june 1991

RePlay

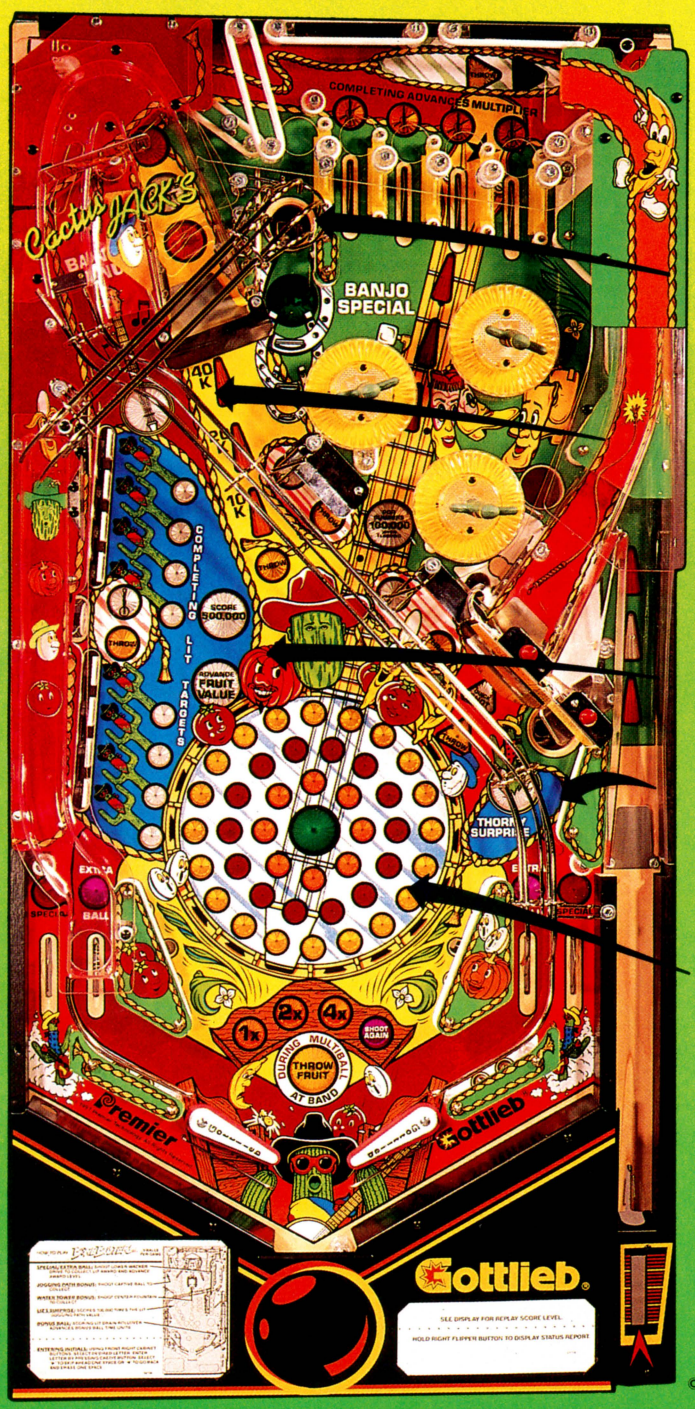
window on the world of coin-op entertainment



music & games: friends Dan and Olivia meet at **Indy Heat**

Gottlieb® Cactus JACK'S™

YEE-HAH! LET'S PARTY!!!



SIZZLING COUNTRY ROCK MUSIC!

SHOOT LOCK FOR 2-BALL MULTI-BALL!

SHOOT "BANJO BONUS" When Lit!

Add FRUIT MULTIPLIER By Completing DROP TARGETS!

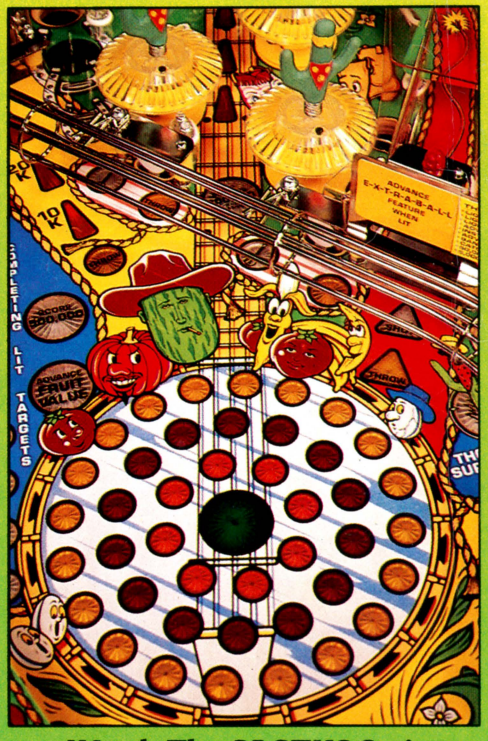
GO FOR THE BIG "THORNY SURPRISE"!

GREAT SPEECH, SOUNDS, ART, And What A LIGHT SHOW!!!

LET'S HAVE A BOOT-STOMPIN' GOOD TIME!



Activate The Band During 2-Ball MULTIBALL!



Watch The CACTUS Spring to Life and Keep Your Eye on That There Banjo Light Show!



Shoot The RAMPS For A Wild Time!

Height: 75" (189cm)
Height with Light-Box Folded: 50" (126cm)
Width: 27" (68cm)
Depth: 52" (131cm)
Packed Ship Weight: Approx. 260 lbs. (118kg)

© 1991 Premier Technology. All rights reserved.

Gottlieb® Premier® Technology

FOR MORE INFORMATION:
Contact Your Authorized Premier Technology Distributor today or call: (708) 350-0400 • FAX (708) 350-1097
• 759 Industrial Drive • Bensenville, Illinois 60106
• **FOR TECHNICAL SERVICE Call: 1-800-444-0761.**

Distributed By

HOT OFF THE PRESS!

LOUISIANA PRO-POKER BILL IN HOUSE — A bill that would legalize payoff poker in Louisiana cleared committee and is now before the House in Baton Rouge. It would permit payoffs up to $500 per game on a voucher system, while exacting a $1,000 per machine license from operators, $3,000 per machine from distributors and $5,000 per machine from manufacturers. No one with a felony conviction in the previous ten years would be allowed to operate them. The bill's co-sponsor **Peppi Bruneau** pushed a similar measure last year which passed the House but died in the Senate.

SC VIDEO POKER ALERT — As this final page went to press, the South Carolina Senate was debating a measure that would kill the exemption which video card games presently enjoy under the state's gambling law. If the exemption is erased, all legal pokers now in operation there would, in effect, turn "gray." South Carolina, at present, has some of the most liberal laws regarding video cards and actually permits locations to reimburse players all the money they've injected into the machines, provided they've won enough free play credits (e.g. if someone puts $10 into a machine and winds up with, say, $12 worth of credits, he can get that $10 back, but not more, if he signs a voucher). Many of the better operators run their pokers on this voucher system. It is, however, illegal to pay off more than the actual amount put in. The Senate session ends June 6 and the final decision to either keep or kill the poker exemption may go down to the wire. This stemmed from the **Terry Blackmon** case (see News Digest for details).

AMOA HITS D.C. — AMOA operators converged on Capitol Hill May 20-21 to push congressmen and senators for a dollar coin, to warn against the threat posed by regional telephone companies now lobbying to send programming over fibre optic lines (consider the possibility of telco's wiring video games directly into locations without operator involvement) and also to get fair play in any anti-tobacco legislation (i.e. operators don't like being singled out with machine bans when over-the-counter sales are left alone). Prexy **Jim Trucano** and former chief **Dick Hawkins** were elated at the number of congressional reps "signed up" to co-sponsor the dollar coin bill. Along with the many that AAMA lined up at their own lobbying trip two weeks prior, the picture looks bright in that area (both associations want the elimination of the dollar bill). We have a report on the AAMA trip inside, but since the AMOA D.C. visit happened after the magazine proper went to bed, we'll have that story next issue.

DEALER "EXPO" — At least four game factories will present new product to distributors at what's turning out to be a "mini expo" out by Chicago's O'Hare Airport, June 13-14. Sega was apparently the "keystone" event that started it all (they will officially debut the production model of the exciting Hologram *Time Traveler* at the Sofitel Hotel June 14; samples begin shipping to dealers the following day). Premier/Gottlieb will also host an affair at the Sofitel the day earlier, previewing their new *Class of 1812* pin (a zombie comedy romp) and reveal a super character-licensed pin to come late summer. Romstar will also hold court at the nearby Hyatt Regency showing Neo•Geo titles beginning on the 12th and Taito will have a suite at the same Hyatt on both the 13th & 14th to preview their new video. Konami will show two new pieces at the factory (including the 4-player *Vendetta)* to distribs and who knows what Williams may have up its sleeve . . . Leprechaun's Bill Cravens (an "expo" by himself) says his *Pot O' Gold* redemption unit hits dealers the second week of this month.

COVER NOTE — The front photo of songstress **Olivia Newton-John** and race champion **Danny Sullivan** with Leland's *Indy Heat* driver was actually shot at the Cimmeron Club in Beverly Hills, not at Long Beach as stated inside. The occasion was the pre-race party before the Long Beach Grand Prix. As Danny's invited guest, Olivia posed with the game (which bears his name) for a friendly publicity shot, making for a nice concurrence of the stars.

PIONEER SHIFT — Paul Scribner, VP of Pioneer's jukebox division, left the firm May 17. His duties will be assumed by Senior VP **Mark Makabe.** Prexy **Ted Karasawa** said the parting was amicable. Scribner was largely responsible for setting up the firm's dealer network, regional sales reps and in-house staff. In the relatively brief time Pioneer's been in the jukebox business, they've sold an impressive number of units. Scribner is exploring at least two future ventures and has reactivated his Scribner Enterprises out of Santa Ana, Calif. (which he let lapse when he started at Pioneer). His phone is 714/558-6080.

RePlay

the Players' Choice

JUNE 1991

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

upright videos

		MODEL/MANUFACTURER	RATING	DIST.
➡	1	**FINAL LAP 2 (Namco) (1)**	**9.77**	**10%**
➡	2	RACE DRIVIN' (Atari) (8)	9.20	44%
➡	3	THE SIMPSONS (Konami) (1)	9.07	44%
➡	4	SPACE GUN (Taito) (6)	8.57	20%
➡	5	RAD MOBILE (Sega) (2)	8.43	17%
➡	6	INDY HEAT (Leland) (1)	8.41	13%
	7	HARD DRIVIN' (Atari) (27)	8.35	40%
➡	8	DESERT ASSAULT (Data East) (1)	8.13	13%
➡	9	GALAXY FORCE (Sega) (13)	8.06	13%
➡	10	RAMPART+ (Atari) (4)	8.03	28%
➡	11	GP RIDER (Sega) (3)	8.00	12%
	12	G-LOC (Sega) (12)	7.96	38%
	13	PIT FIGHTER (Atari) (9)	7.84	79%
	14	FINAL LAP (Atari) (31)	7.75	22%
	15	S.C.I. (Taito) (17)	7.38	32%
	16	TURBO OUT RUN+ (Sega) (23)	7.31	44%
	17	TMNT (TURTLES) (Konami) (18)	7.27	92%
	18	CHASE HQ (Taito) (29)	7.17	52%
	19	BIG RUN (Jaleco) (11)	6.94	13%
	20	OFF ROAD (Leland) (27)	6.91	71%

+ indicates game was produced in both dedicated & software forms

flippers

	1	**FUNHOUSE (Williams) (6)**	**9.22**	**71%**
➡	2	THE MACHINE (Williams) (2)	9.15	23%
➡	3	CACTUS JACK'S (Gottlieb/Premier) (1)	8.67	10%
➡	4	CHECKPOINT (Data East) (2)	8.60	35%
	5	THE SIMPSONS (Data East) (7)	8.07	62%
	6	EARTHSHAKER (Williams) (26)	7.67	48%
	7	WHIRLWIND (Williams) (16)	7.58	63%
	8	ELVIRA (Midway) (20)	7.55	52%
	9	DINER (Williams) (10)	7.53	46%
	10	DR. DUDE (Midway) (8)	7.25	33%

best software

		MODEL/MANUFACTURER	RATING	DIST.
➡	1	**STREET FIGHTER II [H] (Capcom) (3)**	**9.40**	**66%**
➡	2	CLUTCH HITTER [H] (Sega) (1)	8.67	15%
➡	3	KING OF THE MONSTERS [S] (SNK) (2)	8.63	26%
➡	4	SENGOKU [S] (SNK) (3)	8.48	36%
➡	5	GUN FORCE [H] (Irem) (1)	8.47	14%
	6	RAIDEN [V] (Fabtek) (10)	8.08	40%
➡	7	GALS PANIC [V] (Kaneko) (2)	7.90	8%
	8	FINAL FIGHT [H] (Capcom) (16)	7.84	85%
➡	9	HIGH IMPACT [H] (Williams) (5)	7.79	54%
➡	10	BLOOD BROS. [H] (Fabtek) (6)	7.74	19%
➡	11	CAVEMAN NINJA [H] (Data East) (2)	7.50	11%
➡	12	STRIKE FORCE [H] (Midway) (2)	7.33	10%
➡	13	NINJA COMBAT [S] (SNK) (8)	7.22	41%
➡	14	TROG [H] (Midway) (2)	7.15	11%
	15	VIOLENCE FIGHT [H] (Taito) (15)	7.12	20%
➡	16	GHOST PILOT [S] (SNK) (3)	7.12	14%
➡	17	CARRIER AIR WING [H] (Capcom) (6)	7.00	12%
➡	18	OFF ROAD TRAK PAK [R] (Leland) (13)	6.98	33%
➡	19	CYBERLIP [S] (SNK) (6)	6.92	32%
➡	20	GROWL [H] (Taito) (3)	6.92	11%
	21	WWF SUPERSTARS [H] (Technos) (23)	6.84	79%
➡	22	STRATA BOWLING [V] (Strata) (8)	6.67	10%
	23	MAGIC SWORD [H] (Capcom) (9)	6.62	72%
➡	24	BATMAN [H] (Atari) (1)	6.59	14%
➡	25	BASEBALL STARS [S] (SNK) (8)	6.56	37%

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

best new videos

➡	1	STEEL GUNNER [u/r] (Namco)	9.18	9%
➡	2	F-15 [u/r + s/d] (MicroProse)	8.75	6%
➡	3	LASER GHOST [u/r + s/d] (Sega)	8.20	8%
➡	4	MAD DOG [deluxe u/r] (Betson/Icat)	8.13	6%
➡	5	CISCO HEAT [s/d + u/r] (Jaleco)	7.86	6%

➡ *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.*

GILLIGAN'S ISLAND

Charts New Course To Profitable Paradise.



That's right! Everyones' "Little Buddy" is back—and he's here at Bally along with the rest of that great shipwrecked crew! Here's a game that captures the wacky antics and original theme song of the classic television show still being shown on stations all around the globe!

Bally/MIDWAY™

A subsidiary of WMS Industries Inc.

©1991 Turner Entertainment Co. and Candace Silvers-Lee, Catherine Silvers-Burnett, Laury Silvers, Nancy Silvers, Tracey Silvers. All rights reserve
Gilligan's Island™ and S.S. Minnow™
©1991 Midway Manufacturing Company • 3401 N. California Ave. Chicago, IL 60618 • (312) 267-2240.

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

June 1991
Volume XVI, No. 9

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

How's this for a music and games marriage? Car racing champ Danny Sullivan made the "right turn" in Long Beach and drove up to none other than singing star Olivia Newton-John where the two had the chance to admire Leland's new 'Indy Heat' 3-player driver. Danny lent his august name to the game. Olivia, among other things, is famous for her jukebox dirge "Please Mister, Please (Don't Play B 17)."

Besides shipping the dedicated 'Indy Heat,' Leland's also offering their 'Brute Force' kit (see more info inside). Operators still know where to find Leland products (at distributors), but we're still looking for B 17 on the jukebox after all these years.

RePlay Magazine, June 1991, Volume XVI, No. 9. 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

One of the most progressive sectors in the amusement machine industry these days is the arcade business. This is no "puff talk," this is on the money. Although we like to call a spade a spade, the very word "arcade" seems to minimize the impact of some of the lavish amusement centers now in operation (or on the planning table). This is indoor recreation for the entire family, all founded on the coin drop, but begging such descriptions as "funplex," "pocket park" and "family entertainment center." It is becoming a keystone in the world of leisure entertainment, enjoys growing respectability and is being run by people with vision and (yes) bucks.

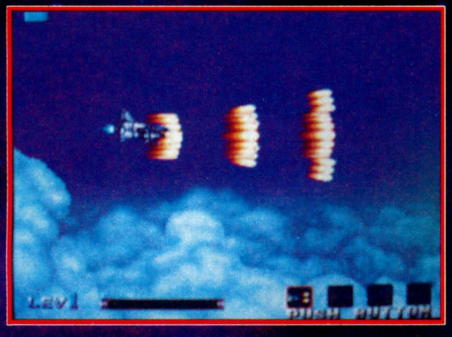
Our writers and production people have assembled a series of articles on the subject, all displayed inside this issue in a special section. The words printed are a far (and upgraded) cry from former "arcade specials" we've run in this magazine. We are talking about a higher level of arcade professionalism that's giving the coin machine business a quantum leap up in the eyes of citizens. Please carve out special time to read and even re-read the articles in that section. Learn where you might fit into this tempting "market niche." This is "must reading" for even the small route operator because there's something in all those words that impacts everyone's business, large or small, arcade-oriented or not.

For example, a phrase used by Namco's arcade chain director David Bishop made us pause and think when we put his story into type. He said Namco specializes in "recreation through showmanship." That means having a good mix of current machines and merchandise ***and*** *it also means that the equipment and the employees must have a bright, clean, professional appearance. This dictum applies to every single facet of the industry, from routes to party rentals, from midtown storefront arcades to glitzy golf arcades and mall palaces.*

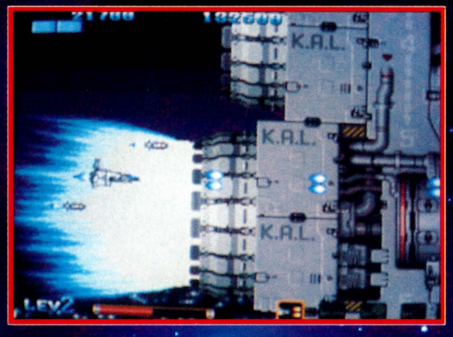
Clean and working! That's the buzz phrase. Polite collectors, helpful arcade attendants. Morning shaves, spiffy clothes, courteous talk and all the rest right down to Windex on the jukebox glass is the order of the day. If this industry has to bend so far backwards in this regard to please players and location owners, that's just fine because no PR campaign in the world could be better.

E.D.F.

EARTH DEFENSE FORCE™



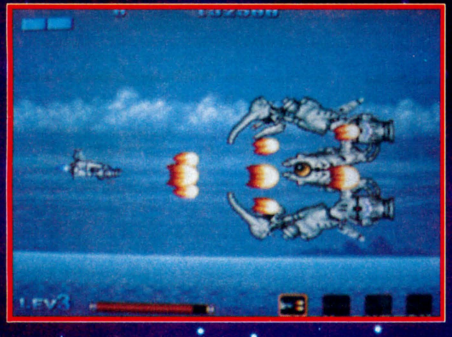
POWER UP YOUR WEAPONS!



REAR ENTRY INTO ENEMY TERRAIN



ALIEN DOGFIGHT OVER THE CITY



DESTROY THE ROBOCRAB!



SUBTERRANEAN MISSILE FIELD



BATTLING THE ALIEN FIRESTORM



GUN, LASER, MISSILE, A-BOMB



ENEMY FIREPOWER ABOVE THE CLOUDS



ROBOT BATTLE IN OUTER SPACE

Hit first and hit fast with the hardest-hitting kit on Earth.



In the coin-op wars, the best defense is always a great offense. And that's why EARTH DEFENSE FORCE™ belongs in your arsenal now. Just look at the features: **action-packed, graphically dazzling story of satellite warfare in the 23rd Century; with JAMMA-compatible wiring harness, marquee, 4-color cabinet graphics, and controls; fits standard horizontal monitor; simultaneous buy-in feature for 1-2 players.**



Jaleco™ and Earth Defense Force™ are trademarks of Jaleco USA Inc. © 1991 Jaleco USA Inc.

JALECO™

Call us for the Distributor in your area—(708) 480-1811.

