were constantly busy on the floor keeping things moving. They were given some help by the computerized registration system (implemented at last year's tourney) which allowed players to keep track of their own chart positions and match times. Huge overhead video screens allowed contestants and onlookers to get a close-up view of special events and the exciting final matches. The featured event was the Pro Singles match with a top cash prize of $2,500, drawing some



A crowd gathers for a birdseye view of the Bull Pen — the centrally-located spot where all the final matches and special events took place each day.



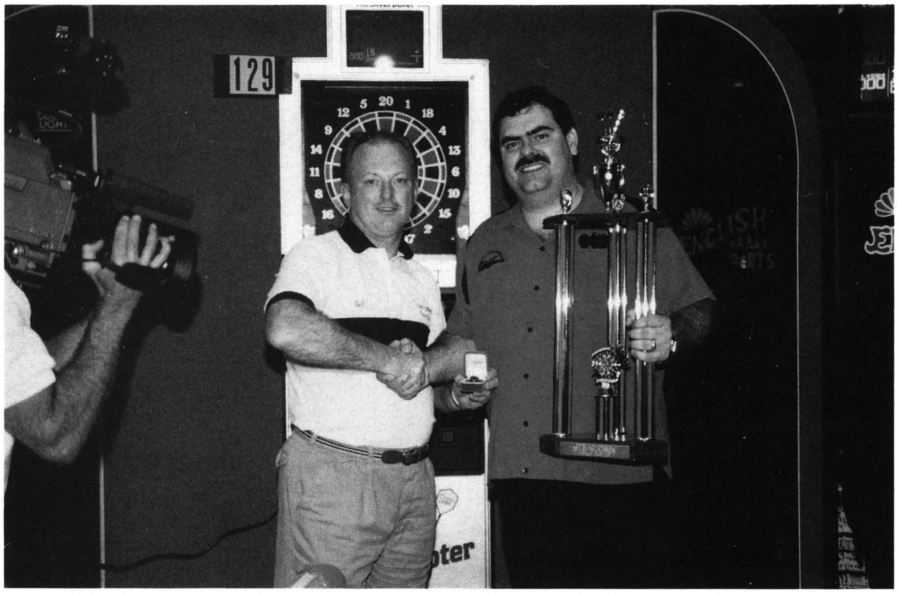
A scoring platform looks out at one of the many rows of dart machines set up for the players. In all, Arachnid had a whopping 180 machines at the tournament.



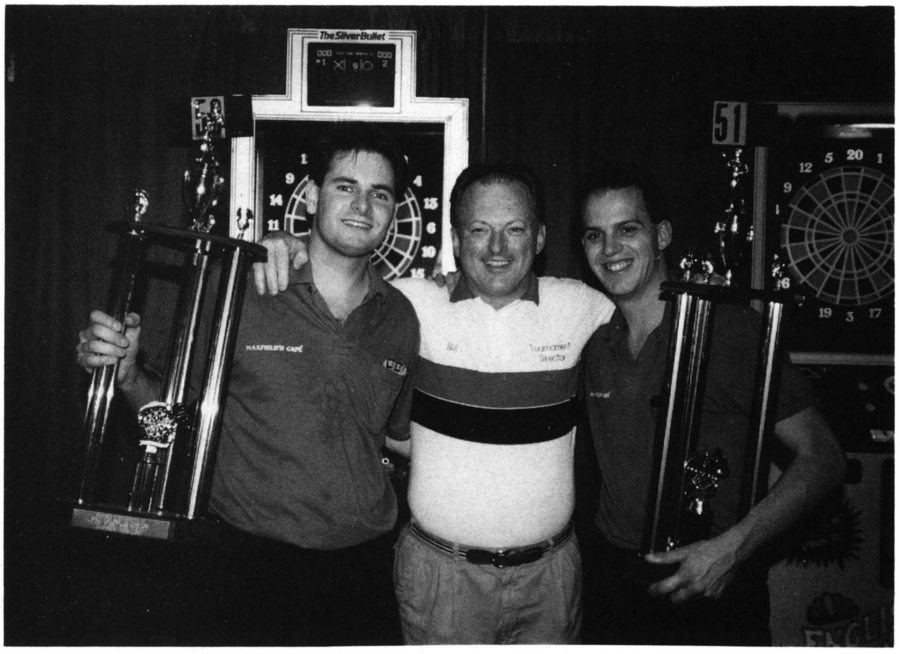
Arachnid's Marketing VP, Sam Zammuto poses by the coveted Pacific Cup, while Tourney Director Dave Schultz looks on from above.



Darters and onlookers "shop" at Arachnid's merchandise counter.



BullShooter Pro Singles winner, Tony Payne, is congratulated by Arachnid President Bill Ward.



Arachnid prexy Bill Ward smiles with mens doubles winners Joe Beecroft and Jim Damore.

high caliber competition.

In all, the tournament featured eight main events including mixed cricket, 501 open singles and 301 men's and women's doubles. Players were allowed to shoot in up to three separate events and the final matches in each took place the day the events started.

The 1990-91 tour comprised a series of 16 qualifying BullShooter regionals held in the U.S. and internationally. International competition was represented by players from Spain, England, Canada, Germany, Belgium, Japan and France. Teams from these nations participated in competitions with the U.S. team for the European and Pacific Cup challenge (both won by the U.S. teams).

Arachnid, Inc., based in Rockford, Ill., makes the popular *English Mark Darts* game which is their tournament model. This year, they also debuted their new *Galaxy* series game which includes automated league statistic features (accessed by a card run through the machine).

The annual BullShooter World Challenge of Champions is designed to promote the coin-op dart industry while showing the players a good time. Star "A-Team" members include VP of Marketing Sam Zammuto, VP of Sales Marcio Bonilla, and Tournament Director Dave Schultz. Any operator interested in learning more about how to start and run a league and how to sponsor teams at BullShooter regional and finals events, can contact Arachnid at P.O. Box 2901, Rockford, Ill. 61132-2901. Phones are 815/654-0212 in state, or toll free at 800/435-8319.

(2) EXCITING NEW KITS FROM TECMO:



STRATO FIGHTER

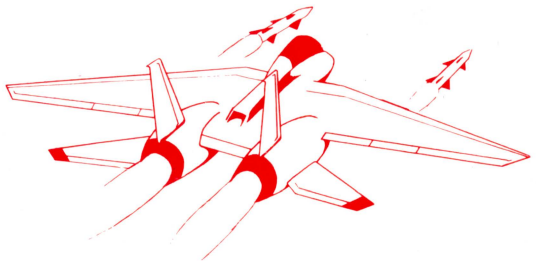
- HORIZONTAL
- STANDARD JAMMA
- CONTINUATION FEATURE
- 1 OR 2 PLAYER INTERACTIVE
- 6 STANDARD LEVELS & 6 PRO LEVELS
- UNIQUE WEAPON & SPEED-UP FEATURES

CALL YOUR DISTRIBUTOR TODAY!

Soar to new heights with this fast action cross-universe battle. The "Aero Tactic Fighter" enters a new dimension with homing missiles, vertical shooting, instant turns, guard weapons and the ION-L. Excite your senses with Strato Fighter!

STRIKE GUNNER S.T.G

Master the air war with an impressive array of modern weaponry. Choose a special "main weapon" in each round of exciting aero combat. The enemy is lurking and you are summoned to search and DESTROY!



- ★ Vertical Kit
- ★ Great Air Battle Action
- ★ 1 or 2 Player Interactive
- ★ Continuation Feature
- ★ JAMMA Compatible

UNIQUE FEATURE-COMBINED PLAY:

Either player can initiate combined play to merge both aero ships together, creating the ultimate battle action!

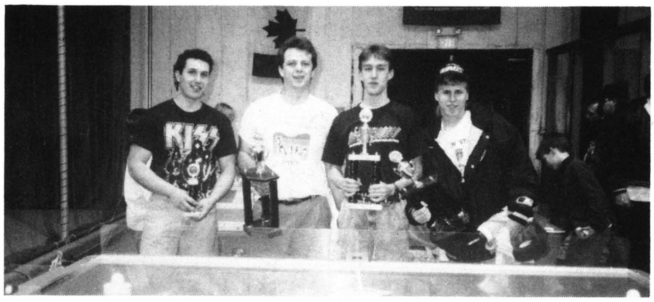
TECMO

VICTORIA BUSINESS PARK • 18005 S. ADRIA MARU LANE • CARSON, CA 90746

(213) 329-5880 • 1-800-338-0336 • FAX: 213-329-6134



MERIT TO FLORIDA — Merit's 4th World Series of Darts Tournament traveled to Tampa, Fla. April 19-21 with the $6,000 Sunshine Classic. Co-sponsored by American Vending and Birmingham Vending, the event drew over 550 players from all over Florida. Merit's Tournament Director John Hooten said the company is looking forward to coming back next year and is looking seriously at having a $10,000 tournament in the area in 1992. Shown here is singles champion Peter Mills (left) shaking hands with runner-up Bryan Carroll (that's tourney director John Hooten in the middle).



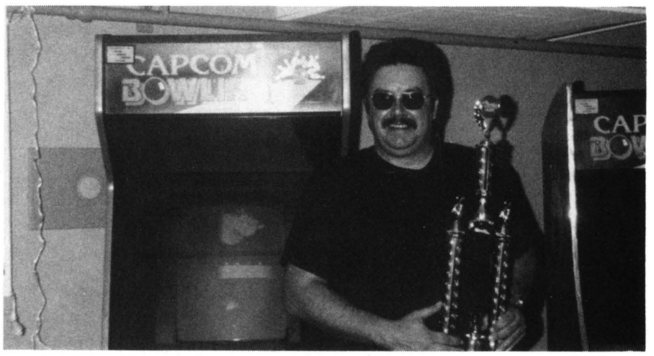
MARYLAND AIR HOCKEY TOURNEY — The 1991 Maryland Amateur Air Hockey Championships were held February 23 in Cockeysville. The event was hosted by Sports, a mega sports facility featuring miniature golf, batting cages and coin-op games. Dynamo Corp., Sports and other local sponsors provided over $2,500 in cash and prizes. Philadelphia's Tim Brown was named amateur air hockey champion followed by the second- through fourth-place winners shown above.



AIR HOCKEY NATIONALS — The 1991 National Air Hockey Championships took place April 20-21 at Houston's Fame City fun center. A record 85 players from Houston, San Antonio, Dallas, Atlanta, Minneapolis and San Jose all competed in the championship for over $10,000 in cash and prizes (awarded by Dynamo Corp., Fame City and other sponsors). Shown above is the 1991 National Air Hockey champion, Tim Weissman (middle) flanked by the other finishers through fifth place. For a tournament poster and schedule outlining Dynamo and the U.S. Air-Table Hockey Association's (USAA) tournaments, please contact Dynamo's Mark Robbins at 800/527-6054 or USAA at 713/550-6631.



UAMA'S 8-BALL TOURNEY — The Utah Amusement Music Assn. celebrated the 10th anniversary of the Utah 10,000 8-ball open pool tournament February 9-10 in Wendover, Utah. A total of 160 players in both the open and women's divisions competed for the coveted championship title. Sponsored by UAMA, Phillip Morris and Main Stay Liquor, the tournament has grown to become the largest in the state. Shown here are the third-time woman's division champions.



WORLD SERIES OF BAR GAMES — The 2nd annual Coors Light "World Series of Bar Games" was held April 5-7 at the Howard Johnson's in Arden Hills, Minn. Numerous qualifying tourneys were held, ranging from pool and darts to *Capcom Bowling* and Grayhound *Coors Silver Bullet* basketball. Representing 18 states, players gathered to compete for prize money and trophies, and most plan to return for a great time next year! Seen here is Capcom Bowling first-place winner Mike Brandt.



RECORD-BREAKING TOURNEY — All player attendance records were shattered in the 1991 Wisconsin State Electronic Dart Tournament sponsored by the Wisconsin Amusement & Music Operators (WAMO). The event was held April 26-28 at the Fond du Lac Expo Center and committee members recorded over 4,000 entrants. In addition, 53 WAMO operators sanctioned almost 17,000 league dart players for the tournament qualifying competitions which began in September 1990 and culminated in the $60,000 Wisconsin State tournament. Next year, tourney officials hope to break the record again. The 1992 event is slated for April at the Tri-County Ice Arena in Menasha, Wisc. Above, players line up with their prize plaques.

"Start spreadin' the news..."

KARAOKE!

sing-along music catching on in the U.S.; should operators reject it or embrace it?

Under the boardwalk, down by the sea-ee-ee-ee-yea, on a blanket with my baby, is where I'll be. Under the boardwalk... Everybody sing!

What? Are you shy? C'mon, we can't believe that. Would you feel more comfortable if you were center stage and 100 people were looking on? Okay then, use your imagination and join with us here — *down by the sea-ee-yea...* What? Still shy? Guess a karaoke machine would remedy the situation.

Ah, karaoke. Even the name sounds melodic. From the Japanese, meaning "empty orchestra," this machine is rapidly gaining an audience, and a market right here in the USA, although nothing yet like it has in its "home country" of Japan.

Karaoke sales have "exploded" in recent months, boding a hot new trend in locations across the country. But so far, operators are not involved (though this could change). And some observers wonder whether karaoke may present a serious threat to the jukebox, just like live DJ "spinners."

For all these reasons, music operators should somehow think about getting involved in this new form of entertainment. Whether karaoke works with your jukebox or against it, if the trend keeps going the way it has been lately, karaoke could change the face of machine-made music on American locations!

EXPLODING SALES

Karaoke's popularity is growing rapidly, so rapidly that component sales reached the $75 million mark last year. Pioneer, which is the leading maker of laserdisc karaoke, reported a 500% increase in unit sales for the Western region of the country since thy began manufacturing karaoke machines for the U.S. market in 1988.



"WHERE EVERYBODY KNOWS YOUR NAME..." This photo shot during the filming of a *Cheers* episode shows characters Cliff and Norm hamming it up karaoke style.

Pioneer Laser Entertainment's assistant sales manager, John Stickel, advises that some 2,000 American locations currently have Pioneer karaoke machines on site . . . and it's growing fast. New York, Chicago and L.A. all boast upscale bars and taverns which have scored major successes with karaoke, building customer traffic and excitement.

"Excellent" is the word used to describe karaoke results by Martin Hanson, General Manager of Reubens, a Southern California-based steak house and lounge. "Our Pioneer laserdisc has been on location for five months," he said, "and its popularity is growing each month. We have karaoke two nights a week, but that's going to change. The public practically demands additional karaoke nights. And we have quite a variety of performers," he volunteered. "You can't pinpoint just one user profile, everyone wants to be a singing sensation."



Beverage sales, of course, are what karaoke's all about in the cash register. Bartender here listens to customer toward left singing while awaiting waitress with another order.

Pioneer says this is just the beginning. "This year, I expect to do five times over what was done in the last two years," stated John Stickel. "We're absolutely in this for the long run. We expect the karaoke division to do as well within five years as our car and home electronics."

Pioneer's successes are attracting some other players to the karaoke market. Currently, there are few firms manufacturing for the US market, but several more companies have slated the late spring, summer or even early next year as "coming-out" dates for their models.

The Singing Machine Company out of Boca Raton, Fla. has 16 different karaoke models out on the market right now (most for home use). Nikkodo has introduced several new karaoke products for the U.S. (although Pioneer is the original equipment manufacturer). Meanwhile, Sony (already supplying components for DK Karaoke) recently announced that its new CD player is due out this spring, and Lonestar will introduce its cassette karaoke this month. And, by summer 1991, Sanyo will release its karaoke system featuring a laserdisc combi player.

CUSTOMERS LOVE IT

Why are people smiling over karaoke? "It's fun," said Pioneer's John Stickel, "and fun is what we sell. The laserdiscs and boxes are incidental. Other products may be sold by specs. Karaoke is sold by enjoyment!"

The enjoyment level required some time to build. "We knew that initially only the innovators would respond," Stickel said. "But that's changing, especially when the public sees laserdisc karaoke offers MTV-style videos with stunning sound."

American acceptance of karaoke was no sure thing. The product really got its start in Japan . . . and sometimes entertainment products don't travel well between cultures. Some 20,000 laserdisc units per month are sold to consumers in the Land of the Rising Sun, and Japanese workers have practically made a ritual out of singing in night spots with colleagues after work.

Indeed, initial U.S. interest in karaoke almost caught Pioneer by surprise. "People would call our office and ask questions like 'How do I change this machine from the Japanese current?'" chuckled John Stickel. "There was such a groundswell of interest we started to do market research . . . and here we are."

These days, American customers are discovering what millions of Japanese already know: the karaoke "you are the star" effect, is nothing short of spectacularly realistic. Most locations have a small stage area with a large screen behind the performer showing the video, and a smaller monitor in front displaying the lyrics. Many also have extra monitors set up around the location displaying video action plus the necessary lyric words. The "singer" takes the mike, and the show begins. Everyone wants to be a star, even if it's for five minutes in a smoky tavern.

Can't you just hear the crowd chant your name? Is that a cold beer you're holding . . . or is it a Grammy? You're famous!!!! Then the music stops, but your smile keeps going. A star is born!

But Japanese and U.S. customers have evidenced slightly different approaches to karaoke. While Japanese singers tend to direct their performances to a small group of friends, American-style karaoke is more interactive with the entire crowd inside a location . . . strangers or not.

"In the U.S.," said John Stickel, "karaoke performers are singing for everyone. The performers involve the bar and the onlookers have as much fun as the singer. It's a more active form of entertainment in the States. And not just the U.S.," he laughed. "In the United Kingdom, people are making singing appointments at bars that have karaoke!"

TYPES OF KARAOKE

Not all karaoke machines are alike. Some are meant for the consumer market, others for commercial applications. Some use 12" la-



Cocktail waitress Lynn Duffy sends down a tune between waiting on tables. "Oh, I can't sing!" says Lynn, but like so many, she grabs the karaoke mike anyway and gives it a try.

serdiscs, while others employ CDs or cassettes. The cassette and CD karaoke come with lyric sheets, while the laserdisc and "advanced" CD units (CD plus graphics) include a monitor which shows the lyrics against visually pleasing backgrounds.

All karaoke units are currently manufactured in Japan, although that is expected to change within the next two years. At this time, only the Pioneer laserdisc karaoke is reportedly available to be fitted with a bill acceptor, although the majority of their machines are sold without them.

For U.S. purposes, Pioneer is the largest karaoke manufacturer and they are concentrating on the most advanced type of machine, the laserdisc unit. The electronics giant also produces their own videos to accompany the music and presses their own software. They have purchased the rights to record the song and lyrics as well as video production rights. "It's quite an expensive undertaking," Pioneer execs admit. "But Pioneer is 150% devoted to the karaoke market. We have our own warehouse, a disc pressing facility and 300 dealers coast to coast. We're in this for the long run."

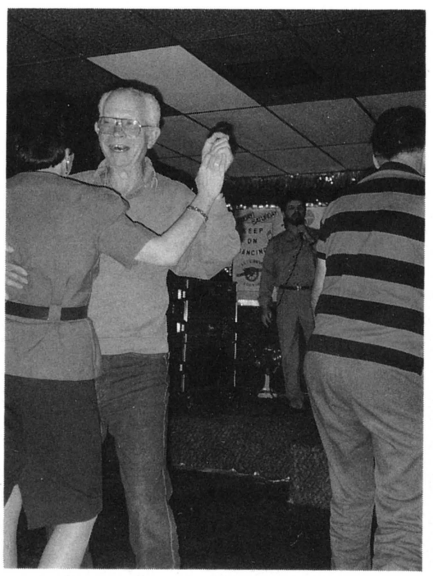
OPERATOR & DEALER INVOLVEMENT

Those 300 dealers are different from Pioneer's coin-op distribution network. Authorized karaoke dealers sell to music stores, bars, restaurants or the consumer himself. This procedure works well except in locations where the network is not established (due to geographic inaccessibility). In such cases, Pioneer distribs sell to the end user.

One group they haven't sold to . . . yet . . . is the operator. For the most part, Pioneer karaoke units are operated by the location. But since interest for the product and market has begun to snowball, Pioneer is looking to expand to operator involvement.

"The bill acceptor is a very different twist on the product," John Stickel explained. "We are still honing it, but are obviously very interested in what it can mean for the marketplace." Namely, operator involvement!

Even without bill acceptors, operators could participate in karaoke today by leasing the machine to a location, teaching someone on the location staff how to run it, and supplying the software. Since many jukeboxes are provided on a lease basis, it's not outside the realm of possibility that karaoke could follow suit. In fact, if the industry truly embraces this new form of entertainment, it's nearly certain that at least some operators will employ karaoke on a lease (rather than commission split) basis.



They sing but they also dance to karaoke. (Maybe that's to avoid the dj's eyes and escape from being called up on stage?!)



As always, there's one real "voice" in the audience. Some, like this gent, can truly enthrall the location's patrons with a solid karaoke performance (and it's "free" to the bar!).

Beyond the Pioneer dealer network, other karaoke suppliers are distributing karaoke products in the States as well (although — as stated earlier — aside from Pioneer, no other U.S. company is actually manufacturing its own machine). Among the other dealers are DK Karaoke, Amarakan (selling modified Hitachi machines) and a number of wholesale distributors selling a variety of machines and software.

JUKEBOX IMPACT

All of this activity on the manufacturing, distribution and location level raises a very important question. Could karaoke become the prime focus in American locations, and even drown out the jukebox?

Pioneer says no. For one thing, jukeboxes and karaoke each have their own unique appeal. For another, certain locations have already proven that the two machines can exist (and turn a handsome profit) side by side, just as big-screen TV and jukeboxes can co-exist in, say, a sports bar.

"There are a lot of locations where jukes and karaoke can co-exist," John Stickel stressed. "There

are two different crowd mindsets operating here. The jukebox is passive: someone sitting at the bar wants to hear a favorite song, gets up and puts a dollar in the machine.

"Karaoke," John continued, "is an active form of entertainment. Somebody in the bar wants to 'do' their favorite song, so they get up and put a dollar in the karaoke." However, let's remember that when the karaoke is on, the jukebox is off. Perhaps some folks hang around after the karaoke show's over and keep the mood going with the jukebox?

Pioneer cites locations where jukebox revenues have remained steady after the introduction of karaoke into the location. And *RePlay* knows of some locations where jukeboxes have actually *increased* their earnings in a site where sing-along mikes (and other electronic entertainment media) are introduced (see our music column "Jukebox 2001," July 1990).

WHERE DO WE GO FROM HERE?

Will karaoke be around for a while? Can it truly establish itself as an "entertainment fixture," like jukeboxes . . . or is it a short-lived fad, hot today, gone tomorrow?

Pioneer — and some other major corporations like Sony — are betting that karaoke's appeal is as timeless as it is universal. "People don't get tired of singing," John Stickel observed. "They sing in the shower, the car . . . karaoke takes the singing out of the shower and brings it to a location with an audience. How can that novelty ever die?"

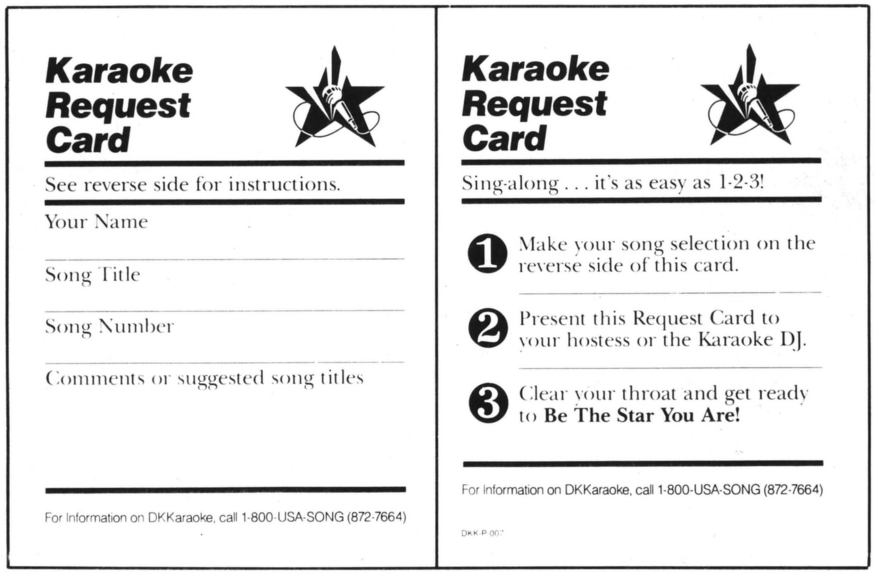
If you're a music operator, this trend might be getting too big for you to ignore. Check out the locations in your area. Do they have karaoke? If so, is it popular with customers? If not, have they heard about it . . . and would they be interested in having your company provide this new, exciting form of entertainment? The bigger question: how can you get personally involved?

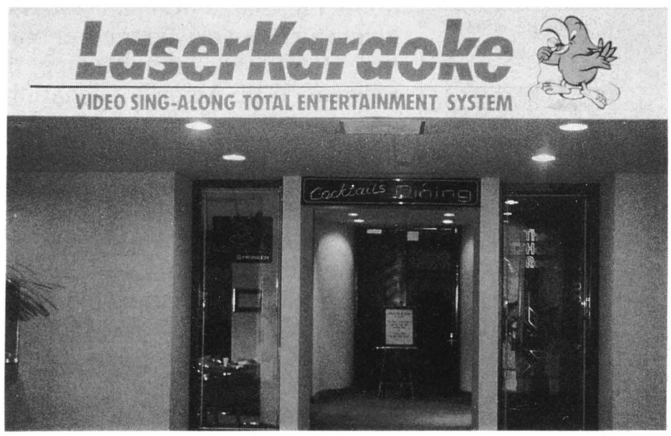
The answers to those questions could reshape your business. If America repeats Japan's karaoke success story, the answer could also reshape the coin-op music market. As Walt Whitman once said, "I hear America singing" . . . and it may mean that American operators could be the next ones to join the sing-along.

Of course, operator involvement will depend largely upon the equipment brought out for their use by the karaoke manufacturers. Product displays have graced national coin-op shows for a couple of years already, and entries into coin-op versions have been touted.

Still in all, karaoke is a "live music experience" similar to a live band or DJ record spinner . . . both traditional "enemies" to the coin operator. Perhaps this time, the operator won't "yell" so much when he sees it eating into his jukebox revenue . . . maybe he'll find ways to "exploit" it for his own good ends. Equipment leasing or a coin-op version are obvious ways to join the movement.

And that's the "song" we hope operators will "sing" when they're called up to the economic stage to avoid being "under the live music boardwalk" and up top where music operators belong.







A location banner (left) entices customers to come inside and join the sing-along. At right, Pioneer prexy Ted Karasawa and company cohorts entice operators to stop by the firm's booth at a coin machine industry tradeshow and give their karaoke system a try.

Eddie Adlum on Karaoke

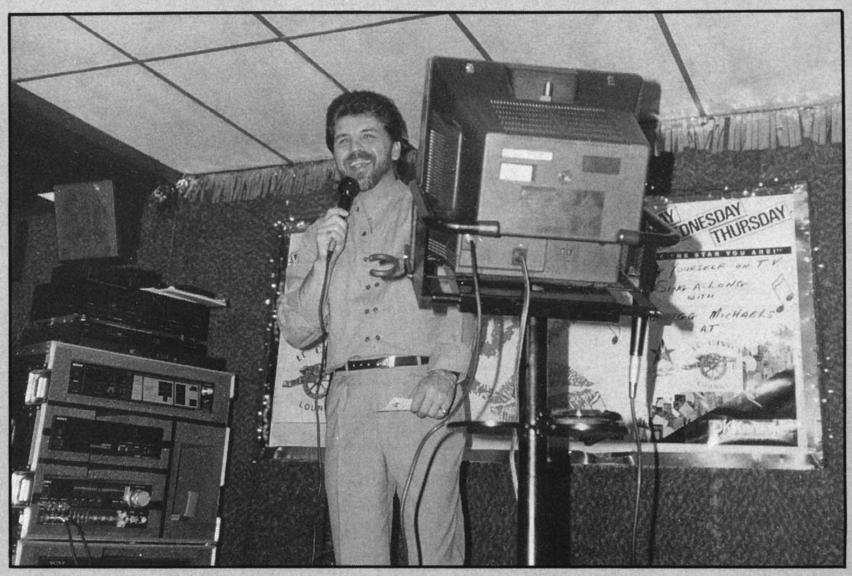
I never liked the karaoke because I couldn't find the coin slot or the bill slide on the rig (not yet, anyway). As a person, I love it, because I'm part of that percentage of people who like to perform. After 35 years of cigarettes, that performance isn't "studio quality," but the people listening aren't Hollywood agents either.

Karaoke is a Japanese thing and it's flourishing over there. If it can make yen in that inhibited society, it should make bucks in our yahoo nation. At least that's what logic says. So, how come it hasn't already? I don't know for sure, but I have this feeling the karaoke people have been pushing a rock up a hill and are about to shove it over the top and it will come rolling down of its own momentum. This thing is going to get bigger before it gets smaller and the time for jukebox people to catch the wave is now. How?

Dunno, I just hope somebody comes up with a flashy and easily-run coin- or dollar-operated system. Barring that, the operator can always lease the equipment from Pioneer, Sony or one of the others and release it to the bar owner like so many already do with their jukeboxes. Trouble is, you normally need some live fellow or girl to tout the thing on a microphone because Americans are just not as used to this as the Japanese and need a tad of coaxing to get off the barstool and up to the mike.

Is is fun? Yes, it's fun. Is it embarrassing? Sure, and that's part of the fun. After getting Debbie Anderson's story, I drove over to a place in my neighborhood called Le Cannon to witness their Wednesday night karaoke fest because there's nothing like seeing the thing you're writing about in front of your eyes (and ears). I also saw something very much worth reporting: this "trend" could be a bad thing for jukebox operators if they don't find a way to join it because it has all the seeds of live bands and record spinners. And, yes, the old Seeburg jukebox in the corner didn't make a peep all the time.

Le Cannon's management had hired the services of a fellow named Greg Michaels who showed up with a complete Sony player, monitors, song lyric sheets and song request cards (the latter he had his assistant Lyndy display with pencils along the bar, and on the cocktail tables along



"Start spreadin' the news" sings karaoke maestro Greg Michaels (above) to begin the session at Le Cannon. His entre to the fave tune *New York, New York* may have been an unintended promo of karaoke itself. Below, Greg's assistant Lyndy warms up the crowd. She quit her normal job to join him in his traveling karaoke business.



with karaoke table tents). Greg and Lyndy also set up their VCR camera because this is part of their profit picture (they sell video tapes of people singing at $10 a pop and there's a good margin in that price).

Greg gets between $200 and $300 a night to perform the karaoke at Le Cannon. He does it there three nights a week and two nights at another place called Sandbaggers, as well as at some private parties. A former radio disc jockey, he's been doing karaoke dates around four months and says he normally packs the house each time (great for the barkeep who has to amortize the expense with beverage sales).

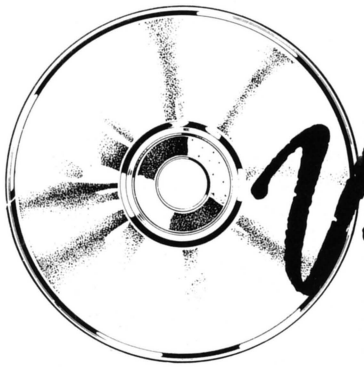
The night I was there was a downer, Greg admitted. I counted nine customers but they said more came in after I left. So, here's all this high tech musical gadgetry set up and monitors showing tapes of people boogying along with the song words. The camera is set, Lyndy is smiling and collecting song cards and Greg cranks up the engine, even though there are fewer folks here than he'd like.

Greg runs off a tune or two himself, showing all how easy it is. Then he asks Hans (a regular) to come up and butcher "Blueberry Hill." This is very funny, hearing the Fats Domino classic sung so badly in a German accent. But that's part of the fun of karaoke. All applaud. Then a "suit and tie" at the bar grabs the mike and sings "Ebbtide" and all await the high note which he makes! This guy can fall back on another profession!

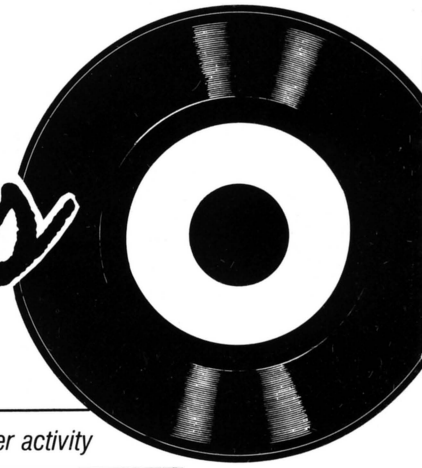
Of course, there's always the "good singer" in the crowd who comes up more than once, as well as the "bowling lady" coughing from another Pall Mall who waves her friends away even though they scream "nobody single sings 'Proud Mary' better than you!" Others dance (probably so they don't get called to the stage) and Doc at the bar is ringing up the till (I don't know if the price of drinks increased during karaoke, but I wouldn't be surprised).

At intermission, Greg sits with me and says karaoke is like "singing out of the shower." He says he's making a buck but continues to sell fire prevention security services on the side. He likes the DK Karaoke system (two new discs a month, songbooks, promo stuff, etc.). When asked if karaoke hurt the jukebox, he looked blank, realized who I was and changed the subject.

Karaoke for Greg and Lyndy is just like being in a band, but their instruments are sophisticated disc players. These are the 1990 "spinners." They sell fun at a price to the bar but they bring in customers. They are to be reckoned with.