INSIDE

JUNE 1991

SPECIAL ARTICLES

ARCADE SPECIAL

The ground rumbles as giant "funplexes" pop up from Maine to California . . . as futuristic electronic arcades with sci-fi themes rewrite the rulebook . . . and as traditional arcade operators seek new revenues and new professionalism. Special section begins . . . . . pg. 77

AAMA TO WASHINGTON

The manufacturer-distributor group pulled in many members to the Nation's Capital for four successful days of politickin', lobbying & partying (it was often hard to tell the difference) . . . . pg. 27

DOLLAR COINS

We're making progress, but we're still blocked by public love for the George Washington dollar bill. Should we let the bill live, or try to ramrod our legislative through against opposition? AAMA has made its choice . . . . . pg. 41

SPORTS BARS

Expert Charles Senkler says operators and sports bar owners can make a heck of a lot more money from the games and the alcohol license if they'll work together. He tells you how . . . . pg. 64

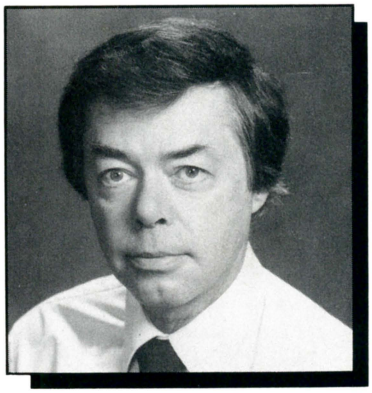
POLAND'S FIRST SHOW

Many telephones work badly, if at all, in Poland. Foreigners weren't sure if a coin-op industry existed there. Certainly, key terms like "video game" have no Polish equivalent! Such facts show why Poland's first trade show offered challenge, and opportunity . . pg. 136

REGULAR FEATURES

BIG TICKET 122
BONDEAL CHART 142
BUYERS' BULLETIN 157
COVER STORY 56
DATEBOOK 156
GRAPEVINE 150
INTERNATIONAL NEWS 136
JAPANESE CHART 141
NEWS DIGEST 13
NEW PRODUCTS 147
ON YOUR MARK 26
TECHNICAL TIPS 129
TOURNAMENT NEWS 143
VIEWPOINTS 10
VITAL TITLES 149

PUBLISHER



When people get married, they pledge to stay with each other "for better or for worse, for richer or for poorer," etc. Those vows are often announced in front of a cleric, and depending upon each spouse's moral fibre, either taken seriously or kissed off as a cliche'. Now, nobody "marries" the coin machine business. But as surely as someone once said that RePlay *was my "other wife," the businesses owned by my readers are exactly the same to them.*

Just like in any marriage, there are ups and downs, fun times and sad events, glorious moments and tragedy. Yet, people somehow stick to it all like glue. You know, few people marry a person or an industry unless they see some romance there. Sure, in the case of a company, the quest for dollars seems to be the number one goal. But that's not where it stops. How many times have you heard a guy say "I really love this business?" I don't know how you can actually "love" a business, but too many have said it for me not to shrug my shoulders and consider the possibility.

We have gone through a slow period in business history. People on every level have ground their teeth flat wondering how to start making some glamour money once again. We thought ACME's bright show might have snapped the leash that ties us to this heavy bear we've been following, but it seems nothing changes overnight. The obverse of "death by a thousand cuts" may have to be a "cure by a hundred bandages." Gratefully, those "bandages" (the new machines) are available at the dealer's drugstore.

But until the economic temperature of the entire trade gets back into the mint green zone, at least we have that unmentioned "vow" to keep the business going . . . this commitment to a trade that only those within its ranks really understand. It's sort of like hearing somebody snicker "how could he marry that gal . . . just look at her." Then the listener says "he thinks she's beautiful." When we get "behind closed doors," we know the coin industry isn't beautiful. It's enchanting! It drains your energy and it needs your capital, but it gives you the purpose for getting up every morning and something to take care of that will hopefully kiss you back when it counts. She's fickle, but she's always there.

Ed Adlum

CLUTCH HITTER™

OFFICIALLY LICENSED MAJOR LEAGUE BASEBALL PLAYERS MLB © 1991 MLBPA MSA

KIRBY PUCKETT
DENNIS ECKERSLEY
MARK McGWIRE
RICKEY HENDERSON
PAUL MOLITOR / TONY PENA
WALLY JOYNER / BRIAN DOWNING
CARLTON FISK / CORY SNYDER
TOM PAGNOZZI / OZZIE SMITH
BENITO SANTIAGO / FRED McGRIFF
JACK CLARK / MIKE SCIOSCIA / MICKEY HATCHER
DOUG DRABEK /BO JACKSON / STEVE BEDROSIAN
JOHN CANGELOSI / BOBBY BONILLA / JOSE RIJO
DAVE JUSTICE / GARY MADDUX
ANDRE DAWSON / BOB WELCH
DAVE RIGHETTI / NOLAN RYAN
ROBERTO ALOMAR / KENT HRBEK
KEN GRIFFEY JR. / FRANK VIOLA
DON MATTINGLY/ WILL CLARK
DAVE STEWART / TONY GWYNN
DWIGHT GOODEN / ERIC DAVIS
CECIL FIELDER / JOSE CANSECO
GEORGE BRETT / ROBIN YOUNT
BOBBY THIGPEN / RYNE SANDBERG
CAL RIPKEN JR. / ROGER CLEMENS
LEN DYKSTRA / OREL HERSHISER
BARRY BONDS / KEVIN BASS
DARRYL STRAWBERRY
KEVIN MITCHELL / JOSE URIBE
ROBBIE THOMPSON
ROB DIBBLE
JODY REED
PEDRO GUERRERO
WADE BOGGS
GARY TEMPLETON
DENNIS RASMUSSEN
JOSE OQUENDO
BRETT BUTLER...AND MANY MORE.



O.K., who hasn't dreamed about hitting Roger Clemens' fastball, or striking out Jose Canseco, or throwing out Rickey Henderson? CLUTCH HITTER™ is everyone's trip to the major leagues. Sega's advanced graphics display and audio soundtrack provide a realism that includes everything but the hot dogs and sunburn.

CLUTCH HITTER, developed by Sega Enterprises Ltd with licensing rights granted by Major League Baseball Players Association(MLBPA) includes a roster packed with today's top stars. With three scenarios to choose from, Major League, A-Star, or Tournament play, players can select any of the 26 major league teams to play for and against. Play is realistic enough to replace spring training. While at bat, players control all the action: Bunt or swing for the fence...take an extra base or steal...or bring in a pitch hitter. While in the field, play is equally exciting: Set a batter up with a curve then strike him out with a forkball...pick a runner off first...attempt a diving catch and double up a runner at home. The three-dimensional view of the action moves from behind the home plate umpire to a full-field view from the upper deck.

The CLUTCH HITTER kit includes game board, controls, JAMMA harness, full graphics display as well as a 25"/19" monitor bezel and is the leading contender for this season's MVK Award (Most Valuable Kit). Contact your Sega distributor for more information.

PLAYBALL!

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

SEGA

© Copyright 1991 Sega Enterprises, Inc.

VIEWPOINTS

POLISH TRADE SHOW '91

Dear RePlay:

Thank you for mentioning the Polish Trade Show in your magazine. As the organizer of this Warsaw exhibition, I look forward to the reviews.

We had over five thousand attend this four-day show. Although it's true that few orders were taken (by our standards), one of those "few" orders was in the area of $2 million. In addition, a great many of the exhibitors sold the contents of their exhibition space. The greatest interest was in used video games and in grey area video poker.

A great indicator of the show was Happ Controls, selling replacement parts. Staffed by Pat Chlopek, he was literally sold out within hours. This leads one to believe that there *is* equipment out there (in Poland) and in need of replacement parts.

You stated that the Polish zloty is "nearly worthless." That is not true. It is very stable, fluctuating less than four percent from the U.S. dollar in over a year. Unlike the ruble, it is freely convertible.

While this show had been planned as an annual event, the exhibitors have overwhelmingly requested that it be a semi-annual show. The problem is that there's only one exhibition hall in Warsaw and it's taken over a year in advance.

We are very optimistic about the growth of the games industry within the Eastern Bloc and we will probably reschedule some other industry's event in order to make room for another game exhibition in Poland sometime near year's end. Since we produce exhibitions there for some 51 different industries, maybe we can "bump" one to another games show.

This exhibition brought out two important facts: 1. we didn't know if there was indeed an industry there as yet and 2. the Eastern Bloc countries didn't know where to source the machinery. We all gained by this show.

Sincerely,
George Herman
APB
Calabasas, California

[George: one of the first "reviews" of your April 4-7 Warsaw show appears toward the back of this issue. Written by our European Correspondent Martin Dempsey, it's a thorough report combining his analysis with a good number of photos. It appears that you mounted a worthwhile project. Now let's hope the seeds you planted bear ripe fruit. ed.]

GAME TESTING STANDARDS

Dear RePlay:

I recently communicated directly with a group of amusement machine manufacturers and distributors to convey my thoughts regarding the manner in which new games are "tested" prior to their release to distribution.

While there was no overwhelming enthusiasm welcoming my suggestion to implement a uniform game-testing program for the industry, I could not overlook the serious attention given to my comments and suggestions by some of the people present, all highly respected and established amusement machine industry pros.

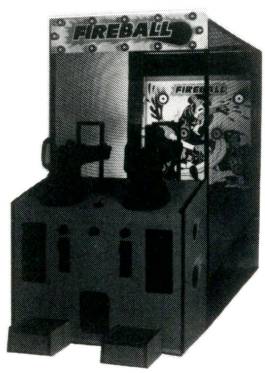
Perhaps your readers would like to express (through *RePlay* or directly to me) their concerns and opinions regarding the need for a thorough, objective and comprehensive system of testing new games intended for release to the market.

I intend to pursue my efforts to see testing improved as it will, in the long run, positively affect the quality, acceptability and earning power of new products and benefit all parties involved.

Zach Katz
Zenith Associates
2554 Lincoln Blvd.
Marina del Rey, CA 90291

[Zach: I know you made your presentation before AAMA members during the ACME show and also that your testing concept is leagues ahead of most game-testing methods now being used. It is also so thorough that it clearly put some of those people off (after all, this industry isn't used to such a discipline and I don't know of any other brand of the entertainment business that is either). But, it sure looks good on paper. Let's see if our readers have any ideas on the subject. They can contact you at 213/306-6320 or via fax by dialing 213/822-1360. They can also write a letter to this column. ed.]

IT'S NEW...IT'S HOT...& NOW
IT'S HERE!



Now Taking Orders For June Delivery!

FIREBALL

ALTER ENTERPRISES
PH.: (201) 616-1111 • FAX: 201-616-1415
WESTPARK BUSINESS CENTER
210 WEST PARKWAY • POMPTON PLAINS, NJ 07444


Excalibur
the perfect table
for upscale locations
Dynamo reliability . . .
fine furniture styling!
Now you can capitalize on the growing "upscale" market with Dynamo's new Excalibur. We've combined proven Dynamo dependability with hand-crafted wood styling to create the ultimate in coin-operated pool tables. The Excalibur . . . a table that looks as good as it plays!
DYNAMO
2525 Handley-Ederville Rd.• Richland Hills, TX 76118
Phone 817-284-0114 • Fax 817-284-7606 • Toll Free 800-527-6054
© Copyright, 1991 Dynamo Corp.

PUTTING CHALLENGE™

Great Bar Game



- "Operators are making over $500 a week in bars, $400 in arcades!"
  Rick Kirby, New England Coin-Op
- "Games in good bars all collect very well, several $125-150 per day. This was the AMOA Sleeper."
  Glenn Charney, Lieberman Music
- "The game is a proven winner! Earnings $300-600 per week. Great Game!"
  Jim Wittler-Atlas Pittsburgh
- "Our bar in Oklahoma City averaged over $500 per week since December! Our worst location does over $300."
  Jim Poteet-Oklahoma Nets

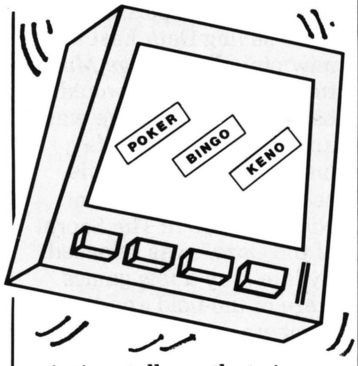
America's NUMBER ONE Sports Game!!!

A STROKE OF GENIUS

Innovative Concepts in Entertainment Inc.

1501 Kensington Avenue Buffalo, New York 14215 Phone: 1-716-833-0481 1-800-342-3433 Fax: 1-716-833-1342

VIDPOKER LEGALITY GYRATES WILDLY IN SOUTH CAROLINA



Video poker in South Carolina was undergoing a wild legal see-saw at presstime. Amusement-only pokers have been legal there for years, although operators pay $1,500 in license fees per poker machine, per year (which surely seems to indicate state officials are "winking" at any cash payoffs). The State Supreme Court ruled on April 22 that vidpoker cash payoffs are permissible, according to officials in the Court's public information office. The case, **South Carolina vs. Terry Blackmon,** was argued March 4. (Officials said Blackmon had been indicted under S.C. Code 16-1940 for "operating a gambling house" because he had disbursed money to players who accumulated free plays on video pokers in a grocery store.) The Court affirmed a trial judge's earlier finding that the indictment should be quashed because it "fails to charge a valid offense."

Otis Rawls, Director of the state's Tax Research Commission, tells us that since the Court ruling, the South Carolina House of Representatives approved an amendment (to a Senate appropriations bill) which would **disallow** cash payoffs. In the same appropriations bill, the House also **repealed** the statute which allows operation of amusement-only video poker games! If the Senate agrees, operators will lose the legal right to run video poker in any form. By the way, $30 million in license fees from video poker games are at stake, said Rawls. We'll print any last-minute developments in our "Hot Off the Press" section.

AMOA CHIEFS PUSH OPERATOR-RUN VIDEO POKER

Video lottery continues to dominate AMOA's national agenda. Exec VP **John Schumacher** and Government Relations Chairman **Wally Bohrer** attended an important one-day seminar on legalized gaming April 11 in Lincoln, Neb. The event was part of the National Conference of State Legislators, and both men came away convinced that (in Schumacher's words): "The likelihood of a lot of states springing for video poker is definitely there. It's going to happen; the question is, will operators be involved?" Schumacher added: "The need to ensure operator involvement is one of the driving forces behind the possible coalition of coin-op video lottery business interests that Wally Bohrer is exploring for AMOA."



By the way, lottery directors and their staffs showed serious interest in AMOA participation in video lottery recently. AMOA had a booth at the New Orleans Lottery Convention on April 8. The exhibit was manned by Bohrer, AMOA prexy **Jim Trucano** and AMOA heavyweight **Bob Nims,** (AMA Distributors, New Orleans).

NEW JERSEY GOVERNOR SMILES ON OPERATOR-RUN VIDPOKER



New Jersey Gov. **Jim Florio** on May 4 made a surprise appearance at the video lottery seminar of the Northeast Regional Convention (Trump Regency Hotel, Atlantic City). The governor did not publicly endorse AMOA-NJ's video lottery bill, but he was "very encouraging"... and association president **Frank Seninsky** was delighted by this amazing coup. (No wonder the three Northeast associations voted Frank "man of the year.") Seen in the photo are, from left: Seninsky; AMOA President **Jim Trucano;** Gov. Florio; and state Senator **Tom Foy,** who is the sponsor of Jersey's video lottery bill.

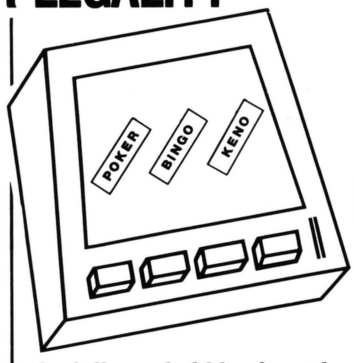
ILLINOIS OPERATORS PREDICT EARLY VIDPOKER VICTORY

A video poker bill sponsored by the Illinois Coin Machine Operators Assn. (ICMOA) was voted favorably out of the House Judiciary Committee in early May. The HB.1976 was on the House floor as of May 17, ready to move to the Senate floor. "We're going to have operator-run video lottery this summer," was the confident prediction of ICMOA's video lottery committee chairman **Ray Shroyer.** Ray also said operators got an "excellent response" to a very professional reception on May 15 for state legislators modeled on AMOA's Washington, D.C. Congressional event (games, music, tournaments, prizes and charity donations). Meantime, ICMOA's public relations firm has Ray doing two or three live radio interviews and call-in shows per day, promoting operator-run video lottery. "We're getting great response from the public," Ray said.

WILLIAMS TO ENTER VIDPOKER MANUFACTURING

RePlay has heard solid rumors that **Williams Electronics** is hot on the trail of designing its own video lottery terminals. Sources say the Chicago pinball kings may have high-quality VLT product ready for test before too long.

SURPRISE! KANSAS OPS ALSO SEEK VIDPOKER LEGALITY



Kansas is one of the "surprise states" we have alluded to in past issues which has a very promising campaign underway to create operator-run payoff video lottery. We've kept mum on this story since July of 1989, but now that another trade publication has broken the news, here are the facts. **Chilton Vending** (Wichita, Kansas) started the ball rolling a year ago and built momentum for a South Dakota-style video lottery bill (SB.449). Unfortunately, the operator initiative ran into heavy competition from a big firm which wanted to be a "sole-source" supplier. In February, the Kansas Automatic Merchandising Assn. (KAMA, which consists of both amusement and vending operators) directed its lobbyist to help work for passage of SB.449. Then the bill was held back until the new State Lottery Director came aboard on March 25. "That didn't leave enough time to firm up legislative support," said **Stan Chilton.** The final outcome for the current legislative session was negative on April 27. However, said Stan: "Despite these immediate results, we've made some progress and we have an excellent bill in place. We're optimistic about our chances for next year."



cartoon courtesy of
NSM
The Performance Machine

DATA EAST PINBALL UNLEASHES *TMN TURTLES*



At presstime, operators were saying Data East's new pinball ***Teenage Mutant Ninja Turtles*** would be a big hit. The game was announced in early May, just as the Turtles movie sequel "Teenage Mutant Ninja Turtles II: The Secret of the Ooze" was released. By late May a few games were in the field and the numbers were looking good. Data East Pinball's general manager **Gary Stern** said: "We expect the technical innovations and outrageous playfield, combined with the Turtles' drawing power, to have pinball fans of all ages lining up around the block." Features include a 16x128 pixel "dot matrix display" with animated Turtle graphics on the backglass; instant multiball turbo booster; a multi-level captive ball; and a 5" "pizza" at playfield center which spins at 320 rpms, sending balls careening at wild angles and incredible speed. Twin skill shots, twin ramps, loop shots and many fun scoring features round out the package. A new multi-position "sliding hinge" casing system makes service and cleaning easier. Spare parts are supplied free by the firm. Yes, Data East Pinball is on a roll and this game should spell their name in lights! Get down to your authorized dealer to see it for yourself.

JUKEBOXES ON TV! AMOA & VH-1 PLAN BIG MUSIC PROMO

Forty million music fans across the country will be able to see jukebox promotional coverage on television this summer. AMOA is teaming up with the popular cable network "VH-1" (Video Hits One, owned and operated by MTV Networks) for a "Jukebox Madness" campaign. The promo features an on-the-air "jukebox trivia contest" run by the network; viewers will call a 900 number to play. VH-1 will award 10 jukeboxes as prizes for consumers/viewers. The event, which will include special jukebox segments as part of VH-1 programming, should run from about July 20 to Aug. 18.

AMOA Jukebox Promotions Committee Chairman **Tami Norberg-Paulsen** termed this "unquestionably AMOA's most exciting jukebox promotion ever!" Upon purchase of four songs by The Eurythmics, the Texas Tornadoes, Rick Astley and Vanessa Williams from participating one-stops, AMOA operators will be offered free tie-in promotional materials for point-of-purchase displays to be used at about 15,000 music locations. Location posters and special title strips will highlight the VH-1 "Jukebox Madness" promotion and the selected songs. Consumers will also be able to enter the contest by filling out entry forms in participating jukebox locations. The total package is being coordinated by Sterling Title Strip, Schwalb Entertainment Consultants and AMOA label liaison **Sam Atchley.**

INDY HEAT™



YOU CAN TELL A LOT ABOUT A GAME BY THE PEOPLE WHO PLAY IT.

THE LELAND CORPORATION, 1841 FRIENDSHIP DRIVE, EL CAJON, CALIFORNIA 92020

NEWS DIGEST

AAMA PREXY COULD MOVE UP VIDPOKER ON AGENDA

What is AAMA's stance on video lottery? The answer may be more clear now that AAMA has elected Dynamo Corp. President **Bill Rickett** to run the manufacturer-distributor association for the next two years . . . and now that Dynamo has purchased **Foxtronix,** the Calif.-based VLT maker. Their games have already passed rigorous testing needed to be licensed for sale in Montana, South Dakota and New Brunswick, Canada. AAMA voted in Rickett to succeed outgoing prexy **Gil Pollock** at a May 8 board meeting; the rest of the officer slate is covered in our story inside.

As for Dynamo's vidpoker move, the Richland Hills, Texas firm announced May 17 that it had acquired all video lottery rights, including software and game design, from Foxtronix. "This acquisition will give Dynamo the software development capability necessary to become a competitive force in this rapidly-emerging market," stated **Mark Struhs,** Dynamo's Sales & Marketing VP. As head of Dynamo's new VLT division, Struhs added that Dynamo plans to produce and ship its VLTs from its Texas plant starting this September, and that games will be marketed through traditional coin-op dealer channels.



"We see an exciting future in the video lottery market for coin-operated amusement operators," **Bill Rickett** said. "We also recognize this as an opportunity for dynamic growth potential for Dynamo. This acquisition will position us for continued expansion in the instant lottery market and put us on the forefront as new jurisdictions become available."

Wearing his new AAMA president's hat, Rickett said: "I want AAMA to build bridges to AMOA and to American operators . . . not erect barriers. My philosophy as president of the association will be to improve relationships among all elements of the industry." Further warming between the industry's two national associations may now be assisted by a growing, shared fondness for video lottery.

AAMA MOUNTS BIG, SUCCESSFUL LOBBYING TRIP IN WASHINGTON



Lobbying for **dollar coins** was the top priority as 45 members of AAMA (plus wives and assorted guests) visited Washington, D.C. from May 5-8. The visit, only AAMA's second without AMOA as a lobbying partner, represented a major success for the manufacturer-distributor group. AAMA staged dozens of lobbying visits to Congressional offices and also pulled off several large-scale social events with real style. The total result registered a very positive impact on key senators, dozens of congressmen and hundreds of congressional aides and families — not only on behalf of dollar coins, but also on behalf of the entire industry. See full coverage of AAMA's event (followed by a report on the status of dollar coins), beginning on **page 27.**

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

Coin-A-Bunga, Dude!

If the Turtles don't get you. . .

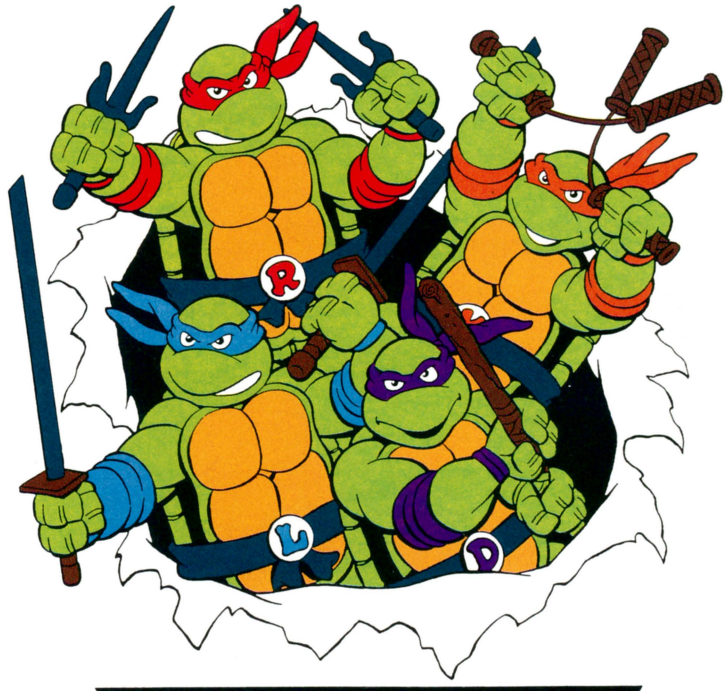
Teenage Mutant Ninja Turtles is the hottest license around—tops at the box office and a merchandising blockbuster. Now you can put the power of Michaelangelo, Donatello, Raphael and Leonardo in all your favorite locations.

. . . 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.



©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.



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



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.

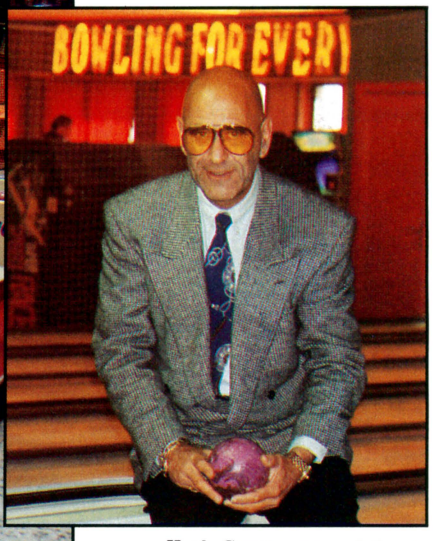
Teenage Mutant Ninja Turtles™ Pinball. New from Data East.

- 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

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.

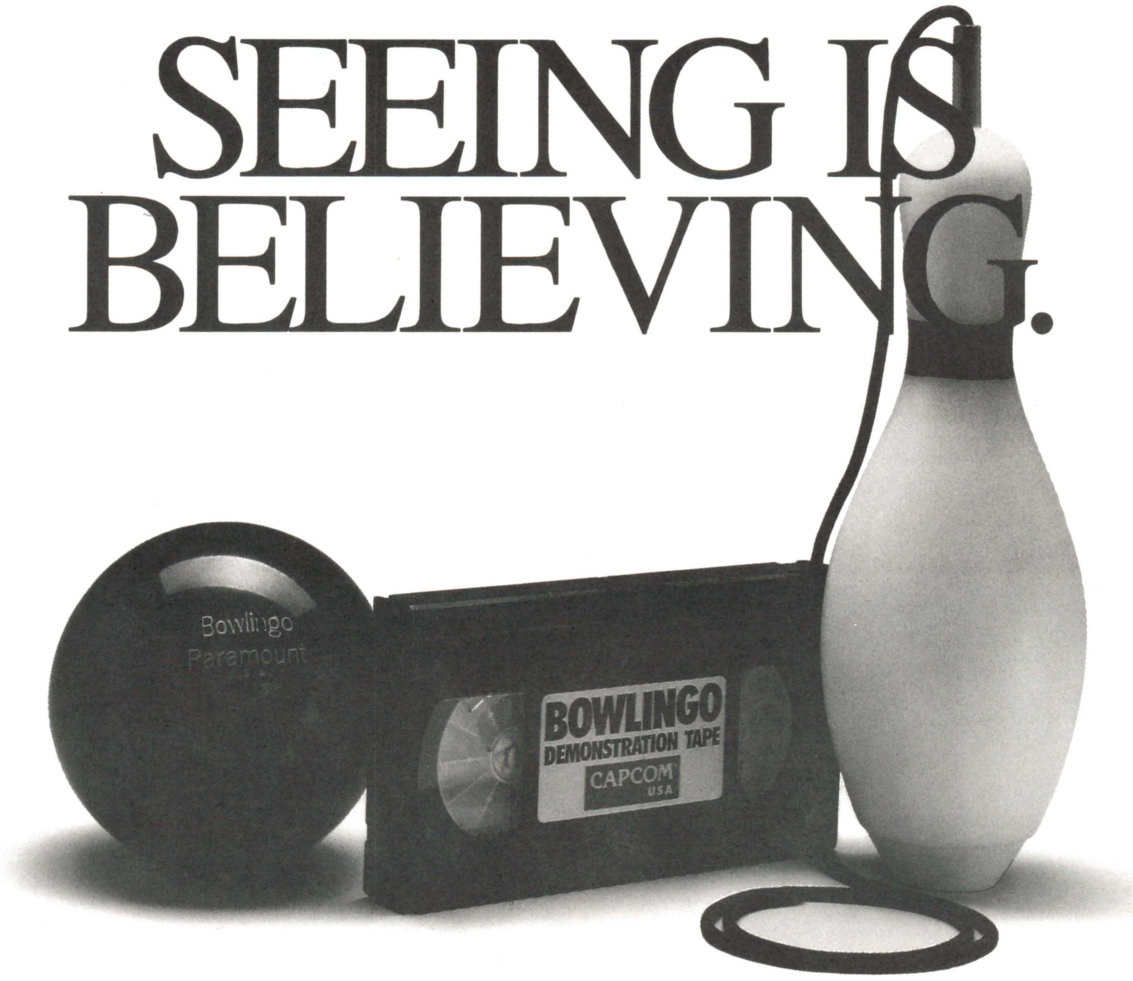
CAPCOM® USA

© 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"

_____

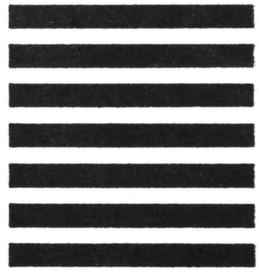
_____

CAPCOM® USA

3303 Scott Boulevard
Santa Clara, CA 95054



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

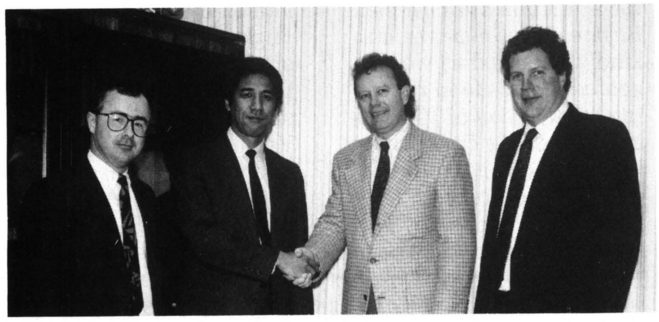
FIRST CLASS MAIL PERMIT NO.1083 SANTA CLARA, CA

POSTAGE WILL BE PAID BY ADDRESSEE

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



DYNAMO BUILDS GAMES FOR NAMCO; GET UL-APPROVED



Namco America is shipping two games these days: *Final Lap 2* and *Steel Gunner*. Both of these dedicated videos are being built by Dynamo Corp. (Richland Hills, Tex.) and shipped directly to U.S. customers from there. Namco's coin-op VP **Kevin Hayes** praised Dynamo's engineering, manufacturing, testing and direct shipping abilities . . . especially the automated production process which allows cleated plywood cabinets, diamond-pattern aluminum floor plate, custom color T-edge, molded plastics and color coordinated manual (a Namco trademark). Pictured from left are Kevin Hayes; Namco America prexy **Masahiro Tachibana;** Dynamo prexy **Bill Rickett;** and Namco's manufacturing director **Michael Cooper-Hart.** The latter, by the way, has announced that *Steel Gunner* is now UL-listed (Underwriters Laboratories, Inc.) as a response to government requirements such as those in L.A. and Chicago. The UL Lab in Santa Clara, Calif. tests Namco products (and a Dallas-based UL field engineer has also completed initial inspection at the Dynamo plant and will do periodic re-checks there). "Operators can use the listing for city inspectors and insurance underwriters investigations," Mike said. "We see UL listing as a 'value-added' feature for our products."

MIDWAY'S NEXT BALLY PIN: *GILLIGAN'S ISLAND*



Seen here is Williams/Bally-Midway's **Roger Sharpe** with actor **Bob Denver.** Bob visited the Chicago pinball plant recently to record voice tracks for a new Bally flipper: yes, it's ***Gilligan's Island!*** More on this forthcoming game next issue. By the way, Williams and Midway have both named **SunBelt Amusement & Vending** an authorized distributor for the state of Kansas and parts of Missouri. WMS Sales VP **Joe Dillon** remarked that SunBelt's **Dave Patterson** and his entire staff have proven "dedicated and extremely supportive."

GRAYHOUND FEELING STRONG WITH NEW NAMES, GAMES

As of Nov. 1990, Grayhound Electronics has reorganized its management team. The new chairman of the board is **Tom Ricci;** president is **Thomas Carey** and national sales manager is **Dan Dinnebeil.** Expectations are high for a good year at Grayhound with the debut of two new games: a sports skill game called *Wrist Shot Hockey* and a random-action game called *El Dorado.* Both titles bowed at ACME '91 to an extremely encouraging response, said the firm. (Canadian operators and distributors especially liked the hockey game.) These new additions to Grayhound's continuing line of cranes, basketball games, videos (dedicated and kit) "makes Grayhound stronger than ever," company spokesmen stated. In addition, the firm has expanded its parts and service department to offer a wider variety of parts and increased servicing of PCBs, bill acceptors and monitors. The R&D team is now working on a new skill game for a planned introduction at the 1991 AMOA show this fall. Summed up Tom Ricci: "Grayhound has always been a leader in its field of amusement games and the present management intends to keep it that way."

SNK CABINET UPDATE KIT

SNK Corp. says they implemented a design change on April 29 in production of one of their Neo•Geo system cabinets. The MVS-2 has a new "logo plex-cardholder assembly changer." If you have a cabinet built prior to April 29, please note that metal Z-brackets have been added to secure the sides of the cardholder unit to prevent tampering by vandals. You can get these parts to retrofit your pre-April 29 cabinet at no charge from your SNK distributor. When anybody asks for the part number for this item, just tell 'em you want the "MVS-2 Update Kit." For more info, contact SNK's customer service department Monday-Friday (7 AM to 5 PM PST) at 408/736-8844.

16 BITS, AND WHADDYA GET?

Plenty, game-wise, and the hot rumor is that **Nintendo** will preview its new heavyweight PlayChoice 16-bit coin-op system at the firm's July 11-14 dealer meeting at the Colorado Springs Broadmore Hotel. Rumor also says the unit won't be on the coin market until fall (our guess is, they'll pop their 16-bit home system in the States around that time as well).

By the way, if pre-game player procedures on your *Baseball Stars* game (ROM card for current PlayChoice) seems too confusing, you can exchange the Eprom at position U-4 for a new one with simpler player procedures. (New version lets player choose one- or two-player game, pick a team, view the team roster, then start playing.) Call your authorized Nintendo dealer for part number 22405 (Eprom, Baseball Stars Program). For more info, call Nintendo Technical Services at 800/628-4126.



UPDATE: *VIRTUALITY* HEADING TO LONDON, SAYS JOURNALIST

Mike Wood, assistant editor at Britain's *Amusement Business* trade magazine, kindly informed us we goofed last issue in reporting the location of *Virtuality*, the world's first coin-op virtual reality game *(RePlay*, p. 23). "The first one, I believe, was installed by Rank Amusements in an amusement center at a holiday site on the South Coast of England," Mike noted. "To our knowledge, the industry here in the United Kingdom is very excited about *Virtuality* in coin-op form, and we have heard the possibility of a major siting soon in central London." Thanks for the update, Mike!

MARY JANE "NICKY" O'DONNELL & BILL "MUSIC MAN" PRUTTING

The industry has lost three of its own. Former Bally Mfg. chief **Bill O'Donnell** suffered a great loss May 12 when his wife **Mary Jane ("Nicky")** died at age 67 after spending a long time in a state of coma. Also, 25-year trade veteran **Bill Prutting** (formerly of the "old" Seeburg Corp.) died May 11 at age 76, from complications following a lung ailment. **Tom Dawson** was still serving as chairman of the board at ACME Premium Supply Corp. when he passed on last month after a year-long battle with cancer.*RePlay* offers deepest sympathies to grieving family members and friends. Remembrance of all three will be found inside this issue.

AAMA BUSY WITH PROMOS, PROMOS, PROMOS

AAMA is working hard to promote coin-op to the general public, to allied industries (locations), and to businessmen in other countries. Joe and Jane Public are the targets of AAMA's 1991 "Spokesperson Program," which kicked off with eight radio, TV and newspaper interviews by AAMA Exec VP **Bob Fay** in Charlotte, N.C. during March. Fay acts as an industry spokesman to let listeners know "what's hot in coin-op" and tells people about the trade's many charitable efforts. Fay hit six major cities across the U.S. last year in this fashion and plans to target at least that many others this year.

This month marks the fifth year of AAMA's and AMOA's location trade show program. Working together, the associations show off the latest in amusement equipment to conventions of pizzeria owners, movie theater managers, restaurateurs, truck stop operators, tavern owners, park and recreation people, and more. The coinmen also run seminars at these meetings, explaining how locations can "work with operators for fun and profit." Any leads are passed on to local operators. "It's one of our most successful programs," Fay declared.

Mexico City will be the site of AAMA's reprise of last year's successful coin-op expo. The "Latin American Amusement, Music & Games Exposition 1991" takes place July 24-25 at the Sheraton Maria Isabel. AAMA members see Mexico as a very hot market already . . . and they anticipate tremendous sales growth there in the future. While in Washington, D.C. for a May 5-8 lobbying trip, 75 AAMA members urged dozens of congressmen and senators to support "fast track" negotiating authority for President Bush, in order to speed up free-market trading with Mexico.

The golden age of Wurlitzer design returns.



Wurlitzer's New York, New York means music to millions.

Introducing the Wurlitzer "New York, New York", a computerized compact disk jukebox that delights both eye and ear.

Here is elegance in sight and sound that draws on the Wurlitzer heritage of classic excellence. Here is state-of-the-art audio technology producing music of crystal clarity.

The "New York, New York" greets the observer with gently rising bubble tubes and the city's familiar skyline on mirrored panels which reflect the unit's elegance, power and heritage.

One hundred CD's offer more than 1,500 selections. Eight album size selection boards reveal themselves at a button-touch. Six speakers. Two hundred watts of music output.

Write or phone for the location of your nearest distributor.

WURLITZER®

Means Music To Millions

Wurlitzer-Nelson International Vending and Music, Inc., 30-55 Vernon Boulevard, Long Island City, NY 11102
Phone: (718) 721-4000; Fax: (718) 626-1163; Mr. Joseph Tedeschi; or phone: (407) 843-4302;
Fax: (407) 849-1315; Mr. Jerry Reeves.

Wurlitzer comes home to America. Distributor inquiries welcome.

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

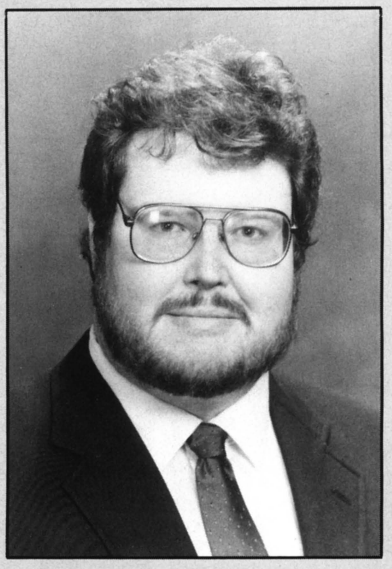
HOFFMAN & HOFFMAN
P.O. Box 896, Carmel, CA 93921

800-227-5813
IN CA 800-227-5814

"Quality is our family tradition"

On Your Mark...

by Marcus Webb



Some tradesters may not realize just how healthy top-of-the-line arcades truly are these days. Mega-arcades, funplexes and "indoor theme parks" are undergoing a world-wide boom. We're talking about 30,000 sq. ft. mall facilities like "Time-Out On the Court" in Cincinnati . . . and up! Yes, there is an "and up" to this trend, and that's where the recession-proof action and the big money is.

Examples include Salt Lake City's $14 million Galleria, a 145,000-sq.-ft. complex, drawing a million people a year with carousels, bumper cars, ride simulators, bowling and games. Then there's the 100,000-sq.-ft. center in River Falls Mall, near Louisville, Ky. featuring a carousel, train ride, mini-golf, food court, all sorts of games and attractions, etc. We could go on and on, listing comparable sites which have sprung up in the last couple of years from Canada to Korea and all over the U.S.

These mega-plexes are exactly what our industry needs to bolster its image. They are bright, clean, professionally run, family-oriented, politically savvy, and community-enhancing. On that basis, traditional operators should welcome them. Factories and dealers certainly appreciate the sales they represent. *Fun World* magazine estimated last year that $1.7 million was the minimum investment needed to open a typical 30,000-sq.-ft. "family amusement center," with most of that money going for equipment. Of course, bigger places have even bigger budgets.

On the other hand, it's obvious that mom & pop operators can't compete directly with multi-million dollar sites. Yet if you are an average operator, the "mega operators" of the world are surely competing with you. Your eroding customer base is not all at home, playing video cartridges. Rather, many "lost" customers are buying their cheap entertainment these days at regional, glorified super-arcades. "The established arcade must take good defensive action to maintain its market share," redemption pro Art Warner said recently about this trend. Right, and that goes for street operators, too.

What's the best defense? Many say video lottery, which plays to the small operator's main strength: relationships with locations (assuming the state doesn't shut you out). I say cultivating the legal gambling market is fine; but it's slow work. Meantime, why surrender the $200 billion that American kids spend yearly on food, clothing — and fun?

Redemption and hi-tech video are also much-touted as "the solution." They're terrific (but remember, mega-arcades will have them too). Another part of the answer is "racheting up" to bigger and better traditional arcades or opening pocket parks — if you can afford them.

Ultimately, a small firm's major advantage over big business is speed and flexibility. "Coin-op commandos" can jump on emerging fads while slower "corporate empires" are still arguing policy. Smaller operators' key survival skills for the 1990s will be: 1. early trend-spotting; 2. super-fast action; and 3. innovative promotion. Let's get with it!



Life, Liberty and the

PURSUIT OF HAPPINESS

AAMA's May 5-8 lobbying trip to Washington, D.C. brought smiles to kids, congressmen & trade members

Michelangelo the turtle, Mario the plumber, and two Washington Redskins joined forces and conquered Washington, D.C. on Tuesday, May 7. These celebrities helped draw about 1,400 public servants and their families to a smash-hit AAMA Congressional Reception on Capitol Hill. Sponsoring the event: AAMA, the manufacturer-distributor association. Four days of successful lobbying and social events clearly signaled that AAMA has come into its own on Capitol Hill.

"This was the best Washington conference AAMA has ever had," smiled Exec VP Bob Fay. "In fact, we feel it was an all-time high point for the entire industry."

The May 5-8 trip marked only the second time AAMA has mounted its own lobbying event in Washington, D.C. apart from its sister association AMOA. The latter followed with its own winning Washington event two weeks later (see separate story elsewhere in this issue). But this trip found AAMA at a new peak of self-confidence and political effectiveness.