Vital Titles



top-selling 45s and CDs at key one-stops as of June 21, 1991 ★ = *significant crossover activity*

POP

★ **1. RUSH RUSH,** *Paula Abdul, Virgin 98828*
2. LOVE IS A WONDERFUL THING, *Michael Bolton, Columbia 73719*
3. LOSING MY RELIGION *R.E.M., Warner Bros. 19392*
4. I DON'T WANNA CRY, *Mariah Carey, Columbia 73743*
5. TOUCH ME (ALL NIGHT LONG), *Cathy Dennis, Polydor 4664*
6. RHYTHM OF MY HEART, *Rod Stewart, Warner Bros. 19366*
7. I WANNA SEX YOU UP, *Color Me Badd, Giant 19382*
8. I TOUCH MYSELF, *Divinyls, Virgin 98873*
9. MIRACLE, *Whitney Houston, Arista 2222*
★ **10. DON'T TREAT ME BAD,** *Firehouse, Epic 73676*

POP PICK HITS

BLIND FAITH
Warrant - Columbia 73598

ONLY TIME WILL TELL
Nelson - DGC 19014

LIFT ME UP
Yes - Arista 2218

PLACE IN THIS WORLD
Michael W. Smith - Geffen 19019

DIRTY LOVE
Thunder - Geffen 19026

CW

1. MEET ME IN THE MIDDLE, *Diamond Rio, Arista 2182*
2. DON'T ROCK THE JUKEBOX, *Alan Jackson, Arista 8681*
3. THE THUNDER ROLLS, *Garth Brooks, Capital 44727*
4. IF THE DEVIL DANCED (IN EMPTY...), *Joe Diffie, Epic 73747*
5. WE BOTH WALK, *Lorrie Morgan, RCA 2748*
6. BLAME IT ON TEXAS, *Mark Chesnutt, MCA 54053*
7. I AM A SIMPLE MAN, *Ricky Van Shelton, Columbia 73780*
8. IF IT WILL, IT WILL, *Hank Williams, Jr., Warner Bros. 19352*
9. ROCKIN' YEARS, *D. Parton/R. Van Shelton, Columbia 73711*
10. LUCKY MOON, *The Oakridge Boys, RCA 2779*

COUNTRY PICK HITS

YOU KNOW ME BETER THAN THAT
George Strait - MCA 54127

LIZA JANE
Vince Gill - MCA 54123

SILVER AND GOLD
Dolly Parton - Columbia 73826

HERE WE ARE
Alabama - RCA 2828

DOWN AT THE LAST TWIST AND SHOUT
M. Chapin-Carpenter - Columbia 73838

R&B

★ **1. POWER OF LOVE,** *Luther Vandross, Epic, 73778*
★ **2. MIRACLE,** *Whitney Houston, Arista 2222*
3. I WANNA SEX YOU UP, *Color Me Badd, Giant 19382*
★ **4. RUSH RUSH,** *Paula Abdul, Virgin 98828*
★ **5. CAN YOU STOP THE RAIN,** *Peabo Bryson, 73745*
★ **6. NEVER GONNA LET YOU DOWN,** *Surface, Columbia 73643*
★ **7. I DON'T WANNA CRY,** *Mariah Carey, Columbia 73743*
★ **8. EXCLUSIVITY,** *Damian Dame, Arista 4000*
9. YOU'RE GONNA GET SERVED, *Gene Rice, RCA 2822*
★ **10. WITH YOU,** *Tony Terry, Epic 73713*

R&B PICK HITS

LET THE BEAT HIT 'EM
Lisa Lisa & Cult Jam - Columbia 73847

EVERYDAY PEOPLE
Aretha Franklin - Arista 2239

3AM ETERNAL
The KLF - Arista 2230

GYPSY WOMAN (She's Homeless)
Crystal Waters - Mercury 2844

LILY WAS HERE
David A. Stewart - Arista 2187

CDs

1. OUT OF TIME, *R.E.M., Warner Bros. 26496*
2. SHAKE YOUR MONEY MAKER, *The Black Crowes, Def American 24278*
3. SPELLBOUND, *Paula Abdul, Virgin 91611*
4. TIME, LOVE AND TENDERNESS, *Michael Bolton, Columbia 46771*
5. NO FENCES *Garth Brooks, Capital 93866*
6. MARIAH CAREY, *Mariah Carey, Columbia 45202*
7. VAGABOND HEART, *Rod Stewart, Warner Bros. 26300*
8. GONNA MAKE YOU SWEAT, *C&C Music Factory, Columbia 47093*
9. JOYRIDE, *Roxette, EMI 94435*
10. NEW JACK CITY SOUNDTRACK, *Various Artists, Reprise 24409*

NEW PRODUCTS

Atari's ROAD RIOT 4WD



Road Riot is a dedicated sit-down driver new from Atari. The game boasts a side-by-side two-monitor set up which encourages two-player linked competition, although players can choose to play individually.

Unique gameplay presents the player with off-road racing competition combined with combative shooting action. Controls include a gas pedal and a feedback steering control with trigger buttons. **Road Riot** also includes a 'rump-thump' feature: where the trigger buttons on one player's control activate a solenoid in the seat of the other player, allowing the player to truly "feel" the excitement of the game.

The game offers 12 tracks — each with its own terrain and challenges — ranging from desert and mountains to ice and corn fields. And should the player crash, at least he will be entertained by the multitude of ways in which his car will be destroyed (the vehicle can roll, fly end-over-end and explode on impact).

The unit is currently shipping from Atari Games' manufacturing facilities in Milpitas, Calif. and Tipperary, Ireland. For more information, ask your authorized distributor; or for referral, contact Atari at 408/434-3750.

Two New Videos from Sega

Dynamic C.C. is a dedicated upright video game for one player or two players taking turns. It's also offered as a low-cost conversion kit for earlier "System 24" Sega games such as 'Bonanza Bros.' and 'Scramble Spirits.'

The theme is golf, but the realism is something you've got to see to appreciate. Players not only select clubs and aim the on-screen player; they also get to select the point of club impact on the ball (via special graphics displayed in a small video "window" in the upper right corner of the screen)...and, they get to control the strength of their swing by using a special control called a "shot bar" which is something like a flipper switch: you pull it down to the desired point; release; and it springs back to the starting position.

Before each hole is played, clever "edits" and rapidly-shifting points of view show the player each green from overhead, from the tee, from mid-fairway, from over the green, and from on the green. This plus additional "screens" showing such factors as wind speed and direction, and giving advice on club selection, etc. When you reach the green, a "grid system" is superimposed to display green topography and help you aim your putt. It all adds up to a delightfully sophisticated simulator.

Ribbit, as we all know, is the noise a frog makes. It's also a cute new two-player (simultaneous) conversion kit which Sega describes as a sequel to 'Frogger,' a hit from yesteryear. Players use joystick only (no buttons) to control their frogs, which must jump from log to turtle, etc., eating bugs and other nasties while evading enemy characters like rats and spiders.

Animation includes very realistic renderings of characters and settings, all of which are moving at different speeds for a uniquely challenging environment. Three basic settings (stream; ground; machine shop) offer 50 rounds of action. The simple gameplay ("easy to grasp, difficult to master") should appeal to the family crowd, and that most definitely includes kids and females according to Sega's test results.

For more information, contact your authorized distributor, or for referral it's Sega Enterprises, Inc. (USA), P.O. Box 610550, San Jose, CA 95161-0550; 408/435-0201.

Baseball Cards for Williams' SLUGFEST

Topps brand baseball cards for vending in Williams' 'SlugFest' baseball novelty are available from Play Ball! Cards & Novelties, Inc. Also, operators may obtain free signs which will go atop games, indicating Rookie Cards inside. Cost is 2.5¢ per card. Other brands (Score, Fleer, Donruss, Upper Deck) are also available at that price.

For more information, ask your distributor; or for referral contact the firm's Allan Charney at Play Ball! Cards & Novelties, Inc., 3650 Gettysburg Ave. So., Ste. 42, Minneapolis, MN 55426; 612/938-5030.

OVER/UNDER DOORS from Happ

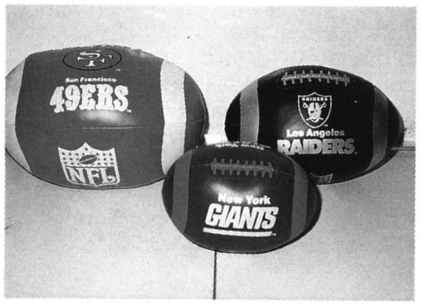
Happs new **Over/Under** door contains a bill validator with stacker plus coin acceptor, and it fits the standard over/under door mounting. Flexibility is a key feature; you can mount it in this week's hot game; then move it to next week's winner. Also, door allows for discounted play when bills are used so you can give players a price incentive: 50¢ per play (coins) vs. 35¢ per play (bills).

Door accepts $1 and $5 bills, is

adjustable to give 1 to 10 pulses per dollar, and is fitted with Dixie-Narco bill validator with stacker capacity up to 300 bills. Optional bill counting meter. As with all Happ controls, it uses the finest materials and design for a strong, durable product that's engineered for long, trouble-free service.

For more information, ask your authorized distributor; or for illustrated brochure and detailed drawing it's Happ Controls, 106 Garlisch, Elk Grove, IL 60007; 708/593-6130.

NFL Merchandise from SOS Good Stuff



NFL Vinyl Footballs from SOS Good Stuff Corp. make great redemption prizes. In fact, the firm has acquired the licenses for all four professional U.S. league sports (baseball, football, basketball and hockey). They kicked off their official sports line in March with three sizes of soft footballs, rendered in official team colors and with the logo boldly printed on each ball. Sizes are a small 7", a medium 8.5" and regulation size: 10". The smaller size is a redemption natural, said the firm, while the mid- and full-size versions work well with cranes.

For more information, ask your distributor or Stephen Chernin, Crane Div. Sales Manager, S.O.S. Good Stuff Corp., 47-00 33rd St., Long Island City, NY 11101; 718/937-3333.

CD TITLE STRIP PROGRAM from Title Strip Co.

CD Title Strip Program is actually two programs for your IBM and 100% compatible computer, and works with dot matrix printers (hard disk and 512K memory required). The first program enables you to print your own CD title strips; the second allows you to inventory all your CDs and jukeboxes with your personal computer. Both programs can be combined to all sorts of wonderful bookkeeping and music route management functions with ease and speed.

CD titles and songs are printed on continuous-form, tractor-feed CD title strips. It gives you complete CD inventory control, too. The jukebox inventory program provides full color displays, showing all information about each CD, including: title, artists, or group; all songs; cost; quantity; manufacturers' code; number of copies in storage and number on location; type of music.

Combining the function of the two programs allows you to select your own unlimited number of categories for the type of music each location needs. Then you can print CD title strips and block out the ones you don't want; the program automatically centers the data and closes up the empty space on the strip.

The program also contains many functions for tracking popularity and play patterns on each jukebox in each location. As you can see, it is extremely versatile, so contact the company to learn more. One year's support is offered along with 10-day money-back guarantee.

For more information, contact Title Strip Co., P.O. Box 333, Riva, MD 21140.

COIN TRACKER from Bush Enterprises

Coin Tracker is a compact computer system that mounts inside any amusement game to keep accurate track of collected money and other game usage information (number of games played, when played, busiest days, etc.).

Features: Route money collector carries a small hand-held computer (complete with its own custom software installed). On location, he uses his hand-held unit to interface with the Coin Tracker inside each machine. His daily stops become faster and field information grows more accurate.

Before leaving the location, the route man can push one button which prints two receipts: one for the location owner; one for the home office. Total information gathered in all locations during the day can be sent back to the home office at the end of the day, via fax card or modem.

An expanded software program for the home office computer can help use data gathered by Coin Tracker to make key management decisions. Optional modules can manage everything from appointments to billing to materials needs to accounting. If you already have route management software, this element can be formatted for use with your existing system.

For more information, ask your distributor; or for referral it's Bush Enterprises, 4901 Morena Blvd., Ste. 501, San Diego, CA 92117; 619/270-7501.

MS. PACATTACK from Two-Bit Score

Ms. Pacattack is a retrofit kit (an easily-installed ROM chip) for original 'Ms. Pac-Man' games. The chip results in new maze shapes throughout the game, but does not alter basic gameplay. Fans of the game get new challenges, yet remain within the universe they've become comfortable with. Surprises include a zig-zag corridor which will slow down even the most experienced 'Ms. Pac-Man' player. By the way, Two-Bit's Bob Sokol tells us that 'Ms. Pacattack' works with the firm's 'Speed-Up' and 'Heartburn' products, too.

For more information, contact Two-Bit Score Amusements, 11,600 Manchaca Rd., Ste. 305, Austin, TX 78748; 512/282-9369.

A-1 SECURITY BAR



A-1 Products is marketing a new security bar which acts like a "steel stop sign" for your game doors. Though not shaped like a conventional stop sign, the security bar will certainly inhibit any "wood-be" vandal.

Called the **S-24-ZX,** it uses three vertical and two horizontal bars. The top bar covers the upper coin door seam and discourages bending of the bar. The middle bar offers protection of coin return boxes,

B & C ENTERPRIZES

Rt. 37 & Germania Station Rd. • P.O. Box 1697 • Toms River, NJ 08753

YOUR PREPACK PLUSH HEADQUARTERS!!!
ONE STOP SPOT FOR CRANE FILL NEEDS!!!

OVER 8 DIFFERENT PACKS TO CHOOSE FROM!

1. B & C PREPACKS • OUR BIGGEST SELLER • **$95.00**
   average 5-8″, 80-85 pcs.
2. B & C PREMIUM • A 'LIL BIT BETTER • **$99.00**
   average 6-9″, 70 pcs.
3. VARIETY PACK • THE PERFECT FILL • **$144.00**
   average 8-10″, 72 pcs.
4. JUMBO PACK • FOR JUMBO CRANES • **$150.00**
   average 9-12″, 50 pcs.
5. ONE HUNDRED PACK • A GREAT MIXER • **$99.00**
   average 5½-8″, 100 pcs.
6. NOVELTY PACK • SOMETHING DIFFERENT • **$75.00**
   48 pc. assortment
7. ROLLED T-SHIRTS • 24 pc. PRE-ROLLED T-SHIRTS • **$75.00**
8. CAPSULED SUNGLASSES • HOT ITEMS • **$60.00**

VISA CALL TODAY. . .THE TOLL FREE MasterCard

1-800-874-0024 or 1-800-833-4667

All orders placed before 4 p.m. EST are shipped the same day via UPS.
Federal Express and UPS next day air available.
All packs are updated weekly. HOT, NEW items included in each pack.

leaving just enough room to get returned coins. (A-1 says this prevents "penny flipping" too.)

The third bar covers the locking mechanism out of the bottom door so it can't be jimmied (it also protects against door kickers). The two horizontal bars protect vulnerable side seams of the doors. Even the bracket for the padlock is "next to impossible" to bend or break, A-1 claims.

Order from your parts distributor or call Stan Pearson at 800/782-6721; fax is 919/728-5311. You can also write them at A-1 Products, Rt. 1, Box 654-A, Hwy 101, Beaufort, NC 28516. (Photo shows Stan with his wife and daughters at the recent ACME show).

PLAYTIME MOBILE ARCADE



From the company of the same name, the **Playtime Arcade** is a versatile, moveable unit featuring six universal video game "cabinets" in a single, compact housing. Components are interchangeable for easy troubleshooting, and monitors can be changed from vertical to horizontal. At extra cost, the firm also provides over 100 games to choose from.

Features: one person can set up in under five minutes; heavy-duty tandem trailer with removable hitch and four permanently mounted fold-up jack stands for leveling; plywood construction laminated with white fiberglass (easy to repair in case of body damage); side doors swing up to provide shade; doors provide double security lock and weather protection when closed; two ground fault circuit breakers (one for each side), secured via locking door at rear of trailer. Options include dollar bill acceptor (with or without stacker) and ticket dispenser; options may be installed for one or all playstations.

For more information, contact your distributor, or Playtime Arcade, Worcester Providence Tpke., Millbury, MA 01527; 508/764-2301.

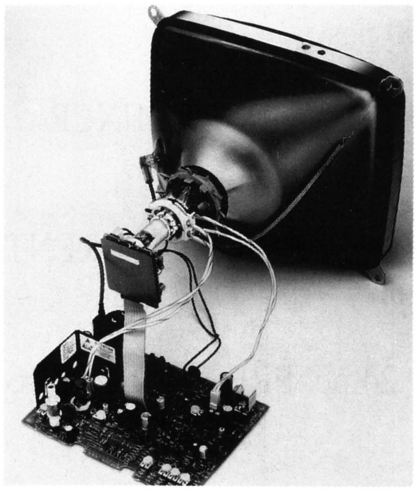
Skill Games from Quick Silver

What's that? A solid-state, mechanical skill game that uses a joystick? And you say the game concept is new and different, easy to play yet intriguing? Yes, they exist. In fact, a Northern California company makes two of them, and what's more, they're available in "very, very low-priced" kit form.

Hi Tension is a one-player upright in which the player uses his joystick to guide three pinball-type balls at a time over a flat, maze-type playfield. It's simple, fun, starts easily but becomes progressively more difficult. Balls can fall into openings before you reach the finish line, too. A similar kit game concept called **Awesome** is also available.

For more information, ask your distributor or Quick Silver Development Co., 1903 Fairway Dr., San Leandro, CA 94577; 415/895-9699.

CUSTOMISER Monitors from Wells-Gardner



Customiser is a new line of compact, monochrome monitors with P4 phosphor (other phosphors available as an option). This series of monitors provides 900 lines of resolution in the center and 750 lines in the corners. Sizes are 5", 7", 9", 12" or 14" (diagonal measure). The firm says these products are ideal for applications requiring low power consumption and compact mechanical configurations.

For more information, contact your distributor or John Pircon at Wells-Gardner Electronics Corp., 2701 N. Kildare Ave., Chicago, IL 60639; 312/252-8220.

Billboard's 1990 Music & Video Yearbooks

Joel Whitburn, a research whiz for 'Billboard Magazine,' has compiled a single volume which profiles the year 1990 for music hits and popular music videos. The music section features nine of the magazine's music charts researched in full, with complete data and statistics on each of the 1,350 singles and/or tracks, plus 661 albums and/or CDs, which debuted in the top 100, country, R&B, adult contemporary, etc. A "top pop singles" selection may be of special interest to operators. Of course, there's tons of other fascinating and useful data here as well. The music video side is also very comprehensive.

Price is $30 if you order before July 15 (price is $35 afterwards). Or, get a copy of the 1990 volume for free when you purchase a complete set of record research yearbooks for 1983-1989 at 20% off (total savings is 30%). For more information, contact Record Research, Inc., Dept. M17, P.O. Box 200, Menomonee Falls, WI 53052-0200; 414/251-5408.

ASTROJET from Collins

A British oil and aerospace industry builder, Astraltrak, has recently entered the amusement business with a line of muti-rider motion simulators. . . and Collins Entertainment (Dayton, Ohio), a designer-builder of indoor family fun centers, is the exclusive U.S. distributor for same.

Astraltrak makes those "movie theaters in a closed, moving cockpit"-type of rides that have been shown by other firms at such expos as the IAAPA. Their **Astrojet** takes up less than 300 sq. ft., but offers self-programming, variable seating (13 to 16 riders) and up to 200 riders per hour. A 25-seat version is also available.

Stock video presentations are available, but with 'Astrojet' you can also shoot and present your own footage to riders. Color schemes and door placement can also be customized (by the way, Collins can even customize the immediate site or entire arcade to set off this game).

For more information, contact Collins Entertainment Concepts Corp., 3024 Springboro West, Dayton, OH 45439; 513/299-8879.

GRAPEVINE

international

AUSSIE INDUSTRY UPDATE — *Cash Box Australia* writes to tell us that the Australian amusement biz has been given a kick with the arrival of Nickels and Dimes (a major U.S. arcade chain) and the Canadian company, Forrec Attractions Ltd. Nickels and Dimes now operates an arcade in a suburb of Sydney that is one of Australia's premier locations and Forrec Attractions designed and is running the Dazzeland Centres in the cities of Brisbane and Adelaide. Both centers house huge shopping malls and arcades. Although the companies seem to be enjoying success, they will have to come to terms with Australia's incredible equipment costs, including taxes that amount to nearly half the cost of the games. Fortunately, operators enjoyed success recently with the abolishment of the 19% customs duty tax. The industry continues to look for ways to reduce the heavy sales tax.



INDUSTRY LOSS — Ivo Gardellini, a respected veteran of the international coin-op industry, died April 15 at the age of 67. Born in Italy, Ivo serviced jukeboxes and refurbished cigarette and vending machines before coming to America in 1960. During the following years, he was involved in designing and servicing a wide variety of U.S. vending and gaming equipment until his death. He is survived by his wife Marie, son Nino and two grandchildren.

northeast

CIG BAN EFFECTIVE — In a decision long feared by Ohio cigarette vending operators, the Toledo council voted to outlaw most cigarette vending machines in the city. The ordinance passed 7-2 and gave vending operators one year to comply with the law. The new law's only exemption are places of employment where the machine is for workers and not accessible to minors.

SCHOOL'S IN! — Mondial Distributing (Philadelphia) held its most successful service school session to date with a class emphasizing Mars coin mechanisms and dollar bill validators. One hundred and five operators and technicians attended the "school" where they gleaned helpful information from instructors Wayne Wentzel of GeeKay Electronics and Mars Electronics' Jeff Clark. The class covered a range of service topics from trouble-shooting to repair procedures. The Mars session was the latest in a series of classes planned by Mondial/Philly and the distributor says to watch for additional schools on "NSM jukeboxes, switching power supplies, monitor repair and much more."



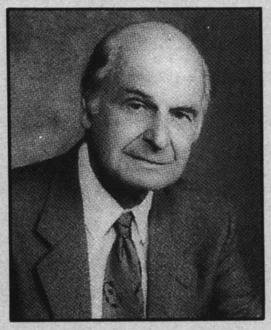
MONDIAL held an open house party May 4 at Conley's Motor Inn near Pittsburgh, Penn. and invited all operators throughout Western Pennsylvania and West Virginia to come in and view all the latest equipment and "eat, drink, and be merry." Above is the Mondial (Pittsburgh) team pictured at the well-attended and successful event.

LESLYE HILLMAN has joined HMS Monaco as Director of Retail Park Sales. Leslye comes to the company with a background in retail management as well as eight years as manager of games and merchandise at Opryland USA. In addition, Leslye has worked as a consultant to amusement parks, designing games and developing and implementing an innovative cash control system. Now at HMS Monaco, she looks forward to helping make merchandise operation more profitable. We extend her our congratulations!

STAR*TECH DATES — The trade's leading technical publication has added dates to its roaming two-day seminars which offer the game technician fix-it help on everything from power supplies to tools and equipment. Dates, sponsors and places for the upcoming sessions are: July 13-14, Music-Vend (Seattle). July 27-28, *Star*Tech* (Virginia Beach). Aug. 17-18, Mountain Coin (Las Vegas). Aug. 24-25 Cleveland Coin (Detroit). September 28-29, *Star*Tech* Atlanta. Advance registration is $250 per person (10% discount for multiple registrations from the same firm). For information call them at 609/662-1080.



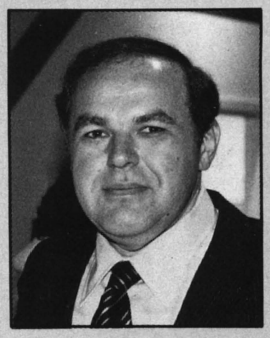
PINBALL SCHOOL — Over 100 servicemen from 38 operating companies attended a school on the state-of-the-art Williams electronic pinball. Hosted by Eastern Distributors of Philadelphia and "taught" by Tom Cahill of Williams, the service people left with a much greater understanding of the new WPC System. Great idea!



HONORS TO PUDDY — The Synagogue of the Suburban Torah Center (Livingston, N.J.) will pay tribute to Atlantic-Pacific Amusement's prexy Max "Puddy" Hinkes at their annual dinner. History shows that he played a role in keeping American Nazi bullies from attacking Jews in the North Jersey area back in the late '30s. His group was called the Minute Men of Newark and apparently Nazi bund members found some pretty rough customers to contend with when they tried physically assaulting Max's fellow Jews. A letter to Puddy from famed nazi-hunter Simon Wiesenthal recognized his "activities against the Nazi group Fritz Kuhn in the USA." Wiesenthal went on, "I have now found out that you will soon be celebrating your 80th birthday and would like to take this opportunity to wish you many more good and healthy years."

ALL THAT GLITTERS... Earnings figures released May 16 show that the Atlantic City gaming industry suffered its worst "first quarter" since gambling was legalized there back in 1978. According to a report in the *New York Times,* the city's casinos lost $55 million the first three months of 1991. Only three of its 12 casinos made money that quarter. The biggest loser was Donald Trump's Taj Mahal ($26.4 million); his other two palaces lost substantial money as well. Trump reportedly surrendered his Trump Regency and Trump Palace to his banker-creditors in early May, in fact.

Bally's Park Place and Grand Hotel casinos together lost $5 million. This all contrasts dramatically with the reported success Vegas casinos seem to be enjoying (some bullish reports were issued from that Oasis in the Desert prior to ACME). By the way, if you've hankered to get a Vegas casino and have $160 million hidden in the mattress, the *L.A. Times* advises that the Desert Inn is going onto the auction block. The auction will take place over a 60-day period ending July 15, but the paper said it may be ended earlier if a bid of $160 million or more is received by the present MGM Grand owners.



FUN CENTER WAVE — Former NewYork distributor Al Kress and his partner Paul Burchman are riding the funplex bandwagon in gear. Under their Leisuretime Attractions umbrella, the fun center ops signed a June 5 contract to open a 30,000-sq.-ft. center on Rt. 15 in Wharton, N.J. that will feature games, a roller rink, miniature golf course, birthday party rooms, kiddie rides and billiards. The center is scheduled to open this fall. Contracts have also been signed for five additional locations, one of which is in the Bronx (across the street from the first new shopping center built in that borough in the last 20 years). This center will also include a movie theater. Additional Leisuretime locations on the drawing boards are for Connecticut, Long Island, Washington D.C., Pennsylvania and Florida. Burchman, by the way, was a founder of the original Sportime USA center in Elmsford, N.Y. Both he and Kress were partners in Sportland America in Danbury, Conn. (both locations were successful and were summarily sold to other parties). People interested in talking with Kress about his new ventures can contact him at 914/347-3777.

southeast

IAAPA SHOW — The International Assn. of Amusement Parks and Attractions (IAAPA) will hold its 73rd annual Convention and Trade Show November 11-16 in Orlando, Fla. For the event, the association is especially proud to announce the show's keynote speaker, Dr. Stephen Covey, author of five books encouraging excellence in the workplace. In addition to his other accomplishments, Dr. Covey has created a nationally acclaimed management development program and is the founder of the Institute for Principle Centered Leadership (a non-profit research and publishing group). A highly respected source of management philosophy, Dr. Covey will give IAAPA's keynote address on how to be more effective in business. IAAPA's convention will draw some 18,000 amusement professionals to Orlando's Convention Center and along with Dr. Covey's address, will provide useful educational workshops specially tailored to the amusement industry. For more information, contact IAAPA at 1448 Duke St., Alexandria, VA 22314. Phone is 703/836-4800.

MARKETING SEMINAR — BPI Communications, Inc. (publishers of *Amusement Business* and *Billboard),* is holding its 9th annual seminar on Sponsorship and Event Marketing Strategies, Sept. 29-Oct. 1 at the Stouffer Nashville Hotel. The seminar is a great opportunity to learn from experienced professionals about merchandising, generating media interest, legal contracts, dealing with sponsorship agencies and anything else you need to know for successful entertainment

event marketing. A registration brochure with info on speakers, topics and schedules is available by contacting Laura Stroh at 615/321-4250.



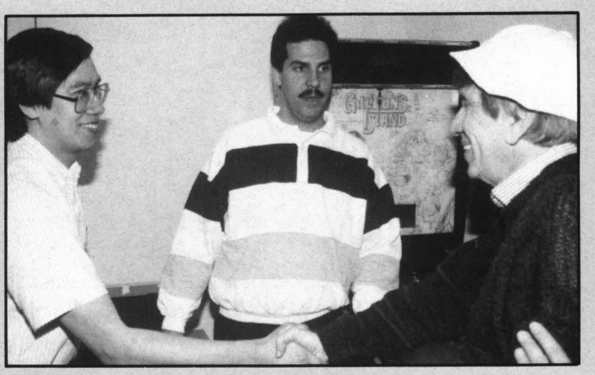
DOWN MEMORY LANE — Louisiana operator Gerald Goudeau (above) took a snapshot of four pingames in his shop that pretty well represent the evolution of the machine from then till now. Beginning from the right, they are Rock-Ola's *World Series* (a true "pingame"), Gottlieb's *Robin Hood* (a more exotic electrical machine), Bally's *Capt. Fantastic* (one of the last great electromechanical hits) and Data East's new *Turtles* (state-of-the-art electronic flipper). Gerald started his business back in 1948 with *Robin Hood,* Keeney's *Wild Fire* and Bally's *Glamour* (all were used). "I think I bought them from Louis Boasberg," Gerald recalls. The man obviously loves his games, and also his business. "It's been both demanding and rewarding, and I still love it," he says. "I'll be active in it way past the year 2000 with the invaluable assistance of my son and manager David, sons Gregory, Guy, daughter Kelly, wife Maureen and the fine crew of dedicated people here. Diversification into all types of coin-op equipment and computerizing our operation will take us rejoicing into the 21st century and far beyond," he enthuses.

northwest

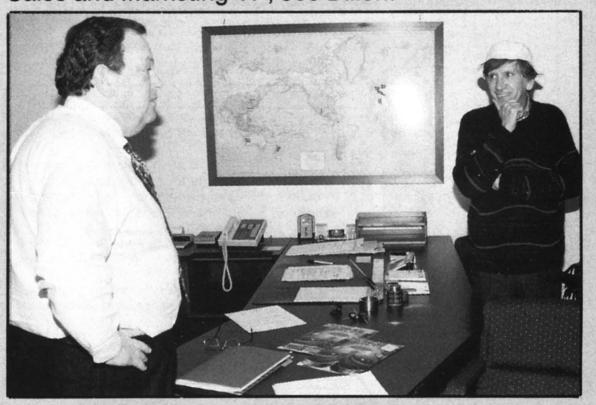
NINTENDO TARGETS GALS — Nintendo reported solid first quarter sales and an addition of more than 1,000,000 NES and Game Boy players monthly. And they're continuing to look for new market niches. One of these niches is the female game player, which Nintendo hopes to target by licensees of the Capcom *Little Mermaid* video game and Hi-Tech's *Barbie* — both expected to be offered eventually under Game Boy title versions.

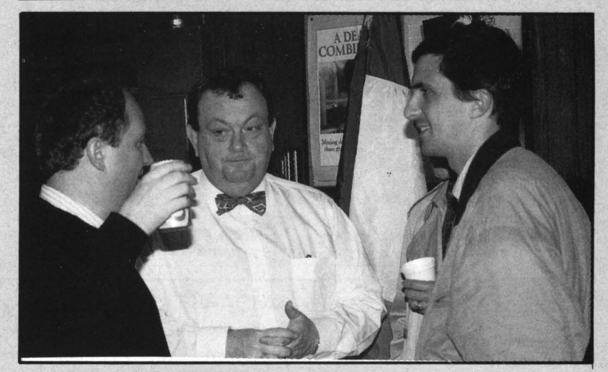
midwest

INTO THERAPY — Stella Fontana, president of S&M Game Sales (Redford, Mich.), is convalescing at her father Mike's home, after around six weeks in the hospital. As her friends and customers know, Stella (age 37) suffered a burst blood vessel in her brain on May 8 which has left her almost completely paralyzed on her left side. She's taken to Harper Hospital every day for physical therapy and word is she's regained some movement, but she can still only whisper. Her mother is taking care of her four youngsters at Stella's house. Please keep her in your prayers.



OH, GILLIGAN! — Gilligan (a.k.a. Bob Denver) recently paid a visit to Bally/Midway's Chicago factory to check out their new *Gilligan's Island* pin (and to record voice tracks for its audio). Above, he meets game programmer and designer Ward Pemberton and Dan Lee, respectively. And below, Bob says hello to Bally/Midway Sales and Marketing VP, Joe Dillon.



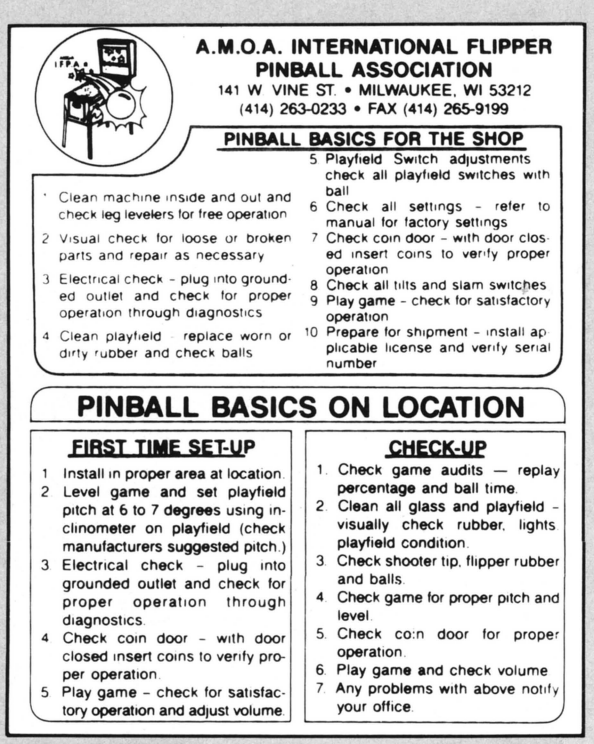


FOREIGN RELATIONS — Williams/Bally-Midway gave a group of 55 French businessmen the unique opportunity to see the entire process of pinball production at their main Chicago factory as part of an effort to foster the development of U.S.-French exchange. The venture was put into action with the joint efforts of The Foundation for International Cooperation and the French travel/tour agency, Les Club des 4 Vents. The group of visiting dignitaries was sent under the auspices of the French-American Foundation and was given the chance to see American manufacturing techniques.

WILLIAMS DISTRIB MEETING — Following what was an extremely successful first Distributor Advisory Board Committee Meeting, The Williams Bally/Midway Chicago facility was once again the site for the second installment of special distributor get-together to discuss market conditions and business opportunities. In attendance (among others) were Ira Bettelman of C.A. Robin-



son, Jon Brady of Brady Distributing, Joe Cirillo of Betson and Marv Galante of Music-Vend. Commenting on the meeting, Joe Dillon said, "This type of all-day session has already proven itself to be invaluable for evaluating competitive products and forecasting industry trends. The feedback, to date, has all been extremely positive and we look forward to holding similar meetings on a regular basis in the months to come."