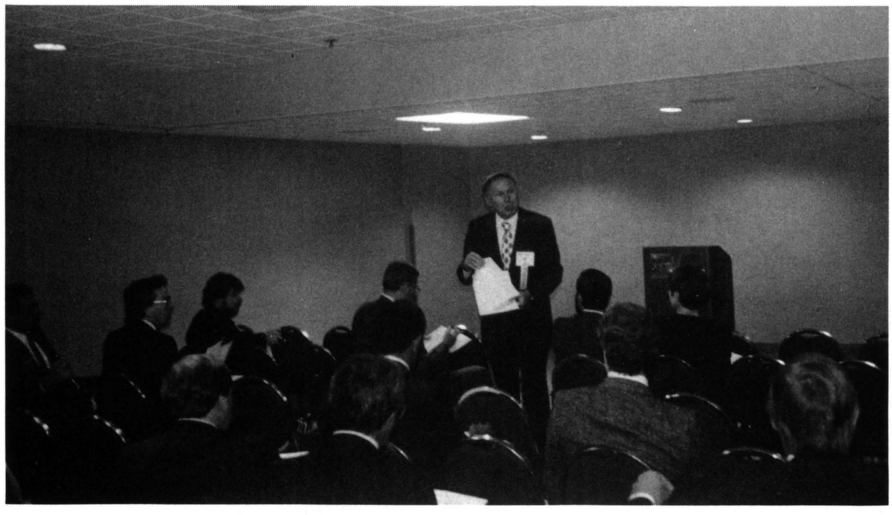
However, AAMA's solo success did **not** signal a spirit of competition or division. Far from it: while in Washington, AAMA also elected a new president (manufacturer Bill Rickett of Texas) who plans to use AAMA's strengths for the good of the full industry. Rickett specifically vowed to "build bridges to AMOA and to American operators."

Evidence of possible cooperation between the two groups wasn't hard to find. AMOA's Washington lobbyist Bob Wilbur attended the AAMA event. At presstime, AAMA Executive VP Bob Fay and AAMA President Bill Rickett planned to attend AMOA's D.C. event. Also at presstime, AAMA was exploring ways to merge its 1992 Washington conference with AMOA's D.C. event next year.

Meantime, AAMA has plenty to smile about. Some 40 congressmen and two senators attended their Congressional Reception. Four con-



At the AAMA's Washington, D.C. lobbying trip Senator Orrin Hatch (R.-Utah) talks with AAMA's Bob Fay and Nintendo's Chuck Arnold. In his speech to AAMA, the Senate Judiciary Committee's top Republican said he was still pushing a gray market regulation bill.



Exec VP Bob Fay fires up the troops before lobbying sessions with members of Congress. Members hit the hill armed with 3x5 "crib sheets" listing points to make during congressional visits.



"AAMA Welcomes You to the Congressional Family Reception" reads the banner. From left: AAMA members Bill Cravens, Mark Struhs, Marty Glazman, Frank Ballouz, Bill Kidwell, outgoing AAMA prexy Gil Pollock, Steve Rogers, Mr. Sasitani, Al Stone and Steve Blattspieler.



Rep. Mike Oxley (R.-Ohio) is a former FBI agent and good friend of AAMA. He told manufacturers that fiberoptic cable would revolutionize the way information and entertainment are supplied to locations.

gressmen and two key aides supped with AAMA at their annual Georgetown Club dinner. One congressman and 21 aides (from 15 different congressional offices) accompanied AAMA on a fun visit to the FBI training base in Quantico, Va. About 75 senators, congressmen and/or aides received AAMA members for official lobbying visits in their Capitol Hill offices.

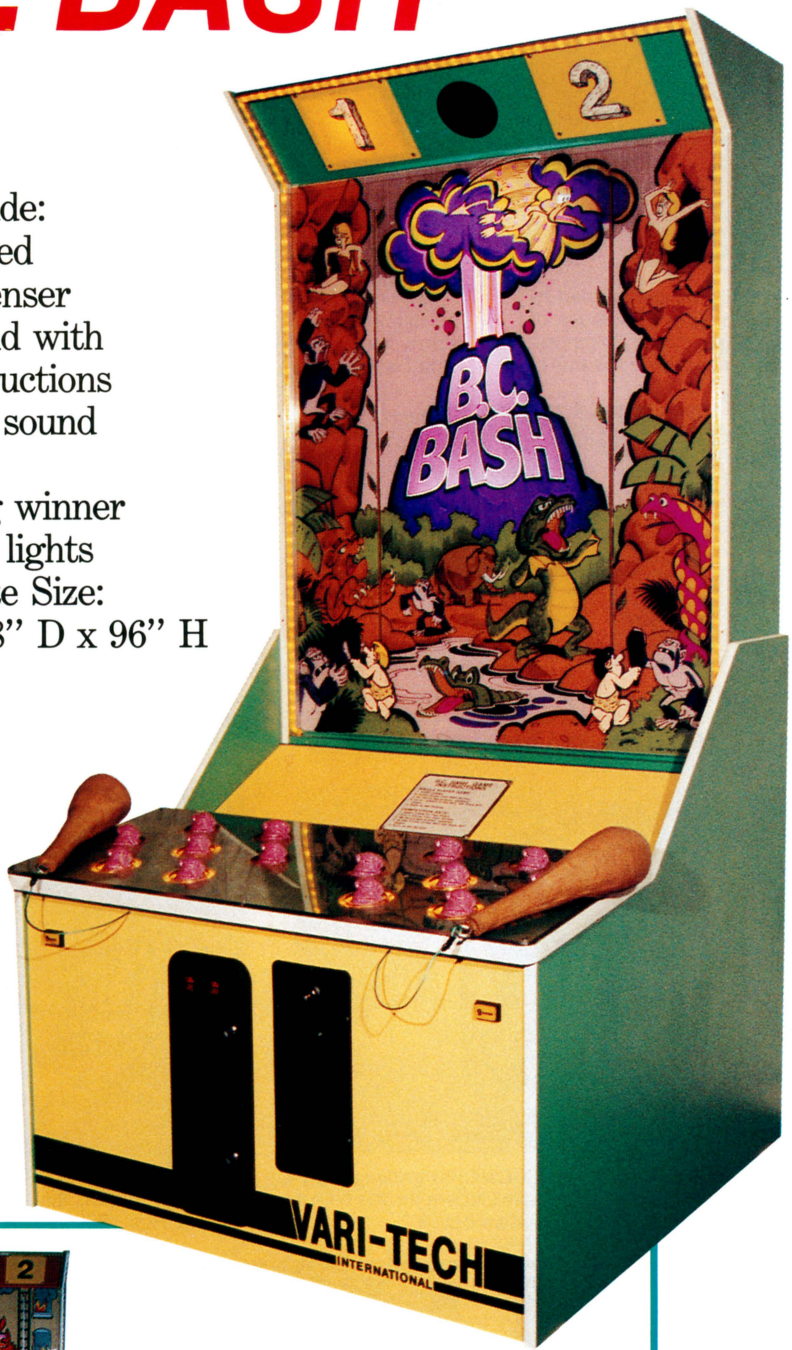
Two senators and two congressmen addressed AAMA during working sessions in their headquarters hotel, the Hyatt on Capitol Hill. Important officials from the Federal Communications Commission, the U.S. Department of Commerce and the U.S. Trade Representatives office also addressed and conferred with the association.

It was a brisk schedule that spelled contacts, contacts, contacts. Short-term, the event paid off with several new supporters for dollar coins (see separate story). Long-term, the affair undoubtedly helped AAMA make many important new friendships, and further cement old ones.

"Your industry has made a very important contribution to American popular culture and to small business," Senator Barbara Milkulski told the group. She pledged: "I will work with you for the success of your business, and for the business of our country. You guys are my kind of people!"

The senator's message was warmly received by an association whose leadership is ready, willing, and eager to make peace — and make friends — inside and outside the industry, at home and abroad.

Introducing
B.C. BASH



B.C. Bash
Features include:

- Coin operated
- Ticket dispenser
- Digital sound with verbal instructions and jungle sound effects
- Illuminating winner verification lights
- Approximate Size: 48" W x 48" D x 96" H



Vari-Tech International engineered and is the contract manufacturer for the Fire Fighter Water Race.

VARI-TECH
INTERNATIONAL

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

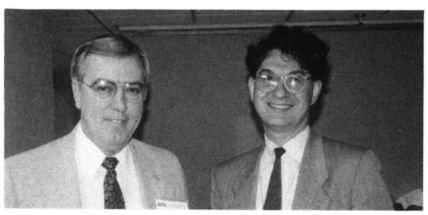
1-800-245-2737



Smash hit Congressional Reception: about 1,400 people jammed into the cafeteria of the Longworth Office Building of the House of Representatives. Distrib Steve Koenigsberg (State Sales, Baltimore) provided machines galore: videos, jukeboxes, pins, darts, you name it.



Official Washington is still thrilled by the success of Operation Desert Storm. Here, some children of congressional staffers are thrilled by Data East's *Desert Assault* while the firm's Gene Lipkin looks on.



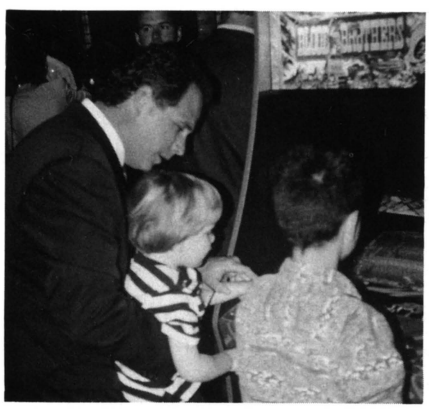
Bill Kidwell with Emery Simon, expert on intellectual property rights from the U.S. Trade Representatives office. "Many countries in Eastern Europe have. . . well, 'stolen' is a strong word. . . have 'appropriated' foreign technology with impunity," said Simon.



AAMA Secretary Rus Strahan, whose NSM-America is located outside Chicago, with Rep. Dennis Hastert (R.-Ill.) at the reception.



Rep. Norman Sisisky (D.-Va.) with past AAMA prexy Gil Pollock and new AAMA prexy Bill Rickett at the Congressional Reception.



Pioneer's Steve Rogers gives one youngster a boost up to the vidgame control panel.



Rep. Tom Lantos (D.-Calif.) is obviously happy to see his friend Steve Lieberman (the powerhouse Midwestern distributor).



Teenage Mutant Ninja Turtle Michelangelo greets Rep. Bill Tauzin (D.-La.) and son.



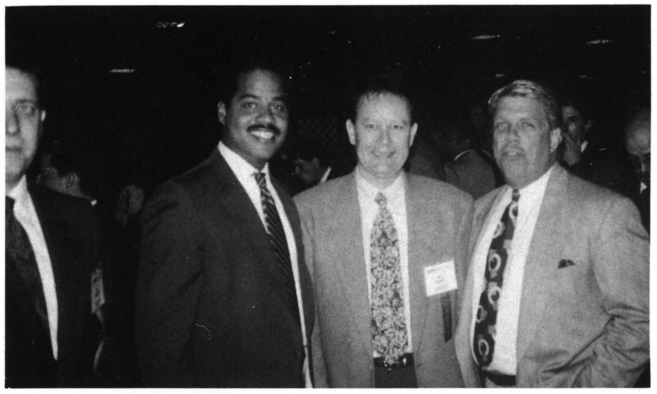
AAMA Secretary Rus Strahan shakes hands with Rep. Dick Stallings (D.-Idaho) at the reception. That's Mars' Steve Kinder in the center (background) and Commerce Dept.'s Chuck Ford at the far right.



Two senators attended the Congressional Reception. From left: Sen. Joe Lieberman (D.-Conn.) holding his little girl; Sen. Al Gore (D.-Tenn.); AAMA's Bob Fay; prexy Bill Rickett and past president Gil Pollock.



Rus Strahan with Rep. Gerald Solomon (R.-N.Y.) and Mars Electronics' Steve Kinder. The young lady is the congressman's daughter.



Rep. Alan Wheat (D.-Mo.) with AAMA President Bill Rickett and Sunbelt Distributing's Dave Patterson at the Congressional Reception.



Leprechaun's Paul Wiederaenders, Kaneko's Marty Glazman, past AAMA president Gil Pollock, Rep. Cardissa Collins (D.-Ill.), and Coin Controls' Rick Currie at the Congressional Reception.



AAMA prexy Bill Rickett shakes hands with Rep. Gus Yatron (D.-Pa.). That's Steve Kinder from Mars (center) studying their handshaking technique while Coin Controls' Rick Currie smiles at right.



From left, Fabtek's Frank Ballouz with Dynamo's Mark Struhs, Rep. "Kika" de la Garza (D.-Texas) and AAMA president Bill Rickett.



From left, Mr. and Mrs. Mark Struhs of Dynamo; Rep. Joe Barton (R.-Tex.); AAMA prexy Bill Rickett; and Sunbelt Dist.'s Dave Patterson.



Still more Texans at the Congressional Reception: from left, AAMA's new president Bill Rickett; two Texas congressmen (Rep. Bill Sarpalius and Rep. Jack Brooks); and Dynamo's Mark Struhs.

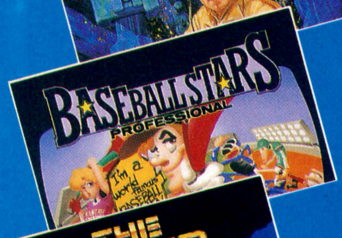


Incoming AAMA president Bill Rickett (at left) and outgoing AAMA topper Gil Pollock (right) look on as Rep. C.W. Young (D.-Fla.) and son (wearing baseball cap) visit the Congressional Reception.

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.

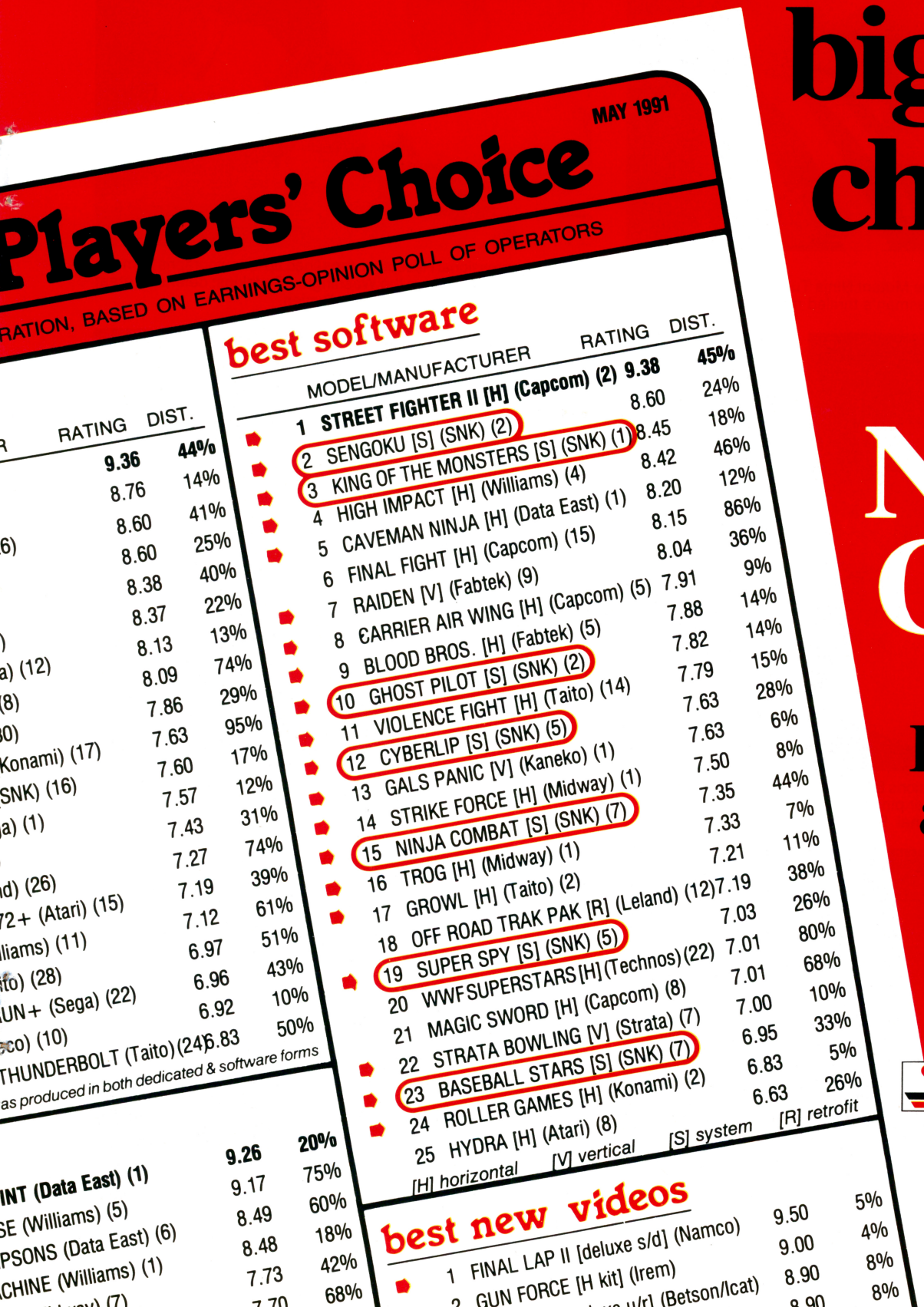
SNK's Great New Lineup:

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%
6)	8.60	25%
	8.38	40%
	8.37	22%
)	8.13	13%
a) (12)	8.09	74%
(8)	7.86	29%
30)	7.63	95%
Konami) (17)	7.60	17%
SNK) (16)	7.57	12%
a) (1)	7.43	31%
	7.27	74%
d) (26)	7.19	39%
72+ (Atari) (15)	7.12	61%
liams) (11)	6.97	51%
to) (28)	6.96	43%
UN+ (Sega) (22)	6.92	10%
co) (10)	6.83	50%
THUNDERBOLT (Taito) (24)		

as produced in both dedicated & software forms

INT (Data East) (1)	**9.26**	**20%**
SE (Williams) (5)	9.17	75%
PSONS (Data East) (6)	8.49	60%
CHINE (Williams) (1)	8.48	18%
	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%
	[illegible] (Betson/Icat)	8.90	8%
		8.90	8%

NEO·GEO®

Finally, a system that delivers.

SNK

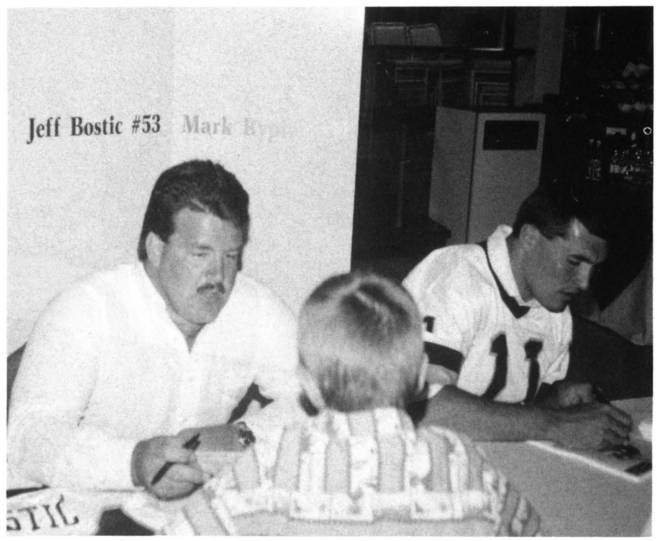
SNK Corp. of America
246 Sobrante Way
Sunnyvale, CA 94086
(408) 736-8844

© 1991 SNK CORP. OF AMERICA

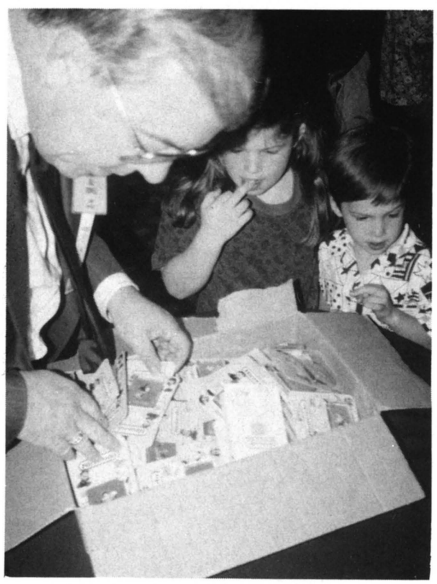
AAMA IN D.C.



Michelangelo of the Teenage Mutant Ninja Turtles poses with Rep. Jim Bleech and the congressman's thrilled mop-topped daughter.



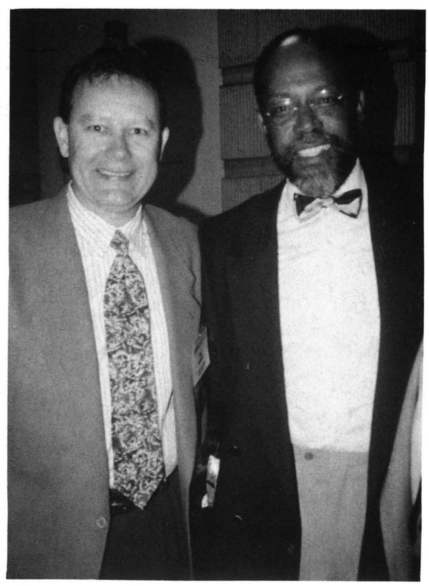
At the Congressional Reception, fans lined up for autographs from two great sports heroes from the Washington Redskins: defensive great Jeff Bostic and quarterback Mark Rypien.