A.M.O.A. INTERNATIONAL FLIPPER PINBALL ASSOCIATION
141 W VINE ST. • MILWAUKEE, WI 53212
(414) 263-0233 • FAX (414) 265-9199

PINBALL BASICS FOR THE SHOP

1. Clean machine inside and out and check leg levelers for free operation
2. Visual check for loose or broken parts and repair as necessary
3. Electrical check - plug into grounded outlet and check for proper operation through diagnostics
4. Clean playfield - replace worn or dirty rubber and check balls
5. Playfield Switch adjustments check all playfield switches with ball
6. Check all settings - refer to manual for factory settings
7. Check coin door - with door closed insert coins to verify proper operation
8. Check all tilts and slam switches
9. Play game - check for satisfactory operation
10. Prepare for shipment - install applicable license and verify serial number

PINBALL BASICS ON LOCATION

FIRST TIME SET-UP

1. Install in proper area at location.
2. Level game and set playfield pitch at 6 to 7 degrees using inclinometer on playfield (check manufacturers suggested pitch.)
3. Electrical check - plug into grounded outlet and check for proper operation through diagnostics.
4. Check coin door - with door closed insert coins to verify proper operation.
5. Play game - check for satisfactory operation and adjust volume.

CHECK-UP

1. Check game audits — replay percentage and ball time.
2. Clean all glass and playfield - visually check rubber, lights playfield condition.
3. Check shooter tip, flipper rubber and balls.
4. Check game for proper pitch and level.
5. Check coin door for proper operation.
6. Play game and check volume.
7. Any problems with above notify your office.

PINBALL BASICS — The AMOA-IFPA administrative office has released useful information on the set-up and maintenance of flipper pinball machines designed to clear up operator confusion. For easy reference, the information has been printed on convenient wallet-sized cards (reproduced here) which are available from the AMOA-IFPA Administrative Office. Write to AMOA-IFPA, 141 W. Vine St., Milwaukee, WI 53212.

AND BABY MAKES THREE — Rus Strahan's third grandchild was born May 20 at the U.S. Air Force hospital in Bitburg, Germany and the NSM America exec was right there 15 minutes after the delivery. Thanks to a coincidental business trip to the NSM factory in Bingen, Rus landed in Frankfurt, called son Sean to see how daughter-in-law Fern was doing and learned she was about to deliver at any moment. A quick car ride to Bitburg put him face to face with little Elsie Nicole Strahan (all 8lbs., 1 oz. of her) behind the glass in the hospital's baby showroom. Rus also has a six-year-old grandson and a three-year-old granddaughter. Now you know why he's smiling when you see him.

Rusty's also smiling for another reason. As many figured out by now from his trade paper advertising and direct mailings, something's up with the NSM jukebox line. He wouldn't let the cat completely out of the bag when he called, but did allow that two "very pretty" new boxes will be bowed at the Las Vegas AMOA show. The cosmetics were designed right here in the States and he says that's only part of the story with the new goods, more details later on, but our guess is the machines may be built right here in America!

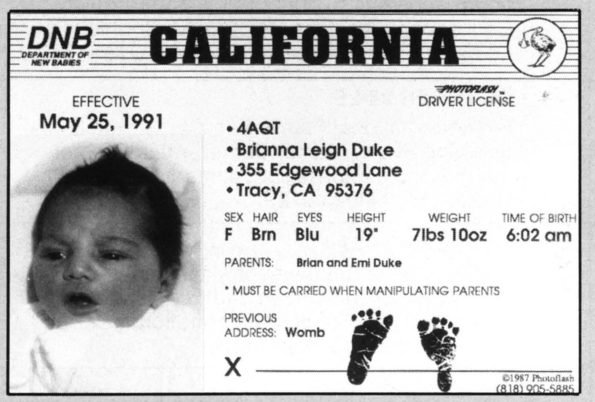
NAMA CHAIRMEN — NAMA named three chairmen for its 45th annual National Convention, Trade Show and Education Sessions scheduled October 3-5 at Chicago's McCormick Place. The NAMA show is expected to draw more than 7,500 industry executives and will display the latest in vending equipment, products and accessories. Chairing the event are: Mark Pickett, Pickett's Food Service, Inc., General Chairman; Ken Zydek, Triple A Service, Program Chairman and Suzanne Burch, Burch Food Services,Spouse Program chairwoman. For more info about the show, contact NAMA at 312/346-0370.

CALL FOR NOMINATIONS — The AMOA nominating committee will be meeting soon to review the AMOA member candidates in consideration for the Board of Directors. Ten new directors will be elected for the three-year term at the association's annual meeting held during the AMOA expo this September in Las Vegas. To nominate an operator or distributor member of AMOA for the board, you can send a letter of recommendation for your candidate summarizing his or her involvement and achievement in state and local activities. The official deadline for letter submission is August 9. Please send all recommendations to April Sojka, AMOA Nominating Committee for Directors, 401 No. Michigan Ave., Chicago, IL 60611-4267.

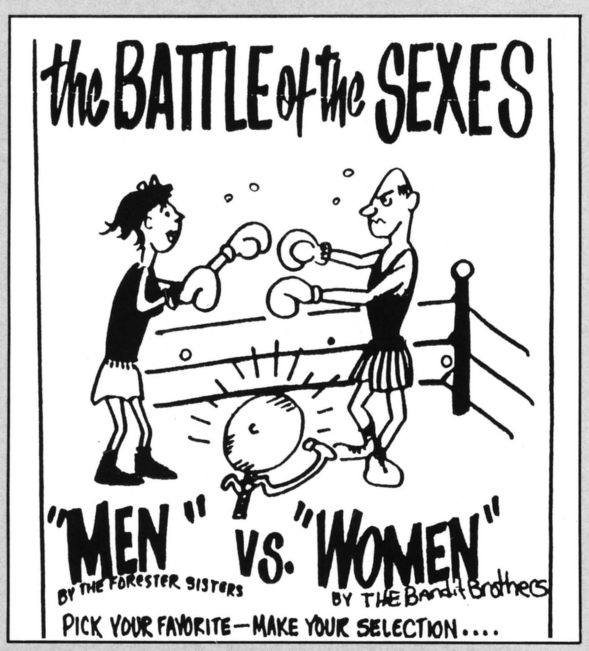
IMMEDIATE ACTION REQUIRED — Stan Jarocki (retiring from the biz but always somehow involved) asks our readers for a very special favor. A seven-year-old English lad named Craig Sherhold is suffering from terminal cancer and wants to get into the *Guiness Book of World Records* as having amassed the largest number of business cards by a single individual. Rather than write ten friends and ask them to comply, let's all take the five minutes out now and get it done for the youngster. Address the envelope to Craig Sherhold, 36 Shelby Rd., Corshalton Long, SM1 1LD, England. Thanks!

COIN-OP HALL OF FAME — St. Louis is about to become the home of a new museum where visitors can explore (and play) over 75 landmark video games. The National Video Game and Coin-Op Museum opened mid-June and offers not only a look at the machines, but the historical and cultural impact of coin-operated amusements, as well as game art. Exhibitions of game-related art will show the handpainted backglass from older pins, blow-ups of promotional brochures and playing tokens from game centers from all over the U.S. The museum is a not-for-profit family cultural institution where each paid admission of $3 will include four tokens for game play. The museum will be open seven days a week and is located at 801 North Second St. in downtown St. Louis. Sponsoring it all is Edison Brothers Mall Entertainment, the (relatively) new powerhouse group that runs hundreds of coin-op amusement arcades across the country. For further information, contact Edison's Judy Smith at 314/621-2900.

southwest

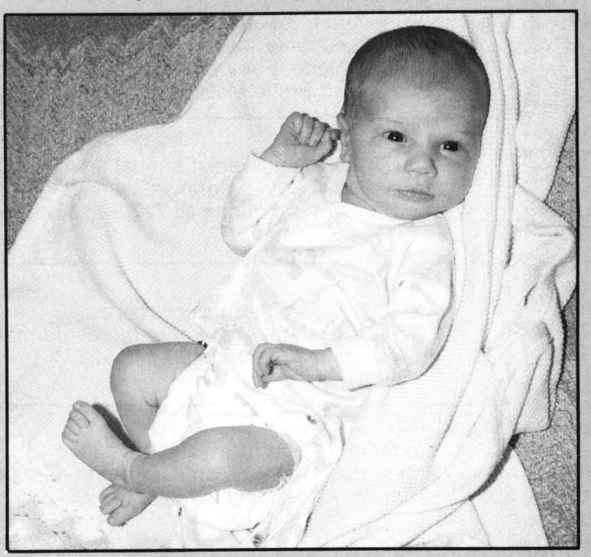


CONGRATULATIONS go out to Brian and Emi Duke on the birth of their beautiful baby girl, Brianna Leigh. She was born to the Capcom sales maniac (and we say that with love, Brian) and his bride on May 25, weighing in at 7 lbs., 1 oz. and measuring 19" long. She'll no doubt be touring the shows with Dad soon (but will she pose for pictures on top of machines like her old man?!) Brian and Emi: congratulations! Brianna: you're a lucky little girl. Have a beautiful life!



BATTLE OF THE SEXES — Finally, a concrete answer to the age-old battle of the sexes dilemma. The solution comes from Record Source Int'l. (RSI), the Texas-based, operator-run 45rpm record supply outfit. Their latest, and unique, promotional idea may solve the question of men vs. women (at least for jukebox listeners). Sent along with the forthcoming new single by the Bandit Brothers, "Women," RSI will be including a three-color poster touting the music battle between the Forester Sisters' chart-topper "Men" and the "Women" track. The current "scores" (i.e., play popularity) for each single will be marked by the route person on the poster. . . and the number of plays determines the winner. May the best man (or woman) win! Anyone interested in getting 45s from RSI can reach them at 800/677-3026.

STILL SELLING — Atari's Tengen home video game division has been granted the right to continue selling Nintendo-compatible cartridges for some more months (or until the U.S. Court of Appeals rules on this long-fought case). Tengen produces its own cartridges for the Nintendo NES and Nintendo doesn't like that. It's been a costly run on the legal meter.



REPLAY BABY — Beautiful Kimberly Key Snodgress was born March 5 to *RePlay's* VP of operations, Key Snodgress and her husband Jay. Kimberly is only 2½ weeks old in this pic, but will be almost four months by the time this issue ships. Won't be long until she's helping Mom out at the office. Congratulations Key, Jay (and Kimberly for landing a great set of parents)!

HAPPY GOLDEN ANNIVERSARY wishes go out to Papa Tom Stroud and his wife Betty who will be celebrating their 50th July 3 at the Singing Hills Country Club in El Cajon, Calif. For newcomers to the trade, Tom used to be a partner in the old Cinematronics; his son, Dave, is with Progressive Game Distributors (also El Cajon).

BUSY COINBIZ CALENDAR — Nintendo will gather its distributors at the Broadmoor Resort in Colorado Springs July 11-14 for their 8th annual meeting. Due to the area's thin air (17% less oxygen), dealers are cautioned to drink a lot of water before and during the event to avoid shortness of breath (did you ever meet a distributor salesman who was short of breath?). Nintendo has loads of social things on tap, but the business meeting (reason for it all) takes place on the 12th where we hope their 16-bit PlayChoice makes its inaugural preview appearance. . . Now dig this! Rowe will hold its dealer conference in Colorado Springs as well, only over at the Cheyenne Mountain Resort. Their activities begin the evening of Aug. 29 and their first business meeting gets underway the following morning. Event ends Aug. 31 and besides a lot of social stuff, new music goods will be presented. . . What it all means is that if you're both a Nintendo and Rowe dealer, you might as well rent a condo in Colorado Springs (or at least a P.O. box). . . . Good buddy Mike Solomon from the Land Down Under advises that his AMOA of Queensland (Australia) operator association will hold its annual convention Aug. 29-30 at Jupiter's Casino on the Gold Coast.

DATEBOOK

JULY 11-13
8th Annual Billiard Congress of America International Trade Expo, Downtown Nashville Convention Center, Tenn. For more info, contact Continental Productions at 619/278-3877.

JULY 12-14
Amusement & Music Operators of Idaho host tri-state summer meeting. Cour D'Alene Motel, Cour D'Alene. For more information, call Steve Gregory or Steve McGrath at 509/326-6054.

JULY 19-20
PAMMA (Pennsylvania) annual convention & trade show. Seven Springs Resort, Champion. For more information call 717/232-5322.

JULY 19-20
AMOT (Texas) annual convention. Radisson Hotel, Austin. For more information, call Vancie Todaro at 409/776-8287.

JULY 19-20
OAMOA (Oregon) annual convention. Inn of the Seventh Mountain, Bend. Get details from Cheryl McCown at 503/343-6642.

[Note: dates for this item have been changed]
JULY 24-25
AAMA's 2nd Annual Latin American Expo, Mexico City, Mexico. For more information, contact AAMA at 703/494-2758.

JULY 26-28
MCMOA (Montana) annual summer meeting. Site to be announced. Call Chris Warren for details at 406/442-7088.

AUGUST 8-10
AMOV (Amusement and Music Operators of Virginia) 33rd annual convention and trade show. Jefferson-Sheraton Hotel, Richmond. Contact Charles Rowland for details at 804/262-9283.

AUGUST 15-18
MDVA (Michigan Distributors & Vendors Assn.) annual convention & trade show. Boyne Mountain Lodge, Michigan. For more information, call MDVA at 517/372-2323.

SEPTEMBER 12-14
AMOA Expo '91, Las Vegas Convention Center, Las Vegas, Nev. For more information, contact AMOA at 312/245-1021.

SEPTEMBER 27-29
Rocky Mountain AMOA annual convention & trade show. Hilton Inn South, Denver. For details call Jo Anne Hackett at 303/289-6200.

OCTOBER 2-3
JAMMA Trade Show, Ryutsu Center, Tokyo, Japan. For more information, contact JAMMA at 813/593-2562.

OCTOBER 2-5
NAMA: Early Education Sessions on Oct. 2; National Convention, Trade Show and Regular Educational Sessions Oct. 3-5; McCormick Pl., Chicago. For info, contact NAMA at 312/346-0370.

OCTOBER 24-26
First International Family Fun Center and Miniature Golf Show, Market Center, Atlanta, Georgia. For more information, contact Bailey Beeken at 914/923-0129.

OCTOBER 24-27
North Carolina Amusement Machine Association (NCAMA) convention and trade show, Omni Hotel, Durham. For more information, call Bob or Cindy Earp at 919/584-4833.

NOVEMBER 15-17
NAMA financial management seminar, Las Vegas Hilton Hotel, Reno/Sparks Convention Center. For more information, call NAMA convention-education department at 312/346-0370.

NOVEMBER 13-16
IAAPA (Parks) Convention & Trade Show, Orlando, Fla. For more information, contact IAAPA at 703/836-4800.

JANUARY 21-24, 1992
IMA (Germany) Trade Show, Frankfurt. For more information, call 49-611-5804-0.

FEBRUARY 4-6, 1992
ATEI, Amusement Trades Exposition International. Earls Court 2, London, England. For more information, contact ATEI at 44-71-228-4107.

MARCH 10-11, 1992
AmusExpo '92, Dublin, Ireland. For more information, contact AmusExpo at 353/45-21190 or 353/45-22134.

MARCH 26-28, 1992
NAMA Western Convention & Trade Show, Reno/Sparks Convention Center. For more information, contact NAMA at 312/346-0370.

OCTOBER 1-3, 1992
AMOA Expo '92, Opryland Hotel & Convention Center, Nashville, Tenn. For more information, contact AMOA at 312/245-1021.

THE BLUE PAGES

BUYERS' BULLETIN

A COMPENDIUM OF USED EQUIPMENT ADS & OTHER ITEMS OF INTEREST TO THE COIN INDUSTRY

A number of video game manufacturers have been successful in enforcing their copyrights and trademarks in the U.S. courts against those who supply or use unlawful copies. Readers are warned of the risks involved when copies of video games are purchased from sources other than the manufacturer or one of its authorized distributors. We can offer no assurance that a video game or printed circuit board set purchased from all the sources of such are legitimate. RePlay asks its readers to write us regarding any complaints about a product or service advertised in this magazine.

DO IT YOURSELF!



INSTRUCTIONAL VIDEOTAPES

Using a Digital Multimeter	$29.95
Basic Electronics	$29.95
Semiconductors	$29.95
Linear Power Supplies	$49.95
Switching Regulator Power Supplies	$39.95
Raster Scan Monitors	$49.95
X-Y Monitors	$29.95

1991 CLASS SCHEDULE

Columbus, OH ---------- August 12 - 17
Las Vegas, NV ---------- Sept 16 - 21
Chicago, IL ---------- Oct. 14 - 19

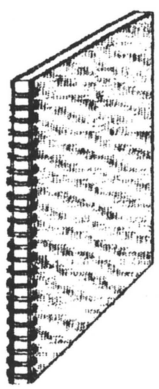
Customized classes also available for operators and distributors, 1 to 6 days. Call Randy to discuss your needs.

RANDY FROMM'S ARCADE SCHOOLS

FOR RUSH DELIVERY CALL
(619) 593-6131

Be sure to ask for your free information package!

"A DECADE OF SERVICE TO THE COIN AMUSEMENT INDUSTRY"



NOW AVAILABLE!

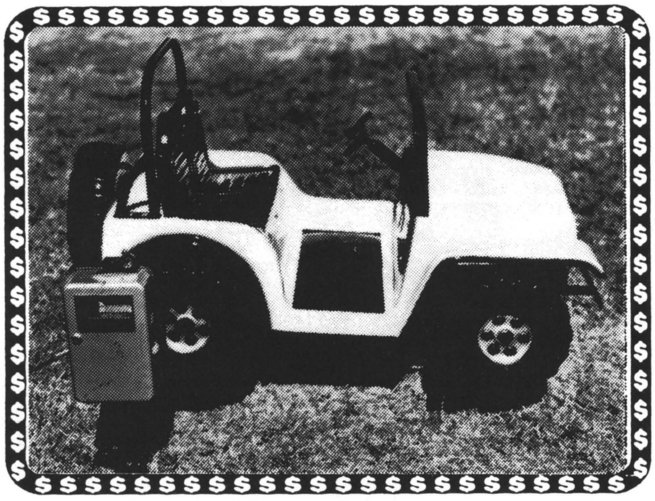
Randy Fromm's Big Blue Book of Really Great Technical Information.

This is the same book I use for my Arcade School class. It's full of useful information, troubleshooting shortcuts, parts sources etc. Includes schematic diagrams for monitors and power supplies. **$24.95**

Randy Fromm's Arcade School 1944 Falmouth Dr. El Cajon, CA 92020-2827

NEW BUSINESS OPPORTUNITY

"SEEKING OPERATORS FOR NATIONAL ACCOUNTS"



COMANDO JEEP

KIDDIE'S® COIN OPERATED KIDDIE RIDES

CALL 1-800-543-3437

Tel. (809) 897-3180 Fax (809) 897-3377

•42 DIFFERENT MODELS AVAILABLE • PARTS: REDUCERS MOTORS, COIN MECHANISMS, SOUND BOARDS...

Special Notice:

PURCHASE YOUR USED EQUIPMENT FROM NEW ORLEANS NOVELTY CO.

Over 50 years in business! International reputation for selling the finest in used videos, flippers & amusement games available anywhere! Each game is beautifully refinished by experts and is like new. All games are factory models – absolutely no copies.

GET ON OUR MAILING LIST FOR PRICE BULLETINS OR CALL CELIE FOR LATEST PRICELIST.

New Orleans Novelty Co.

3030 N. Arnoult Rd., Metairie, LA 70002

(504) 888-3500

FAX: 504-888-3506

★ LUCKY 8 ★
BOARD REPAIR

HI-LO DOUBLE-UP JOKER POKER BOARD REPAIR

Ask for John or Jeff

MARS BILL ACCEPTOR REPAIR • WARRANTY OR NON WARRANTY

Ask for Helene or "Peanut"

FAST . . . FAST . . . FAST TURNAROUND

COMPLETE 8 LINE KITS, GAMES PARTS, MONITORS, POWER SUPPLIES
ARE AVAILBLE WITH FULL SERVICE BACK-UP
ASK ABOUT OUR "AMERICAN POWER SUPPLY"

★ ***CALL FOR PRICES . . . WE ARE COMPETITIVE . . . WE HAVE SERVICE*** ★

TEKBILT inc

Huntingdon Valley Industrial Center
3983 Mann Rd. • Huntingdon Valley, PA 19006
(215) 322-3232 FAX: 215-322-3238

1-800-666-7776

FACTORY DISTRIBUTORS FOR:

DEDICATED GAMES:

NAMCO: Final Lap 2, Steel Gunner,
SEGA: Hologram
KONAMI: The Simpsons, Vendetta
LELAND: Indy Heat
PREMIER: Cactus Jack
MERIT: Countertops, Pub Time Darts
GRAND PRODUCTS: Dyno Bop
JALECO: Cisco Heat
STRATA: I.R. Bowling, Arlington Horse Racing

CONVERSION KITS:

SEGA: Clutch Hitter, Ribbit, Dynamic C.C.
LELAND: Ataxx
ROMSTAR: Neo-Geo kit
TECMO: Strato Fighter
KONAMI: Golfing Greats
TAITO: Ninja Kids, Hot Trick Hero
AMER. TECHNOS: WF Wrestlefest
AMER. SAMMY: Spinal Breakers
STRATA: Bowling, Peggle
NINTENDO: PlayChoice 5, Dr. Mario

WE PROUDLY REPRESENT:

PIONEER CD JUKEBOX

REDEMPTION EQUIPMENT:

Bromley Ghost Town, Yankee Bozo,
Coin Concepts, Hollywood Cranes,
Bob's Space Racers,
Skee Ball, Seidel, Meltec,
Coastal . . . *and others!*

WE HAVE A SMALL INVENTORY OF:

CAPCOM: Street Fighter 2, Final Fight,
ATARI: Batman
SNK: Neo-Geo
DATA EAST: Ninja Caveman
IREM: Gunforce
DYNAMO: Pool Tables, Cabinets & Air Hockey

RENO GAME SALES, INC.

5301 Longley Lane, #47 • Reno, Nevada 89511

Phone (702) 829-2080

OR FAX US AT:
702-829-2083

Slot Machines

Pokers • Blackjacks (21's)

Aristocrat • Bally • IGT • CEI
Jennings • Games of Nevada

Vintage Slot Machines & Jukeboxes

- *For Export*
- *For Home Use*

- *Legal In Most States*
- *Cleanest Shopped Machines*



Classic Coin-Ops

7038 Hoke Road
Clayton, Ohio 45315
(513) 833-5143
Fax: (513) 833-4845

FREE $1000 WORTH OF TOYS!

With every box purchased, name will be entered into a drawing. . . order now!

★

QUALITY PLUSH PREPACKS
$ .75, $1.05, $1.30 averages!

BEST MFG. CO.

914 East Moreland Blvd. (Highway 18)
Waukesha, Wisconsin 53186
Phone: (414) 547-5051 • Fax: 414-547-0905

1-800-962-4486

TO BETTER SERVE YOU, WE'VE MOVED DOWN OUR STREET (2 BUILDINGS OVER) *TO:*

TEKBILT, INC.

HUNTINGDON VALLEY INDUSTRIAL CENTER
3983 MANN RD. · HUNTINGDON VALLEY, PA 19006

PLEASE NOTE OUR 800#

1-800-666-7776

LOOK FOR OUR MONTHLY ADS SCATTERED THROUGHOUT THE REPLAY BLUE PAGES. THANK YOU.



GIVES YOU

PRICE - QUALITY - SERVICE - SELECTION

GAMES: FULL SIZE UPRIGHT GAMES (13″ & 19″ MONITORS) • MINI UPRIGHT GAMES • COUNTERTOP GAMES • TV/POKER & TV/8-LINE GAMES

Available With:

8-Line • W-4 & W-6 & W-7 & W-8 (THE HOTTEST GAME IN THE U.S.A.)
JOKER POKER • AMERICAN POKER • ASK ABOUT 8-LINE SKILL STOP!

TICKET DISPENSERS:

ZANADEW - "THE BEST PULL-TAB DISPENSING MACHINE BUILT IN THE U.S.A."

CHANGE MACHINES:

TB1000 - $1 & $5 CHANGER WITH AMAZING 10,000+ COIN HOPPER AND AN EVEN MORE AMAZING PRICE.

MONITORS: 9″, 13″, 19″(H), 19″(U) 25″ SUPER MONITOR – OUR MONITORS ARE SIMPLY THE *BEST - SUPER QUALITY – GREAT PRICES!*

POWER SUPPLIES:

TEKBILT'S OWN AMERICAN POWER SUPPLY 12 AMP

- Computer Grade Quality
- Red "POWER ON" Light
- Dual AC Inputs - 115/230 VAC
- Short Circuit Protection
- Super High Efficiency
- Overload Protection
- Built In EMI Filter
- 105-Watt Supply

+5V @ 12 AMPS +12 V @ 2 AMPS –5V @ 1 AMP

FULL 1 YEAR FACTORY WARRANTY

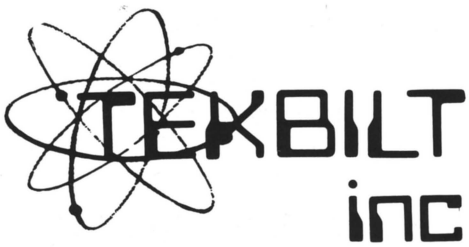
BILL ACCEPTORS:

THE NEW MARS VFM5 . . . Built for Amusement & Gaming Applications!
Better Security . . . Better Acceptance . . . Better Performance!
Ask about the new DOWN Stacker

*WE HAVE THE **BEST PRICES** IN THE COUNTRY!*

CALL US FOR YOUR NEEDS . . .

GREAT PRICES - GREAT SERVICE - SAME-DAY SHIPPING



Huntingdon Valley Industrial Center
3983 Mann Rd. • Huntingdon Valley, PA 19006
(215) 322-3232 FAX: 215-322-3238

1-800-666-7776
(SE HABLA ESPAÑOL)

★ GIANT ★ PARKING LOT SALE!

OVERSTOCKED . . . MUST SELL
GAMES & KITS . . . 1-DAY ONLY!

SAT., JULY 27th

8:00 A.M. UNTIL 2:00 P.M.

THE GAME DOC

8000 Wheatland Ave., Suite B
Sun Valley, California 91352

(818) 504-0440

SALES & REPAIR

ALL

★ LUCKY 8 LINES
★ DRAW POKERS

Call Us Toll-Free:

1-800-526-4723

Send Your Boards To:

WHOLESALE GAMES

519 Madison Street
Shelbyville, TN 37160

★ SALES AND SERVICE ★



THE GAME DOC

8000 WHEATLAND AVE., STE. B • SUN VALLEY, CA 91352

Air Buster (H-2-Kit)	$445
Ataxx (H-2-Kit)	395
Bad Dudes (H-2-Kit)	295
Batman (H-1-Kit)	1195
Black Tiger (H-1-Kit)	175
Blood Bros. (H-2-Kit)	1045
Cabal (H-2-Kit)	395
Cadash (H-2-Kit)	395
Clutch Hitter (H-2-Kit)	Call
Combatribes (H-⅔-Kit)	395
Contra (V-2-Bd./Marq.)	125
Cyberlip (H-2-Cartridge)	195
Dark Adventure (H-3-Bd./Marq.)	100
Double Dragon II (H-2-Kit)	250
Final Fight (H-2-Kit)	895
Gate of Doom (H-2-Kit)	495
Gondomania (V-2-Kit)	245
Guerrilla Wars (V-2-Kit)	245
Gun Force (H-2-Kit)	Call
Heavy Unit (H-1-Kit)	195
Hippodrome (H-2-Kit)	250
Ikari Warrior (V-2-Kit)	150
Karnov (H-1-Kit)	250
Kid Niki (H-1-Kit)	250
Kurikinton (H-1-Bd./Marq.)	125
Legendary Wings (V-2-Bd./Marq.)	125
M.I.A. (H-2-Kit)	195
Main Event (H-4-Kit)	195
Majestic 12 (V-2-Kit)	595
Megazone (V-1-Bd./Marq.)	$75
Midnight Resistance (H-2-Kit)	395
Moonwalker (H-3-Kit)	395
Ninja Combat (H-2-Cart.)	200
Oscar (H-1-Kit)	295
P.O.W. (H-2-Kit)	275
Pitfall II (H-1-Bd./Marq.)	100
Pyros (H-1-Kit)	195
Rastan (H-1-Kit)	195
Robocop (H-1-Kit)	450
Rolling Thunder (H-1-Kit)	250
Rough Ranger (H-2-Bd./Marq.)	125
Sengoku (H-2-Cart.)	325
Silkworm (H-2-Kit)	250
Sky Adventure (V-2-Kit)	350
Sky Soldiers (V-2-Kit)	250
Street Smart (H-2-Kit)	350
Strider (H-1-Kit)	395
Super Spy (H-2-Cart)	175
Tecmo Knight (H-2-New Kit)	295
Time Soldiers (V-2-Kit)	195
Toki (H-1-Kit)	450
Top Players Golf (H-2-Cart.)	75
Twin Eagle (V-2-Kit)	295
Twin Hawk (V-2-Kit)	195
UN Squadron (H-2-Kit)	550
Vigilante (H-1-Kit)	250
Wrestle Wars (V-2-Kit)	350
WWF Superstars (H-2-Kit)	595

★ MONITOR REPAIRS
★ BOARD REPAIRS
★ EXPERT CONVERSIONS
★ LARGE PARTS SUPPLIES

MASTERCARD AND VISA

CONVERSION SUPPLIES

Atari Control Panels	35
William Control Panels	35
Dynamo Control Panels	40
Street Fighter II (Dynamo) Panels	45
Jamma Harnesses	12.00

(818) 504-0440 • (800) 766-3166 • FAX (818) 504-1153

MONDIAL INTERNATIONAL CORPORATION

EXECUTIVE OFFICE:

661 Hillside Road • Pelham Manor, New York 10803

Tel: (914) 738-7411

OR FAX US AT: 914-738-7521
OR TELEX: 421810

CALL
FERNANDO GALEB
EXPORT SALES MANAGER

- **GAME EXPORT SPECIALISTS FOR 38 YEARS**
- **WE TAKE CARE OF ALL YOUR EXPORT NEEDS**
- **BEST SERVICE AND LOWEST PRICES**

- **ESPECIALIZADOS EN EXPORTACION POR 38 AÑOS**
- **NOS HACEMOS CARGO DE TODA EXPORTACION REQUERIDA**
- **EL MEJOR SERVICIO Y LOS PRECIOS MÁS BAJOS**



YOUR LINK TO CENTRAL & SOUTH AMERICA

"EL PUENTE PARA CENTRO AMERICA Y SUR AMERICA"

CHECK AVAILABILITY ON: (CHEQUEAR DISPONIBILIDAD DE:)

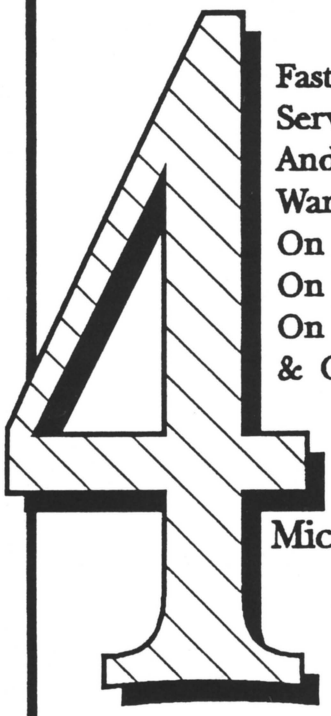
USED GAMES LIKE: (JUEGOS USADOS COMO:)

INDY HEAT, LASER GHOST, OPERATION THUNDERBOLT, TURBO OUTRUN, AFTER BURNER, CISCO HEAT, CONTINENTAL CIRCUIT AND MANY MORE (Y MUCHOS MÁS)

NEW GAMES LIKE: (JUEGOS NUEVOS COMO:)

STREET FIGHTER II, SIMPSON, CHECKPOINT, CACTUS JACK'S, GILLIGAN'S ISLAND, RAD MOBILE STEEL GUNNER, SIMULATORS, REDEMPTION, ETC...ETC...ETC...

MICRO MANUFACTURING



Fast And friendly
Service Before
And After The Sale,
Warranties
On Machines(1 year),
On Kits(90 days),
On PCBs(90 days),
& On Repairs(30 days)

Talk To Us At
Micro Manufacturing

Micro Manufacturing
Your path to the future

Call Toll Free 1-800-277-6136
535 Old Nashville Highway, Lavergne, TN 37086
(615)793-5510 Fax: (615)793-5512

GENERIC JAMMA CABLES:

1-25	$14.00
26-50	13.00
51-75	11.50
76-100	9.50
Over 100	8.50

IN STOCK!
IMMEDIATE DELIVERY!

- ★ Custom wire harnesses made to your specifications.
- ★ Custom electro-mechanical assembly (prototype and production)
- ★ Engineering and design assistance available.
- ★ Supplier to industry giants.

***CALL NOW!* (708) 678-9520**

PARTEC INC.
10517 United Parkway
Schiller Park, IL 60176
Fax: 708-678-9546

STILL LOSING MONEY ON YOUR DRAW 80s?

WE HAVE THE SOLUTION!!!

★

CUSTOM FEATURE PROGRAMMING AVAILABLE
–CALL FOR DETAILS–

★

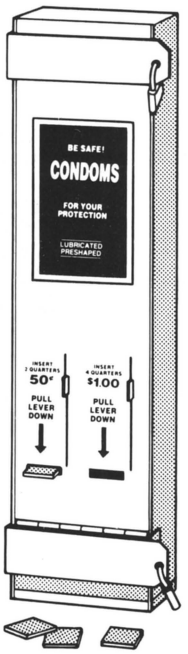
1—800-262-2434

ASK FOR BOB OR MIKE

PARTEC MODEL CD-1000

ONLY $49.95!

- **UNIQUE COIN MECH!**
  Allows you to choose & change vend price in seconds - 50¢, 75¢ or $1.00.
- **OUT-OF-STOCK BAR**
  No coins accepted when out of stock.
- **144-PACK CAPACITY**
  Dispenses all standard, single-packed condoms – wrapped or unwrapped.
- **14-GAUGE STEEL CABINET**
  The strongest gauge steel cabinet available – double security bars.
- **GRAPHICS-UNINTIMIDATING**
  Perfect for women's restrooms.
- **CONDOM SUPPLY IMMEDIATE DELIVERY.**



PARTEC INC.
10517 United Parkway
Schiller Park, IL 60176

CALL (708) 678-9520 • Fax: 708-678-9546

MICRO MANUFACTURING

3

Of The Hottest New Games Are Available Through Us.

Wing's
LUCKY STAR
Dyna's
CHERRY BONUS SERIES
Yamate's
DRAW 8 LINES

Micro Manufacturing
Your path to the future

Call Toll Free 1-800-277-6136
535 Old Nashville Highway, Lavergne, TN 37086
(615)793-5510 Fax: (615)793-5512

USER FRIENDLY

ANGLE MANUFACTURING CO.

FIRST IN QUALITY

P.O. Box 309-Orchard Lane • Tracy City, Tennessee 37387

1-800-347-4405 • (615) 592-4400

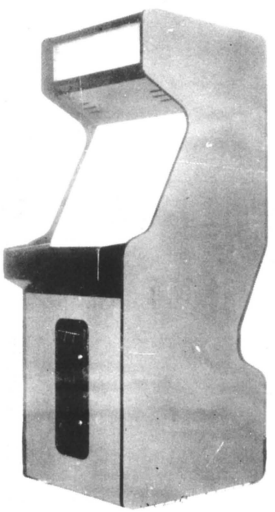
CALL NOW – JOIN OUR GROWING LIST OF SATISFIED CUSTOMERS!

ANGLE DRAWER SYSTEM CABINETS

- ★ 19" or 25" Wells Monitor
- ★ Regular & 4-Player Drawers Available
- ★ Complete a Drawer Game Change in Just Minutes
- ★ Durable Formica

3 – PLYWOOD ANGLE 19's
$2025.00

2 – PLYWOOD ANGLE 25's
$1675.00



8-LINE CABINETS

- ★ Wells-Gardner Monitor in 19" or 25"
- ★ Two Different Coin Door Models
- ★ Top Quality Parts and Construction



MICRO MANUFACTURING

Many Other Companies Charge Outrageous Prices For Not So Outrageous Products. Our Prices Are Low While Our Quality Remains High.

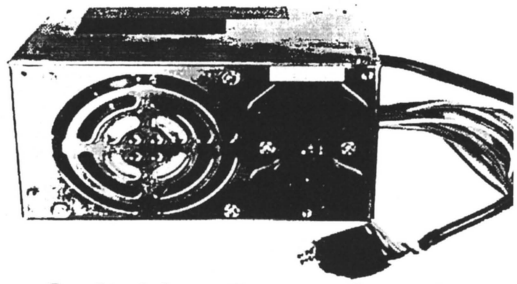
Micro Manufacturing
Your path to the future

Call Toll Free
1-800-277-6136
535 Old Nashville Highway, Lavergne, TN 37086
(615)793-5510 Fax: (615)793-5512

American Design Components

815 Fairview Ave. P.O. Box 520
Fairview, NJ 07022
(800) 776-3800 (201) 941-5000
FAX (201) 941-7480

Keep cool while you're turned on.



Switching Power Supply

+5V @ 18.0Amp
+12V @ 4.2Amp
-5V @ 0.3Amp
-12V @ 0.3Amp
Designed to run 24 hours a day!!
Built-in Fan • • On/Off Switch
Routeman's Delight – no down time!!
Install only once!!
$29.95 ea.

Call RICH GOLDMAN (800) 776-3800

DIVISION OF B.L.B., INC.

NEW FACTORY KITS:

High Impact	$1395
Caveman Ninja	Call
Street Fighter II	Call
Gun Force	Call
Clutch Hitter	Call
Arlington Horse Racing	Call
Final Fight	Call

MANY NEW & USED KITS PLEASE CALL FOR LATEST STOCK LIST

DJ Boy	$395	Silkworm	$199
M. Jackson's Moonwalker	450	Galaga	175
Combatribes	395	Heavy Barrel	199
Shadow Dancer	450	Gate of Doom	395
Thunder Jaws	450	Gemini Wings	100
Street Smart	350	Double Dragon III	495
Street Fighter	395	Super Champ. Baseball	250
Crime Fighters	350	Altered Beast	250
Bottom of the Ninth	250	Tough Turf	250
Snow Bros.	395	Wrestle War	295
Ninja Gaiden	295	Arkanoid	150
Rastan	150	Alien Storm	450
Rastan II	250	Ikari III	199

M.D. GAME SALES LTD.

1640 East New York Ave. • Brooklyn, New York 11212

(718) 346-8165

FAX: 718-346-0207

*** SE HABLA ESPAÑOL ***

BANKING INFO.: Bank Name: Manufacturers Hanover Trust Co. • **Branch:** New City
Route Code #: 021409033 **Account #:** 8310606309866

CAN ALLEY

BY BOB'S SPACE RACERS

FOR SALE

4-player...Complete with ticket dispenser, balls and circus lights! Approx. 12' wide x 8' deep x 8' high. Very good condition. Excellent redemption piece for kids or adults!

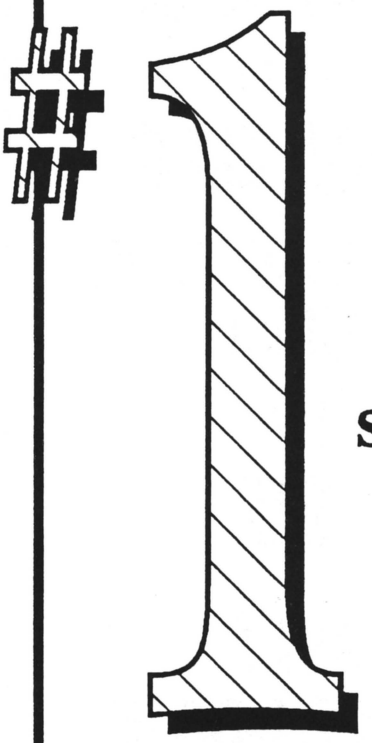
ASKING $ 4,000

VARIETY AMUSEMENTS

1506 Broadway
East Chicago, Indiana 46312

(219) 397-5798 or
(219) 931-6221

MICRO MANUFACTURING



In Customer Satisfaction

Micro Manufacturing
Your path to the future

Call Toll Free
1-800-277-6136

535 Old Nashville Highway, Lavergne, TN 37086
(615)793-5510 Fax: (615)793-5512

VIDEO GAME REPAIR

Low Rates & FREE Pick-up & Delivery

Little Casino
Merit
Greyhound
Status
U.S. Games
Uprights

Countertops for Sale—Merit $400

Chris' Kol in S. Calif.
Tel: (805) 294-0067
Bpr: (818) 417-2690
(805) 286-0346

DANOR DISTRIBUTING

***FREE* 12 amp Power Supply with purchase of Kit!**

JULY SPECIALS

★ CHASIS . . . . . $65.00 ★ MONITORS . . $85.00

KITS

Pitfighter	$1145	Moonwalker	$445
Final Fight	945	Snow Bros.	445
Blood Bros.	875	Buster Bros.	445
Raiden	775	Bad Dudes	345
Magic Sword	775	Altered Beast	275
Smash T.V.	775	Ninja Gaiden	275
WWF	625	Tiger Road	175
Double Dragon III	545	Guerrilla War	175
Double Dragon II	375	Rastan	175
Double Dragon	225	Time Soldier	175
Combatribes	475	Violence Fight	745

1-800-594-5144

Ask For Cheryl

CONVERT YOUR
8-LINER TO...

LUCKY BAR

TO INCREASE YOUR
INCOME!

ONLY

$195

**CALL:
(908) 281-0616**

ARCADE LIQUIDATION

AUCTION

"Everything Must Go"

JULY 27, 1991

SAN JOSE, CALIFORNIA

★ ★ ★ ★ ★ ★ ★ ★ ★

For Information & Directions Call:

(415) 359-8599

★ TOP VIDEO GAMES!
★ PINBALLS!
★ PARTS!

**Master Sales' GIGANTIC
WAREHOUSE SALE!**

★ Over 250 Good, Used Video Games.
★ Conversion Cabinets.
★ Cabinet Parts.
★ P.C. Boards.
★ Used Monitors.

**NOT AN AUCTION...
MAKE YOUR BEST DEAL!**

**FRI.-SUN., JULY 12, 13 & 14
8 A.M. - 6 P.M.**

2301 S. Hwy. 75 • Corsicana, TX 75110

(903) 874-4749

OR FAX: 903-872-8000

—SE HABLA ESPANOL—

USED P.C.B.s:

Arch Rivals	$470	Monsterland	$175
Bad Dudes	350	Monster Lair	350
Bubble Bobble	350	ESWAT	350
Double Dragon	225	Ninja Gaiden	325
Double Dragon 3 (kit)	595	Robocop	295
Dragon Breed	295	Rastan	195
Galaga	175	Silkworms	195
Golden Axe	450	Sly Spy	350
Heavy Barrel	295	Street Smart	350
R-Type II	295	UN Squadron (kit)	695
Kung Fu Master	75	1942	225
Moonwalker	495	Vigilante	150
WWF Superstars (kit)	695	Final Fight	895
Shadow Dancer (kit)	550	Pit-Fighter	950

UNITED SYSTEMS

— SYSTEMS TO YOUR SOLUTION —

P.O. Box 720229 • Houston, Texas 77272

(713) 933-3986

FAX #: 713-933-1330



50th STATE COIN-OP

SIZZLING SUMMER SALE
USED GAMES



50th STATE COIN-OP

All Games From Fun Factory Centers
Excellent Condition & Like New Appearance

On Location Throughout the United States • Immediate Availability While Quantities Last

JULY SPECIALS . . .ATAXX AND DOUBLE DRAGON 3 $695.00

Call Toll Free (800) 424-5050 To Find The Game Nearest You

DEDICATED/COMPLETE GAMES

Afterburner (U/R)	$ 795	Contra	$ 495	Ninja Gaiden	$ 495	Snow Brothers	$1195
Airbuster	$ 795	Continental Circuit	$1195	Ninja Turtles	$1795	Special Criminal Inv.	$1695
Altered Beast	$ 395	Crackdown	$1195	Operation Wolf	$ 695	Street Smart	$ 895
All Points Bulletin	$ 595	Double Dragon 3	$ 695	Operation T/Bolt	$1095	Stun Runner	$2295
Arch Rivals	$ 795	E-Swat	$ 545	Pit Fighter	$1795	Super Off Road	$1195
Assault	$ 595	Escape	$ 595	Play Choice 10	$ 795	Super Sprint	$ 995
Ataxx	$ 695	Gridiron Fight	$ 295	Pole Position	$ 595	Superman	$ 595
Bad Lands	$ 795	Moon Walker	$1095	Power Drift (U/R)	$1395	Team Quarterback	$1095
Blood Brothers	$ 895	Midnight Resistance	$ 995	Quarterback	$ 695	Thunderblade	$1495
Buster Brothers	$ 895	Ms. Pacman	$ 395	Road Blaster	$ 795	Vindicator	$ 495
Chase H.Q.	$1295	Narc	$1195	Rolling Thunder	$ 495	WWF Superstars	$ 895
Combatribes	$ 795	Night Striker	$1595	Smash T.V.	$1595	Xybots	$ 395

PINS

Arena	$ 395	Cactus Jacks	$2395	Genesis	$ 295	Party Animal	$ 595
Back to the Future	$1695	Comet	$ 395	Jokerz	$ 995	Pool Shark	$1595
Black Belt	$ 345	Diner	$1695	Lost World	$ 395	Radical	$1695
Black Knight 2000	$1095	Dr. Dude	$1695	Monte Carlo	$ 395	Taxi	$1095
Black Water	$ 895	Game Show	$1195	Mousin Around	$1395	Time Machine	$ 895

KITS (Board & Header)

Air Buster	$ 595	Double Dragon	$ 295	Kuri Kinton	$ 150	Rolling Thunder	$ 295
Aliens	$ 895	Double Dragon 3	$ 495	Last Duel	$ 150	Shinobi	$ 295
Altered Beast	$ 295	Escape	$ 395	Magic Sword	$ 995	Snow Brothers	$ 595
Arch Rivals	$ 595	E-SWAT	$ 395	Ninja Gaiden	$ 395	Superman	$ 395
Ataxx	$ 495	Final Fight	$1095	Pigskin	$ 695	Thunder Fox	$ 595
Cabal	$ 395	Final Round	$ 295	P.O.W.	$ 250	Twin Eagle	$ 250
Cadash	$1295	Growl	$1095	Raiden	$1095	V-Ball	$ 295
Crime City	$ 295	Heavy Barrel	$ 295	Rastan	$ 195	Zero Wing	$ 395

REDEMPTION

Assorted Used Neo-Geo Cartridges. . .Call and Inquire!
Seeburg SCD-1 Music Laser Box (MI ONLY) $2495.00

Lotto Funs	$ 995	Skill Dozer	$ 995	Turbo Drive	$1295	Mini Pro Golf II	$1000

A FREE call is all it takes to SAVE money!

Prices do not include shipping and handling.

Toll Free 1-800-424-5050 or FAX: (808) 682-4789

91-246 Oihana St., Ewa Beach, HI 96707

DARTS ★ DARTS ★ DARTS

Darts

Valley Cougar.....New & Used
Pubtime.....New & Used
Arachnid.....Used

FULL LINE OF DARTS AND SUPPLIES!!!

Counter Top Games

U.S. Games.....New & Used
Merit.....New & Used
Grayhound.....New & Used

Also Sales & Service of:
VIDEOS • PINBALLS • JUKEBOXES
CRANES & CIGARETTE MACHINES



Star Service
411 S. Brookhurst Rd.
Fullerton, CA 92633

(714) 992-0363

Call Phil Scarborough or Wayne Eley

"CARIBBEAN"

We have just signed a **5 YEAR** contract to operate **SLOT MACHINES**

IN: **2 MAJOR TOURIST HOTELS**

(All equipment licensed for pay out operation in Hotels)

$ $ $ $ $ $

We are seeking joint venture parties for this unique opportunity!
(Min investment req'd $20,000 U.S. & up)

GOLD KEY SYSTEMS INC.
Orlando, FL
Tel.: (407) 246-1883
Fax: (407) 246-1886
Mr. Thomas

BALLY - STERN PINBALL TESTER

All pinball machines made by Bally or Stern between 1977 and 1984 have one thing in common: they all contain the same computer board (MPU). All of these boards have a connector along the top of the board which is not used for the game, but was included in the design of the circuit board to allow connection to an external diagnostic computer. Now you can make use of this feature to repair these boards using your game as a test fixture and our **PINBALL TESTER** diagnostic board. The TESTER disables the MPU board's Game ROMs and enables it's own program, so you can tell immediately whether you have a problem in hardware or software. The TESTER's software runs a detailed diagnostic program which allows exercising of each and every solenoid, every light row and column, and every display digit and segment, as well as providing a burn-in mode. This allows testing of the Solenoid driver board, the Light driver board, and all of the Displays. You also get a switch matrix board containing 40 discrete switches which plugs into the MPU switch inputs and allows testing of all switch rows and columns. Some of the features of the TESTER board include: *Indicator LEDs to monitor the power and reset lines. *Ground and + 5 volt test clips to attach a logic probe. *Hold-reset-low button and ROM enable/disable switch. *Extra long cables so that you can test the board without having to remove it from the game, and a detailed instruction book which takes you step-by-step through all phases of use of the TESTER. The book will guide even the least technical technician painlessly through the repair of these circuit boards. A valuable tool for anyone who ever repairs one of the nearly one hundred game titles which the TESTER covers.

⇨ **BALLY-STERN PINBALL TESTER: Circuit board with diagnostic program ROM, switch matrix board, extra long hook-up cables, spare RAM chip, anti-static carrying case and complete instruction book.....$300.**

Order Direct by calling: **Two-Bit Score 512-282-9369**

11600 Manchaca Road Austin, Texas 78748

To learn more, see Randy Fromm's evaluation of the PINBALL TESTER on page 129 of the June, 1991 issue of REPLAY magazine.

US Amusement Auction

Game Auctions

All Auctions:
Saturday, 10 A.M.



U.S. AMUSEMENT AUCTION COMPANY Sets New Record . . . April 27, 1991

INDIANAPOLIS . . . 700+GAMES 14 Hours of Auctioneering

WE'RE GETTING BUYERS FROM ALL OVER THE WORLD!

1991

Sept. 7 - Indianapolis, Indiana
Sept. 28 - San Jose, California
Oct. 12 - Columbus, Ohio
Oct. 27 - Chicago, Illinois
Nov. 2 - Anaheim, California
Nov. 16 - Tampa, Florida
Nov. 9 - Indianapolis, Indiana
Dec. 7 - Columbus, Ohio
Dec. 14 - Indianapolis, Indiana

Robaza International Inc. es su Empresa en Los Estados Unidos que trabaja junto con US Amusement Auctions ofreciendo todo para su negocio:

1. Hablamos Espanol
2. Maquinas de Video "Nuevas y Usadas" "Chispas".
3. Oficinas en Los Estados Unidos y Mexico D.F.
4. Puedemos ayudar en su exportacion.

OFICINAS EN HARLINGEN, TEXAS:
Oficinas: (512) 423-8644 • Fax: 512-423-6661

OFICINAS EDO. DE MEXICO:
Av. Teotihuacan #332 Esq. Metepec
Fraccionamiento Romana
Tlanepantla, Edo. de Mexico
Tel./Fax: 565-0707

2415 West Amherst
Bloomington, IN 47404

For Information
Call Ric Stephan:

812-333-9939

Auctioneer: Bill Hughes
502-451-6241

CD TITLE STRIP PROGRAM

★

FREE CD Title Strips with the purchase of the Easy To Use CD TITLE STRIP PROGRAM. Print your own song titles with your personal computer. All popular title strips formats available. Inventory all your CD's and print reports on performance and locations. Over 175 features, Full color, bullet fast. $395.

Voice or 24 Hr. FAX: 1-800-950-JUKE
(301) 956-5856 (For information)
VISA, MC, DINERS, AM. EX.
TITLE STRIP COMPANY
P.O. Box 333 • Riva MD 21140

FOR SALE

Pop-A-Shot Basketball

★ Steel Game
★ Reconditioned
★ Like New

CALL:
(913) 827-6229

CALL FOR OUR FREE CONVERSION KIT NEWSLETTER

☆

VIDEO CONNECTION
(916) 678-5189

Additional TOPPS Baseball Cards Available Thru

L.H. KESSELMAN & ASSOC.

601B COUNTRY CLUB DR.
BENSENVILLE, IL 60106

708-616-9699 • Fax 708-616-9610

• CALL FOR SPECIAL PRICING •



prizes!

"THE LEADER IN PRE-PACKS"

VISA MasterCard

REGULAR PRE-PACKS (144 PCS)	
ECONOMY	$0.70
DELUXE	$0.85
SUPER DELUXE	$1.00
SUPREME	$1.25
PREMIUM	$1.50

1 (800) 992 2388

JUMBO PRE-PACKS (72 PCS)	
JUMBO	$2.15
DELUXE JUMBO	$2.50
SUPER JUMBO	$3.00
PREMIUM JUMBO	$4.00

COMPUTER SOFTWARE

- CAMS -
ROUTE MANAGEMENT SYSTEM

A Powerful, Fast, Easy To Use System

Increase Your Profits ★ Location and Machine Histories ★ Identify Non-profitable Machines and Locations ★ Print Collection Sheets ★ Super Easy Revenue Entry ★ Prints 1099's ★ Rotation Advisor ★ Numerous Statistical & ROI Reports ★ Free Updates

AND MUCH MORE!

. . . for only $995 . . .

• 30 Day Money Back Guarantee • Demo Disk Available • For IBM PC, XT, AT & • Compatibles • Free Brochures •

write or call:
E-Soft Systems
1276 Red Pine Circle
Baxter, MN 56401
(218) 829-4743

also available

- CALMS -
POOL, DART & CRICKET LEAGUE MANAGERS:

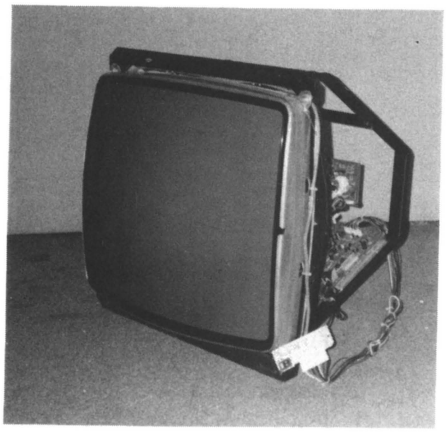
Turn Hours Of Work Into Minutes

Automatic Schedulers ★ Super Easy/Fast Score Entry ★ Tracks Team & Player Achievements ★ Simplifies Awarding Trophys & Prizes ★ Tracks Team Financial Information ★ Numerous Reports & Listings

AND MUCH MORE!

. . . for only $395 each . . .

Multi-Package Discounts



BACK BY POPULAR DEMAND!

PRICES VALID THRU 7/31/91

COLOR VIDEO GAME MONITORS

13" . . . $150. ★ 19" . . . $170.

25" or 27" . . . $320

SPECTACULAR FEATURES INCLUDE:

- * Front & Rear Controls
- * Black Matrix, Non-Glare, U.L. C.R.T.
- * Higher Resolution Than Normal
- * Manual or Auto Degaussing Switch
- * IMMEDIATE DELIVERY
- *Fully Guaranteed!
- * Replacement Parts Are Always Available
- * Schematics
- * Meets The Standards Set By The AMOA

*** QUANTITY DISCOUNTS AVAILABLE!**

SERVICIO ESPESIAL DIRECTO A MEXICO
Y SENTRO AMERICA TRATO EN ESPAÑOL

WE WILL NOT BE UNDERSOLD!

SPACE AGE ELECTRONICS

26524 Golden Valley Road, Suite 507 • Saugus, CA 91350

1-800-822-0280 **(805) 252-4400**

CALL FOR FREE 8-PG. CATALOGUE!

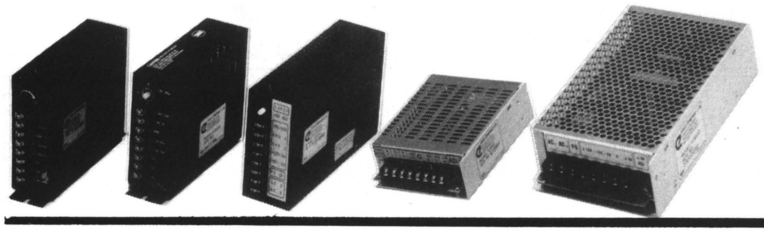
FAX: 805-252-9380

Competitive power supply & chassis O.E.MS & customers' design welcome!

SWITCHING POWER SUPPLY

ITEM	MODEL	AC INPUT	DC OUTPUT
7A	53020-1	AC 90-135V	+5V/7A, -5V/1A, +12V/1A
12A	53020-2	OR	+5V/12A, -5V/1A, +12V/1A
15A	53020-3	AC 190-245V	+5V/15A, -5V/1A +12V/2.5A
15A	53020-4		WITH DISPLAY

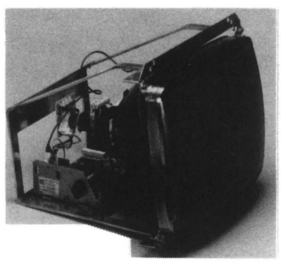
1. OVERLOAD PROTECTION
2. BUILT-IN EMI FILTER
3. SHORT-CKT PROTECTION ON ALL OUTPUT
4. HIGH EFFICIENCY, LOW COST, HIGH QULAITY
5. DESIGNED TO MEET U.L,. C.S.A. V.D.E.
6. 100% BURN-IN TEST (FULL LOAD)

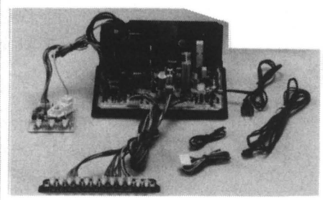


VIDEO CHASSIS

MODEL	SUITABLE CPT	COMPATIBLE DEFLECTION YOKE
53210-1	14'', 20''	LH: 1.9MH, RH:2. 2 OHM LV: 116MH, RV: 54.4 OHM
53210-2	26'', 28''	LH: 1.5MH, RH: 1.45 OHM LV: 22MH, RV: 8 OHM
53210-3	20'' 26'' 28'' CHASSIS W/ REMOTE CONTROL	

1. POWER SOURCE: AC 110V
2. POWER COMSUMPTION: 40W MAX
3. R.G.E.GAIN CONTROL
4. H. & V. POSITION ADJ., H. & V. HOLD ADJ., H & V. SIZE ADJ.
5. INTENSITY ADJ. 110V DC VOLTAGE TUINNG
6. HIGH VOLTAGE OUTPUT 25KV





EAGO COMPANY LTD.
5F. NO. 250, AN-HO RD., TAIPEI, TAIWAN, R.O.C.
FAX: (02)733-1005 TELEX: 23892 EAGO
TEL: (02)736-8785-6 • 7328409

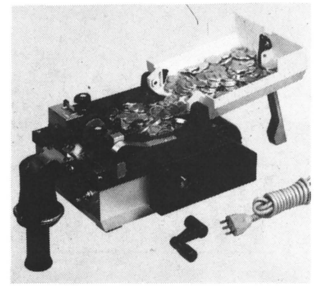
"WANTED"
OLD PINBALLS
Cash for PRE-1975 Pinballs

★

Call Paul at:
TAKAKJIAN & SOWERS
(213) 312-8055 or
FAX: 213-312-8189
or Send List to:
11845 W. Olympic Blvd. Ste. 1000
Los Angeles, CA 90064

★ WANTED ★
MECHANICAL BULL
★
(309) 788-0135

BELITA
LIGHTWEIGHT, PORTABLE
Coin Counter



MANUAL OR ELECTRIC

Small compact machine, weighs only 10 lbs., operates easily, counts up to 1500 coins per minute. Very inexpensive, long-lasting, and most convienient. Automatic Stop, Coin Tray Support, Bag Holder, etc.

For Brochure and Prices

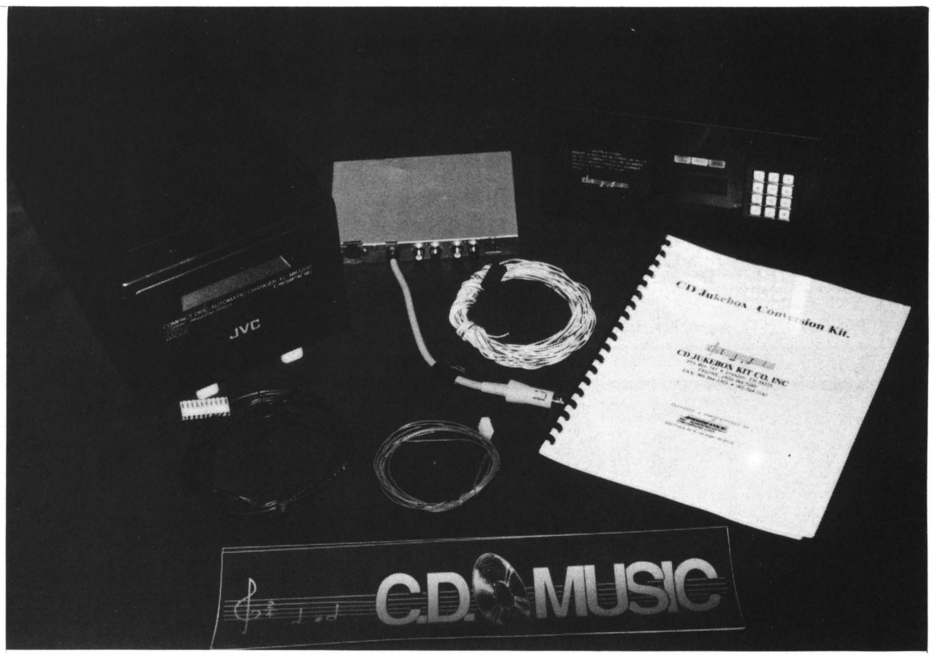
R.H. BELAM COMPANY, INC.
(516) 292-2670
FAX: 516-486-0957

Recycle your old jukeboxes

with our New CD Jukebox Conversion Kit

Features:

- Programmable Pricing
- Bookkeeping Functions
- Attract Modes
- Programmable Disc (Undesirable songs can be programmed out)
- 12 Month Warranty on CPU and Disc Player
- Built by Operators for Operators
- Easy Installation
- User Friendly
- Special Events
- Easy Disc Change



Kit includes: • 1 (12) Compact Disc Player (Add-ons optional; up to 3 players) • CPU Board (USA Manufactured) • Selection Buttons • LED Readouts • Control Panel • Wiring Harness • Decals and Instructions

DISTRIBUTOR INQUIRIES WELCOME

CD Jukebox Kit Co. Inc.

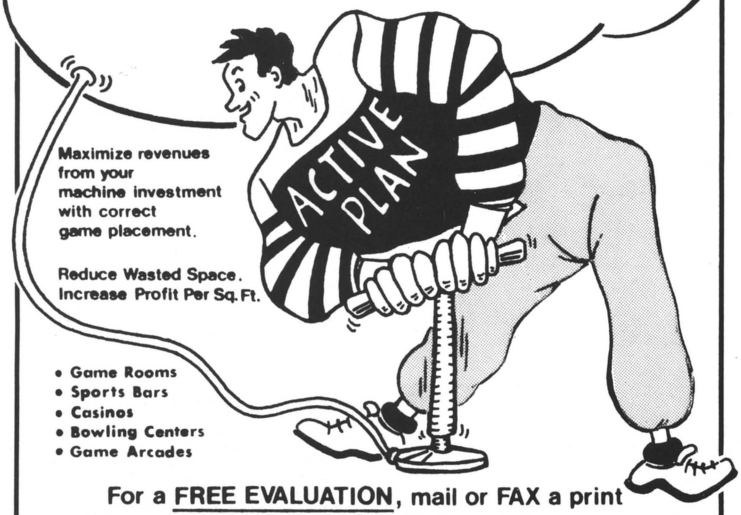
P.O. BOX 747 • DRESDEN, TENNESSEE 38225
Phone 901 364-5140 OR 901 364-5654

SALES REPRESENTATIVES:

SOUTHEAST: UPSTATE GAMES **(803) 879-0725**
NORTHEAST: Vincent Francischetti **(201) 663-3663**
NORTHERN TEXAS: PLAY-MORE GAMES **(817) 921-6196**
SOUTHERN TEXAS: ALL COIN EQUIPMENT **(512) 222-2306**
ROSEVILLE, CA: COAST TO COAST **(916) 784-6611**
NORTH CENTRAL: Jack Deming **(612) 933-1041**
MOREHEAD, MN: RENEGADE DIST. **800-525-6135**
SOUTHERN CALIFORNIA: SMALL CHANGE DIST. -Dave Suhy **(818) 994-3352**
LIVONIA, MI: CARTEL DIST. **(313) 422-2111**
AMHERST, OH: LORAIN MUSIC CO. **(216) 984-2235**
CRESTLINE, OH: LORAIN MUSIC CO. **(419) 683-1598**
WICHITA FALLS, TX: THORNHILL ENT. **1-800-225-1937**
PHOENIX, AZ: GARRISON CUSTOM VENDING **(602) 275-5479**
DELAVAN, WISC. 1002 DIST. **(414) 728-1477**
FOR EXPORT: ELEMAR EXPORTS -Jorge Morfin **(201) 273-7355**

PUMP UP PROFITS!

with
MONEY-MAKING SPACE PLANS!



Maximize revenues from your machine investment with correct game placement.

Reduce Wasted Space. Increase Profit Per Sq. Ft.

- Game Rooms
- Sports Bars
- Casinos
- Bowling Centers
- Game Arcades

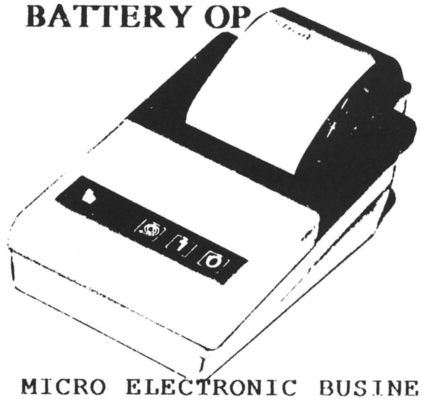
For a FREE EVALUATION, mail or FAX a print of your space, with a description of the activity.

20 Years of Experience • Computer Assisted Design Services

ACTIVE PLAN
concept development & space planning
P.O. Box 17347, Mpls., MN 55416 (612) 227-8821 FAX (612) 228-0437

SMALL PRINTERS

MECHANISMS
CONTROLLERS
CASED UNITS
CUSTOM DESIGNS
HAND HELD
BATTERY OP



MICRO ELECTRONIC BUSINESS
CHICAGO, 312-539-2994

STAR SYSTEM CABINETS



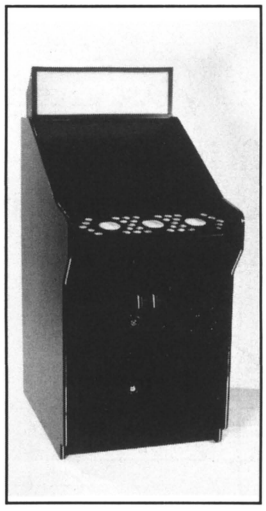
SPECIAL TRIAL OFFER
Long Term Volume Pricing on Your 1st Sample Cabinet-CALL NOW FOR DETAILS!

STAR 19" & STAR 25"

- Cabinets ready for your kit
- Great prices!
- Removable and Interchangeable
- Slide Drawer System
- Optional 19" or 25" Monitor
- Lighted Quick-Changed Marquees
- Industry Standard Over/Under Coin Doors
- Monitors can be mounted vertically or horizontally
- Monitor tilts out for service.