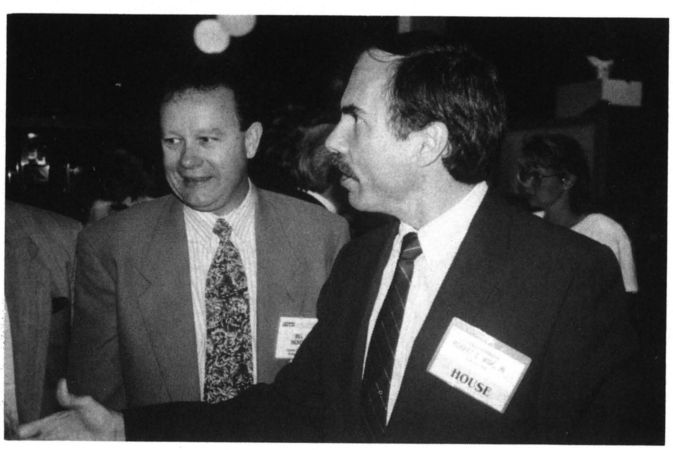
AAMA's Director of Investigations Bill Kidwell hands out Nintendo character pins to eager children at the Congressional Reception.



Rep. Howard Coble (R.-N.C.) with Exec VP Bob Fay during the Congressional Reception.



Dynamo (and AAMA) president Bill Rickett (from Richland Hills, Texas) with Rep. Craig Washington, who hails from Houston.



Rep. Robert Wise (D.-W.Va.) extends the hand of friendship to unseen tradester as AAMA prexy Bill Rickett looks on.



Latest and former AAMA chiefs Bill Rickett and Gil Pollock with Rep. Scott Klug (R.-Wis.) and Leprechaun, Inc. prexy Bill Cravens.

ROWE International and
ROWE's Participating Distributors
Proudly Announce

FREE CD'S

• The "Billboard Top Hits" Series •

• Rhino Record Selections •

24 FREE CD'S

with purchase of one

CD-100A

Offer Valid June, 1991

Not valid in conjunction with any other factory promotion offered during the same period.

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

ROWE

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

HOME ON THE (FBI FIRING) RANGE

When coin-op people take time away from their busy schedules to fly all the way to D.C., AAMA believes they should get a full agenda which includes some playtime along with the hard work. That's why AAMA's Executive VP Bob Fay (a former FBI agent) hosted members to a little target practice and cook-out at the FBI National Academy in Quantico, Va.

After some basic safety instruction, visitors fired 1930s Thompson submachine guns, 1990s Heckler & Koch 9mm submachine guns, and official FBI 9mm pistols. Targets included large photo portraits of many top AAMA members! Visitors also received a briefing from Special Agent John Douglas, who heads the Bureau's violent crime analysis unit (he was portrayed by actor Scott Glenn in the recent movie Silence of the Lambs).

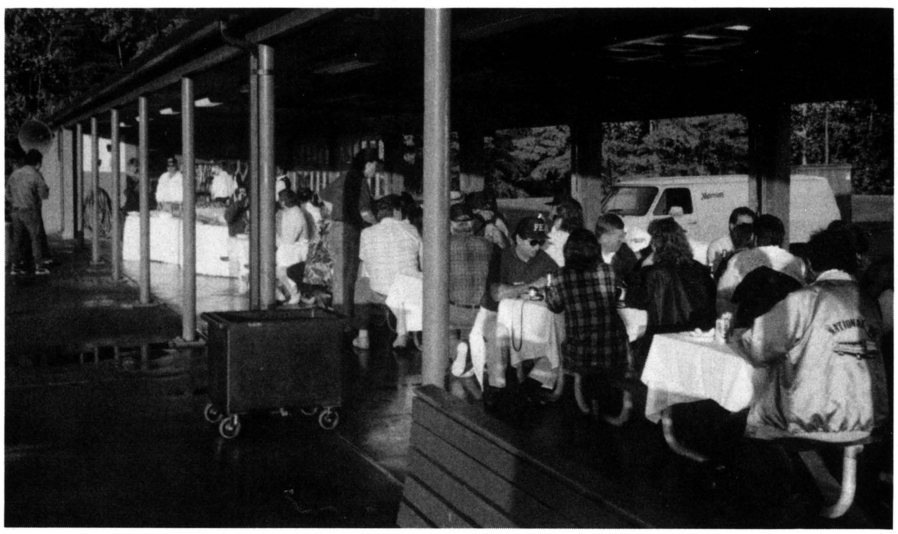
"Obviously our visit to Quantico is a social occasion but we also use this as a lobbying event," said Bob Fay. Guests of AAMA on the range included one member of Congress, and 21 congressional staffers.



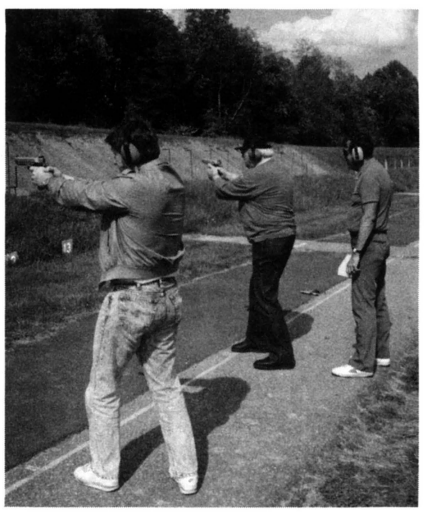
Former G-man Bob Fay (now AAMA's exec VP) and new AAMA president Bill Rickett brandish weapons on the FBI firing range.



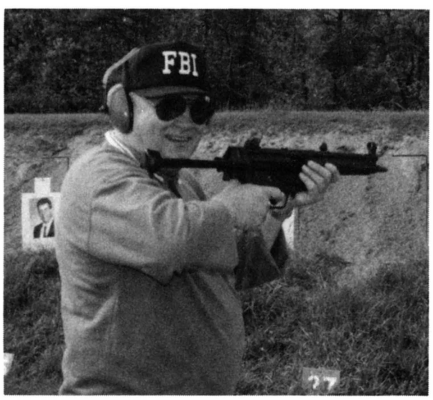
Rep. Bill Brewster (second from left) with FBI officials and AAMA Executive VP Bob Fay (at right) on the firing range. This was a field trip that was quite a lot of fun.



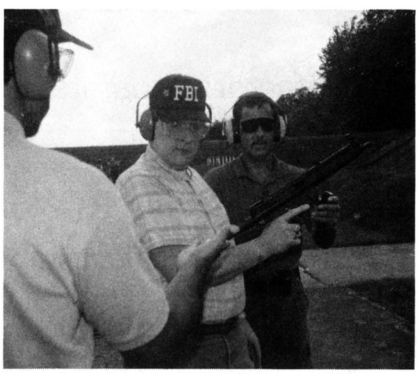
Dinner on the FBI shooting range: AAMA hosts a delicious outdoor barbecue for association members, congressional staffers and FBI officials during the event.



Congressional staffer Rowdy Yates (from Jim Kolbe's office) and Nintendo's Chuck Arnold fire 9mm pistols as an FBI instructor looks on.



Nintendo's Chuck Arnold said his fave photo target was his boss, Al Stone. Fortunately for Chuck, Al has an excellent sense of humor!



AAMA's Rus Strahan (center) gets shooting advice from Fabtek prexy Frank Ballouz (left) while an FBI instructor loads Rus's Heckler & Koch submachine gun for him.



AAMA's Joyce Weller with congressional aide Rowdy Yates at the FBI barbecue.

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!









EXCLUSIVELY *Distributed For NORTH AMERICA By*

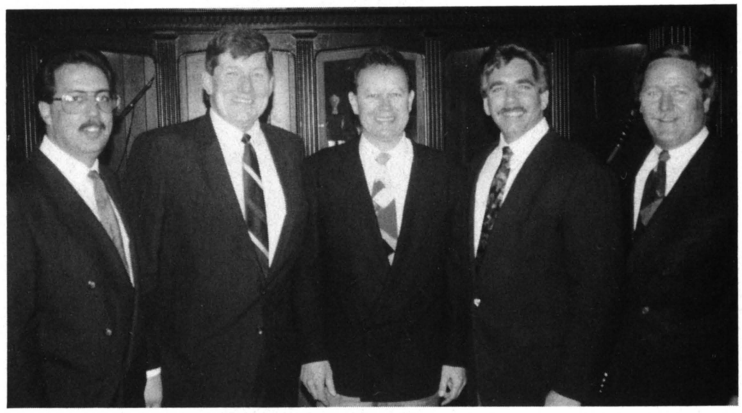
SPACE AGE ELECTRONICS CO., INC.

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

DINNER AT THE GEORGETOWN CLUB

AAMA wrapped up its Washington, D.C. event with an annual dinner at the Georgetown Club. In this classy establishment, association members hosted Arizona congressman Jim Koble (chief sponsor of dollar coin legislation); Koble's top staffer Rowdy Yates (the "unofficial mascot" of AAMA); Illinois congressman Dennis Hastert and his top aide Scott Palmer; and Rep. Dick Armey from Dallas (new AAMA president Bill Rickett locates his Dynamo Corp. plant in a Dallas suburb).

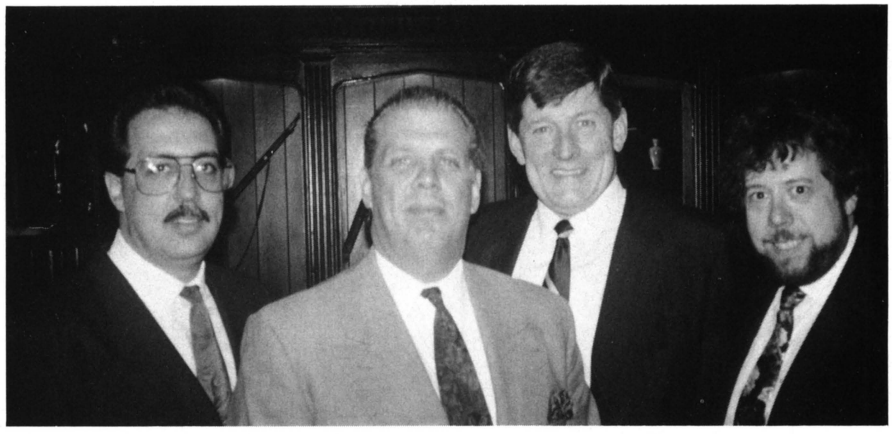
In addition to the other awards (see photos), AAMA presented an appreciation plaque to outgoing president Gil Pollock (president of Premier Technologies). "We're solid in membership and financially," said Bob Fay in presenting the honor. "Gil gave us leadership for two years and we appreciate it." AAMA's staff also presented Gil with the gift of a portfolio-type briefcase. Also, Bill Cravens offered a toast to absent AAMA veteran Joe Robbins and credited Joe with the association's progress in charitable events.



The newly elected leadership of AAMA. From left, assistant treasurer Frank Gumma Jr. (American Vending Sales); secretary Rus Strahan (NSM-America); president Bill Rickett (Dynamo Corp.); vice president Tony Yula Jr. (Mondial Distributing); and treasurer Al Stone (Nintendo).



Outgoing AAMA prexy Gil Pollock presents distributor Steve Lieberman (Lieberman Music, Minnesota) with the Joe Robbins Award for outstanding service to the industry. "Steve took a personal risk and a business risk in his bold approach to coin-op issues," said Gil.



New or returning to AAMA's board of directors are, from left: American Vending Sales's Frank Gumma Jr.; Sunbelt Distributing's Dave Patterson; NSM-America's Rus Strahan; and the Colorado Game & Vending Exchange's Rich Babich.



AAMA's permanent staff: from left, government liaison Laura Olson; programs coordinator Liz Powell; investigations director Bill Kidwell; administrative director Joyce Weller; exec VP Bob Fay; exec assistant Mary Beth Fay; and attorney Don Barnes (law firm of Arent, Fox, et al).



Outgoing AAMA president Gil Pollock congratulates Coin Controls topper Rick Currie, winner of the AAMA President's Award "based on effort to cooperate with the staff above and beyond the call of duty."

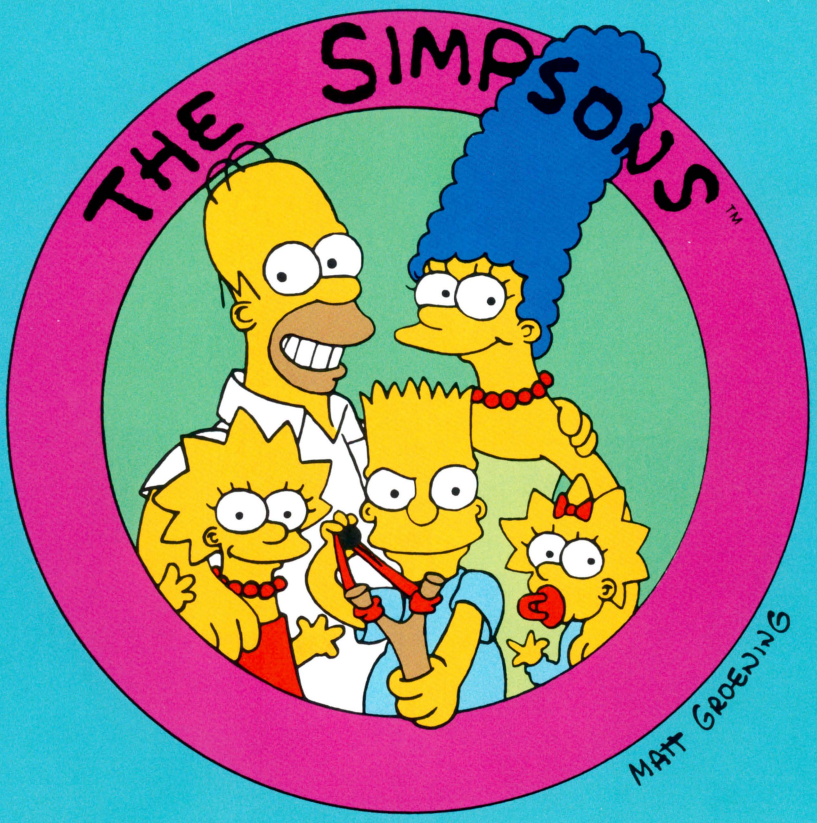
THE SIMPSONS™



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.

TOP PRIORITY: DOLLAR COINS

congressmen love possible savings, but Bush Administration's backing is still needed to outweigh public's love of $1 bill

"The most important thing we do to promote dollar coins are these meetings in congressional offices. You can write letters till you're blue in the face, but it won't have the same impact as talking to a senator or congressman one-on-one."
— Coin Coalition Exec. Director Jim Benfield

AAMA registered plenty of political impact on Tuesday, May 7. That's the day 45 association members and staffers met with 75 senators, representatives and/or their aides on Capitol Hill in Washington, D.C. During those meetings, AAMA members lobbied hard for HR.1245 and S.844, which call for Uncle Sam to stop printing one-dollar bills and start minting one-dollar coins.

What was the result of all these meetings? At presstime, AAMA said they had recruited five congressmen (Traxler, Moorhead, Lantos, Clay and Schroeder) and four new senators (Gorton, Durenburger, Burdick and Simon) as sponsors to the industry's favorite legislation. More names were expected to join that list later in May as AAMA leaders held follow-up meetings on the Hill, and as AMOA held its own annual legislative affair.



The dry wit of Rep. Jim Hayes (D.-La.) informed and entertained AAMA at their D.C. conference. Hayes is a strong supporter of dollar coins, but said selling any legislation "on the merits" is the absolute worst way to get a bill through Congress!

A POLITICAL DILEMMA

AAMA staged an impressive political performance this time out, but they also got blunt reminders about the difficulty of translating that performance into legislative victory. Speaking to an AAMA audience, Congressman Jim Hayes (D.-La.) pinpointed the trade's dilemma. Congress may be willing to support dollar coins, he said. But Congress and the U.S. Treasury Dept. seem unwilling to risk public anger by taking away George Washington dollar bills.

"I don't think you can get 218 votes in the House and 51 votes in the Senate, if you say you plan to discontinue the dollar bill," Hayes warned. He recommended dropping the provision that $1 bills be eliminated. . . at least for now. "That's how things get done around here," Rep. Hayes drawled. "Back in my district I've got a road built that goes halfway to Shrevesport; I'll get the other half built in a future session of Congress."

Coin Coalition members and AAMA leaders truly appreciated Hayes' advice, but finally decided not to take it. "Our best selling point for dollar coins is multi-million dollar savings that comes from ending the dollar bill," explained one AAMA leader. Accordingly, AAMA decided to stick with its provision to phase out $1 bills, but they did not discuss this idea in meetings with congressmen unless asked.

Instead of surrendering (even temporarily) on the dollar bill issue, AAMA and the Coin Coalition prefer two alternative strategies for overcoming the public's love of the



AAMA's exec VP Bob Fay, seated at right, hands a Canadian "loon" dollar coin to Sen. Barbara Milkulski (D.-Md.) after her speech to AAMA. The feisty senator liked the idea, but said coin supporters must overcome bureaucratic inertia.



Next door to the White House stands this imposing building, the U.S. Treasury Department H.Q. Its leaders could ultimately play an important role in passing — or blocking — dollar coins.

George Washington note: 1. stress savings. 2. get the Bush Administration to ramrod the (admittedly unpopular) parts of the legislation through Congress.

STRESS SAVINGS

Taxpayer savings from killing dollar bills are impressive. The Government Accounting Office believes the move could save $318 million per year. Coin Coalition topper Jim Benfield likes having that figure confirmed by a credible government body, but he also thinks GAO statistics are "very, very conservative. The actual savings," Benfield told AAMA, "is probably closer to $1 billion a year."

Rep. Hayes advised AAMA that such savings could be very attractive to Congress. "You can project the savings already enjoyed by groups like the Baltimore Transit Authority (which uses Susan B. Anthony coins) onto a nationwide scale," Hayes explained. "Counting that way, the savings on Day One of the dollar coin would run to hundreds of millions of dollars at the local level, too. By the time Congress gets to the end of this year," he predicted, "they'll be scrambling for any way to show hundreds of millions of dollars in savings immediately, other than cutting a popular program."



A PUSH FROM BUSH?

Getting support from the Executive Branch remains the real challenge. The good news is that Mint Director Donna Pope, who strongly opposes dollar coins, is leaving that post this August. Nobody knows who will replace her. Meantime, AAMA Executive VP Bob Fay and others have concentrated on lobbying Transportation Secretary Sam Skinner and officials in the Veterans Administration. Fay reports getting positive signals, but to date no major figure in the Bush Administration has agreed to play "champion" of the cause. Still, Fay and AAMA (along with NAMA, AMOA and other Coin Coalition members) intend to keep chipping away.

As AAMA departed from the Nation's Capital, the feeling was that this fight remains very much a winnable one. The association was looking forward to AMOA's follow-up D.C. lobbying event, believing operators would also do much to help promote dollar coins.

What's needed is continued pressure on Congress, a touch of political inspiration, and perhaps a stroke of luck. When the cause is right, as this one is, happy endings have been known to happen in Washington.

CONSULTING SERVICES

DEVELOPMENT-MANUFACTURING
SALES-MARKETING

OVER 40 YEARS EXPERIENCE
COIN-OP & CONSUMER

JOE ROBBINS
THE ROBBINS MANAGEMENT CO.

PHONE:
708-831-0701

991 COVENTRY LANE
HIGHLAND PARK, IL 60035
U.S.A.

FAX:
708-831-0755

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.

Order your copy of the new catalog now! It's going to print now and we'll send you a copy as fast as it comes off the presses. 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

AT# 1010

INSURANCE CRISIS

small business is screaming as health insurance costs skyrockets; many firms drop benefits; Mack & Parker works with AMOA members

What, me worry? If you're a small business owner whose employees need health care insurance, the answer is: yes, start worrying immediately (that is, if you haven't already gone gray over your medical insurance problems). America is suffering a full-scale health care crisis . . . and coin machine operators are caught squarely in the middle of it.

Can your company afford premiums of $275 per employee, per month? Can your employees afford deductibles of $250 per individual, or $750 per family, before their coverage begins picking up additional costs?

That's what some carriers are charging some small businesses . . . if they offer insurance to small firms at all. Availability of health care benefits, and their rising costs, were rated as the *number one problem* of small firms, according to a recent survey of 594 small business owners (the study was commissioned in connection with a U.S. Chamber of Commerce project).

As one observer put it: "For a service that's supposed to provide peace of mind, insurance certainly is causing a lot of anxiety these days."

COSTS ARE SPIRALING

First, the big picture: 32 million Americans — more than one out of ten — don't have any health care coverage at all. Health care costs have skyrocketed at an annual rate of 10 to 20% for the past five years. The nation's total health bill now approaches $600 billion dollars annually.

We're not getting much bang for our bucks, either. The average amount of money spent on health care by each American citizen, each year, is $2,051. That's nearly double that of citizens in Canada, Sweden, and Germany, and it's more than double the amount spent by the average Japanese or British citizen. You might think spending all that money would make Americans the healthiest people on earth, right? Wrong. We have the lowest life expectancy of these six industrial nations.

The U.S. Congress is looking at ways to extend the health care "safety net" to more Americans (46% of small businesses like the idea of nationalized health insurance, says Dun & Bradstreet). But it's an incredibly complex problem, so answers from Washington will not arrive soon. Meantime, some states (such as California) are thinking about requiring employers to provide a certain minimum level of health care coverage to employees. Other states (such as Connecticut) are forming special groups of small companies and requiring insurance firms to help cover them, regardless of employee health histories.