POKER CABINET

- Removable back panel
- Security back panel
- Flip-top lid for easy access to monitor
- Ready for your kit!
- GREAT PRICE!



CONTRACT-DESIGN MANUFACTURING! CALL US!!!

STAR MFG. INC.

125 Royal Woods Ct., Suite 140 • Tucker, Georgia 30084

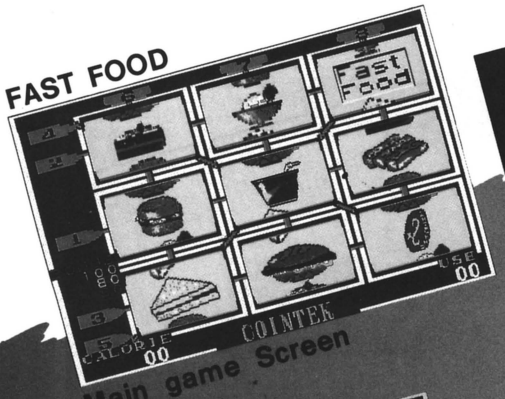
1-800-226-6660

(404) 270-2900 • FAX: 404-270-2915

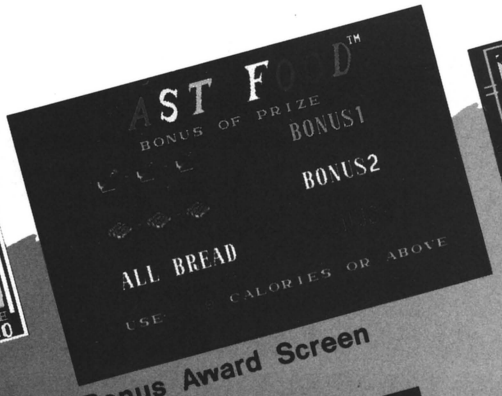
GAMES THAT ASSURE INTEREST OF YOURS AND TO PLAYERS

3 BONUSES RENDER GREAT ATTRACTION

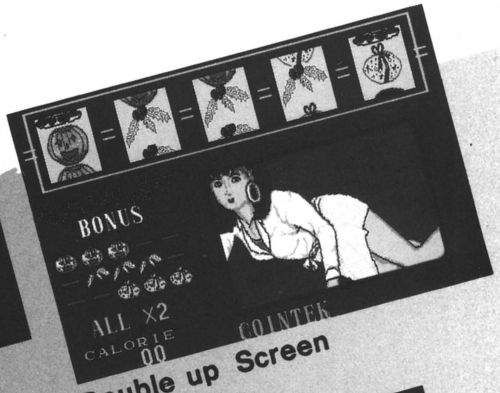
FAST FOOD



Main game Screen

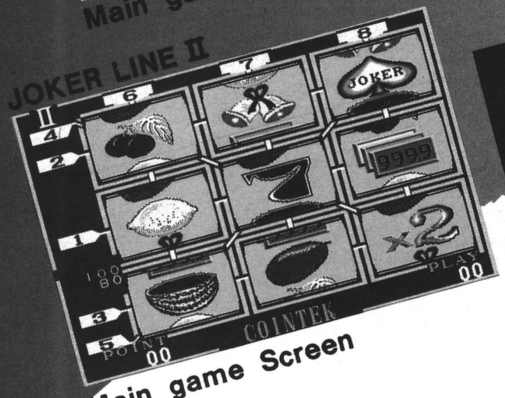


Bonus Award Screen

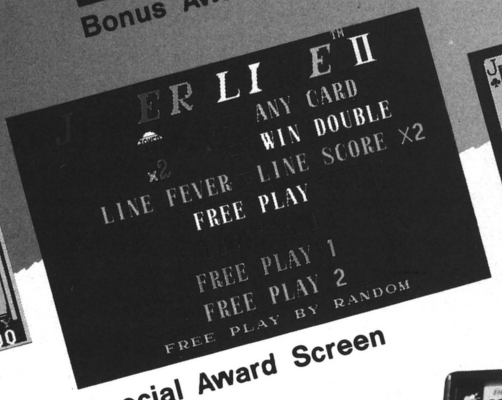


Double up Screen

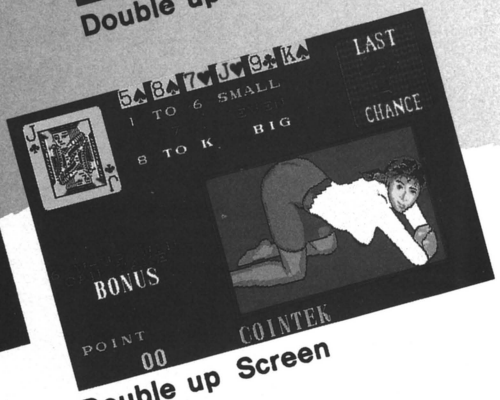
JOKER LINE II



Main game Screen



Special Award Screen



Double up Screen

plus
Joker as any to give additional winnings
Fever Line to give twice line score
x2 to give double scoring
Unconditional Free Plays to capture players' interest
and
Last Chance in Double Up to regain from loss

Games are now available in PCB, Kit or Dedicated Machine.
Kit includes PCB, 13" or 19" fancy plexiglass, harness
and lit buttons with legends.
19″ Dedicated Machine includes $1-$100 bill acceptor,
5V 15A power supply and complete accessories for
immediate operation.



COINTEK

COINTEK (USA) CORPORATION
216 ROUTE 206, SUITE 17
HILLSBOROUGH, (SOMERVILLE) NJ 08876 U.S.A.
TEL: (908) 281-0616 FAX: (908) 281-0316

©1990 COINTEK (USA) CORPORATION
For amusement only. Not intended for sale or use in states or municipalities where such games are prohibited by law.

CATCH THE ACTION ...

NEW

FROM LEISURE

SIMPLY THE BEST $1-5-10-20 BILL ACCEPTOR ON THE MARKET TODAY!



- SIMPLE ONE PIECE UNIT
- SIMPLE INSTALLATION
- SIMPLE TO USE-ACCEPTS BILLS IN ANY DIRECTION
- SAME DAY SHIPPING
- PROMPT SERVICE
- QUANTITY PRICES AVAILABLE

DISTRIBUTOR and OEM INQUIRIES WELCOME.
1 YEAR WARRANTY

LEISURE ENTERTAINMENT, LTD.

Purchase Direct From The Factory!

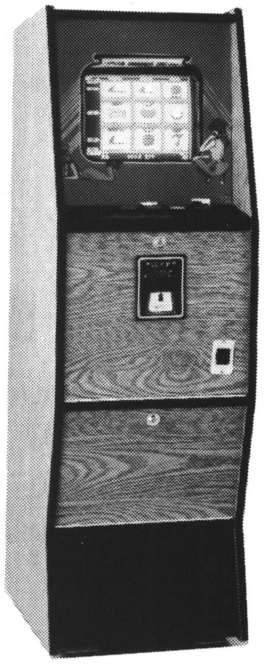


NEW!

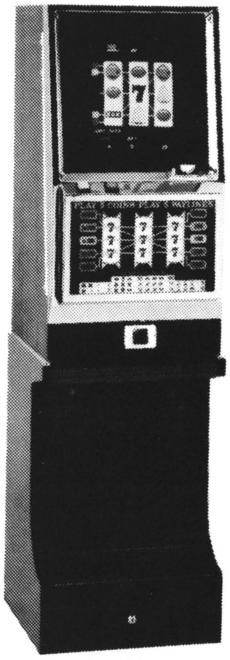
LUCKY NUMBERS

It's so simple . . .
it simply earns $ $ $

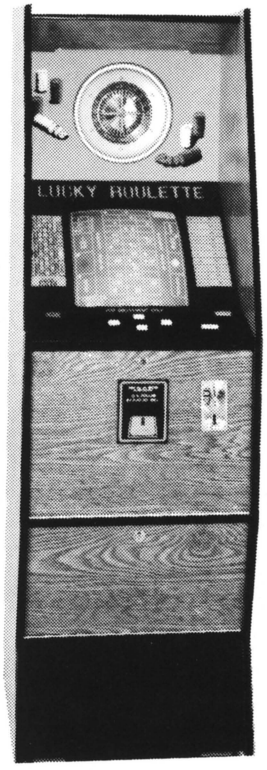
The Newest Game in Town!



LUCKY 8-LINE



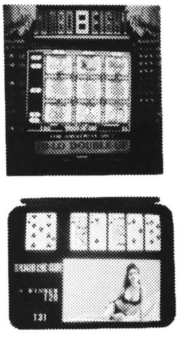
5-LINE



LUCKY
ROULETTE



WINNER 8 LINE
&
JUMBO 8 LINE
with a real stripper



Also Available:

- Hilo Double-Up Joker Poker
- Dual Tank Game
- Countertop Cabinets
- Kits - Kits - Kits

Lowest Prices - Fastest Delivery!

1 YEAR WARRANTY

Call Toll Free: 800-645-2162

For amusement only. Not intended for sale or use in states or municipalities where such games are prohibited by law.

MARS ELECTRONICS®

Bill Acceptors



TRUCK LOAD SALE
On VFM4's & VFM5's
Unbelievable Prices!
ORDER NOW & RECEIVE A FREE BILL HEAD CLEANER!

Miami Vending Electronics

MARS ELECTRONICS
international
FACTORY SERVICE CENTER

1-800-822-8327

16909 N.W. 4th Ave. • Miami, FL 33169

BRAND NEW-IN STOCK

ALL NSM-CD MODELS

USED EQUIPMENT

MUSIC BOXES

NSM Concert 240 III	$1495
NSM Galaxy	1695
NSM Prestige II	995

SMS Joker Poker
Merit Joker Poker
Merit Chicken Poker
Kramer Hi-Lo Double Up

CIGARETTE MACHINES

20 and 22 Column National

COLUMBIA VENDING SERVICE INC.

Toll Free: 1-800-262-2434

SPRING SALE USED DEDICATED GAMES:

★ SITDOWNS ★

Atari-POLE POSITION	$750
Atari-ROAD BLASTER	1295
Sega-THUNDERBLADE	1550
Sega-HANG-ON	1850
Atari-STUN RUNNER	2195
Sega-SUPER HANG-ON	2850
Sega-SUPER MONACO GP	4500
Sega-GALAXY FORCE	7000
Atari-FOUR TRAXX	7950

★ UPRIGHTS ★

WORLD CUP-Tehkan	$495
PAPERBOY	595
BLADES OF STEEL	695
DARIUS	795
OPERATION WOLF	895
HEAVYWEIGHT CHAMP	995
POWERDRIFT	1295
SUPERSPRINT	1395
NINJA WARRIOR	1695
SUPER MONACO	1695
OPERATION THUNDERBOLT	1695
HARD DRIVIN'	4695

★ USED PINBALLS ★

ROAD KING	$595
F-14	695
JOKERZ	1295

NEW FACTORY KITS

Sega-AURAIL	$250
Sega-COLUMNS	650
Strata-BOWLING	845
Strata-HOT SHOTS	945

★ SUPER SPECIAL ★ BRAND NEW

Grand Products-SLICK SHOT	$2400
Sega-GP RIDER (U/R)	4950

We Arrange customs clearance for you at no charge and ship freight collect. All prices are in U.S. dollars and include duties and broker fees.

Canadian Coin Machine
DISTRIBUTORS LTD.

108 - 3680 Bonneville Place
Burnaby, B.C. V3N 4T5
Ph.: (604) 420-4008
Fax: (604) 420-2474

Phone
803-574-0162

DREW

Fax
803-574-7680

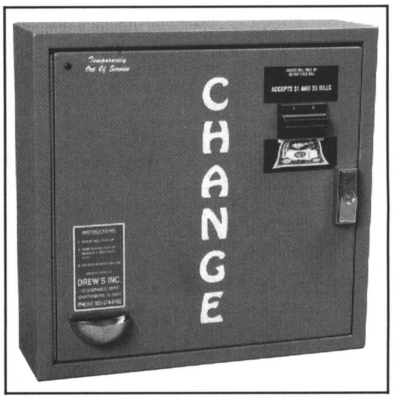
Authorized Eagle-Wing

W-7 8 Lines
W-8 8 Lines
Lucky Star - 8 Lines **New!**
Lucky 75 **New!** 8 Lines
Lucky 25 Poker Bingo

Kits — Games — PC Boards

Ask About New Bill Acceptor
Fix for W-7 and W-8
8 Lines Games From Drew!

- 1$, 2$, 5$ Bills
- 400 Bill Stacker
- 1600 Bulk Coin Capacity



- Wall Mount Bracket Included

$995.00

Optional — 1$, 2$, 5$, 10$, 20$
Bill Counter, Colors

CLOSEOUT NEW CRANES

Tiger Paw's $1595.00

Jumbo Tiger Paw $1995.00

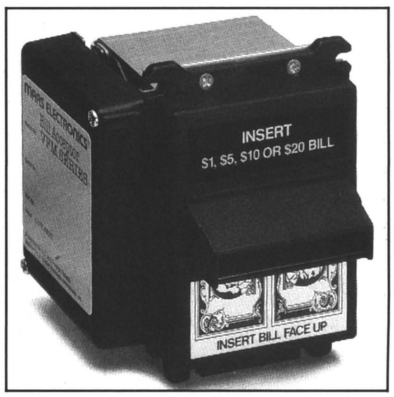
CALL TODAY!

The Original Crane
With Electronic Plush Counters.

MARS ELECTRONICS

VFM 2 VFM4
VFM 3 VFM 5S
Most Models In Stock

Stackers
200 Bill,
400 Bill,
600 Bill,
and
1000 Bill
Capacity!



120 Southwest Drive • Spartanburg, South Carolina 29301

NEW FACTORY KITS:

Capcoms Newest Hit - Streetfighter II.....Call
Taito Growl.....$1099
Aurail.....325
Leland Ataxx.....399
Ameridart.....395
Super Volleyball.....195
Vs. Dr. Mario.....295
Riverboat Poker Kit.....395
Namco's Dragon Sabre.....895
Combatribes.....599
Thunder Jaws.....575
Gate of Doom.....450
Leprechaun Bowl-O-Rama...Call
Majestic 12.....799
Atari Shuuz.....799
Carrier Air Wing.....995
Romstar One Slot Kit with or without game.....Call
Final Fight - still a good game.....995
Rollergames.....595
Update Capcom system games to MERCS
Call for Closeout Price
Clutch Hitter Great Baseball by Sega.....Call
Caveman Ninja.....Call
Dragon Breed.....Call
Hat Trick Hero-Soccer Spectacular.....Call
Ninja Kids.....Call
Race Drivin' Update.....1299

SNK PAKS:

League Bowling, Sengoku, Nam 75, King of the Monsters, Baseball Stars, Burning Fight, Ghost Pilots, & Blue Journey

PLAYCHOICE PACKS;

$ 89: Contra, Fester's Quest, Gauntlet, Pinbot, Super Mario 2, Ninja Gaiden, Tecmo Bowl, Double Dragon

$109: Super Contra

$149: Baseball Stars, TMNT, Ninja Gaiden, Dr. Mario

Call: Rad Racer II, Capt. Sky Hawk, TMNT II, Mega Man III, World Cup Soccer

SUPER CLOSEOUT OF THE MONTH:
BOWL-O-RAMA
CAPCOM Bowling Update... *CALL*

SUPER SPECIAL
RAMPART KITS
GET IT WHILE IT'S STILL HOT!

RECONDITIONED JUKEBOXES:

—All Styles—
CD100 LASERSTAR (Used)

NEW!
SIMPSONS VIDEO...
CALL FOR PRICE

MISCELLANEOUS:

- Lucky 8-Liner
- Merit Pit Boss Superstar
- Reconditioned Kiddie Ride
- Skee Balls

CALL FOR INFO...AND SERVICE...
BVC wants to serve YOU

BIRMINGHAM VENDING CO.

ESTABLISHED IN 1931

GENERAL OFFICE
540 Second Ave. N. • Birmingham, AL 35204
(205) 324-7526
SE WATTS: 1-800-238-8363

FLORIDA DIVISION
4542 L.B. McCleod Rd. • Orlando, FL 32811
(407) 425-1505
FLORIDA WATTS: 1-800-330-1233

National Watts Line: 1-800-288-7635
FAX: 205-322-6639

KLOPP®

Coin Counters
Wrappers, Sorters
Since 1931

- Sales
- Parts
- Factory Service



Made In The U.S.A.

Fast Service — Call For Details

CALL (813) 855-6789
KLOPP INTERNATIONAL, INC.
225 Dunbar Court — Oldsmar, FL 34677

★ USED KITS ★

100 CLAMS OR LESS!

GAMEMASTERS
(504) 924-6111

FREE $1000 DRAW W/ PURCHASE!

★ ★ ★ ★ ★

1-800-962-4486

CONVERT YOUR PIGOUTS TO SUPER OFF ROAD 2-PLAYER FACTORY KITS...
Includes:
STEERING WHEELS & FOOT PEDAL ASSEMBLY

Please Call:
MASTER SALES
(903) 874-4749

NOTICE OF UNITED STATES DISTRICT COURT ORDER IN YAMATE U.S.A. CORP. VS. MYRON SUGERMAN AND ATLANTIC & PACIFIC AMUSEMENT CORP.

COURT ORDER AGAINST TRAFFICKING IN COUNTERFEIT LUCKY 8-LINE EQUIPMENT AND ORDERING RECALL OF COUNTERFEITS

On March 6, 1991, the United States District Court, in the case of Yamate U.S.A. Corp. vs. Myron Sugerman and Atlantic & Pacific Amusement Corp., Civil Action No. 89-763(HAA), vacated its prior ruling denying Yamate's request for a preliminary injunction and granted Yamate's request for a preliminary injunction and impounding order against the defendants.

PURCHASERS & USERS OF POSSIBLY COUNTERFEIT LUCKY 8-LINE GAMES SHOULD BE AWARE THAT THE COURT PRELIMINARILY ENJOINED DEFENDANTS SUGERMAN AND A&P IN THE CASE AS FOLLOWS:

- No more manufacturing, buying, selling, importing, using, performing, displaying and otherwise dealing or trafficking in PCBs for Lucky 8-Line W-4 or any games substantially similar to it.

- In addition, the Court authorized the United States Marshal to impound from the defendants all PCBs for Lucky 8-Line W-4 or games substantially similar to it.

Anyone who wishes to obtain a copy of the ruling should contact

Atlantic & Pacific Amusement Corporation
1428 North Broad Street
Hillside, NJ 07205

The Original, Best and Lowest Priced
MONEY MACHINE
(309) 788-0135
For the last 10 years the greatest promotion ever!
Blows money and/or coupons. Your patrons try to catch as many as they can.

★
★
★



45RPM STORAGE BOXES

●

Holds 200 records. Triple thick front/back walls. Double thick sides/bottom. Lift off lid. Tote grips. $5.00 each. . . minimum order of 5. Please add $4.00 shipping and handling. We accept Visa, Mastercard, American Express.
CALL TOLL FREE
(voice or 24-hour FAX)
1-800-950-JUKE

TITLE STRIP PROGRAM COMPANY
Box 333, Riva, Maryland 21140

BIO-RHYTHM
Compunetic & Destron

*Parts *Tickets
*Service

Bio-Rhythm Sales
2820-A Honolulu Avenue
Verdugo City, CA 91046
(818) 249-2077

TEKBILT, INC.
1-800-666-7776
Have You Seen The Incredible
T.V./8-LINE SYSTEM?

LEISURETIME ATTRACTIONS, INC.
Owners ★ Operators
★ Developers ★
Indoor Amusement Complexes
(914) 347-3777
10 Paulding St. • Elmsford, NY 10523

TALKING VENDOR DISPENSES



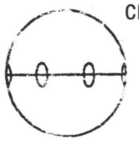
1.5″ (38 mm) Wheel Vends
• 1.3″ (33 mm) Capsule
• Large Gum and Candy
1.125″ (29 mm) Wheel Vends
• Gum and Candy

DISTRIBUTORS WANTED SOME STATES AND COUNTRIES OPEN

Adjustable Merchandise Wheel Vends
All types of small bulk items.
Coinage size up to 1.25″ (32 mm)
Machine size height 25″ (63.5 cm)
Width 8″ (20.3 cm) Depth 8″ (20.3 cm)

Custom sounds — can have your own record made to say anything for 5 seconds. Up to 4 different sayings on each side.

YOUR SOURCE FOR:
Our All New 2.3″ Round Clear Capsule
Both Halves Same For:
$1.00 items; 50 items
.25 Feature items
cranes etc.





1.3″ Capsules
Mixed colored top with clear bottom. Filled or empty.



Rings in Holders
Bulk or Assembled.
• Mixes
• In-capsule - items
• Rings & Holders Bulk & Assembled.



ACTIONMATIC LTD.
P.O. Box 326 • Chatham Ontario • N7M 5K4
Phone: (519) 351-2181 Fax: (519) 351-2181

REPAIR TECHNIQUES ON VIDEOTAPE!
★ Monitor Repairs & Adjustments $39.95
★ Video Game Repairs 39.95
★ Video Game Theory 39.95
★ Pinball Repairs 39.95
★ Pinball Theory 39.95
★ How to use a Volt-Meter 39.95
★ How to use an Oscilloscope 39.95
★ How to use a Logic Probe & Pulsar 39.95
★ How to Solder Like a Pro 39.95
★ Troubleshooting & Locating Component Failures 39.95

GET THESE 11 TAPES FOR $400!

★ ★ ★ ★ ★

REMOVE IC's FASTER!!!
Complete set of desoldering tools
ONLY $89.95
This simple invention will remove IC's faster than even a $6000 vacuum station! Removes 6-40 pin IC's!

VIDEO REPAIR SCHOOL
P.O. Box 121 • Glen, Miss. 38846
(601) 287-1594

SOUTHLAND DISTRIBUTING

1611 Castle Hayne Rd., Bldg. B • Wilmington, North Carolina 28401

(919) 343-8200 • Toll Free: 1-800-659-1999

OR FAX US AT: 919-343-0084

13'' MINI UPRIGHT



CABINET STYLES:

- 19'' Uprights
- 13'' Mini Uprights
- 9'' Countertops
- Sitdowns



19'' FULL SIZE UPRIGHT

LUCKY 8-LINE BOARDS & KITS:

THE HOTTEST GAMES:

- ★ W-4
- ★ W-7
- ★ W8
- ★ JUMBO

GLASSES: 13″ or 19″

- ★ LUCKY 8-LINE
- ★ CHERRY BONUS
- ★ CHERRY MASTER

$35.00

CABINETS...KIT-READY:

INCLUDES: **$695.00**

- ★ MONITOR
- ★ POWER SUPPLY
- ★ COIN MECHS
- ★ FORMICA CABINET (not paper)

COMPLETE KITS STARTING AT $365.00

COMPLETE 8-LINE GAMES: 19″ MONITOR, $1/5/10/20 DBV..... $1475.00

CALL US...WE DO BOARD REPAIRS!

COMPLETE GAMES AVAILABLE!

BUG TRAP Logic Comparators Reg. $399 Special Introductory Offer: $349 (LIMITED TIME!)

PICK-UP & DROP-OFF SERVICE IS AVAILABLE!

USED EQUIPMENT FOR SALE NOW:

Kramer High Speed	$800
Grayhound 5-in-1	800
Top Draw	950
Omega	800
GTI	1100
Clean Sweep Crane	1095

Pinballs	Call
Drews Tiger Paw	$900
Big Choice Triple	1300
Pushers	Call
Pool Tables (All Brands)	900
Rock-Ola Jukeboxes (All Brands)	Call
Rowe Jukeboxes (All Brands)	Call

TRADE-INS ARE WELCOME!

Invest in the BEST



Compuscale
Weighing machines are proven performers and the Compuscale is the industry standard. You'll get a fast return from a low investment thanks to these unique features:

- Heavy Duty Steel Construction
- Easy Portability For Any Location
- Long Life Battery or Optional AC Operation

Call Mayoni today for more information.

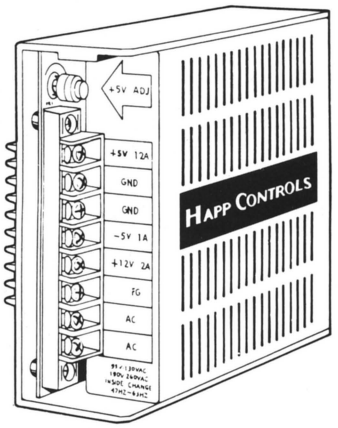
1 (800) 345-1183

MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

NEW

85 WATT SWITCHING POWER SUPPLY



New Design . . . extruded aluminum case dissipates heat better than all previous designs.

Featuring:

- High power efficiency, aluminum case.
- Low ripple and noise level.
- Over current protection on +5V output.
- Over voltage protection on +5V output.
- Over load protection on all outputs.
- Short circuit protection on all outputs.
- Built-in EMI filter.
- 100% burn-in tested.
- 2 mounting brackets included.

Item No. 80-0016-00

SAVE $10.00
NOW $29.95 ea.
REG. $39.95

HAPP CONTROLS, inc.

106 Garlisch • Elk Grove, Illinois 60007
Phone: 708-593-6130; FAX: 708-593-6137

SUPER "CRANK" SPECIALS

Space Gun	$2895
Carrier Air Wing	1695
Arch Rival	795
Final Fight	1595
Majestic 12	1695
Narc	995
Punk Shot	1595
TNMT Turtles	1795
S.C.I.	2095
Pit Fighter (ded.)	1895
Super Monaco GT	1995
Super Off Road	1495
Moonwalker	1595
High Impact (Kit)	1795



GREAT DEALS ON REDEMPTION EQUIPMENT - TRY US FIRST!
YOU WILL BE PLEASANTLY SURPRISED . . . SKEE-BELLS, CRANES, PUSHERS
ROTARIES, BASKETBALLS, TOKEN/TICKET GAMES, WE SELL TOKENS
GAMEMASTERS BASKETBALLS 2-pl. - $795

MORE SPECIALS

Ataxx	$795
Batman	1595
Big Run	1995
Combatribes (u/r)	695
ESWAT (u/r)	795
Gate of Doom	1295
G-LOC	2595
Golden Axe (u/r)	1195
Hydra	1495
Magic Sword (r/r)	1095
Oper. Thunderbolt	1595
Overdrive	1695
Pigout	1295
Smash TV	1895
WWF (u/r)	1195
Hit the Ice (Kit)	1595

Ameri Darts (u/r)	$695
Bone Busters	1295
Bowl-O-Rama	1095
Capcom Bowling	995
Chase H.Q.	1795
Cont. Circuit	1195
Crime Fighters	695
Cyclone Pinball	1495
Diner	1895

Double Dragon	$695
Escape Robots	695
.50 Caliber	795
Final Round	595
Gals Panic	1295
Growl	1495
Jokerz (pin)	1295
Klax	595
Ninja Gaiden	595
Operation Wolf	1195
Out Run	1795
Pinbot (pin)	795
PlayChoice 10	695
Power Drift	1795
Quarterback	795
Road Blaster (u/r)	1295
Rolling Thunder	595
Rowe BC 25-MC	1795
Shinobi	595
Sly Spy	995
Speed Buggy	995
Super Sprint	995
Taxi Pinball	1595
Turbo Outrun Mini	2195
Vegas	1595
Volleyball (u/r)	495
Whirlwind	1895
World Soccer Finals	1895

NEW CRANES:
BIG CHOICE • CLEAN SWEEP
NEW PUSHERS
NEW SKEE-BALLS
NEW BASKETBALLS
BOZO & DRIBBLES
WACKY GATOR
COSMO GANGS

PCB + HEADER

Ameri Darts	$295
Arch Rival	795
Ataxx	395
Blockout	295
Cabal	295
Combatribes	395
Crime Fighters	395
DJ Boy	395
Double Dragon	195
Escape Robots	395
ESWAT	395
50. Caliber	395
Final Fight	995
Gate of Doom	595
Golden Axe	395
Klax	295
Magic Sword	1795
Out Zone	595
Pigout	595
Sly Spy	395
Twin Eagle	295
V-Ball	295
Zero Wings	295
Pigskin	495
WWF	595

Ipha-Omega Sales

6 Sutton Place Edison, NJ 08817

EXPORT - FREE OCEAN CRATING
PH.: (908) 287-4990 OR FAX: 908-287-3079
Call "Frank the Crank" or Joe!

The Answer To Operators' Music Problems!



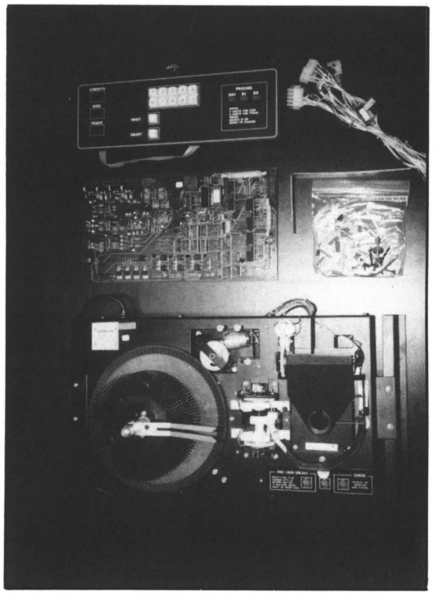
A "NEW" Conversion Kit For Your "OLD" Phonographs!

DIGITAL DISC AMERICA

DON'T BE HELD CAPTIVE BY 45 RECORDS...

GET OUR CD-CONVERSION KIT

- **Will Convert Most Any Type Phonograph**
- **Compatable To Any Existing Sound System**
- **Call For Details On Your Application**
- **Optional Accessories Available**
- **Toll Free Service Number**
- **1 Year Warranty On Mechanism & CPU**
- **FEATURES INCLUDE:**
  1. Phillips CD Player
  2. Full Programmable Pricing
  3. Cash Management System
  4. Disc Management System
  5. Background Music System
  6. Easy Loading and Unloading of Disc
- **KIT INCLUDES:**
  1. 100 Disc CD-Player (24'' x 15'' x 10)
  2. CPU Logic Board
  3. Complete Control Panel With L.E.D. Readout
  4. Complete Wiring Harness With Connectors Compatible To Existing One
  5. Complete Mounting Harness
  6. CD-Phonograph Marquee



GET ON THE BANDWAGON NOW FOR A SOUND INVESTMENT



DIGITAL DISC

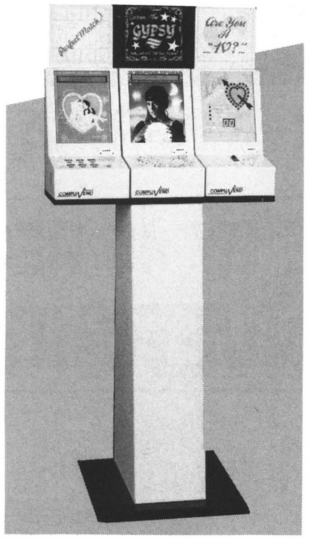
For More Information:

SUNSHINE DISTRIBUTING INC.

5617 Business 50 West • Jefferson City, MO 65109

1-800-543-0032 • FAX: 314-893-3601

Invest in the BEST



Impulse Machines are Hot!

And we have the best with the biggest selection. You can maximize your profits in any location with our eleven models. Check Mayoni's unique features:

- Digital Voice–Sounds Like the Original
- Very Attractive Graphics
- Many Lights for Added Attraction
- One Year Factory Warranty on Parts and Labor
- Heavy Duty Steel Construction
- Trouble Free Solid State Electronics

Call or write today for a full brochure.

1 (800) 345-1183

MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

ORANGE COUNTY'S LARGEST COIN-OP DISTRIBUTOR OF NEW & USED EQUIPMENT

VISIT OUR NEWLY ENLARGED SHOWROOM!

THE PINBALL PALACE
GAME SALES, INC.

HOURS:

Monday-Friday
10-6
Saturday
10-4

3148 E. La Palma,#B • Anaheim, CA 92086
Phone (714) 632-3881 • Fax 714-632-5079

HAVING TROUBLE WITH YOUR SEEBURG-CD JUKEBOX? *WE CAN HELP!*

Call BRIAN now at B&L Technical Services (714) 639-2839

Serving the World!

Specialzing in the Repair of All Seeburg Laser Jukeboxes including:

SONY PLAYERS...AMP BOARD . . . POWER SUPPLIES . . . MAIN BOARD . . . AVM BOARD (SCD-1B) . . . KEYBOARD MODULE . . . EPROM . . . WIRELESS REMOTE VOLUME CONTROLS . . . DOLLAR BILL VALIDATORS . . . SOME COSMETICS AVAIL.

AVAILABLE NOW

ORIGINAL FACTORY TITLE STRIPS

25¢ each

1-DAY TURNAROUND

in Most Cases

(Sorry, No Warranty Work Accepted)

ALL PARTS FOR ORIGINAL SPEAKERS

(For the Speaker Cabinet or Jukebox)

WOOFERS, MID-RANGE & HORNS

MARS
NEW MODEL - NEW MODEL
$1 - $5 - $10 - $20
VFM5 BILL ACCEPTORS

Designed and Built For:

GAMES • AMUSEMENTS • GAMING MACHINES

★ ***BETTER SECURITY***

★ ***BETTER ACCEPTANCE***

★ ***BETTER PERFORMANCE***

Ask About the New DOWN Stacker!

TEKBILT Inc. is proud to announce its official appointment as:

MARS ELECTRONICS *international*

Factory Authorized Service Center

CALL US TOLL-FREE TODAY!

TEKBILT inc

Huntingdon Valley Industrial Center
3983 Mann Rd.
Huntingdon Valley, PA 19006

(215) 322-3232
Fax: 215-322-3238

1-800-666-7776 **SE HABLA ESPAÑOL**

FUN FACTORY
#1 for Fun
Amusement Centers

Now Expanding

OPPORTUNITY KNOCKS!!!

FOR

REGIONAL/DISTRICT MANAGERS

REQUIREMENTS:
MULTISTORE EXPERIENCE IN THE AMUSEMENT INDUSTRY AND A PROVEN TRACK RECORD.

SALARY: *$28,000 - $42,000/Yr.*
plus excellent bonus and excellent benefits

Positions available in: Texas, Georgia, Kansas, Michigan, Midwest, East Coast, Illinois and Hawaii

Send resume to: **Fun Factory, Inc.** – Personnel Dept.
91-246 Oihana Street • Ewa Beach, HI 96707
(808) 682-5767

★ FOR SALE ★

Rowe Video Jukeboxes
R-90 & R-89
EXCELLENT CONDITION

Asking $1,950 each O.B.O

(216) 946-8885
Ask For Carolyn

FOR SALE

22' Playfair GRAND MASTER II SUFFLEBOARD w/barrier control. Complete with lights, extra set of weights and wax. 1 year old.

$1,895
(619) 945-8544

JUMBO MIX
$1.30

★ ★ ★ ★ ★

1-800-962-4486

FROM THE LEADER IN SECURITY FOR COIN OPERATED EQUIPMENT

IIDAS®

Integrated Impact Detection Alarm System

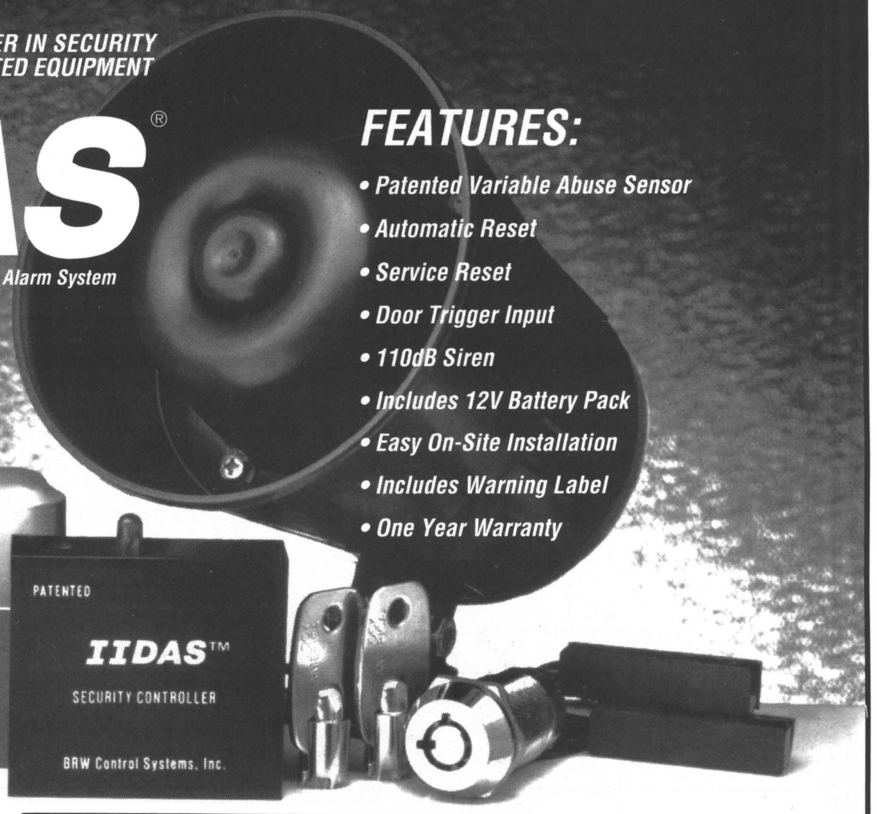
SECURITY!

Inexpensive, reliable & versatile protection for ***ALL COIN-OPERATED MACHINES*** *such as:*

- Can Vending
- Snack Vending
- Bottled Water Vending
- Video Games
- Pinballs, Jukeboxes Cranes & Changers & MANY OTHERS!

FEATURES:

- *Patented Variable Abuse Sensor*
- *Automatic Reset*
- *Service Reset*
- *Door Trigger Input*
- *110dB Siren*
- *Includes 12V Battery Pack*
- *Easy On-Site Installation*
- *Includes Warning Label*
- *One Year Warranty*



BRW Control Systems Inc.
1-800-235-6740 FAX: 805/295-6752

Used ANGLE 19 Video Games

★ ALL GAMES COMPLETE & IN 19″ ANGLE CABINETS ★

Altered Beast.....$745	ESWAT $895	Shinobi.....$795
Arch Rival.....1045	Gang Wars.....845	Silkworm 745
Bad Dudes.....895	Ghost 'N Goblins...645	Sky Soldier.....845
Black Tiger.....645	Golden Axe.....1095	Street Smart.....845
Cabal 845	Heavy Barrel.....745	Stryder 995
China Gate.....645	Kageki 645	Superman 895
Crime Fighters.....895	Magic Sword.....1095	Task Force.....645
Dead Angle.....845	Midnight Resistance.895	Time Soldier.....645
Devastator 795	Ninja Gaiden.....895	UN Squadron.....995
Double Dragon.....695	P-47.....845	Vigilante.....695
Downtown 745	Pyros.....745	Willow 995
Dynamite Duke.....895	Rastan 695	WWF 1095
DJ Boy.....895	Robocop 895	1943 695

★ **Used Cabinets with or without Software Only - $450**

★ Used ANGLE 19″ Cabinets with Software.

★ All come with Double Door Security.

★ Most have New, Never Used Graphics and Harness in Original Kit Box.

★ All Games are in Excellent Working Condition.

★ F.O.B. Dallas, Texas.

ALL THE ABOVE LISTED GAMES AVAILABLE IN "SOLO CABINETS" FOR $100 LESS!

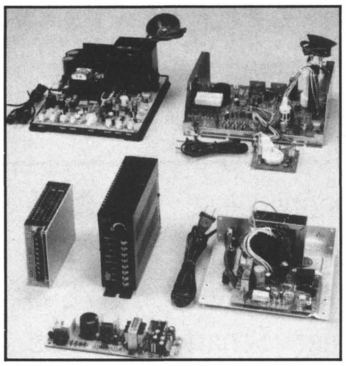
CUMBERLAND COIN

1-800-777-9370

LOCAL & OVERSEAS: (615) 592-2015

VIDEO GAME PARTS...

CONTACT US FOR DETAILS ON THESE & OTHER PRODUCTS



PAO YUN ELECTRONICS CO., LTD.

No. 3, Alley 2,
Lane 47, Sec. 2,
Suh Chuan Rd., Pan Chiao City
Taipei Shien, Taiwan
R.O.C.

Fax: 886-2-951-6800 or Tel: 886-2-956-5941

- ★ Video Chassis for 26″-28″ Monitors (PY9882)
- ★ Video Chassis for 14″-20″ Monitors (PY9881)
- ★ Switching Power Supply, 12 Amp (PY9885)
- ★ Switching Power Supply, 15 Amp with auto LED Power Display (PY9884)
- ★ Traditional Power Supply, 5 Amp (PY9883)

OTHER VIDEO GAME PRODUCTS ARE AVAILABLE

Game*Trak

Route Management Software for the IBM PC

- * Machine location tracking
- * Meter tracking
- * Unlimited number of machines
- * Income reports and graphs
- * Game and location history
- * Commission calculation
- * Collection, move, & service forms
- * Prize merchandise inventory
- * Mailing labels, commission checks, 1099s
- * Menu-driven, easy to use, fast data entry

New Faster Version 3.5



$399.95

***Trial Version available - $45.00**

***640k & hard disk required**

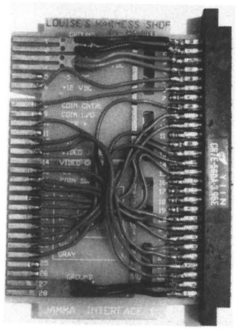
***Visa, Mastercard accepted**

TEAMWRITE CORPORATION
1403 N. Batavia St., Suite 203, Orange, CA 92667 (714) 744-1496

JAMMA/GENERIC HARNESSES

NEW! Custom & 8-Line Harnesses

W4 • W6 • W8



- 8-Line Conversion Kit Plugs Directly into the JAMMA Harness

CONVERSIONS MADE SIMPLE WITH INTERFACE BOARDS

- Double Male Interface board with JAMMA pinout one side & choice of either 28/56, 22/44 or 18/36 on other side.
- Double Male Interface board with JAMMA pinout one side & choice of either 28/56, 22/44 or 18/36 Female on other side.
- Nintendo Monitor Color Conversion PCB.

(Prices subject to change without notice.)

LOUISE'S HARNESS SHOP

712 County Rd. 58 • Prattville, Alabama 36067

1-800-365-1941 (205) 365-1841

FAX: 205-365-4435

Printers

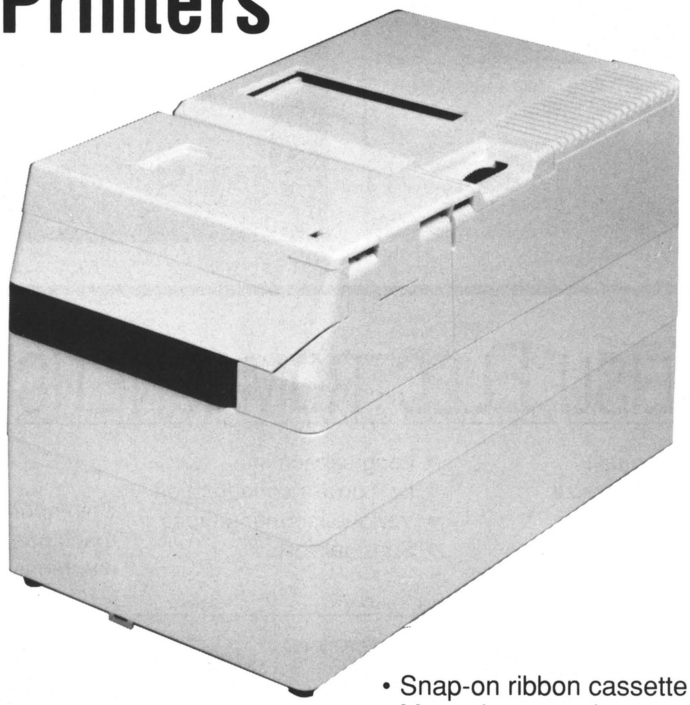
Our reliable 40-column printers will meet your needs!

NCR is your supplier of printers and print mechanisms for Video Poker, Kiosks, ATM's and POS terminals. We offer a full line of receipt, journal, and validating printers with options like 2 part paper, receipt knives, paper low and paper exhaust. Printer runs on 28 VDC or optional 120 VAC. These printers are used worldwide, they are proven! You'll have fewer problems, less downtime, more business!

These are not throwaway mechanisms! Includes 90 day mail-in warranty. Printers and mechanisms can be factory refurbished!

Here is just one example of what NCR can offer you!

NCR 2202 Receipt, Journal Printers



Features

- Print speed: 171 lines/min.
- 42 column print
- Driver/options board standard
- Fast, simple paper loading module
- Smooth stepper motor line feed and fast feed
- Single and double width printing on the same line
- Automatic forms thickness compensation
- Journal cover with autograph window and lock
- Full paper handling capability
- Fully cabinetized
- Snap-on ribbon cassette with tear off edge
- Manual paper advance wheel
- UL recognized component
- Journal paper out sensing (option on receipt)

Options

- Receipt knife–selectable full or partial cut
- User selected Electro-stamp
- Validation of inserted forms (6 or 15 lines)
- Paper out sensing (standard on Journal)
- Two part paper handling (journal take-up)

NCR

NCR Corporation
Technology Marketing Division
950 Danby Road, Ithaca, NY 14850
(607) 274-2525 FAX (607) 274-2404

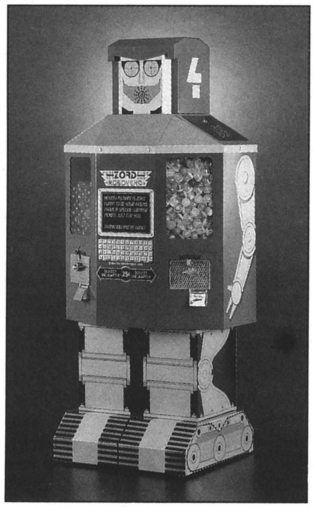
Invest in the BEST

A NEW WINNER

Introducing Zord Robo-Vend.
Turn this dual bulk vender loose on any location and increase your profits fast. A 2000 unit capacity in each side vends your choice of small capsules or rubber balls.

- High Visibility Graphics
- Battery Operated Voice Option & L.E.D. Eyes
- Extra Large Capacity
- Trouble Free All Mechanical Operation

1 (800) 345-1183



MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

KRAMERGAME™

BETTER THAN EVER !!!

●GREAT PRICES AND COURTEOUS SERVICE
●SAME DAY SHIPMENT OF PARTS ORDERS
●QUICK TURNAROUND ON REPAIRS

KRAMER MANUFACTURING'S CUSTOMER SERVICE PERSONNEL ARE THE BEST IN THE BUSINESS AND WE'RE ANXIOUS TO PROVE IT TO YOU! JUST PICK UP THE PHONE AND DIAL 1-800-631-2126 FOR PARTS OR 1-215-788-8516 FOR CUSTOMER SERVICE.

ASK ABOUT OUR 8-LINE KITS
"THE EASIEST TO INSTALL, MOST COMPLETE KIT AVAILABLE"

KRAMER MANUFACTURING
451 MAGNOLIA AVE., CROYDON, PA 19020
PARTS: 1-800-631-2126
CUSTOMER SERVICE: 1-215-788-8516

TOKYO KEISU

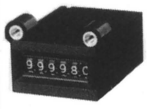
KEISU ELECTROMAGNETIC COUNTER

FEATURES:

- High quality
- Miniature size
- Low cost
- High reliability
- 5VDC to 24VDC
- Long service life
- Low power consumption
- Various mounting types
- Sure delivery

APPLICATIONS

Coin-operated amusement and gaming machines; automatic pop and vending machines.

Mounting Type	Connection	Rear Panel	Panel	Front	Base	Count Speed Rated	Count Speed Max.
GX SERIES (5, 6 digits)	Lead Wires	 GX-06R	 GX-06P	 GX-06F	 GX-06RL	10 CPS	15 CPS
FX SERIES (NEW) (5, 6 & 7 digits)	Lead Wires	FX-06R	FX-06P	FX-06F	FX-06RL	20 CPS	25 CPS
FX-T SERIES (NEW) (5, 6 & 7 digits)	Terminals for PCB Mounting	FX-06RT	FX-06PT	FX-06FT	–	20 CPS	25 CPS

* Dimensions of each mounting type among GX, FX & FX-T series are the same.
* Counter with diode available on request. • "06" stands for 6 digits, e.g., GX-06RL

CONTACT US TODAY FOR DETAILED CATALOGUE!

EXCLUSIVE EXPORT AGENT:

CONTEX CORPORATION

Suzuki Bldg., 1-13-14 Akebono-cho, Tachikawa, Tokyo 190 JAPAN
TEL: 81-425-22-0051
TLX: 2842217 PRTNRS J
FAX: 81-425-26-2345

DISTRIBUTORS:

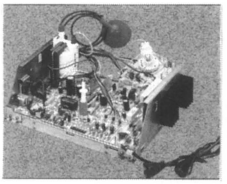
(U.S.A.)	Wico Corporation	Tel 1-800-367-9426	Mr. Jim Tierney
(Canada)	Banco Canada Inc.	Tel: (514) 343-4883	Mr. Richard Laniel
(Mexico)	Disenos Electronics Avanzados S.A. de C.V.	Tel: 05-341-41-27	Mr. David Traconis
(Columbia)	Daibutsu Cia. Ltda.	Tel: (23) 674155	Mr. Luis G. Wijaya
(Ecuador)	Daibutsu Inc.de Ecuador	Tel: (2) 550240	
(Panama)	Daibutsu Inc.	Tel: 635122	

(All other countries) "WANTED" or "ASK US"

EYGO REPLACEMENT MONITOR CHASSIS

DON'T THROW AWAY THAT MONITOR YET!

GIVE IT A CHASSIS TRANSPLANT



SALE PRICE

$109.95

ONE YEAR WARRANTY

ELECTROHOME SERIES

MODEL	FITS
1520H-G07	* ELECTROHOME G07-CBO 19″ * DISCO ADI 19″
1620H-E13	* Electrohome G19-411 13″

HANTAREX SERIES

1620-H13	* MTC-9000 13″
1620H-H19	* MTC-9000 19″

WELLS-GARDNER SERIES

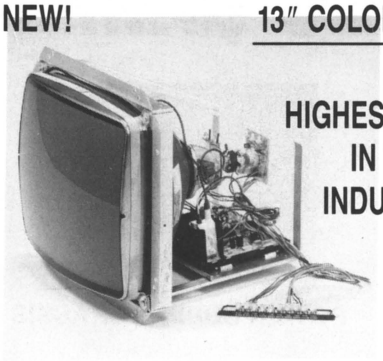
1620H-WG1	19K 4600 SERIES
1620H-WG2	19K 4900 SERIES
1628H	25K 7100 SERIES

OTHER

1520H	* KORTEC, SAMPO, EYGO 19″
1620H	Nintendo, Sanyo, Sega 19″
1620H19	Sharp Image, SI 319

EXCLUSIVE! NEW!

COMPUTER RESOLUTION 13″ COLOR MONITOR



HIGHEST GRADE IN THE INDUSTRY!

RESOLUTION = 600 PIXELS X 430
TUBE = 0.31 DOT PITCH
HORIZ. FREQUENCY=26 KHZ

QUALITY GUARANTEED
13″, 19″, 27″, 33″ COLOR MONITORS

- ★ First grade (black matrix) tube.
- ★ Higher resolution chassis.
- ★ Front "Total Control":
  - Complete adjustment control
  - Wide control range
  - Easy mounting design
- ★ Stronger frame construction & neck protection.
- ★ Easy access chassis design for easy maintenance.
- ★ Horizontal and vertical mounting.

EYGO
INNOVATION & EXPERTISE

EYGO COMPANY, LTD.

U.S.A.

FAX: (214) 255-4007
TEL: (214) 986-9008
P.O. BOX 167873
IRVING, TX 75016 U.S.A.
"SE HABLA ESPAÑOL"

TAIWAIN OFFICE:

TEL: 886-2-725 3953
FAX: 886-2-729 8657
3F-1 512 Sec. 4
CHUNG-SHIAO E. RD.
Taipei, Taiwan, R.O.C.

GERMAN OFFICE:

FAX: 040-6010773
TEL: 040-6019067
Stadtbahn Str. 9
2000 Hamburg 65
West Germany

BETSON ENTERPRISES

6 Empire Blvd. • Moonachie, New Jersey 07074

(201) 440-2200 IN NJ
1-800-524-2343 OUTSIDE NJ

Used Rowe Music For Sale

R-84 w/dbv	$999	R-91	$1999
R-85	1199	R-91 CD	2199
R-87	1299	R-92	2099
R-88	1499	R-92 CD	2399
R-89 NEW ITEM	1599	R-93	2199
R-90	1699	R-93 CD	2599

Take $ 200 off for (As is complete & working)

ALL ARE FULLY RECONDITIONED & LIKE NEW!
PRICES INCLUDE CRATING!

ALSO: Used videos, pinballs and redemption always available at the best prices!

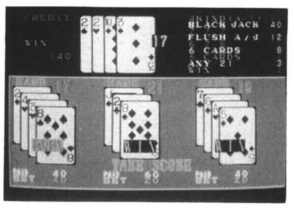
WANTED:

- ★ NEWER PINBALLS
- ★ SHUFFLE ALLEYS (Alley Cat & newer)
- ★ DIXIELANDS
- ★ CD JUKEBOXES
- ★ USED ARDACS

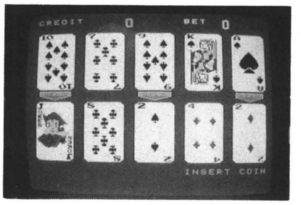
★

Phone: (412) 922-5680
Fax No.: (412) 922-0661

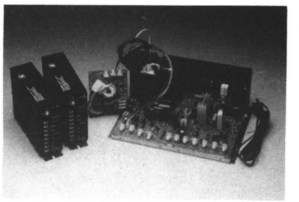
MAJOR SUPPLIER of VIDEO GAMES



CYE-032 (BLACKJACK)



CYE-045 (SUPER JOKER)



POWER SUPPLY CHASSIS

No. 1 in TAIWAN

We develop a New Version at 2-3 month intervals. Our own design P.C. board.

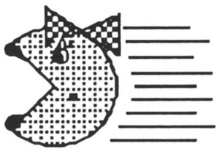
Contact Us for Reasonable Price and Good Effects Today!

CYE

CHANG YU ELECTRONIC COMPANY LTD.
No. 25, Lane 48, Tung An Rd., Taiwan, R.O.C.
TEL: (06) 235-6797 • FAX: 886-6-2347077



Now you can convert those



PACMANs into *FAST* Ms. PACMANs

in just fifteen minutes with TWO-BIT SCORE's complete **Ms. PACMAN** conversion kit! You get everything you need to convert any original PACMAN circuit board into a **Ms. Pacman**. You get a new satellite board, ribbon cable, ROMs, easy-to-follow directions, and a free SPEED-UP chip. This is a plug-in kit; no soldering is required! And, if you send us your Pacman board, we'll install our **Ms. Pacman** kit, test your board, and ship it back within 24 hours for no additional charge!!

Send us your tired, your ailing Pacmans, yearning to be

FAST Ms. Pacmans! $100. each kit

****

Ms. Pacattack

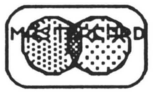
NEW FROM TWO-BIT SCORE

At last a simple-to-install kit which makes a big difference in the player appeal of one of the longest-lived games on location - Ms. Pacman. **Ms. Pacattack** changes the shapes of all the mazes in your Ms. Pacman game. A regular player of Ms. Pacman knows just what to expect when he stands up and grabs her joystick. Or does he? In just fifteen minutes, you can alter his outlook on the Ms. Pacman universe forever. Every player who is bored of repeating the same patterns over and over will find the challenge of learning these new mazes irresistible. Like any good game, the new mazes are easy to learn because the basic rules of Ms. Pacman are still in effect, but mastering the twists and turns of **Ms. Pacattack**'s corridors will require an investment in both time and quarters for even the most "professional" player. Don't wonder about the possibilities any longer! Prove it to yourself for just $100.

****

SPECIAL!!! Go direct from Pacman to **Ms. Pacattack** for just $175.!!!
Order the **Ms. PACMAN** conversion kit and
purchase **Ms. Pacattack** for just $75.; a $25 dollar savings!

We ship today, UPS blue label 48 hour delivery. Order direct by calling:



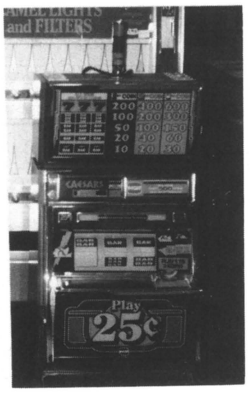
TWO-BIT SCORE 512-282-9369



SLOT MACHINES TO SELL:

Aristocrats • M-Slots • Jennings • Bally's

Dealers
Wanted for
Home Market
•
Legal in Most
States For
Home Use
•
SLOT FOR EXPORT



Call for more information and prices:

R&J AMUSEMENT, INC.

5104 Park Dr., Unit #104 • Fredericksburg, VA 22410

Tues-Sat **(703) 898-1570** • Recorder **(703) 786-4187**

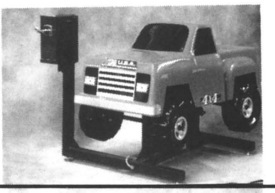
Kiddie Amusements

P.O. Box 939 • Florence, MS 39073

1-800-647-6460

MADE IN THE U.S.A.

BIGFOOT



18-WHEELER



RUN OVER YOUR COMPETITION'S TOES! DRIVE A BIGFOOT INTO THAT NEW LOCATION!

BUILT FOR THE LONG HAUL. . .

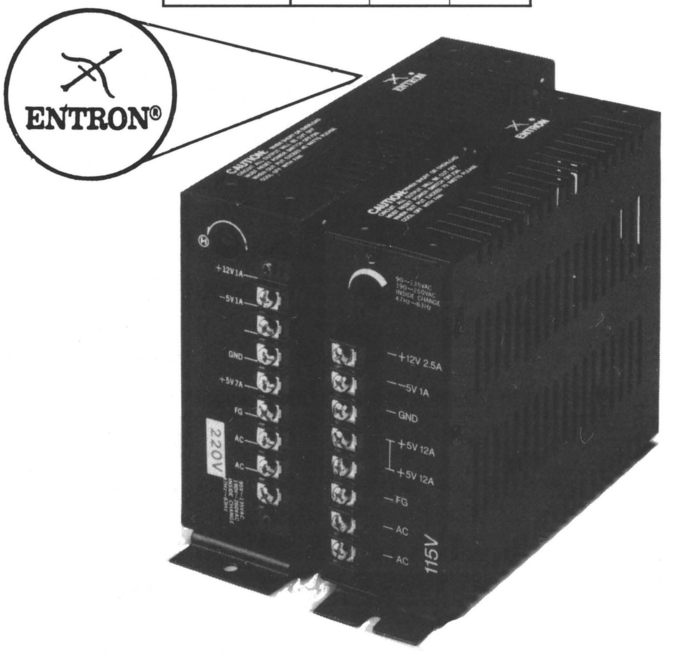
ROLL IN THE MONEY!

ENTRON® (All Rights Reserved)

POWER SUPPLY

High Efficiency & Compact Size
Great Price & Prompt Delivery
Dual AC Source 110/220V Input
Superior Quality Control
Short-circuit Protection
Low Ripple & Noise
Each unit Computer Tested

MODEL	+5V	−5V	+12V
EN1001	15A	1A	2.5A
EN1002	12A	1A	2.5A
EN1004	–	–	8A



Original Designer & Manufacturer
EN'SCO CO.,LTD.

P O BOX 81-110, Taipei, Taiwan, R.O.C.
TEL: 886-2-713-8071
FAX: 886-2-713-9646
TLX: 19252 ENSCOLTD
WTC NETWORK: ENSCO

DUKE DISTRIBUTING

210 CHERRY STREET
FRANKLIN, KY 42134

(502) 586-1663 • (502) 586-9066-SALES

(502) 586-1773-FAX # & SALES • (502) 586-9058-SERVICE

Free Delivery on 4 or more pieces - UPS Shippable
Free Delivery on 4 or more pieces in a 20-State Area

★ NOW BUYING ★

ALL USED S&M MERCHANDISER PUSHERS & MOTHERLODE PUSHERS.

ALSO BUYING

- OMEGA 903 POKERS
- USED POOL TABLES
- USED LATE-MODELS PINBALLS

★ ★ ★ LUCKY 8 LINES ★ ★ ★

W-7 • W-8 • W-6
W-4, F-5, JUMBO
F-16, LUCKY 75, BINGO
LUCKY 55, LUCKY 90,
W-11, CHERRY BONUS II

- COMPLETE DELUXE GAME
- COMPLETE ECONOMY GAME
- 19″-13″ UPRIGHTS
- COCKTAILS - MINIS
- COUNTERTOPS - KITS

UNITS STARTING AT $1195.00

★ ★ ★ FOR SALE OR TRADE ★ ★ ★

Deluxe 8-Line: 2 Coin Mechs/Mars or EEI dba/Wells-Gardner 13″or 19″ Monitors..... **$1,595.00**
Economy 8 Line: 1 Coin Mech/EEI dba/13″ or 19″ Color Monitor..... **1,495.00**

W-4 Kit	**$365.00**	Coin Buckets	**ea. $1.99**
EEI DBV	**275.00**	Coin Mechs & Channels	**ea. 13.75**
Mars DBA	**345.00**	Coin Tubes	**ea. 2.99**
Mars w/down stacker	**450.00**	8 Line Harnesses	**ea. 38.00**
Empty Cabinets	**285.00**	Set of 6 Buttons w/Legends	**24.00**
Wells-Gardner Monitors 13'' - 19''	**235.00**	Tommy Gates w/7'' Extension	**945.00**
Sharp Image Monitors 13'' - 19''	**215.00**	Klopp Coin Counter	**650.00**
Yamate W-4 Boards	**295.00**	Omega Keno	**900.00**
Yamate W-6 Boards	**335.00**	IGT Draw 80	**850.00**
Wing W-7 Boards	**350.00**	Riviera Pokers	**1150.00**
Wing W-8 Boards	**375.00**	Foxtronics w/DBA	**1300.00**
Wing W-11 Boards	**600.00**	SMS Deluxes	**850.00**
Lucky 8 Line Plexis 1 to 10	**35.00**	Honest Dealers	**850.00**
11-25	**30.00**	Drew Tiger Paw Cranes	**1100.00**
26 and up	**25.00**	Premier Car Hop Pinball	**2050.00**
12-amp Power Supplies	**29.95**	Used Turbo Pokers	**starting at 750.00**
Meters	**4.50**	New Pool Tables	**starting at 1350.00**
Shielded Isolation Transformer	**11.95**	**VALLEY ★ DYNAMO ★ UBI available**	
Toggle Switches	**ea. 1.50**	Used Rowe, Rock-Ola & NSM Jukeboxes	**Call**

WANTED

BIG CHOICE BETSON CRANES

SINGLES, DOUBLES & TRIPLES

Will Pick-up In Any State

NIA National Interstate Amusements

3630 Buckner • El Paso, Texas 79925 • 1-800-332-6513

CHILTON PRICE LIST AS OF 6/1/91

10 — Brunswick Gold Crown III Pool Tables

Late Model Rowe Jukeboxes
R-88, 89, 90, 91, and Video Jukeboxes Fully Reconditioned

CHILTON VENDING
WICHITA, KANSAS
316/262-3538
Randy/George

NOTICE: IMPORTERS MANUFACTURERS

110V, 12V and 24V Lighting Products for Manufacturers, Operators and Arcades. Replaceable Bulb Systems, Neon Like Duralight, Copper King Core Lighting, Rope Lights, Programmable Controllers, Dimmers, Bulbs.

★ DESIGN ASSISTANCE ★
★ REPAIR DEPARTMENT ★

ACTION LIGHTING INC.

a division of American West Marketing Inc. Catalog
1-800-248-0076

2½" & 3½" DISKS FOR FOR ROTARY MACHINES!

●

AND NOVELTIES FOR CRANES

●

1-800-962-4486

25% Discount ON REPAIR:

★

★ Monitors
★ PCB's
★ Conversions
★ Pinballs

★

We Sell 27"Cabinets & Used P.C. Boards

OPEN MON. - SAT.
10 A.M. - 7 P.M.

P & L VIDEO GAMES

1673 N. Hacienda Blvd
La Puente, CA 91744

PH.: (818) 917-5414
Fax: 818-960-5939

Visa/Mastercard/Discover
American Express

American Pie

THOUSANDS OF TITLES

...just what you've been searching for!!!





Pre-Printed TITLE STRIPS Available NOW! For all Singles!

We have all the **7" vinyl 45rpm singles** you've been looking for! Over 4,000 titles in stock! 1940's - 1990's included. We carry all the best-selling oldies as well as those HARD TO FIND recent hits. FAST, RELIABLE SERVICE!

Call, write or fax for our free singles catalog.

American Pie

P.O. Box 66455-RP • Los Angeles, CA 90066
(213) 821-4005 • FAX: 213-823-3389

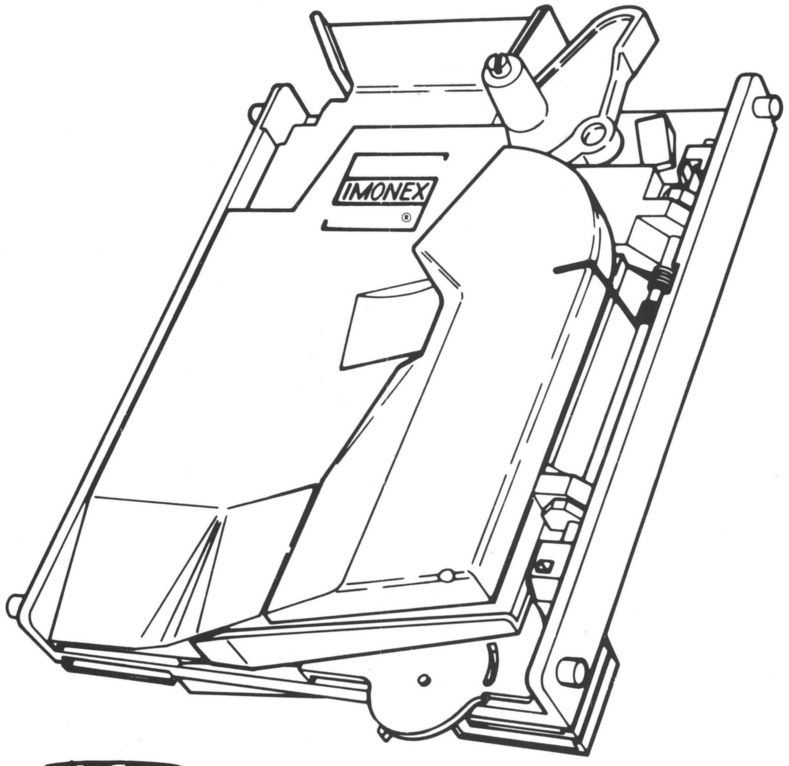
IMONEX®

MAKING CHANGE

ACCEPTABLE™ . . .

Introduced at NAMA (Orlando) and InterBev (Chicago), a 3-coin Contin-U-Op® for a variety of machines.

Get the same dependability with your 3-coin acceptors as Vendors have been getting with their Contin-U-Op® Model #520 for cigarette machines.





CALL TODAY TO FIND OUT WHICH 3-COIN IS AVAILABLE FOR YOU

1-800-446-2719

P.O. BOX 519
KATY, TX 77492-0519
PH. (713) 692-7021
FAX (713) 391-4239

IMONEX®

© 1991, IMONEX SERVICES INC.

FOR ECONOMICALLY PRICED, LOCATION-READY, PRE-OWNED EQUIPMENT . . .

"If it takes a coin, SGB has it!!!"