Labor
HEALTH BENEFITS

'NOW, WE HAVE NO INSURANCE'

As health costs spiral, small businesses stop covering workers

Insurance Industry Shows Signs of Crisis, Experts Say

■ **Economy:** Policyholders are concerned over risky investments. First Executive lost $1.1 billion in two years.

By KATHY M. KRISTOF

THE DISAPPEARING DOCTOR

As Medicine Becomes as Concerned With Saving a Buck as Saving a Life, One Doctor Struggles to Preserve His Old-Fashioned Practice

BY BARRY SIEGEL

U.S. dollars don't go far in health care

By Mike Snider
USA TODAY

SMALL BUSINESS REACTS

Small businesses are coping with rising health insurance costs in a variety of ways. Many have passed costs on to their employees, while others are going to less coverage. Some firms are changing their hiring practices, to avoid taking on high-risk employees who could result the company paying higher insurance costs downstream. And a few brave souls are trying self-insurance. (Operator Frank Seninsky, for example, is trying a combination of medical self-insurance for smaller claims, with insurance carrier coverage for catastrophic illnesses, etc.)

CAPCOM LETS YOU UPGRADE TO FIRST CLASS.

Capcom introduces B-Kits. The B-Kit allows you to perform a simple modification to CPS System games like Forgotten Worlds, Ghouls N Ghosts, Strider, Willow, Dynasty Wars, UN Squadron and Mercs. The new B-Kit modification can turn one of these into a new profit making game like Carrier Air Wing, Magic Sword, even Final Fight!

Now for the best part. This program will continue for years to come. Imagine knowing that your locations can be upgraded forever.

Just call your Capcom distributor for details and mention Capcom B-Kits, the best way to upgrade your profits.

CAPCOM® USA

TOKENS



Call or write for complete information

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

A growing number of small American businesses are simply cutting out this benefit entirely. "The latest Census Bureau figures show that the proportion of uninsured workers at companies with fewer than 25 employees climbed . . . to 24.4% in 1988," *Business Week* recently reported. The smaller the firm, the less likely it is to offer health insurance. The number of small companies with medical plans fell to 63% as of last year, according to the National Federation of Independent Business.

AMOA INSURANCE

Fortunately for coin machine operators, AMOA members have the option of obtaining life, medical and dental insurance through Mack & Parker. An AMOA insurance program has been offered for some time and was under revision this spring, according to M&P's Kathy August. Details of the revised program were not available for publication at presstime, but some AMOA past presidents have, at earlier times, explained the rationale for the policy as follows.

AMOA's basic desire is to create an accurate data base which reflects the true experience of amusement operators — not vending operators or amusement park operators. This way, insurance premiums will more accurately reflect the real risk level of our industry. Creation of such an accurate data base and the resulting "fair" quotes for policy prices, in themselves, are a useful service to AMOA members, and there have been some definite indications that the program is benefiting operators inside and outside the policy-holding group. As our columnist Frank Seninsky wrote some time ago: "Operators have long known that many insurers don't have any data base whatsoever upon which to base their costs," and the result is that sky-high price quotes for operators are "pulled out of the air." Thanks to AMOA, operators have a chance to change all that!

If you'd like to talk about AMOA insurance, call Kathy August at Mack & Parker (in Chicago). The toll-free number is 800/621-6661.

HOT NEW **SUMMER FUN KITS** *NOW SHIPPING:*

BONITA MARIE INT'L & THEIR ARMS DIVISION

IS YOUR FULL-LINE SUPPLIER FOR ALL OF YOUR

REDEMPTION AND MERCHANDISE 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

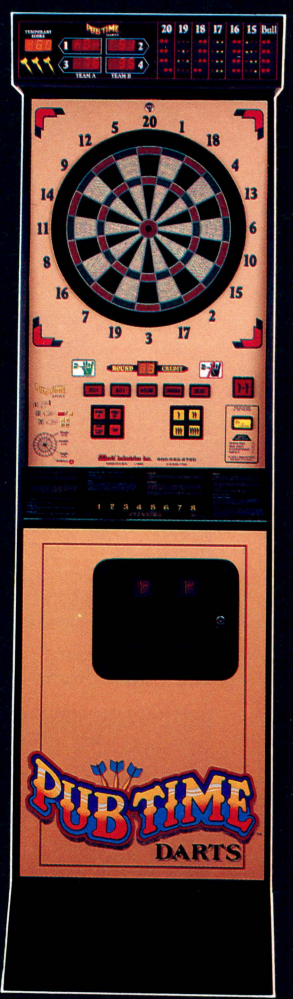
LOCAL: (908) 349-1994 FAX: 908-341-4056

THE NEW Scorpion™ TARGET

GET IT ALL TOGETHER

THE FEATURES THAT PRODUCE THE EARNINGS

- FLUSH SEGMENTS & VIRTUALLY SHADOWLESS, NON-PROTRUDING SPIDER RIBS.
- SOFT-CUSHION SOUND—ACCOMMODATES UP TO 32 GRAM DARTS.
- REINFORCED RIBS & CLOSE TOLERANCE MOLDING—NO GAPS, NO JAMMED TIPS— **ELIMINATES SERVICE CALLS!**
- PIE SEGMENTS HAVE 15% MORE HOLES.
- EXCITING COLOR CHOICES, INCLUDING NEW 4-COLOR INTERNATIONAL STANDARD RECOGNIZED BY DART PLAYERS THE WORLD OVER.
- RETROFITTABLE TO ALL MERIT DART GAMES.
- **ONE-YEAR FACTORY WARRANTY**



Solo Challenger™

Exclusive!
Single Player vs. the Machine
Any Game—Choice of Skill Levels

Includes FREE Location Promo Kits with each machine!

DART LEAGUE MANAGER

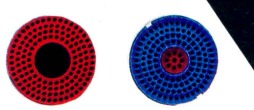
The most complete league software available — versatile, easy-to-use, with every option.

MERIT'S OPERATOR SUPPORT PROGRAMS

Tournaments
"Beat the Champ" promotions
League Start-ups



COMPARE– NEW LARGER **"BIG BULL"™** CENTER BULLSEYE



CALL YOUR DISTRIBUTOR TODAY!

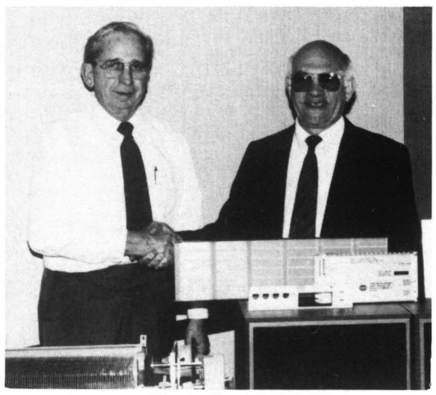
Play ONE game on a SCORPION —you'll know the way darts was meant to be played!

FROM PUB TIME DARTS BY

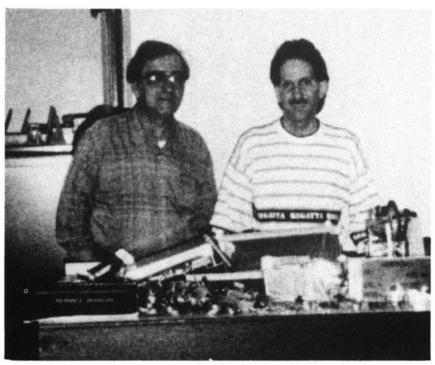
MERIT INDUSTRIES, INC.
2525 STATE ROAD
BENSALEM, PA 19020
TOLL FREE: 800-523-2760 • FAX: 215-639-5346
215-639-4700

Copyright 1990

LONG-TIME NSM OPS GET SURPRISE PACKAGE



Phil Oldham (l) of SunBelt Oklahoma congratulates Tom Harris (Southern Vending).



Richie Anderson (l) of Mickey Anderson, Inc. with Frank Romeo, Erie, Penn. operator.



Sammons-Pennington's Charlie Fite (l) presents parts to Randy Young (Clarksville, TN).



Marty Rickman (Prescott, AZ op) with Mountain Coin's Don Waters (r) handle parts.

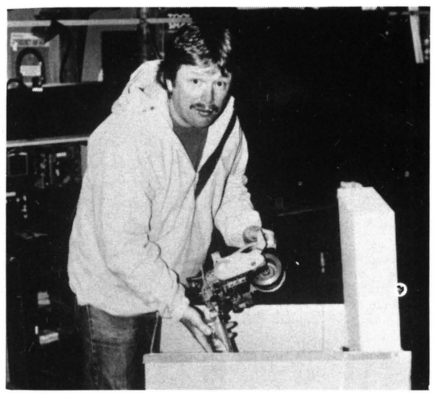
NSM America recently sent 100 lb. boxes of 45rpm jukebox parts (enough to fill a complete machine) to a select group of their best U.S. operators. It was a gift and came with a "card" saying: "Thank you for believing in us and our product. We recognize that your 45rpm machines can continue to play an important part in your business and want you to know that we're standing behind you with parts and service. This is a complete set of NSM 45rpm system parts. Please accept them with our gratitude for placing your trust in us. Signed, Rus Strahan."

NSM worked with its distributors in selecting long-time NSM operators around the nation to receive these "surprise packages." The whole point was to pay them back for standing behind the line over the years, "and at the same time, to let them and all operators know that 45rpm parts from our company will be there. So, in making long-term parts plans with my parent company in Germany, it was agreed that we'd favor our long-time operators with a complete set of 45rpm parts at no charge. It was an expensive gesture," Strahan declared, "but, I believe, worthwhile."

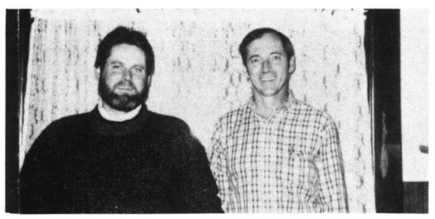
What was the firm expecting to gain? "There are no direct paybacks to NSM with this," Strahan explained. "We're simply trying to protect what we have. This company is built on loyalties from management to distributors to operators. This is one way of expressing our own loyalty back to our operators." Maybe no "direct payback," but word travels, Rus!

What's impressive here is the obvious: a jukebox maker actually encouraging its customers to prolong the use of old equipment! "In the case of the jukebox, it makes sense," said Strahan. "There are locations that simply can't afford a compact disc machine. And even if every location could, we haven't run into too many operators who can afford to convert all their 45 machines to CD overnight. If I was still an operator," said the man who's been backordered on new CD boxes, "I'd sure make those 45 machines work for me as long as the numbers made sense. I hope the word gets out now that 45rpm parts availability is not a problem with NSM," he added.

Here's a happy group of operator-campers (left to right), sometimes with their NSM dealer reps, who lucked onto the A list for the free box of parts.



Dave Dugas (Dugas Music, Mass.) investigates contents of his NSM parts container.



Tony Paszkiewicz of Columbia Vending (l) with operator Bob Lauver (Hagerstown, MD).



Jim Francis (left) of S.O.S. Distributing with Bob Waters (Western Vending, Liberal, KS).



Ken Mathews (Mathews Music, Jamestown, NC) spreads the goodies for all to see.

THE JIM & FRANK SHOW

Governor Jim Florio smiles on vidpoker at the N.E. Regional Convention; group honors industry leader Frank Seninsky as "Man of the Year"

How sweet it is! The delicious scent of "vidpoker victory" was strongly in the air. The agreeable taste of "just deserts" came to operator Frank Seninsky, who was honored as "Man of the Year." Both sweet sensations were enjoyed by tradesters from New York (state and city) and New Jersey, as they gathered for their 1991 Northeast Regional Convention and Trade Show.

Hosted by AMOA-NJ, AMOA-NY and NYSMCA, this year's event pulled in hundreds of operators, distributors, family members and guests to the Trump Regency hotel in Atlantic City. Congratulations are in order for the show organizers (including Curtiss and Sue Matterson, who serve as directors for all three associations). If positive spirit, political clout and healthy economic prospects count for anything, then the May 3-5 affair was an outstanding success!



A surprise speaker — New Jersey Governor James Florio — takes the speaker's podium at the video lottery seminar. Panelists were (from left) Kerry Rappert from International Gaming Technology; SMS Mfg. president Sal Mirando; Gaming Labs International prexy Jim Maida; Betson Enterprises' Bill Treger; AMOA-NJ prexy Frank Seninsky (standing); and state senator Tom Foy. About 200 tradesters attended this incredible session.

VIDEO POKER

Video poker is the hottest topic in the Northeast these days, and tradesters seem on the verge of a smashing victory. New Jersey Governor Jim Florio signalled his support for AMOA-NJ's video poker legalization bill by making a personal appearance at the seminar which highlighted this year's convention. Florio stopped short of endorsing video poker outright, but he did say pointedly that gambling is a very important part of the state's tourism and entertainment business.

Gov. Florio also said that since New Jersey is suffering from a large fiscal deficit, it needs new revenue and more jobs. For those reasons, said Florio, his administration is carefully looking at "innovative bills like the one you're working on."

The effect on tradesters of Florio's surprise visit was positively electrifying. Jaws dropped. Eyes popped. And the elation among operators, distributors and manufac-



Two presidents, a governor and a senator! From left at the Northeast Regional Assn.'s video lottery seminar: AMOA-NJ prexy Frank Seninsky; AMOA president Jim Trucano; Governor of New Jersey Jim Florio; and senator Tom Foy (sponsor of Jersey's video lottery bill).



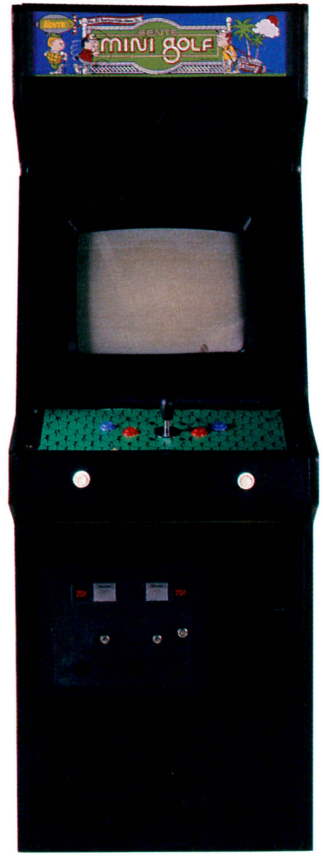
AMOA-NJ prexy Frank Seninsky with his "first lady" Karen Nagle and manufacturer Bill Cravens (who emceed) at the banquet honoring Frank as "Man of the Year" for the Northeast Regional Associations.

From Rags To Riches.











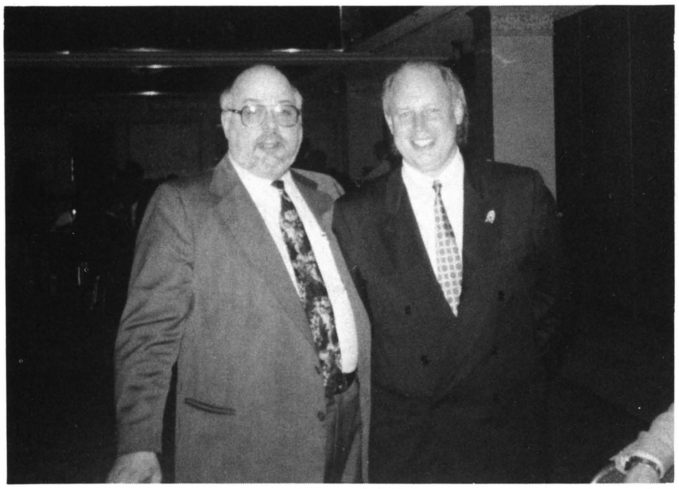
Romstar's NEO·GEO One-Slot Kits.

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.



Leprechaun, Inc. prexy Bill Cravens at the tri-state event with Bob Herman, president of the AMOA-NY.

turers lasted for days afterward. "No other state I've visited is as far along as New Jersey in their video lottery lobbying effort," said AMOA President Jim Trucano, a guest at the convention.

"Everything looks great for passage of our bill," said regional state association leaders. State Senator Foy, who is sponsoring the bill (he also engineered a compromise that brought operators and location owners together) told the convention: "Our video lottery legislation is going to benefit the taxpayers of the state of of New Jersey because it will relieve them of an economic burden. . . With our large population and secure, modern technology, New Jersey will be the flagship of video lottery operations in the United States!"

Foy said the New Jersey VLT bill could have a committee hearing in late May or early June. He wants a vote in October and hopes to have the governor sign the legislation by November. If (or should we say when) all this comes to pass, New Jersey will become the first big-population state to legalize operator-run payoff video poker. Tradesters are hoping that a domino effect may boost similar lobbying efforts in dozens of other states around the country.

For example, New Jersey's next-door neighbors in the Empire State have high hopes that officials there may learn from New Jersey's example. A few days before the Northeast Regional Convention, Betson's Bill Treger testified on VLT feasibility at hearings in New York's statehouse in Albany. During the vidpoker seminar, Treger wryly noted how New York's lottery director was sending mixed signals on the idea: it won't work, but let's try a market test.

Operator Jerry Rispoli, chairing the NYSCMA committee for legalized vidpoker, urged that all tradesters in the state must be unified in their pro-lottery efforts. (Contact him at 516/842-6639 for information on how to work with the team.)



Part of the Northeast Regional convention was their annual trade show. Exhibits featured many top manufacturers, distributors and suppliers.



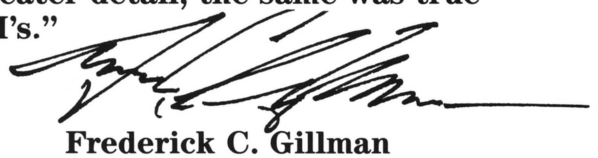
From left, *Vending Times* editor Jeremy Tepper & friend Laura; *RePlay* editor Marcus Webb; Northeast Reg. Assn. directors Sue & Curtiss Matterson; and Betson's Bill Treger.

MAN OF THE YEAR

It wasn't all business at the three-day event. The social highlight of the convention: AMOA-New Jersey President Frank Seninsky was feted as the "1991 Man of the Year" by the three Northeast Regional associations at their annual banquet. Considering Frank's long, intense involvement in the industry, his selfless association work, industry leadership, journalism and educational commitments, the honor could hardly have gone to anyone more deserving.

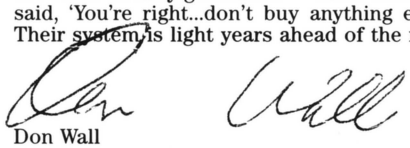
"Quite frankly, **NSM** is not one of the prettiest jukeboxes..."

. . . we prefer the (competitor's) styling. But facts have to speak for themselves. The other day, one of my technicians called in for help on repairing one of over 50 NSM jukeboxes we have. On his return to the shop, I asked him why he had to call in for what turns out was just a minor adjustment. His response was: 'Fred, I've taken service calls here every day for 5 years, but I've never had a call on an NSM before.' Upon exploring this in greater detail, the same was true for everyone in the company! That's why I operate NSM's."



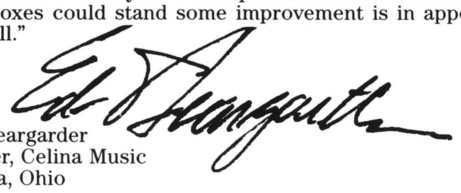
Frederick C. Gillman
Just Games
San Diego, CA

"I ran your competitor's machine exclusively until last year. I was having all kinds of trouble...and I wasn't about to switch brands just to buy into a different kind of trouble. So I looked at everything, and finally decided NSM was my best bet to try. I started out by putting an NSM Fire wall-mount in my basement, where I really went through the thing. Needless to say, I was impressed. The mechanism in the NSM is a dream. Most recently, my two sons — one of which is a month away from getting his electronics degree, the other already graduated — came back from the ACME Show and said, 'You're right...don't buy anything except NSM from now on. Their system is light years ahead of the rest.'"



Don Wall
T & W Vending Company
Nashville, TN

"I have several of most every manufacturer's CD jukebox on my route of approximately 60 jukeboxes. I can say I've thoroughly tested them all. And NSM is, unquestionably and by far, the best. They're the simplest to program and use. Service calls are so few that, if they weren't so simple to work on, you'd forget how. And the CD's I put in NSM machines stay like new...you should see what happens to CD's in some of the other machines! I tried to swap some CD's from one machine to another the other day and they flat-out wouldn't work anymore...they were so scratched up. One other thing — you can update a location with a used NSM, just clean it up, and the location is pleased...it looks like new. It's hard to do that with the others — they use cheaper materials. The only place NSM jukeboxes could stand some improvement is in appearance...color and all."

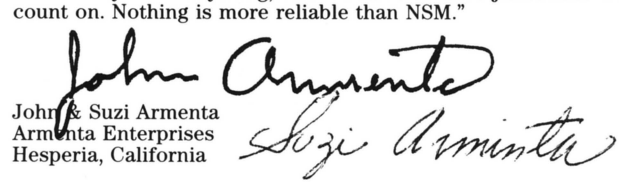


Ed Neargarder
Owner, Celina Music
Celina, Ohio

"I felt compelled to tell NSM management how strongly I felt about their product, so I took a moment to talk to them at the recent ACME Show. But, I made it clear that I didn't want to be identified if they ever used my comments in their advertising...because NSM jukeboxes are the reason a lot of my accounts decided to become my accounts. The NSM Fire wall-mount jukebox, in fact, is my calling card. Locations love it. And NSM's reliability is my guarantee that they'll still love it a year from now. NSM is, unquestionably, the best jukebox built today. My route is proof."