USED UPRIGHT VIDEO GAMES:

All Amer. Football (ded.)$1095
Arkanoid 795
Bad Dudes 795
Black Tiger 595
Bottom of Ninth 595
Cabal 795
Capcom Bowling 995
Choplifter 295
Chopper I 595
Desert Assault . . . . . Call
ESWAT 795
Final Fight 1495
Golden Axe 795
Guerrilla War 495
High Impact (Kit) 1695
Ikari Warriors 495
Kageki 395
Klax 495
Magic Sword 995
Mercs 1695
Moonwalker 1395
Neo•Geo (MVS 6) 2395
Ninja Gaiden 795
Operation Wolf 695
Shadow Dancer 795
Shinobi 795
Silkworm 295
Simpsons . . . . . Call
Sky Shark 595
Space Gun 2695
Stike Zone 395
Street Smart 795
Superman 595
Thunder Fox 795
TMNT 1595
U.S. Classic 595
World Series 395
World Soccer Finals . . . 1595

USED PINBALLS:

Checkpoint $2350
Cyclone 1395
Diner 1895
Elvira 1895
The Machine . . . . . Call
Riverboat Gambler 1995
Rollergames 1595
Secret Service 695
Simpsons 2095

MISCELLANEOUS:

I.C.E. Putting Challenge (w/DBV-Slightly Used)$3495
GP Rider (sit-down) . . . 7995
Race Drivin' (sit-down)7995
Rowe BC 12 Changer . . 1795
Rowe BC 25/BC 25 MC1795
Tornado Foosball Tables (New) & Supplies . . . . Call

★ ★ ★ ★ ★ ★ ★

WANTED
TOP $$$ PAID FOR:

- **All used upright & sitdown driving games, especially:**

Race Drivin', Hard Drivin'
Final Lap, Four Trax
Super Monaco GP
GP Rider, Power Drift
S.C.I., G-LOC

- **Recent Late Model Betson & Smart Ind. Cranes**
- **Recent Redemption Equipment, including:**

Skee-Ball, Wacky Gator
Jr. Basketballs (all models)
Pop-a-Ball, Boom Ball
Knock Down, Poker Roll
TMNT Pizza Drop
Pro Pitch, Batter Up

- **Late Model Kiddie Rides**

★ ★ ★ ★ ★ ★ ★

P.C. BOARD & HEADER

Altered Beast $195
Ataxx 350
Aurail 350
Bad Dudes 195
Badlands 595
Black Tiger 395
Blockout 195
Buster Bros 450
Centipede 25
Champ. Baseball 50

P.C. BOARD & HEADER

Columns $295
Commando 50
Dead Angle 295
Dig Dug 25
Double Dragon II 250
Elevator Action 50
Empire City 50
ESWAT 495
Final Fight 795
Frogger 25
Jungle Hunt/King 25
Gauntlet 50
Golden Axe 495
Guerrilla War 100
High Impact 1095
Jungle Hunt/King 25
Gals Panic 695
Gauntlet 50
Golden Axe 495
Guerrilla War 100
High Impact 1095
Ikari Warriors 50
Jailbreak 50
Kageki 195
Mat Mania 50
Moonwalker 450
Ninja Gaiden 495
P.O.W. 150
Rush 'N Attack 50
Shinobi 495
Silkworm 195
Sky Shark 295
Snow Bros 450
Street Smart 395
Strike Zone 100
Superman 495
Super Pac-Man 49
Ten Yard Fight 49
Thunder Fox 395
TMNT 795
U.S. Classic 395
World Series 50
WWF 550
Zero Wings 195

Trades Welcome!

Southeast Game Brokers Inc.

Tampa, Florida **(813) 885-1080** **FAX: (813) 888-7452**

To All Our Friends & Neighbors in:

★ MEXICO, LATIN AMERICA & OVERSEAS ★

WE EXPORT - PLEASE TRY US!!!

TECHNICIAN WANTED FOR WEST VIRGINIA AREA!!!

We will re-locate the right person!

(304) 485-6498

JUKEBOXES

AVAILABLE NOW FOR EXPORT:

ROWE:

R-83 . . . . . $695
R-84 745
R-85 895
R-86 995
R-87 1195
R-88 w/dba 1295
R-89 w/dba 1395
R-90 w/dba 1495
R-91 w/dba 1595
R-92 w/dba 1895

ANY CD-COMBOS, ADD $500

SEEBURG:

SCD-1 Laser Music $2195

CALL US NOW AND ASK FOR RICK KOCH

MUSIC-VEND

1550 Fourth Ave. S
P.O. Box 24807
Seattle, WA 98124

(206) 682-5700

FAX: 206-682-3622

13" OR 19" MACHINE

COMPLETE WITH EVERYTHING:

★ PCB (Wing W-8 or Others)
★ Quality Parts
★ 5V 15 Amp LED Power Supply
★ $1 - $100 Bill Acceptor

FROM **$1360**

CALL FOR DETAILS & QUANTITY DISCOUNTS

◆

(908) 281-0616

MARS ELECTRONICS®

AUTHORIZED SERVICE CENTER

BILL ACCEPTORS REPAIRS

- Fast Turnaround
- Factory Warranty & Repair
- Quality Repair & Updates
- FREE Freight!

CALL: 1-800-822-8327

Miami Vending Electronics

16909 N.W. 4th Ave.
Miami, FL 33169

✔ VIDEOS ✔ CRANES ✔ PINBALLS ✔ BINGOS ✔ POOL TABLES ✔ JUKEBOXES

AUCTION

SAT., AUGUST 3, 1991 at 11:00 A.M.

KNOXVILLE, TENNESSEE CONVENTION CENTER

525 HENLEY ST. * PHONE: (615) 544-5371

- **TERMS:** Full payment day of auction – Cash, Cashier's Check, or Company Check with current Bank Letter of Credit. *NO EXCEPTIONS!*

FOR MOTEL RESERVATIONS:
CALL (615) 522-2800
WORLD'S FAIR HOLIDAY INN
★ Mention AGS For Lowest Rates ★

★ Give us a call to be added to our mailing list.

Consignments Limited - For Info call:
AUCTION GAME SALES
710 Dow Dr. • Shelbyville, TN 37160

RICK PARSONS – Owner & Auctioneer
License No. 1623
(615) 684-7995 • 1-800-548-1564

BALLY SLOT MACHINES

FOR HOME USE

CLEANEST SHOPPED MACHINES

Send for FREE brochure - Including Vintage Slot Machines

LEGAL IN MOST STATES!

ROYAL BELL, LTD.
5776 Lamar St./RP
Arvada, CO 80002



FOR EXPORT

WORLD'S CLEANEST SLOT MACHINES

REMANUFACTURED TO ANY COINAGE

CREDIT-ONLY AMUSEMENT MACHINES

1-800-525-8694 **303-431-9266** **FAX: 303-431-6978**

PLUSH PRE-PACS

★ ★ ★ ★ ★

1-800-962-4486

(5) GRAYHOUND SINGLE CRANES

With Dollar Bill Acceptors
GOOD CONDITION!
$1100 EACH

★ (214) 494-0180 ★

"THE SILENT PARTNER" Computer Software. . .

Let it help you manage and control your business.

- It will tell you where a machine is, where it has been, life time income, year-to-date income, and weekly average with a keystroke.
- It will watch your money, check your service calls, give mileage reports on your trucks.
- It will give instant graphics showing monthly income for three years on every machine you have.
- It will give you a line graph on every machine in every location with just a keystroke.
- It will allow comparison with other like machines.
- It will allow comparsion with every pinball, video game, etc. that any specified location has ever had.

If that is not enough there are 789 additional reports available at the touch of a key. The only requirements are that you enter the incomes of each machine and the computer will do the rest.

JUST ONE ENTRY. . . .

In an operation of 1000 machines, it usually takes one hour a day to post income.

The **SILENT PARTNER** uses the time tested ideas and ways of aproximately 425 operators worlwide.

Here is our guarantee. Not 30 days but 365. That's right!!! Put the **SILENT PARTNER** to work for you in the next 365 days. If you find something faster and better, we will also purchase it and **DOUBLE** your money back.

CALL OR WRITE FOR FREE INFORMATION:

THE SILENT PARTNER, INC.
3441 South Park • Springfield, Illinois 62704
(217) 793-3350 or FAX: 217-793-1842

KIDDIE's®

COIN OPERATED KIDDIE RIDES

Made in USA
1-800-543-3437

SPECIAL SUMMER SALE

Valid from July 1st through October 31, 1991
*Some Restrictions Apply

Buy the original's not copies and for le$$...

$1,295 each

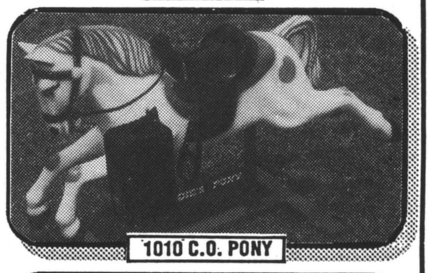
Special sale on these models Only

WHEELER, WESTERN PONY & NINJA MOTO

LIMIT 6 PER CUSTOMER
"42 Other Models Available"
Full Factory Inventory of Reducers, Motors, Audio Digital Sound Boxes. Pony Saddies, Fiberglass Bodies and much more.

Call any one of our Factory Direct Authorized Sales Offices:
•Theisen Vending Company- (612)827-5588
•Just Kiddie Rides, Inc. (516)293-8129
•Central Distributing Company (402)553-5300


1091 NINJA


1010 C.O. PONY

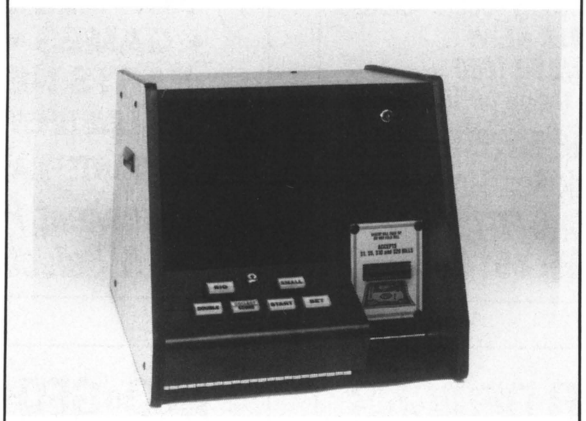

1075 C.O. WHEELER

HOT WEATHER SPECIAL

$999.99

COMPLETELY WIRED FOR ANY POPULAR 8-LINE GAME...
THIS OFFER VALID WHILE QUANTITIES LAST!

COUNTERTOP



360° SWIVEL BASE!

MINI UPRIGHT



H: 58'' x W:19'' x D: 20''

ALL YOU HAVE TO DO IS PLUG IN YOUR POPULAR 8-LINE BOARD & PRESTO!

QUALITY PRODUCTS...QUALITY SERVICE!

TEKBILT inc

Huntingdon Valley Industrial Center
3983 Mann Rd.
Huntingdon Valley, PA 19006

(215) 322-3232 Fax: 215-322-3238

1-800-666-7776

SE HABLA ESPAÑOL

NEW GAMES/KITS:

Gun Force (H-Kit).....Call
Simpsons Video.....Call
Super Spy (SNK-Sys.).....$99
Sengoku (SNK-Sys.).....299

USED KITS:

Aliens (H).....$495
Bloxeed (H).....199
Combatribes (H).....299
Cyberlip (SNK-Sys.).....99
Golden Axe (H).....495
Magician Lord (SNK-Sys.)...99
Midnight Resistance (H)...399
Pitfighter (H) 3-pl.....1095
Smash TV (H).....595
Snow Bros. (H).....399
Superman (H).....399
Task Force Harrier (V).....399
Two Crude (H).....399
WWF Superstars (H).....595

USED GAMES:

All American Football.....$795
Bad Dudes (25")....595
Battleshark.....1295
Bloxeed.....495
Combatribes.....495
Enduro Racer.....995
Galaga.....399
Guerrilla Wars.....495
Night Striker s/d.....1295
Operation Wolf.....995
P.O.W.....399
Quarterback.....695
Rad Mobile (u/r).....Call
Rad Mobile (s/d).....Call
Renegade.....299
Road Blaster.....1095
Shooting Master.....495
Speed Rumbler.....199
TMNT.....1295
Time Soldier.....299
Twin Eagle.....399
Victory Road.....399
Vigilante.....299
Yie Ar Kung Fu.....149

MISCEL-LANEOUS:

Dynamo HS5 Cabinet (used)... $695
BC 25 Bill Changer (used) 1295

THE GAME EXCHANGE
(614) 258-2933
P.O. Box 09598
Columbus, Ohio 43209

★ **FOR SALE** ★

GRAYHOUND BASKETBALL GAMES!!!

Phone:
(412) 922-5680

MINI-GOLF COURSE

Portable Pre-Built Greens, Clubs, Balls, Pencils & Score Cards
ALL NEW!
★ ***ONLY $1600*** ★
Grayhound Crane w/DBV. **$850**
SONSHINE ENTERPRISES
Ask For Tim
(205) 677-7005
or (205) 691-2065

JOHNSTON'S VIDEO GAMES
11 Greenfield Street
Buffalo, New York 14214
TEL: (716) 838-3038
FAX: (716) 834-3233
★ ★ ★ ★ ★ ★
ASK FOR: "BUFFALO BILL" JOHNSTON!
★ ★ ★ ★ ★ ★
CALL US... FOR ALL YOUR • GAMES • KITS PARTS NEEDS!
ORDER LINE OPEN 24 HOURS
VISA/MASTERCARD/C.O.D.
Excellent Prices & Selection

BELAIR DESIGNS

WE HAVE COMPLETE DESIGNING ENGINEERING, MANUFACTURING & ASSEMBLY FACILITIES TO PRODUCE COMPLETE GAME MACHINES:

★ **DESIGN**
★ **ENGINEER**
★ **PROTOTYPE**
★ **COMPLETE MANUFACTURING & PRODUCTION**
(including electronics, machining and sheet metal)

—ONE STOP!—

WE MAKE YOUR IDEAS & CONCEPTS REALITY

PLEASE SEND REPLIES TO:
RePlay, Dept. BD
P.O. Box 2550
Woodland Hills, CA 91365

NEO•GEO KITS:

All Titles Are Available... Call Us...We Have The BEST PRICES!

★

LOADS OF USED & NEW KITS...
We Have the Best Prices!
OUR INVENTORY INCLUDES:
Air Buster, Snow Bros., Dragon Breed, Final Round, Task Force Harrier, ESWAT, Golden Axe, Thunder Jaws, Ninja Gaiden, Spy, R-Type II, Final Fight, Arch Rivals, Double Dragon 3, Combatribes, Altered Beast, Rastan, Ghouls & Ghosts, Blood Bros., Lightning Fighters, Moonwalker, Magic Sword, Crime Fighter, Shinobi, Toki, Truxton, Assault, WWF, Double Dragon, Haley's Comet, and many others!!!

CALIFORNIA GAMES, INC.
★ 24 hr. voice mail ★
(714) 949-3499
FAX: (714) 629-4090

TEKBILT inc

QUALITY PRODUCTS
QUALITY SERVICE
CALL FOR GREAT PRICES!

ALL OF OUR PARTS AVAILABLE FOR IMMEDIATE EXPORT!

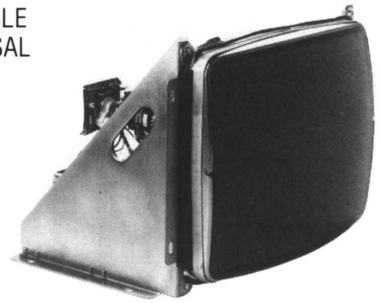


25″ UNIVERSAL
#70153

19″ HORIZONTAL MONITOR

ALSO AVAILABLE WITH UNIVERSAL MOUNTING

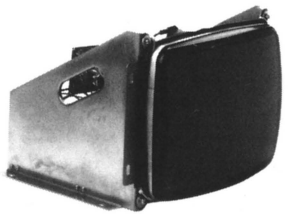
HOR. #70152
UNIV. #70150

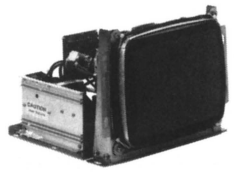


13″ HORIZONTAL
#70100

Quantity Prices Available!

ALL TEKBILT MONITORS ARE MANUFACTURED WITH GRADE "A" TUBES GRADE "A" ELECTRONICS

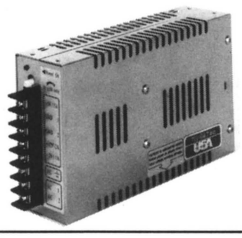




9″ HORIZONTAL
#70104

TEKBILT AMERICAN
POWER SUPPLY

+5V 12 Amp
+12V 2 Amp
−5V 1 Amp
DUAL AC INPUTS (110/220)



RED L.E.D. "POWER ON" LIGHT

#30820

1-YEAR WARRANTY

TEKBILT inc

Huntingdon Valley Industrial Center
3983 Mann Rd.
Huntingdon Valley, PA 19006

(215) 322-3232 Fax: 215-322-3238

1-800-666-7776

SE HABLA ESPAÑOL

USED COMPLETE GAMES

TMNT	$1699
Road Blaster	999
Championship Sprint	999
Operation Wolf	899
ESWAT	699
DJ Boy	499
Cabal	499
Rolling Thunder	499
Double Dragon	499
Spy Hunter	499
Shinobi	499
Altered Beast	499
Life Force	399
Cheyenne	399
Time Soldier	399

PINBALLS

Simpsons	$2199
Earthshaker	1999
Elvira	1799
Back to the Future	1599
Taxi	1499
Jokerz	1299
Space Station	999
Pinbot	799
High Speed	799
Special Forces	699

We Pay Freight On 5 or More Complete Games Shipped in the Continental U.S.

PLAYCHOICE KITS

Gradius	$59
The Goonies	59
Super Mario Bros.	59
Top Gun	59

NEO-GEO

Nam 75	$99
Magic Lord	149
Super Spy	149
Ninja Combat	149
Golf	99

FREE Memory Card With Each Cartridge While Supplies Last!!!

USED P.C.B.s (min. $100)

Final Fight	$899
WWF Superstars	499
Aliens	399
Golden Axe	399
ESWAT	349
Bad Dudes	199
Altered Beast	199
Ghost Buster	199
Arkanoid w/controller	199
The Deep (J)	99
US Golf w/trackball	249
Crown Golf w/panel	199
Double Dribble	149
Punch-Out!	99
Empire City	99
Mr. Do!'s Castle	79
Karate Champ	59
Mario Bros.	59

Call for P.C.B.'s Under $50

FAMILY AMUSEMENT CO.

876 N. Vermont Ave.
Los Angeles, CA 90029

(213) 660-8180

FAX: 213-660-8976

SE HABLA ESPANOL

PCB's & KITS

NEW and OLD
GREAT PRICES!

(415) 651-7614

Final Fight (complete factory Kit)	$945
Ninja Gaiden/Strider	Call

★ ★ ★ ★ ★ ★

WANT TO BUY:
Pac-Man & Ms. Pac PCB's!

AVAILABLE NOW!

★

20 Year Industry Veteran Seeks Sales and/or Service Position. Will Relocate.

★

CALL ME NOW!!!

(518) 523-2775

ROUTE FOR SALE

★ ★ ★ ★ ★ ★ ★

Southeastern North Carolina

Serious Inquiries Only

(919) 858-3784

WANTED PINBALLS!

★ Mechanical Pinball Machines 1950-1970
★ Pinball Playfields Backglass & Related Items.

CALL ROB:
1-800-323-3547

★ **DON'T FORGET:** ★
PINBALL EXPO '91
OCTOBER 25th - 27th

WANTED TO BUY

MERIT CHICKEN DRAW MACHINES
DRAW POKERS
RIVIERA'S
& MATCH GAMES

1-800-448-2743

REDEMPTION

Fantasy Island Rotary	$1550
Lotto-Fun - Tokens	895
2-pl. Whac-a-Mole - Tickets	Call
Draw Pokers Hi/Lo - Tokens	695
Pokerino Roll Downs - Tickets	Call
Sex Analyst - Cards	795
Slot Machines - Tokens	Call
Chicken Egg Machines	275
Grayhound Race Group Game	Call
Guess Your Weight Large Scale	Call
12-pl. Penny Falls	Call
Chexx	425

VIDEOS

Mad Dog McCree (Sept Delivery)	Call
TMNT	$1580
Operation Wolf	875
Galaga	450
720°	975
Pole Position	550
Combatribes Kit	380
Robocop Kit	350
Crime City Kit	320
Heavy Barrel Kit	250
Double Dragon Kit	100
Ninja Gaiden Kit	350
Superman Kit	250

CALL GARY

New Jersey

908/793-0131 or
609/492-4000

WANTED:

SEEBURG JUKEBOXES

USC-1 (Bandshell)	STD-1 (Vogue)
USC-2 (Firestar)	STD-2 (Entertainer)
SPS-160 (Olympian)	STD-3 (Sunstar)
SPS-2 (Matador)	STD-4 (Mardi Gras)

ANY QUANTITY . . .
WE PAY CASH!

RAMA ENTERPRISES

110 Bridge St., Brooklyn, New York 11201

(718) 858-7445

FAX: 718-858-7446

ELECTRONIC ENTERTAINMENT, INC.

NEW & USED VIDEO GAMES SALES
NEW & USED P.C.B. SALES
CONVERSIONS & REPAIRS

★ ★ ★

WE SELL CRANE PARTS

Grayhound • Hollywood • Others!

★ ★ ★

P.C.B. SPECIALS
Wonderby in Monsterland . . . $79
w/ purchase of any other kit

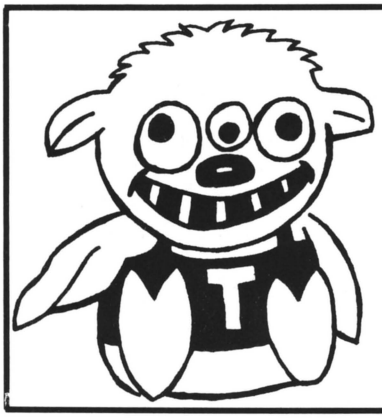
Mastercard and Visa

ELECTRONIC ENTERTAINMENT, INC.
597 E. Crosstimbers • Houston, TX 77022

(713) 695-4220
FAX: 713-695-1145

We speak Spanish. Ask for Sylvia!





prizes!

"THE LEADER IN PRE-PACKS"

CALL US FOR ALL YOUR REGULAR & JUMBO CRANE NEEDS !!

1 (800) 992-2388

WE DO ALL TYPES OF P.C. BOARD REPAIR!

WE SPECIALIZE IN POKER BOARD REPAIR

★

★ Sales-Service-Parts
★ Distributor for leading coin Machine Factories!

JAY'S VENDING SERVICE

North Point Village Shoping Center
4035-4037 North Point Blvd.
Baltimore, MD 21222

(301) 388-0993 (301) 388-1425

FAX: 301-477-3110

REDEMPTION TICKETS

ONE COUPON

MUNCIE NOVELTY CO.
PH. 800-428-8640

42888640

GOOD QUALITY—LOW PRICES

45RPM RECORDS SLEEVES

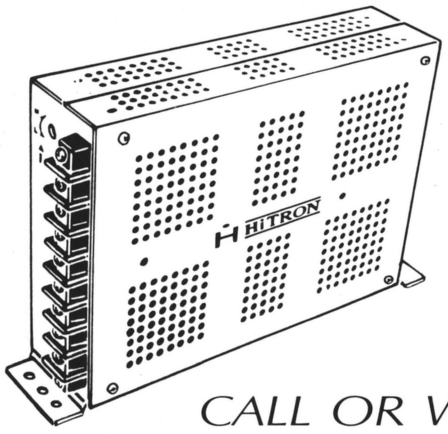
Minimum order 300. 20 lb. white. $15 per (300) plus $3.00 shipping & handling. We accept Visa/Mastercards/AM.Express /Diners/UPS COD

TITLE STRIP PROGRAM COMPANY
P.O. Box 333, Riva, MD 21140

CALL TOLL FREE (VOICE OR FAX)
1-800-950-5853

HiTRON POWER SUPPLIES

(also – isolation transformers, & multimeters)



- HIGH EFFICIENCY
- LIGHT WEIGHT
- DESIGN FOR CUSTOMERS
- SELECTABLE OUTPUTS UP TO QUAD OUTPUTS
- QUALITY GUARANTEE
- BEST SERVICE

CALL OR WRITE TODAY!

FIDELITY TRADING INC.

1760 Oak Tree Road
Edison, N.J. 08820 U.S.A.

TEL: (201) 549-5721 FAX: (201) 549-8790

Have You Seen The Incredible

T.V./8-LINE SYSTEM?

★

Call Us Now For Details!

★

TEKBILT, INC.

1-800-666-7776

M&P AMUSEMENT

658 West Market St. • York, PA 17405

(717) 848-1846

FAX: 717-854-6801

SE HABLA ESPANOL

ASK FOR PHIL OR TERRY OR MIKE

SUPER SPECIALS
(COMPLETE GAMES)

Betson Big Hitter Golf (w/ticket)	**$5995**
BiPlane Kiddie Ride	**995**
Crime City Kit	**395**
Frog Bog (w/counter and money drop)	**4995**
Gate of Doom Kit (New)	**395**
Gate of Doom (dedicated new)	**1095**
Harley Davidson	**2195**
Magic Sword Kit	**795**
NSM Music Prestige II	**595**
Pitfighter (ded. game)	**1795**
Pop Gun (w/counter and money drop)	**2500**
Rampart Kit	**895**
Single Cranes w/dba	**995**
SMS Poker Roll w/ticket	**1995**
Street Fighter Kit	**395**
Tecmo Bowl	**895**
Ticker Tape	**500**
Thunderjaws Kit	**495**
TMNT	**1550**

MUSIC

NSM Prestige II	$595
Rowe R-87 w/$1 & $5	1050
Rowe R-88	1150
Rowe R-90 w/$1 & 5	1350
Rock-Ola 456	395
Rock-Ola 447	495
Rock-Ola 464	495
Rock-Ola 470	495
Rock-Ola 474	495
Rock-Ola 480	550
Rock-Ola 488	795
Rock-Ola 488 (w/dollar kit)	895
Rock-Ola 490	895
Rock-Ola 490 (w/dollar kit)	995
Seeburgs working as is	495

CABINETS
(READY FOR CONVERSION)

With either Vertical or Horizontal mount monitor working with 30 day guarantee

- Jamma Wiring Harness
- Complete Coin Door
- Monitor Color 19"
- Switching Power Supplies

$195

WANTED

After Burner Sitdown, Dixieland
Galaxy Force (s/d), Klondike, Pop-a-Ball
Power Drift (s/d), Wacky Gator

BOARDS WITH USED ACCESSORIES

Aliens (new)	$595
Bad Dude	295
Blasteroid	150
Championship Wrestling (new)	395
Combatribes	395
Contra	200
Crime City	395
Crime Fighter	395
Double Dragon	150
Double Dragon III	695
Dynasty Wars (new)	395
Escape from Planet	395
ESWAT	395
Final Fight (new)	895
Gauntlet II	150
Ghost Busters	395
Golden Axe	495
Gondo Mania	200
Guerrilla War	200
Karate Champ	50
Kung Fu Master	50
Main Event	150
Magic Sword (new)	795
Miss Pac-Man	300
Ninja Gaiden	295
Pig Skin	495
P.O.W.	225
Rampage	150
Rampart Kit	895
Rastan	395
Robocop	295
Shoot-out	195
Sly Spy	395
Spy (new)	395
Superman	395
Thunder Fox	495
Thunder Jaws	495
Triv Whiz	100
Two Crude	395
World Cup Soccer	795

PINBALLS FOR SALE

Back to the Future	$1995
Big Guns	795
Black Knight 2000	1395
Bone Busters	1095
Bonzai Run	1195
Comet	595
Eight Ball Champ	550
F-14	595
Fire	695
Harley Davidson	2195
High Speed	695
Hot Shot	895
Jokerz	1295
Lights, Camera, Action	1395
Millionaire	595
Monte Carlo	650
Pinbot	795
Police Force	1395
Pool Sharks	1495
Roller Games	1795
Secret Service	795
The Simpsons	1995
Sorcerer	595
Space Station	995
Taxi	1250

VIDEOS FOR SALE

SUMMER SPECIAL

$50 pays freight on Upright Videos any place in the Continental U.S. - $80 on Sitdowns!

APB w/ seat	$795
Arkanoid	495
Astyanax	450
After Burner (u/r)	1295
Alley Master	350
Altered Beast	550
Archrival	895
Blades of Steel	495
Buggy Challenge (s/d)	750
Championship Sprint	995
Chase H.Q.	1650
Choplifter (s/d)	450
Continental Circuit (u/r)	895
Darius	750
Double Dragon	550
Double Dragon II	695
Excitebike	295
Exterminator	595
Empire City	295
Enduro Racer (u/r)	850
Gimme-A-Break	550
Gain Ground	850
Gate of Doom (dedicated new)	1095
Gauntlet II	595
Ghost Busters (ded. - 3-pl.)	895
Ghosts 'N Goblins	395
Gunsmoke	325
Hang On	845
Heavy Barrel	395
Heavy Weight Champ	595
Hot Rod (3-pl.)	695
Indiana Jones	595
Kajeki	395
Legend of Kage	295
Mat Mania	175
Mania Challenge	195
Nastar Warrior	495
1942 (s/d)	495
Operation Wolf	995
Out Run	1750
Out Run Mini	1750
Paperboy	850
Pole Position I	595
Pole Postion II	795
Pole Position I (s/d)	795
Pole Position II (s/d)	895
Punchout	450
Quarterback	895
Rampage	550
Rastan	995
Renegade	395
Ring King	295
Road Blaster	1095
Rolling Thunder	595
Rough Ranger	295
Shinobi	495
Sky Adventure	395
Spyhunter (s/d)	550
Super Off Road	1750
720°	995
Sky Shark	395
Spy Hunter	450
Super Hang On (s/d)	1995
Super Hang On (u/d)	1395
Super Sprint	1195
Superman	595
Thunder Cross	495
Tecmo Bowl	895
Tetris Mini	1295
Tiger Heli	395
Time Soldier	395
Thunder Blade (u/r)	1095
TMNT	1550
Triv Quiz	100
Trojan	295
Turbo (s/d)	450
Vigilante	495
Vindicator	695
Volleyball	695
World Series	295

LEXINGTON, KENTUCKY

COIN MACHINE CONSIGNMENT

Auction

300 + GAMES

OPERATORS ONLY

10 A.M. SATURDAY, JULY 27, 1991

NATIONAL GUARD ARMORY

4201 Parker Mill Rd. (Airport Area) Lexington, KY

NEW LOCATION

NEW LOCATION

COMMISSIONS:
10%, $10 Min., $100 Max.
$1 Entry Fee

TERMS:
Cash, Cashier's Check, Company Check with Bank Letter of Credit

SELLERS PAID IMMEDIATELY

Sale Conducted By:

McCLANAHAN ENTERPRISES

Shelbyville, TN

CARL McCLANAHAN — 615-684-1067

JERRY SHELTON — 615-684-8579
Lic. # 383

Games must be in 2 p.m. till 8 p.m. Day Prior To Sale
7:30 a.m. 9:30 a.m. Day of Sale

ANSCO

DISTRIBUTING CO.

NEW FACTORY KITS

Carrier Air Wings	995.	*Pit Fighter*	*1095.*
Street Fighter II	*Call*	U.S. Classic	395.
Neo Geo	1345.	Growl	995.
Clutch Hitter	*Call*	*Batman*	*Call*
Raiden	*1070.*	Final Fight	995.
Gun Force	*Call*	Golden Tee Golf	945.

USED FACTORY KITS

Bottom of the Ninth	495.	*Violence Fight*	*795.*
WWF	695.	Crime City	495.
T.M.N.T.	*995.*	Blood Brothers	895.
Toki	545.	Golden Axe	595.
Big Event Golf	425.	*SCI*	*Call*
Street Smarts	475.	Snow Brothers	495.
Bubble Bobble	495.	Splatter House	695.

1(800)456-7277

Call Today For Complete Inventory Listings

We Gladly Accept Trade-Ins!

(20) WEIGHTMASTER SCALES BY DYNALOG

★ ★ ★ ★ ★ ★

Complete
$200 each

★ ★ ★ ★ ★ ★

(205) 322-6477

WANT TO BUY:

USED

MERIT POKER BOARDS

CALL:

1-800-448-2743

"I REPAIR YOUR SWITCHING POWER SUPPLIES"

Only $10.00!
Parts Included

■

Guaranteed!

■

I Use High Quality Parts

■

Fast Turnaround!

SUPERIOR AMUSEMENTS
(517) 879-2213
Call Kevin

Quality Technical Service

REPAIR SERVICE FOR SWITCHING

POWER SUPPLIES

$15.00 EACH • 25 OR MORE—$13.50

★ 6-MONTH GUARANTEE ★ PARTS INCLUDED

RECONDITIONED 100% TESTED UNDER LOAD
11 Amp Power Supplies.....$18.00 Each
6 Month Guarantee

Vs. Motherboard w/Super Mario.....$100

1-800-678-7393

(505) 821-2317

WHY ARE SOME REDEMPTION CENTERS LEADERS IN THE INDUSTRY?

BECAUSE...

THEY PURCHASE THEIR

REDEMPTION MERCHANDISE

FROM

RMK SALES INC...

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

For years, RMK SALES INC. has been supplying amusement arcades with name brand electronics & appliances at a true wholesale cost. Call RMK SALES INC. today for a FREE catalog.

EXPERIENCE WHAT OTHERS HAVE KNOWN FOR YEARS!

RMK SALES INC.

148 Vincent Ave. ● Lynbrook, NY 11563

1-800-648-0913

FAX: 516-887-0685

NOTICE: LAST CHANCE!!!

QUIK POKE™

VALLEY®

UNBELIEVABLE LOW PRICE...

$295 00 F.O.B. Bay City, Michigan

THIS EXCITING COIN GAME CAN PAY FOR ITSELF IN LESS THAN A MONTH! ALSO SUITABLE FOR THE HOME RECREATION ROOM.

LIMITED QUANTITY OF UPRIGHT AND COCKTAIL MODELS AVAILABLE — **NEW** CARTON... FIRST COME! FIRST SERVED!

CONTACT MELODY AT:

VALLEY RECREATION PRODUCTS, INC.
PHONE: 1-800-248-2837
FAX: 1-517-892-6513



End Ball Juggling Forever!

"The Original Lane Retainer"

Keeps the balls where they belong.



VIRTUALLY ELIMINATES

- Balls crossing into other lanes.
- Left-hand players rolling balls into right-hand lanes.
- Players taking tickets from the wrong dispenser.

INCREASE REVENUE AND. . .

Decrease expenses by reducing downtime
Attractive. Durable Material

LIFETIME REPLACEMENT GUARANTEE

PLASTITECH PRODUCTS, INC.
P.O. Box 2387 • Longview, TX 75606
***CALL TODAY:* 1-800-933-0145**

Quantity Discounts

In Use At:
MALIBU CASTLE
SHOW BIZ PIZZA

SAME DAY UPS SHIPPING

COMPLETE FACTORY KITS

U.S. Classic	$350
Crime City	395
Combatribes	350
Thundercade	150
Kurikinton	125
Hellfire	125

USED KITS

Cadash	$300
Street Fighter	300
Heavy Barrell	150
Pyros	90
Karnov	90
Kurikinton	75
Dodgeball	40

OTHERS AVAILABLE

(214) 494-0180

★ CLOSEOUT ★ SALE

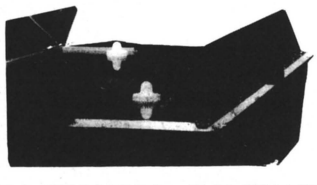
- NEW 8-LINES w/bill acceptors . . . $1000
- USED 8-LINES w/bill acceptors 800
- CHERRY BONUS CHERRY MASTER w/Skill Stop . . . . . Same
- POKERS w/bill acceptors 500
- PUCK BOWLER, ROLLER BALL, KENO & others . . . . . Call

MR. J
1-800-488-3644

THE PUCK STOPS HERE!!!

The Original **AIR HOCKEY SAFETY SHIELD;**

- Practically eliminates table-side injuries & costly property damage!
- Doesn't affect table play!
- Installs in 15 minutes with only a screwdriver.



1000's IN USE THROUGHOUT THE UNITED STATES, UK, CANADA, MEXICO & AUSTRALIA

CURRENTLY IN USE AT:

★ Malibu ★ Chuck-E-Cheese
★ Show Biz ★ Great America
★ Putt-Putt ★ Fun Factory

DYNAMO • U.S. BILLIARDS • IMAGINATION LEISURE

★ Increased Player Appeal!
★ Arcade Tested!
★ Made From Virtually Indestructible Space Age Material!
★ LIFETIME DAMAGE GUARANTEE!
★ Call Your Local Distributor
★ When your customers' safety & your liability is at stake . . . INSIST ON QUALITY
★ Increased Revenue . . . Decrease Lost Pucks and Expenses Due to Downtime!

PLASTITECH PRODUCTS, INC.
(903) 757-0543 P.O. Box 2387 Longview, TX 75086 **1-800-933-0145**

KITS-KITS-KITS!

ALL KITS INCLUDE

BOARD & MARQUEE
(& MONITOR GLASS IF AVAILABLE)
Jamma Harness • Joystick & Buttons are Available $20.00 extra/kit

$35
Arabian, Callenger, Donkey Kong
Kangaroo, Kaos, Mat Mania, Stargate
Satan's Hollow, Tag Team, Theif
Track 'N Field, Zarzon, Zaxxon

$50
Bump & Jump, Dyger, Elevator Action
Food Fight, Front Line, Hogan's Alley
Roc 'N Rope, Seicross, Tutankham
Vs. Baseball, Vs. Duck Hunt, Vs. Excite Bike
Vs. Golf, Vs. Tennis

$75
Clash Road, Gauntlet, Hat Trick, Jailbreak
Joust II, Karate Champ, Kung Fu Hero
Marble Madness, Ring King, Vs. Freedom Force
Vs. TKO, Xenophobe (w/joystick)

$100
Blasteroids, Gimme-A-Break, Ikari Warrior
Nintendo Vs. Motherboard, Punch-Out
Rampage, Sente Motherboard, V-Ball
Vs. Castlevania, Vs. Goonies, Vs. Platoon
Vs. Top Gun, World Series

$175
Gold Madalist, Pyros, Shoot Out
Silkworm, Xybots

$295
Ataxx, Double Play, Escape Robot Monsters
Final Round, Heavy Barrel, Hippodrome
Ninja Gaiden, Prehistoric Isle, Rolling Thunder
R-Type, Shinobi, Stocker, Super Contra
Thundercross, Vindicator

$325
Blockout, Dragon Breed, Champ. Wrestler
Crime Fighter, Cyberball, D.J. Boy
Ghouls 'N Ghosts, Klax, Quarterback
R-Type, Stocker, U.S. Golf Classic
Wrestle War, Zero Wing

$425
Buster Bros., Columns, Combatribes, ESWAT
Rambo III, R-Type II, Sly Spy, Street Smart
Sky Adventure, Snow Brothers, Superman
Thunder Jaws, Twin Cobra, Two Crude

$550
Arch Rival, Double Dragon 3, Gate of Doom
Golden Axe, Moonwalker, Strider
Willow, Wheel of Fortune

$695
Alien, All American Football, Gang Wars
Hammerin' Harry, Pigskin, Thunder Fox

REDEMPTION

10' SKEE BALLS (4-pl.) $1895
SUPER SHIFTER (4-pl.) . . . $5995

BUY $1000 (or more) WORTH OF BOARDS AND GET A 10% DISCOUNT

VISA - MASTERCARD

ALPHA AMUSEMENTS
26477 Hoover • Warren, MI 48089

TOLL-FREE (800) 33-GAMES
(313) 756-1555 After 5 P.M. EDT
FAX # 313-756-1563

WANTED TO BUY:

VENDING ROUTES!

West Virginia Area

CALL:

1-800-448-2743

(5) JUMBO CRANE VENDING MACHINES

★ 1 Year Old ★

★ All Have $1 & $5 ★

Dollar Bill Acceptors

Asking $2495

(802) 425-3019

(9) 13' SKEE BALLS WITH LIGHTS, SOUND & TICKETS

★ *Like New* ★

$1295 each

(205) 322-6477

COMPLETE FACTORY KITS:

All kits contain; Legal P.C. Board, Marquee, Overlay, Wire Harness, Stick, Buttons & Instructions!

Street Fighter 2 (2-Pl.; Hottest New Kit).....Call
Gunforce (2-pl. Commandeer Enemy Vehicles)..Call
TMNT (2-4 Player; Cowabunga Dude!).....995
Final Fight (Brand New Factory Kit).....995
Dragon Sabre (Verticle 2-Pl. Masterpiece).....795
WWF Superstars (2-Pl. Hulk-O-Mania At It's Best)695
Golden Axe (Medieval Fantasy Adventure).....650
Birdie Try Golf (Excellent Vertical Golf Game)...595
Shadow Dancer (Ninjas & Vicious Bad Dogs)...595
Arch Rivals (2-Pl. Basketball Brawl).....550
Air Busters (2-Pl., Namco's Flying Masterpiece).550
Aliens (2-Pl., Search & Destroy Mission).....550
Rollergames (2-Pl., Roller Skates Stunt Attack).495
Superman (2-Pl. Man-of-Steel).....495
Cabal (2-pl. Operation Desert Storm).....495
Midnight Resistance (2-Pl., Excellent Combat)..495
Cobra Command (Attack Helicopter Action).....450
M.J. Moonwalker (2 or 3-Pl. Shootin' & Dancin')450
Ninja Gaiden (2-Pl. Fast Action Ninja Combat)...450
Combatribes (2 or 3-Pl. Motorcycle Gang Brawl)450
ESWAT (2-Pl. Police Force Action).....450
Robocop (Half Cop; Half Robot).....450
Gate of Doom (2-Pl., Medieval Action Adventure)450
Buster Bros. (2-Pl. Motorcycle Gang Brawl)....395
Street Fighter (2-Pl., The Original Top-Earner)..395
U.S. Classic Golf (Excellent Bar or Tavern Piece).395
Shinobi (Top Kung Fu Throwing Stars).....375
Double Dragon II The Revenge (Now A Kit, 2-Pl.)375
Crime Fighters (2-Pl., Battle Punk Rockers).....350
Sly Spy (James Bond & Golden Gun Adventure).350
Bad Dudes (2-pl. Rescue President from Ninjas).350
Omega Fighter (New 2-Pl. Vertical Space Blaster)350
Ataxx (2-Pl.; Top Strategy Masterpiece).....350
Bottom of the Ninth (2-Pl., Baseball Action)....295
Aurail (2-Pl., Space Armor Attack).....295
Pushman (Mind-Boggling Strategy Maze).....295
Altered Beast (2-Pl., Half Man-Half Zombie)....275
1943 (2-Pl. Vertical Airplane Blaster).....275
Silkworm (2 Games in 1 - Jeeps & Helis).....250
Fighting Golf (Good Bar Piece for Tables).....250
Double Dragon (Excellent Top Earning Kit, 2-Pl.).195
Thundercade (2-pl. Rambos on Harleys').....195
Sky Shark (Vertical Airplane Shoot-em-up).....195
Black Tiger (Mystical Medieval Caverns).....195
Top Gunner (2-Pl., G.I. Hostage Rescue).....150
Life Force (2-Pl.-Absoutely Fantastic Voyage)....95
Gauntlet I Software (Medieval 4-pl. Adventure)...95
Marble Madness, Road Runner or Indiana Jones.95
Complete Countertop Card Games.....Call
Vs. Dr. Mario (Hot New Software-Like Tetris)...295
Vs. Super Mario Bros. (Best Software).....175
Vs. RBI Baseball (Top Earning Software).....195
Vs. Freedom Force (Airline Hostage Rescue).....49
Vs. TKO Boxing (Like 2-pl. Ring King).....49
New Red Uni-System Gun.....75
Control Panel Button Label Sheet (over 150 labels).29

CALL OR WRITE FOR OUR FREE CONVERSION KIT NEWSLETTER (OVER 200 KITS ARE LISTED), "THE CONVERSION KIT HIT PARADE."

CONTROL PANEL BUTTON LABEL SHEET, FREE WITH ORDER OF ANY (2) KITS!

Vs. Freedom Force Software **FREE** with the order of any 2 Kits

BUY ANY (3) KITS & GET ONE OF THE FOLLOWING FREE:
Time Soldiers, Gauntlet, Nintendo Uni-System
Ikari Warriors or Rampage P.C. Board

WE SHIP WORLDWIDE

VISA **BUY - SELL - TRADE** MasterCard

VIDEO CONNECTION

930 Jeffrey Lane • Dixon, CA 95620

(916) 678-5189 / 678-1313

PHONE OR FAX

MONITOR REPAIR

★ ★ $25 ★ ★

Plus Parts
FAST SERVICE

Ship us your monitor or just the chassis.

CREATIVE VIDEO
(505) 293-4637
(505) 269-3542

12003 Apache N.E.
Albuquerque, New Mexico 87112

MONITOR GET WELL KITS

SAVES TIME AND MONEY ON MONITOR REPAIRS!

Monitor repair kits take of picture warping, blacking out, smearing, low brightness and brightness problems, poor regulation, jail bars, vertical shrinking, etc. Call for free technical help with your monitor problems. All kits come with instructions and are east to install.

★ **WICO DISTRIBUTES GET WELL KITS** ★

- **KIT #101:** For Electrohome G07-CBO 19''color monitor. 17 parts - $7.95 ea. Wico #36-0243
- **KIT #102:** For Electrohome G07-FBO 13'' color monitor. 16 parts - $7.95 ea.
- **KIT #201:** For Wells-Gardner K4600 Series color monitors. 14 parts - $6.95 ea. Wico #36-0244
- **KIT #202:** For Wells-Gardner K4900 Series color monitors. 16 parts - $7.95 ea. Wico #36-0248
- **KIT #203:** For Wells-Gardner K4800 Series color monitors. 16 parts - $7.95 ea.
- **KIT #301:** For Nintendo Sanyo 19'' color monitor. 15 parts - $6.95 ea. Wico #36-0245
- **KIT #401:** For Atari Disco 19'' color monitor. 17 parts - $6.95 ea.
- **KIT #601:** For Korean Telcom AK901 color monitor. 21 parts - $9.95 ea.
- **KIT #910:** Nintendo Sanyo color video inversion kit. Convert Nintendo cabinets with non-Nintendo game boards. 17 parts - $4.95 ea.
- **KIT #920:** For Pac-Man, Ms. Pac-Man logic boards. Eliminates hum bar in picture. 4 parts - $6.95

DISCOUNT! Buy ten kits and take $1.00 off each kit. Money back guarantee. We pay S & H.

Electrohome Flyback #A29951-B	$47.95
2SC1106	3.89
2SC3039	1.89
2SD870	4.49

ZANEN ELECTRONICS
(806) 793-6337
WE ACCEPT VISA & MASTERCARD!

★ WANTED ★
MECHANICAL BULL
★
(309) 788-0135

CD/STORAGE BROWSER BOXES

Holds 100 CD's. White Color-Stackable-Lift Off Lid - Tote Grips - Triple Thick Front and Back Walls - Double Thick Sides and Bottom 200 lb. Test Corrugated - $7 ea. (Minimun order 6) Add $8 Shipping & Handling.
Visa/Mastercards/AM.Ex./Diners/UPS COD

TITLE STRIP PROGRAM COMPANY
P.O. Box 333, Riva, MD 21140
CALL TOLL FREE (VOICE OR FAX)
1-800-950-5853

18 YEARS OF SERVICE

VIDEOS:

Turtles	$1795
Magic Sword	1395
Crime Fighter	895
Double Dragon	695
Cabal	595
Altered Beast	595
Pole Position	595
Off Road	1495

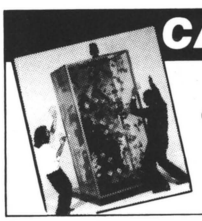
PINBALLS:

Whirlwind	$1795
Elvira	1795
Black Knight 2000	1095
Cyclone	1095
Pinbot	795

CRANES:

Used Hollywoods $1295

GAMES UNLIMITED
(213) 737-1633
or FAX: 213-737-0706

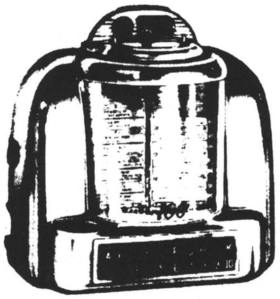


CASH CUBE

"MONEY MACHINE"
Great for family arcade and fun centers
319-323-7511

WANTED

Dead or Alive



SEEBURG 3W1 WALLBOXES
(alias 160s & 200s)
(213) JUKE-BOX

Have You Seen The Incredible

T.V./8-LINE SYSTEM?

★

Call Us Now For Details!

★

TEKBILT, INC.
1-800-666-7776

SUMMER SALE

ORIGINAL WING BOARDS:

SKILL CHANCE W-7
$325

★

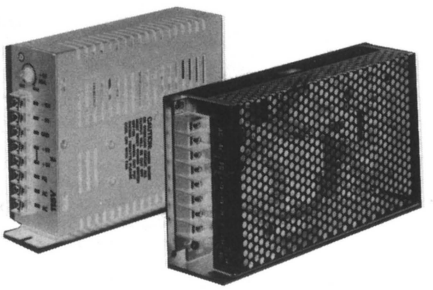
BONUS CHANCE W-8
$375

CALL (708) 259-7878

OR FAX US AT:
708-259-7726

CHEAPEST

TOP RELIABLE BRAND
POWER SUPPLIES



IN TAIWAN

BEST QUALITY PROMPT DELIVERY
PLEASE CONTACT US TODAY

CYE

CHANG YU ELECTRONIC CO. LTD.
No. 25, Lane 48, Tung An Rd., Taiwan, R.O.C.
TEL: (06) 2742686-9 (4 LINES)
FAX: 886-6-2347077

GAME LIQUIDATIONS

Toki $445	Ninja Gaiden.....$295	Altered Beast....$295	**REDEMPTION EQUIPMENT**
Crime Fighters....395	Air Wolf.....145	Champ. Wrestler..445	
P.O.W.....195	Arch Rival.....445	Klax.....345	
Rambo III.....495	Bloxeed.....345	Ghost Busters.....245	Pop-A-Ball $2995
Strider.....495	Columns.....345	Aliens.....445	Roller Poker.....3545
Mercs.....995	Combatribes.....395	Rampart.....895	Wedges 'N Ledges 6295
Silkworm.....195	Mission XX.....145	Sky Shark.....145	Roll Down.....2395
Kurikinton.....195	Thundercade.....395	Superman.....395	Roosta Shoota....3295
Golden Axe.....495	Twin Eagle.....395	Exterminator.....295	Rock 'N Bowl.....2695
Double Dribble....145	Kageki.....195	Lightning Fighters..495	Starburst.....3095
Cabal.....295	Pit Fighter.....995	Black Tiger.....195	★
Vigilante.....195	Blockout.....195	1942.....195	**MISCELLANOUS**
WWF.....595	ESWAT.....395	.50 Caliber.....495	K-Scale $1200
Ataxx.....445	Double Dragon....195	Sports Match.....395	Seeburg CD.....2495
Heavy Barrel.....245	Smash TV.....745	Blood Bros.....845	Kiddie Rides.....895
Two Crude.....445	Shinobi.....295	R-Type II.....345	

WE PAY HALF THE FREIGHT (UPS BLUE) TO ANYWHERE IN THE US

★ VIDEO VEND, INC. ★

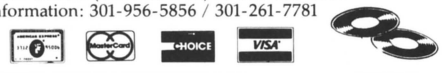
(808) 842-5155 or FAX: (808) 842-2748

The Easy To Use Computer CD TITLE STRIP PROGRAM

The CD TITLE STRIP PROGRAM is two programs in one. You can print your own CD Title Strips AND inventory all your CD's and jukeboxes with your personal computer.

Print Your Own CD Titles and Songs On Continuous Form Tractor Feed CD Title Strips – Complete CD Inventory Control – Jukebox Inventory – Bullet Fast – Full Color – Store And Print All The Information About Each CD Including: Title, Artists Or Group, All Songs, Cost, Quantity, Manufactures Code, Release Date, Label Name, Number Of Copies In Storage, Number Of Copies On Location, And The Type Of Music – Select Your Own Unlimited Number Categories For The Type Of Music – Print CD Title Strips and Block Out Those Tunes You Don't Want Listed On The Strip And The PROGRAM Will Automatically Center And Close Up The Empty Space On The Strip – Store Information On Each Location – Track The CD's "In And Out" Time On Any Jukeboxes At Any Locations – Track The Number Of Plays Of Each CD – Make Notes On Each Location – Print Lists And Reports For The Jukeboxes And The CD's – List On The Screen Or Print A Report Of All The Jukeboxes That Contain A Particular CD – List Or Print What CD's Are In Any Jukeboxes At Any Locations – List Or Print CD's By Music Type, CD Identification Number, Artists Name, Or CD Title – Supports Bar Code Reader Via Keyboard Port – Free Title Strips With The Program – One Year Support – 10 Day Money Back Guarantee – OVER 175 FEATURES AND FUNCTIONS, Most Completed With ONLY 1 KEYSTROKE!!! For IBM And 100% Compatible Computers With Dot Matrix Printers. Requires Hard Disk and 512K Memory. **ONLY $395**

TITLE STRIP COMPANY
Post Office Box 333, Riva, Maryland 21140
Toll Free Orders (Voice or FAX): 1-800-950-5853
Information: 301-956-5856 / 301-261-7781





YOUR KEY TO ARGENTINA

If you are a busy businessman with good products to sell, but lack the time, opportunity or know-how for placing your products in our country, turn to us for help!.

Through our extensive network of more than 500 eager-to-buy clients in our territory and a staff of 20 highly-qualified collaborators, we can guarantee the best for your profits!

Save time . . . save money . . . avoid trouble . . . we will do the work for you!

★

LOMONACO

ALEJANDRO M. CERVANTES 2001
1416 - Buenos Aires - Argentina

FAX: 54-1-786-1747 • TEL: 54-1-581-9152
54-1-581-1634 54-1-581-5084 54-1-582-9550 54-1-583-9820

BUYERS' BULLETIN AD ORDER

BUYERS' BULLETIN CLASSIFIED ADS are discounted tremendously from "up front" ads. Here is where you can display your used equipment, parts, employment opportunities, etc.

WE HAVE ART FACILITIES to turn your raw copy & layout sketch into an attractive advertisement. Send us some words, a rough sketch and the size you would like. We'll do the rest.

RATES ARE: $20 per column inch. There are 3 columns per page, 10" in each column. Multiply depth of ad x # of columns wide x $20 for net cost. Minimum size: 1 column x 1" ($20).

Full Page	$580
2/3-page	$400
1/2-page	$300
1/3-page	$200
1/4-page	$150
1/6-page	$100
Other sizes	$20/col. inch

COMPLETE THIS FORM and send it with your layout sketch and payment to: REPLAY MAGAZINE, P.O. Box 2550, Woodland Hills, California 91365, Attention: Barry Zweben. Or, call (818) 347-3820 and ask for Barry Zweben (Monday - Friday 9 A.M. - 5 P.M. Pacific Time).

Company Name _____

Your Name _____ Phone _____

Street _____

City, State & Zip Code _____

Payment of $ _____ is enclosed for _____ (# of) insertions.

CENTURY VENDING AND DISTRIBUTING CO.

12817 So. Halldale Ave. • Gardena, CA 90249

(213) 532-2351

OR FAX: 213-532-2355

CALIFORNIA'S LEADING REDEMPTION EQUIPMENT SPECIALIST!

WE REPRESENT MAJOR REDEMPTION EQUIPMENT FACTORIES INCLUDING:

SKEE BALL, MELTEC, DOYLE, SMART, VARI-TECH, BOB'S SPACE RACERS, COIN CONCEPTS, ZAMPERLA, WEDGES/LEDGES, BONITA MARIE, SKILL GAMES, COASTAL AMUSEMENTS, & MORE!

AUTHORIZED DISTRIBUTOR FOR TORNADO SOCCER TABLES!

★ We also BUY new and used redemption equipment!
★ We have used jukeboxes, pinballs, videos & misc. equipment for sale continuously!

ATTENTION OPERATORS!

Would you go to a plumber to get a tooth pulled? NEVER! You would seek a trained professional dentist. So, if you're shopping for redemption go to a professional in redemption! **Century Vending.**

We represent all major manufacturers of redemption equipment. Our trained professional sales staff can assist you in making the right decision on purchasing the best equipment for your operation. We are the experts! So why buy or shop without contacting us first? We offer:

★ Design ★ Layout ★
★ Financing, Service ★
★ Set Up & Delivery ★

Most of all we offer good sound advice!

CALL US TODAY! WE CAN HELP!

★ USED EQUIPMENT AVAILABLE NOW ★

USED KITS

Air Buster $595
Chelnov 195
WWF 795
Crime Fighter . . 395
MVP 695
Thunder Jaws . . 795
Violence Fight . . 795

USED PINBALLS

Fire $595
Pool Sharks . . 1495
Cactus Jacks . . Call
Checkpoint . . . . Call
Silver Slugger . . Call
Mousin' Around Call
Vegas . . . . . Call
Phantom of Opera Call

USED UPRIGHT VIDEOS

Ninja Gaiden . . . $495
Operation Wolf . 1095
P.O.W. 895
Twin Cobra 495
Twin Eagle 495
Choplifter Mini . . 195
Heavy Barrel . . . 595
Gridiron Fight . . . 595
Cabal 695
Ataxx 695
Spinal Breakers . 895
Aliens 1100
Shinobi 695
Golden Axe 695
Side Arms 295
Time Soldier . . . 295
Fireshark 850
Bionic Commando 895
Combatribes 895
Robocop 495
World Series . . . 595

MISCELLANEOUS

Dynamo HS-1 19" Cabinet
(3)-Avail. at . . $495 ea.
NSM City II Jukeboxes
(2)-at . . . . . $120 ea.
(1)-Used Dynamo
Foosball Table $595
(2)- 10' Smartballs
(like Skee Balls) $2095 ea.

REDEMPTION

Bob's Dbl. Whac-a-Mole
w/ticket dispenser $3995
Meltec Lunar Golf . . 795
Vari-Tech Hot Shot
Basketball 1095

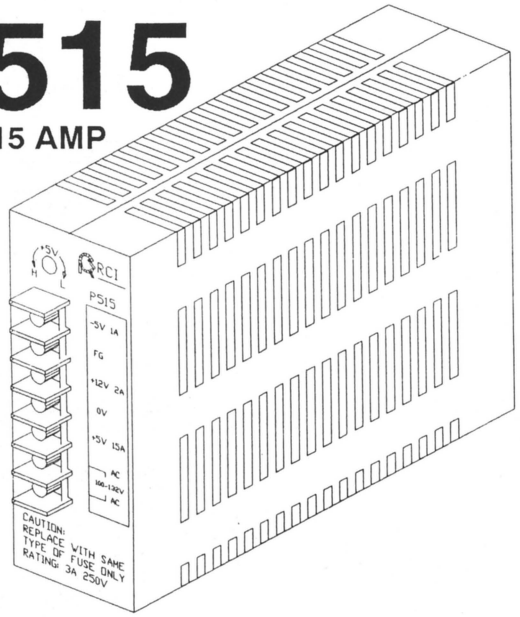
VENDING

Vendo-Used Glass Front
. . . . . $1095
(2)-6-Selection
Coke Machines . . . 895

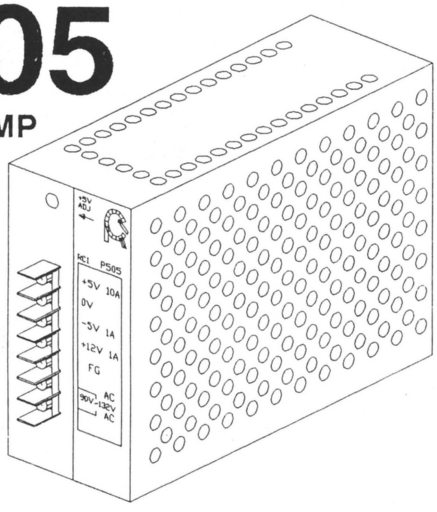
RCI POWER SUPPLY

THE BEST BUY IN THE INDUSTRY JUST GOT BETTER!

P515
15 AMP



P505
10 AMP



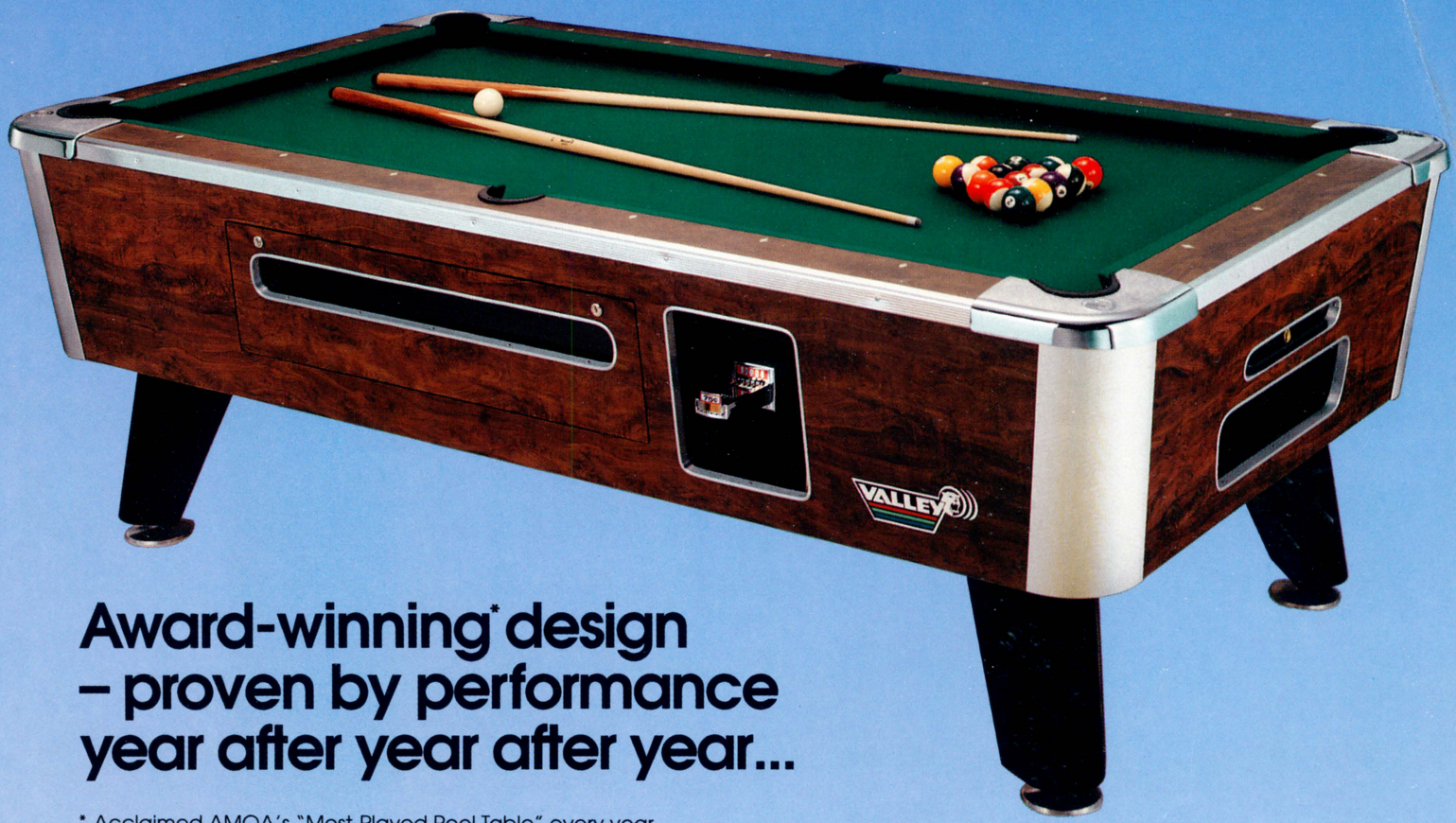
Raritan Computer, Inc.
10-1 Ilene Court, Belle Mead, NJ 08502

(908) 874-4072 • (908) 231-8686 • FAX (908) 874-5274

INDEX OF ADVERTISERS

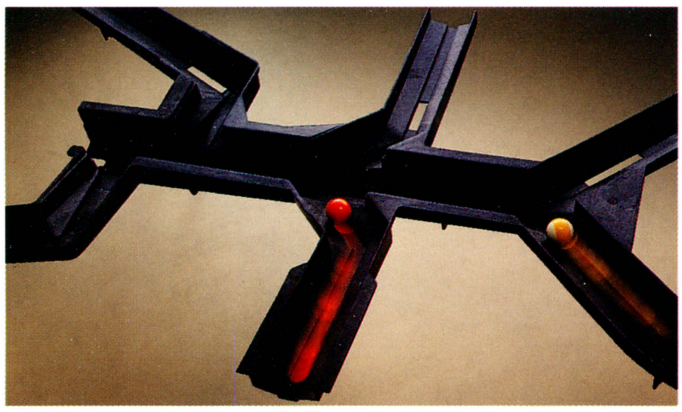
AMOA . . . . . pg. 111
Ace Novelty 82
Acme Premium Supply 101
Alter Enterprises 114
American Technos 15
Angels Toys 69
Arachnid 47
Asahi Seiko 37
Atari . . . . . cover 4
B & C Enterprizes 155
Baton Lock & Hardware 30
Bay-Tek 86
Betson Enterprises 97
Bob's Space Racers 42
Bonita Marie 117
Dan Brechner & Co. 115
Bromley Inc. 61-62
Capcom U.S.A. 78-80, 137
Clever Devices 22
Coastal Amusements 105
Coin Concepts 36, 90
Data East 11, 18-19
Deltronic Labs 141
Design Plus Industries 56
Dynamo 127
Eagle Company 122-123
Entron Enterprises 38
Grayhound Electronics 55
Great Lakes Dart Distributors 24
HMS Monaco et Cie, Ltd. 140
Happ Controls 108
Hecon Corp. 128
Hoffman & Hoffman 27
Impressment Plus 68
Kiddie Rides & More 116
King Plush 87
Konami 43-44
Laramie Interests 93
Leland Corporation 33
Leprechaun 17
Loewen-America/NSM-Lions 23
Henry W.T. Mali Co. 38
Mayoni 22
Meltec 85
Micro Manufacturing 75
Namco 28, 71
National Ticket 102
Nintendo 25-26
PMI 112
Pioneer Laser Entertainment 31
Playfair Shuffleboard 133
Pop-a-Shot 120
Premier Technology . . . . . cover 2
Romstar 50-51
Rowe International 12, 35, 49
SNK Corporation 40-41
Sega Enterprises 5-8
Skee Ball 109
Smart Industries 94
Space Age Electronics 73
Stella 67
Strata 91
T.O.P. 21
Taito 99
Tecmo 145
U.B.I. 136
Valley Recreation . . . . . cover 3
Van Brook of Lexington 133
Van Sickle & Co. 84
Vari-Tech 89
Roger Williams Mint 132
Yamate 65

COUGAR ZDS



Award-winning* design – proven by performance year after year...

* Acclaimed AMOA's "Most-Played Pool Table" every year since 1982!



"Tavern Tested" Reliability!

Our one-piece polyethylene ball return system; smooth, durable, no hang-ups. You can't see it but you know it's there!

333 MORTON STREET
BAY CITY, MI 48707
(517) 892-4536
1-800 248-2837

VALLEY RECREATION PRODUCTS INC.

VALLEY

ROAD RIOT 4WD™

The ultimate off-road racing experience — from Atari Games!

- For one or two players. Two players can drive separately or link together for head-to-head competition.
- Stunning digitized graphics of real-life images; life-like skidding, bouncing and crashing; the steering wheel vibrates realistically.
- When a player gets shot, the "rump thump" feature lets him feel the impact in his seat.

ATARI GAMES
675 Sycamore Dr.
P.O. Box 361110
Milpitas, CA 95035
408/434-3700



Shoot other cars to slow them down. When you get hit, you'll feel a "rump thump."



Smash taxis in the asphalt jungle of Ohio and earn hazard pay.



W=49.25" (125cm); D=61.50" (156 cm)
H=65.50" (166 cm); Wt.=775 lbs. (352 kg)

©1991 Atari Games Corporation. All rights reserved.