NSM Operator

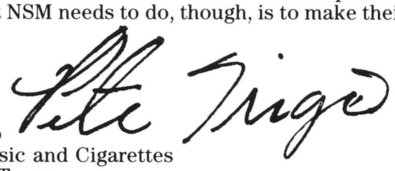
"We have solely NSM's on our route now. The reason is simple — we buy jukeboxes with the idea that they'll be on the street for at least 10 years, and if we can get 20 years out of them, we'll do that. NSM is the only jukebox on the market that has the kind of technology and quality built in that it takes, in our opinion, for a jukebox to survive that long. What's more, we're located literally a hundred miles away from anything, and we have to have jukeboxes we can count on. Nothing is more reliable than NSM."



John & Suzi Armenta
Armenta Enterprises
Hesperia, California

"I've operated every jukebox manufacturer's equipment there's been, in the 40 years I've been in the business. I've also studied every CD box as they came on the market, one by one.

I can say, without question and with countless hours of comparing under my belt, there is no mechanism in any jukebox today that comes even near NSM's. And that's not an opinion — it's just plain fact. What NSM needs to do, though, is to make their jukeboxes look better."



Pete Trigo
Pete's Music and Cigarettes
Houston, Texas

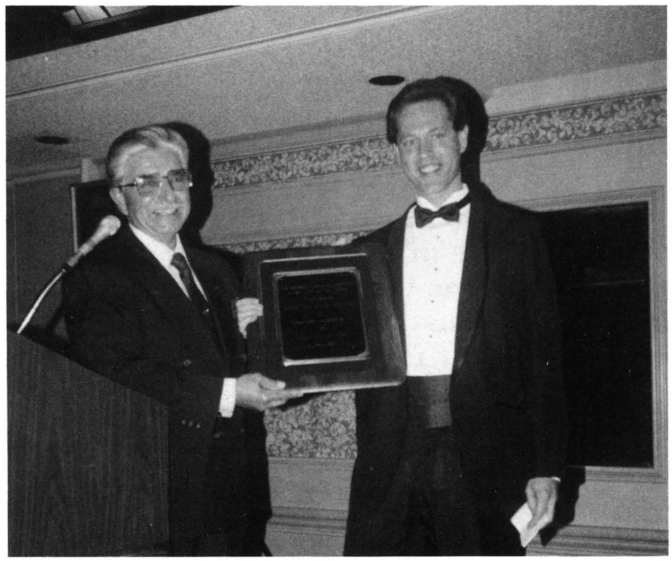
The NSM HyperBeam™ CD is the only jukebox available today that has a level of technology and quality capable of serving its owners for a decade...and well beyond.

But we're not asking you to take our word for it. Or even the word of NSM operators.

We're simply asking you to compare. Start by getting a free copy of our booklet, "NSM Presents", from your NSM Distributor. Or call us for a booklet and the name of the Distributor nearest you.

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

TM HyperBeam is a trademark of NSM — Chicago, Illinois & Bingen, Germany ©1991, NSM — Chicago, Illinois & Bingen, Germany



Mondial Distributing's Tony Yula Sr. was the Northeast Regional "Man of the Year" for 1990. Here, Tony officially presents Frank Seninsky with the same high honor for 1991.

Senator Foy called Frank "a true gent . . . who represents your industry with class." AMOA-NY president Bob Herman praised Frank as a great example of "the new breed of aggressive operators." New York State Coin Machine Assn. prexy Ralph Ceraldi couldn't attend this year's convention, but sent word calling Frank "the perfect person to receive our highest honor."

RePlay editor Marcus Webb described Frank as a "thoughtful activist" whose strengths include unusual open-mindedness, a truly democratic spirit, and profound personal integrity. Last year's honoree, Mondial's Tony Yula Sr., said "I can't think of anyone better for this award." Emcee Bill Cravens (an independent manufacturer and leading AAMA official) summed up the feelings of many, when he said: "Frank Seninsky should be your man of the year, every year."

For his part, Frank told the audience of friends and supporters: "You are all like family to me, and there is no greater reward than to be honored by those that you care about the most. I thank you so very much for this honor." Frank's "first lady" Karen Nagle and his family joined in, as 200 banquet attendees gave "Frank the Crank" a standing ovation.

In all, it was exactly what a coin-op convention should be: functional business events combined with enjoyable personal camaraderie!

ROLL-R-BALL SHUFFLE

Mini Shuffleboard

Cocktail Entertainment Game Center

Draws Crowds • Group Entertainment
Appeals To Both Sexes • Competitive Fun
For Everyone

IDEAL FOR LEAGUE PLAY



40" H x 75" L x 48" W (with two 8" drink ledges)

HIGH EARNINGS
LOW MAINTENANCE

FEATURES

- High-Quality Laminate Construction
- Micro-Processor Controlled Time & Score
- Locking Mechanism To Secure Rollers When Not In Play
- Digital Sound
- Clear Score & Resume Features
- Laser Lighting Along Alley Sides
- Versatile Settings For Coins, Game Time & Scores
- Removable 8" Drink Ledges

OPTIONS

- Bill Validator
- Bar Stools

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

"GET SMART"
IN REDEMPTION

BOTH NEW GAMES FEATURE A NEW VOICE AUDIO SOUND ACTION

NEW!

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

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

Made in the U.S.A.

WORLDWIDE EXPORT SPECIALISTS

BUY-IN QUARTERS SPIFF 'INDY HEAT' EARNINGS

The name of Leland's new dedicated driver is *Danny Sullivan's Indy Heat,* but its "other name" (according to the factory's sales topper Ken Anderson) is "R.O.I." This driving attraction, which began shipping to dealers a month or so ago, "is the only moderately priced multi-player driving game available today," Anderson boasts. "Best of all, we predict it's got the legs to beat any of the top buzz games on the market over the long haul and that means solid investment return," he added.

Indy Heat is a 3-player with wheels and pedals in the mold of Leland's *Super Off-Road* (a game which earned its R.O.I. plaque quite awhile ago and which continues to knock down the silver.) Its successor adds more skill-demanding features and a glamorous 3D marquee cabinet attraction while retaining one of the key elements that made *Off-Road* such a hit: the player's ability to inject extra quarters during the course of the game to spiff out his car (fuel, engine, tires, pit crew) for better performance.

Yes, *Indy Heat* retains that special ingredient. . . those extra buy-in features that added so much lustre to *Off-Road's* earnings (by the way: *Indy Heat* is shipped by the factory at 50¢ to start, so please don't tamper with that; this is 1991 not 1971!)

The trade will call the game *Indy Heat* but the prefixed name of Danny Sullivan means a lot to the racing world. A friend of Leland prexy John Rowe (himself an amateur car racer), Sullivan is a regular on the professional racing circuit (he has won the Indianapolis 500 and will have competed in that classic this Memorial Day weekend).

At this writing, we don't know who will win that race. But "our race" pits the *Indy Heat* video against today's amusement hits. According to Anderson, Leland has gathered test reports from some 45 locations, did its math homework and pronounces *Indy Heat* in the competitive *Simpsons* video and *Street Fighter II* kit range. "Analyzing all the new games out in the field, we found *Indy Heat* in the 'magic circle' and although our driver's only been on location a short time, I think it has the legs . . . or the 'wheels' . . . to go the distance as driving games so often do, if you know what I mean," Anderson stated.



Leland's Indy Heat driver gets a workout at the ACME show where it made its debut. The cars on the production model are larger than those seen at the convention.

Indy Heat's gameplay was reported in *RePlay's* May issue. But in a quick reprise, it's a 3-player dedicated driver offering 14 different race courses patterned after the professional U.S. tour itself. Idea is to win the race by staying ahead (ahead even of computer trucks that pop onto the track.) A turbo button helps players stay there.

But if you crash, the effects are brilliant. The accessory buy-in is also a brilliant economic feature for operators, helping them (and you at the same time) to improve performance. Toe to toe, or wheel to wheel, the game is a sight and (stereo) sound attraction that could rumble along for a good long time.

Designed at Leland's SoCal factory by a team led by John Morgan, the machine (with 25" Wells-Gardner monitor) reportedly employs an improved hardware system in order to do its tricks (e.g. the background scenes of the various race courses are quite realistic.)

Drivers are often good investments and once again, Leland's people have produced a beaut. If you haven't seen it by now, check it out at your local Leland dealer and niche it where it goes into your route or arcade if you, like Leland, feel it's got "the wheels to go the long distance."

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

SHIPPING WT.
20 LBS. or 9 KILOS

©Copyright 1990

★ Not a combo.

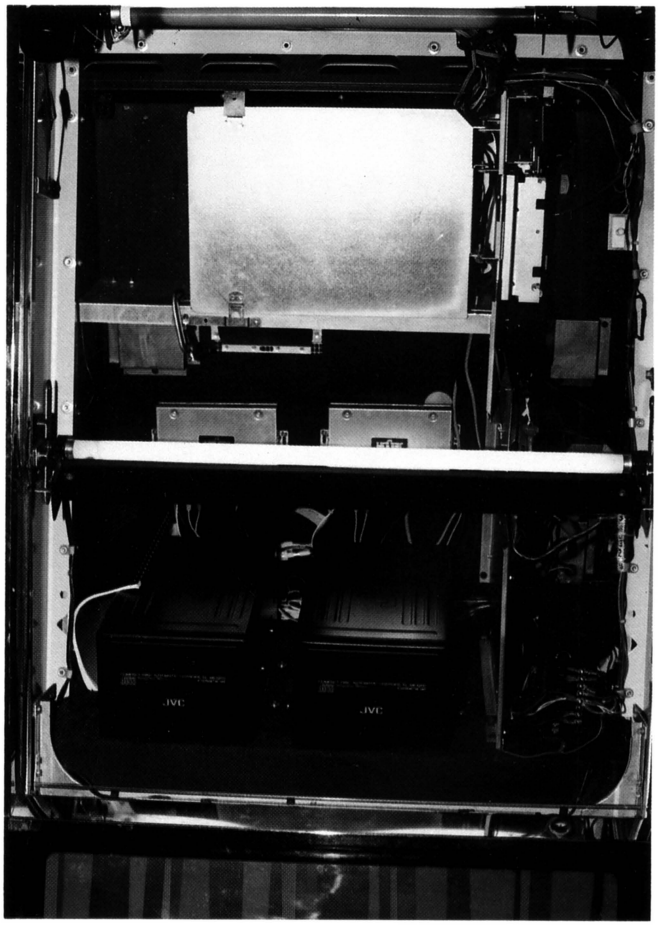
★ The only components you keep in the old cabinet are - amp, speakers, coin mechanism, DBA, and lights.

★ You can build your very own juke box.

★ Conversion kit will retrofit any and all jukeboxes that have an area 5"x10" where the control panel can be mounted.

★ If you can install a video game kit, you can install the CD kit. Like many kits, some modifications apply and of course, the kit will only sound as good as the amplifier and speakers in your phono.





DISTRIBUTED BY

STEEL TIP TARGETS DART GAME MARKET

T.O.P.'s Tarantelli opens division for Wellow's EDS; Joe Gilbert appointed headman to market attraction

By the middle of this month, the first shipment of coin-op Wellow steel tip dart games will arrive at the Rochester, NY headquarters of T.O.P. Distributing, thereby introducing a competitive (albeit "original") form of this classic sport to an industry presently dominated by electronic soft tip dart machines.

The initial shipment, to be closely followed by a second, is substantial and has been preordered by appointed dealers such as American Vending Sales (Chicago), Mondial (New Jersey), Eastern (Philly), Rowe-Dedham, Atlas (Pittsburgh) and 1002 Dist. (Delavan, Wisc.). Additional dealer appointments are in the negotiating phase.

The machine is built by Wellow Leisure Products Ltd. at its Salisbury, UK plant (thousands of them, the factory says, are already on location in Europe). By the use of a special "bristle board," the unit is played with authentic steel tip darts and this will be T.O.P.'s concentration in this market (although a specially-designed soft tip dart with a conductor implant to activate the automatic scoring might also be ordered).

At this point, the American firm's full concentration is aimed at the steel tip dart player (they say there are over 8 million registered steel tip players in the U.S.). With this product, steel darts can be used on scoring machines rather than having steel tip players mark their scores on location chalkboards.

The Wellow EDS (standing for electronic dartboard system) will be called *Top Dart* in this market. Indeed, T.O.P. Distributing (which has exclusive North American rights, with Mexico and South America "on option") has formed a separate division to handle its marketing. Called Top Dart Systems, it will headquarter at their familiar Rochester facility and be headed up by Exec. VP Joe Gilbert.



TOP DART — weighing in at 80 lbs., this wall-mounted unit can also be ordered with a stand. It offers 14 different games, automatic scoring and optional bill acceptor. Reportedly, it's already on thousands of European locations. It will be coming to the U.S. later this month.

The machine itself (which costs a bit more than soft tip dart units) is feature-packed. It offers 14 different games (Cricket included) and nine different skill levels (from beginner to expert). Besides team play, single players can tune up their talents playing against the board.

Naturally, the more traditional 01 games (like 301, 501 and 701) are available. An option allows the best five players to inscribe their names (up to 16 characters) on the machine's display.

While a stand is available, Top Dart recommends that the machine be wall-mounted. It weighs 80 lbs., comes with a 25¢ drop, with dollar acceptor available as an option. All major components (except for the board itself) carry a full 12 month warranty. All components are said to be accessible from the front.

Wellow's supremo Andy Vining advised that the *Top Dart* machine is patented (both in Europe and in the States as well as in some other markets). He said it's done well in the U.K. ("home" of the steel tip dart sport) and is pleased that such world champions as Phil Taylor play it. An admitted "so so" dart shooter himself, Vining took the



Hot stuff! T.O.P.'s formed it's Top Darts division to market Wellow's EDS steel tip coin-op dart game. Happy about it all are (from left) Wellow's Andy Vining, T.O.P.'s Tom and Jeff Tarantelli and Joe Gilbert.

"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

"high road" and built an electronic version of this British sport (as they say, "there's more than one way to win the game").

GAME PLAN

It's rare for a distributing company like T.O.P. to take on a product for exclusive national representation and then appoint its fellow dealers as local reps (although Betson, and certainly some others like Omaha's Central, have done the same). Gilbert, heading up the division, is the man for the hour, having manufacturer experience while a salesman at both Williams and Nintendo. As such, the marketing chain has begun the traditional way: through distribution to the operator, with service backup guaranteed.

Gilbert expects big things with *Top Dart*. The word "niche" is too small for him as he approaches the market with the coin industry's first (and only) steel tip dart game. He will concentrate on infiltrating the existing steel tip sporting world and has already been invited to bring the game to New England's Minute Man League (where they will play finals on the *Top Dart* board).

He's connected with the Windy City Dart League ("a section of their September playoff will be dedicated to our game") and will also bring his product to the Las Vegas American Dart Organization tournament in August.

"I know that operators will wonder what kind of 'promotion' campaign we'll explore with this product," he told *RePlay*. "I want them to know that we'll target the existing steel tip leagues already in position. That way, there'll be smooth sailing for the operator simply by fitting into a program already going." (Information about existing steel tip leagues can be obtained from Gilbert by calling him at 716/586-1100).

"The really dedicated dart player uses steel tip darts," said Gilbert, "and that's why my boss Tom Tarantelli went into this program. We are very excited about the future for *Top Dart* and are eager to help those who agree with us with product and information."

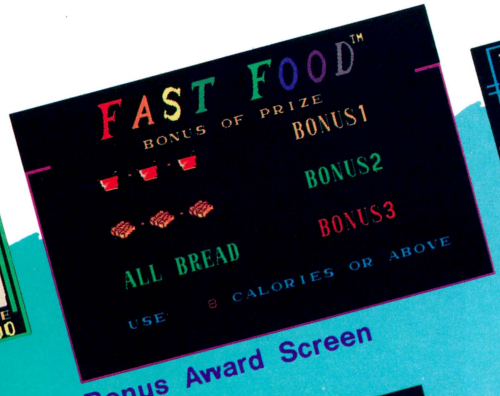
GAMES THAT ASSURE INTEREST OF YOURS AND TO PLAYERS

3 BONUSES RENDER GREAT ATTRACTION

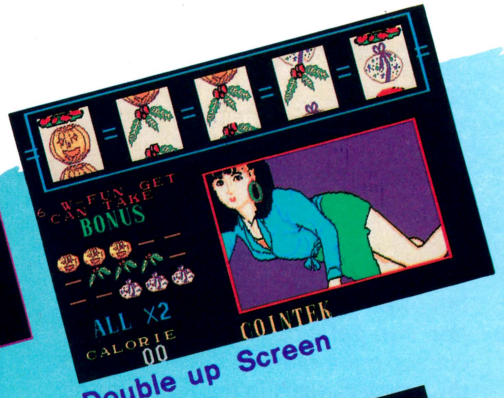
FAST FOOD



Main game Screen



Bonus Award Screen



Double up Screen

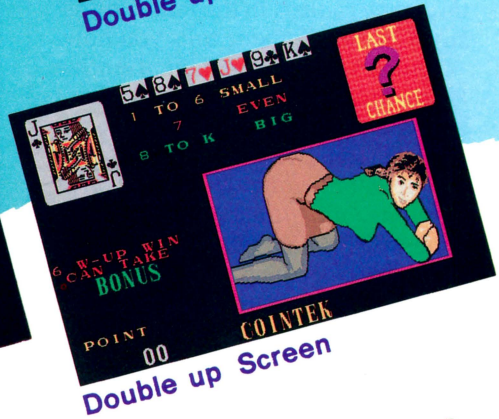
JOKER LINE II



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.

SPORTS "MEDICINE"

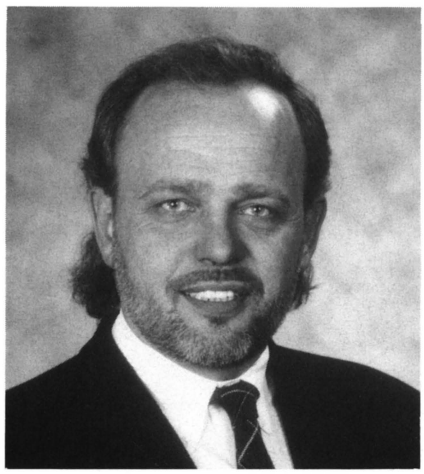
consultant Charles Senkler prescribes sports bar "health routine": strong dose of proper layout, promotion, game concept and placement

Sports bars! Operators love 'em, but often the operator and the location can get more money out of the coin-op equipment in these locations than they realize. In the following essay, Charles Senkler tells you how.

Charles is the president of Active Plan, Inc., a Minneapolis, Minn.-based consulting and design firm. The company specializes in concept development, activity-related space planning, and the social engineering of hospitality facilities. He submitted the following essay, which outlines the role coin-op plays in sports bar development.

We think you'll find Charles has lots to say about maximizing the profitability of your equipment. And, if you have a chance to help a sports bar owner design or revamp his facility with your games in mind, you'll find lots of invaluable pointers here on how you and the location can work together to realize the full potential of the location . . . for both of you. If you'd like to reach Charles Senkler for professional consultation, his phone is 612/854-5250 or 612/227-8821.

— the editors



CHARLES SENKLER

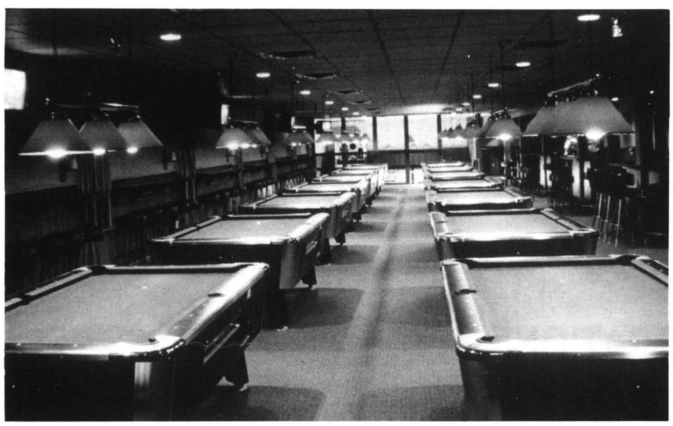
Sports bars have been around for years in the hospitality industry, but they were never defined specifically as sports bars. Every neighborhood in America had (to some degree) a "sports bar." It was the place down the block with the TV on the back bar, and the local sports team schedule posted on the front door. It was the place to get a burger and a beer, and to watch Monday Night football with your buddies.

Things have changed. Today, sports bars have come into their own. And, although they still retain many of the neighborhood bar features, these features have been amplified.

As the sports bar concept was fine-tuned, a number of standard features prevailed. The three prominent ones are: (1) informal/social atmosphere; (2) sports viewing; and (3) competitive games. A number of other activities have been incorporated in the variety of operations which are referred to as sports bars. These can include food service, and in many cases aggressive entertainment statements.

These features of a sports bar will be analyzed in two contexts. The first will be the smaller sports bar operation (under 5,000 square feet), which will closely resemble the neighborhood bar discussed previously. The second will be the mega sports bar facility (5,000 to 20,000 square feet), which can be found in most major metropolitan areas.

In the analysis of the common denominators of the two types of sports bar, special attention will be





At left, the pool table area features careful spacing and attractive lighting. Note barstools and countertops along lefthand wall. At right, the dart game shooting lanes are separated by brass rails with wooden trays to hold drinks.

THE PIONEER HIT LIST

Volume 10 June 1991

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

Order A Pioneer CD Laser Juke And The First Round's On Us.

COMPILATION CD

#A19-6-91

1. **Here Comes The Hammer** M.C. Hammer
2. **Here We Go** C & C Factory
3. **Couple Days Off** Huey Lewis & The News
4. **High Wire** Rolling Stones
5. **Miracle** Whitney Houston
6. **Uncle Tom's Cabin** Warrant
7. **(If There Was) Any Other Way** Celine Dion
8. **I Don't Wanna Cry** Mariah Carey
9. **Someone To Love** Roger McGuinn
10. **Right Here, Right Now** Jesus Jones
11. **Baby's Coming Back** Jellyfish
12. **Call It Rock N' Roll** Great White
13. **I Touch Myself** Divinyls
14. **Reach The Rock** Havana 3 A.M.
15. **Fancy** Reba McEntire

For a limited time, when you install a Pioneer CD Laser Juke™, the first round of hit songs are on the house. We'll give you a dozen of our exclusive 15-hit compilation discs and a six-pack of CDs—your choice of R&B, Country, or Classic Rock. Then just plug in your CD juke, turn up the volume, and watch the crowd pour in.

OLDIES CD

#B6-6-91

1. **All The Way** Frank Sinatra
2. **Please Mr. Postman** The Marvelettes
3. **RESPECT** Aretha Franklin
4. **Pretty Woman** Roy Orbison
5. **Good Lovin'** TheYoung Rascals
6. **Light My Fire** The Doors
7. **Paradise By The Dashboard Light** Meatloaf
8. **Night Moves** Bob Seger & The Silver Bullet Band
9. **You're Sixteen (You're Beautiful And You're Mine)** Ringo Starr
10. **Car Wash** Rose Royce
11. **Ain't No Sunshine** Bill Withers
12. **Mockingbird** Carly Simon with James Taylor
13. **Last Train To Clarksville** The Monkees
14. **Cruel To Be Kind** Nick Lowe
15. **Rhinestone Cowboy** Glenn Campbell

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
Atlas
(317) 322-0104

Louisville, KY
Kentucky Coin
(502) 966-5266

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

Baltimore, MD
Weiner Distributing
(301) 233-2600

Grand Rapids, MI
Atlas
(616) 241-1472

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

Charlotte, NC
Brady Distributing
(704) 357-6284

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

Portland, OR
General Coin
(503) 256-3930

Imperial, PA
RMV Sales
(412) 695-2406

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

Chattanooga, TN
Brady Distributing
(615) 855-0322

Corsicana, TX
Master Sales
(903) 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

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



Sports bar or sports box? This Rowe phono sits beneath CBS Sports banner at a West Coast bistro where decor (plus games on TV) is accentuated rather than coin-op sports games. In other words, put up the banners and pennants, turn on the tube and you've got your theme.

taken to coin-operated amusement equipment, and how — used correctly — it can build increased entertainment dynamics for the customer, and greater profits for the operator.

SPACE & LAYOUT

Activities in the room such as games, dancing, sports video and food service should be well planned and complement one another, so the customers can conveniently sample all of the activities, and can also be provided quality food and beverage service. The space plan should have a proper balance of bar placement, bar stool height, table seating, drink rails and night seating. The correct space plan and seating arrangements are critical to developing a broad customer mix, as well as catering to potential female customers.

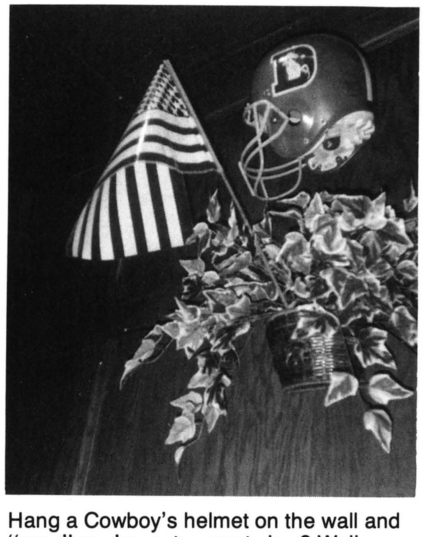
The larger the sports bar facility, the more critical the treatment of the floor plan, decor, and seating arrangements. The interior design of a facility can run the gamut from the controlled and comfortable environment of the neighborhood sports bar (with wood finishes, traditional colors and local sports memorabilia), to larger urban facilities (complete with boxing ring dance floors, full court basketball, and hi-tech laminated finishes). Again, the interior decor statement should relate to the room's size, market and activity mix.

SPORTS VIDEO PRESENTATION

Most operators provide only games, of course, but the better tradesters are starting to provide full-scale audio-visual systems (usually tied into the jukebox). Sports viewing via video monitors plays a major role in sports bar activity. There are a number of considerations for presenting a video, and most considerations relate to the room's size and layout. The most-asked question debates whether a big screen TV or multiple monitors are best for sports video presentation.

A brief analysis of this question is as follows: a big screen presentation works well if you have open sight-lines from the majority of seating in the room. A subtle psychology takes over: everyone has his individual seating arrangement oriented in the same direction, and other peripheral activities take a secondary position to the activity on the screen. This group involvement by the customers creates more excitement and simulates an "at-the-stadium" ambiance for the audience.

Multiple monitor placement is used in spaces where sight-lines are interrupted, or when customer involvement in peripheral activities is to be maintained. An example



Hang a Cowboy's helmet on the wall and "zap," you've got a sports bar? Well, some locations do that (while also displaying TV monitors to play live games). To be "fully-fledged," the sports bar ought to install sports-oriented coin-op games!



Imaginative dummy of a football player climbs up wall of this sports bar, creating an atmosphere for fans to watch *Monday Night Football* and go yata yata about who's better than the next guy while delighting the bar owner with beverage buys.

would be the Monday night dart tournament, where the participants are involved in the competition but also require visual access to the broadcasted game. In larger sports bar facilities, a combination of the two may be desirable.

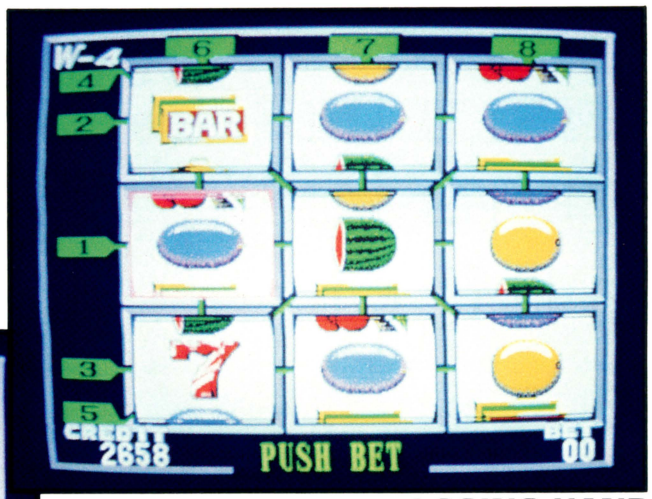
Whichever type of video is designated for a particular area of the bar, its position should be carefully planned in the initial space plan of the facility. Concern should be given for natural light or ambient light reflections on the screen surfaces, structurally sound mounting techniques and a quality cable, dish or broadcast signal. In larger facilities, multiple video locations can be assigned different video programs for maximum flexibility in peak sports seasons.

NOW, ABOUT THOSE GAMES!

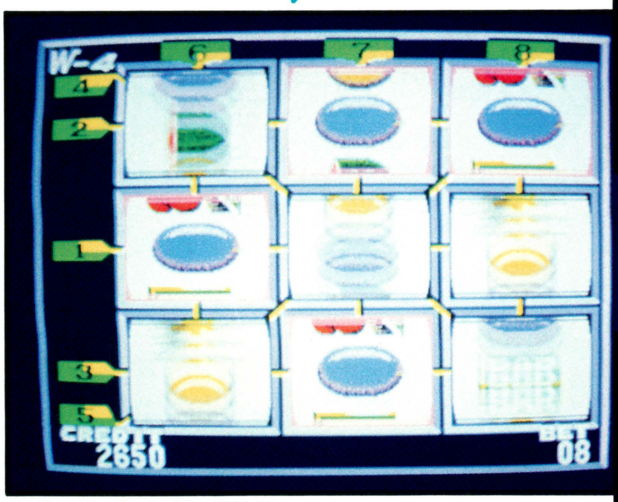
The ordinary bar thinks of itself as mainly in the business of selling food and drink; games and other entertainment typically comes second. Not so in sports bars. The "extras" — such as layout, style, and promotion — play a larger part in the success of a sports bar, than they do in other types of food and beverage outlets. Games fall into that category of these vital "extras."

In sports bars, sports-oriented competitive games which simulate golf, track, field hockey and football can be presented via video coin-

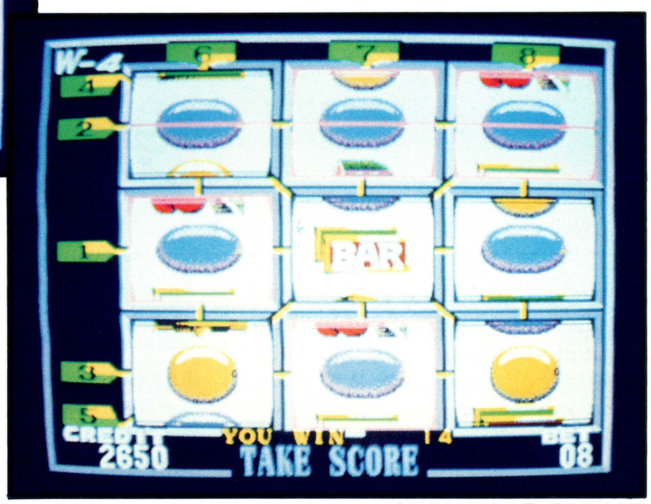
New Hold & Re-Spin Feature!



LOSING HAND



HOLD & RE-SPIN



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.

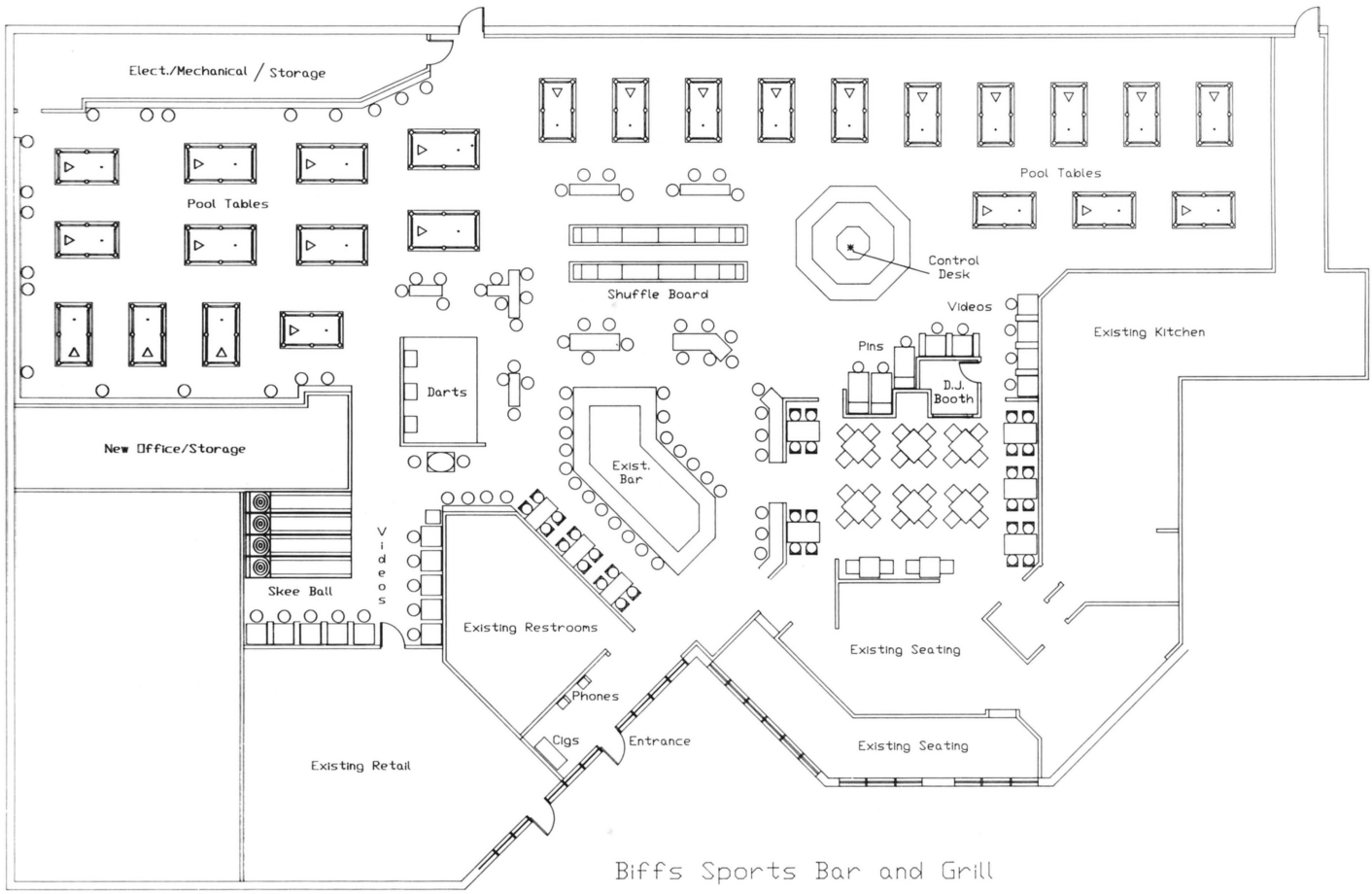
185 WEST MAIN STREET
DUDLEY, MA 01570
508-949-3595 • Fax: 508-943-1394
MEMBER AAMA

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.



Sports bar floor plan (above) shows the ideal game placement for stimulating play.

operated equipment. In larger facilities, these games are complemented by non-active participation, such as basketball and football throws, active golf simulators, darts, billiards, and the standby, shuffleboard. These games can be viewed as a revenue source for the facility, of course. But more importantly to the location, they provide another activity source for the total place . . . and can play an important role by providing a vehicle for in house tournaments and promotions.

The three most important considerations for stimulating gameplay are (1.) equipment mix; (2.) placement and supportive seating arrangements; and (3.) game promotion. When identifying the game mix for a facility, the machine operator must understand the target customer. If the customer is primarily liquor-oriented, then the standard pool tables, darts, and sports video games are the choice. Naturally, the number of games will increase dramatically in larger facilities versus the single pool table and dart board in a smaller room.

The sports bar with a heavier food service that will appeal to family dining, should have a selection of arcade games interspersed with the sports video games. The arcade games will become a major attraction for the kids, while mom and dad relax with a cocktail over dinner. In larger facilities, the game operator has the opportunity to resurrect some retired coin-operated equipment — not as "fill" pieces, but as income generators. Examples of older equipment that can still generate play are: table soccer, bumper pool (ladies promotion), shuffleboard and electro-mechanical sports-oriented equipment.

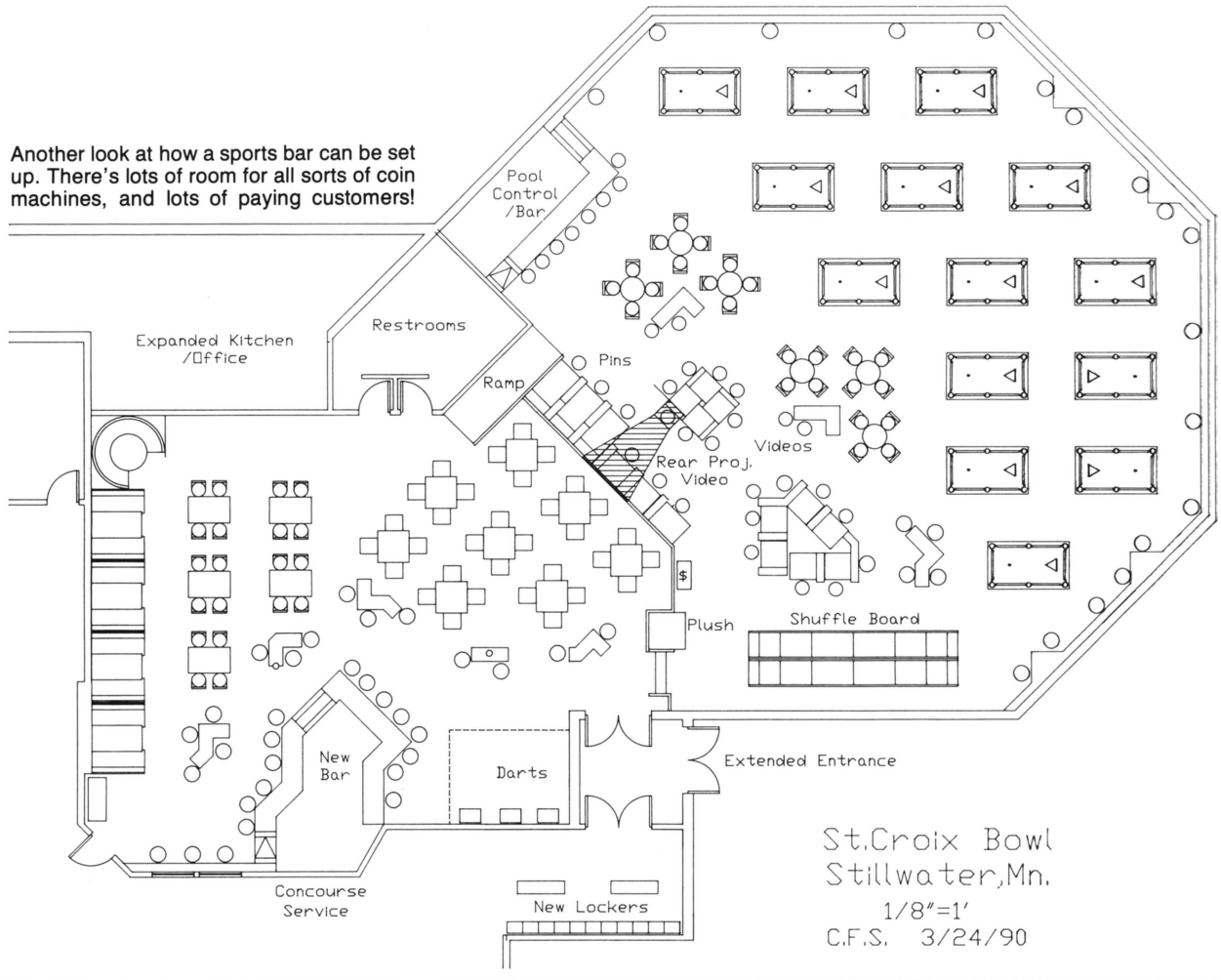
PROPER GAME PLACEMENT

From the author's observations, correct equipment placement is the number one factor lacking in the coin-operated industry. Common errors are pool table placement and their proximity to walls or fixtures . . . dart lanes placed in heavy traffic areas . . . or video game cabinets stranded by a free-standing pool table, placed in front of them and constricting play!

These poor game placements are set up by operators who do not understand the social aspects of human behavior. The sports bar operator in many situations, plays a pivotal role in the choice and placement of games. His input is usually based on the demand for the newest and most expensive piece, with little thought as to its correct positioning.

Peripheral fixture placement and seating arrangements also impact gameplay. Pool table and dart lane placement should be reinforced with barstool-height table seating and/or drink rail placements. This allows customers to wait comfortably for their turn, or to simply watch the action. Dart machines get more spontaneous play when placed in close proximity to the physical bar.

Video and pinball games also should be reinforced with drink rail fixtures located between the games, and larger free-standing drink rails with bar stools placed to seat viewers and potential players. Placing a game without a specific plan as to what type of game goes where (considering fixture and seating ar-



Another look at how a sports bar can be set up. There's lots of room for all sorts of coin machines, and lots of paying customers!

rangements) clearly limit the earning potential of the equipment.

GAME PROMOTION

Game promotion is an area where the game operators have tried to help stimulate play through organized dart, pool, and shuffleboard leagues. Affiliation with state and national league associations is fine, but in many cases, in-house promotions on a smaller scale can be just as effective in not only generating machine play, but actually helping the operator to expand his customer base. In-house co-ed pool and dart tournaments, for example, appeal to couples. They also take the edge off skillful players to broaden the base of potential competitors. A simple in-house trophy for video golf, football, baseball, basketball, or any video games can be created and a tournament generated in-house.

DANCING: A JUKEBOX OPPORTUNITY

Sports bars that have the physical space to allow dancing have a distinct advantage. If packaged correctly, the dancing option creates the late-night activity. That increases the facilities' sales hours and customer base.

Care must be taken to "softly" present the dancing activity so it doesn't upstage the primary sports theme. To do this, the physical dance floor can be smaller and less dominant than your standard disco efforts. The sound system should be high quality and should acoustically interface with interior design finishes. *[Editor's note: our "Jukebox 2001" column has discussed how operators can accomplish this.]* The lighting statement should adapt to the size of the facility and to the effect dancing makes on the overall menu of activity in the space.

The music format should be carefully approached, keeping in mind a sports bar's ability to attract a varied clientele. A broad cross-section of danceable, recognizable hits would be required. Industry professionals who supply music formatting services usually refer to this format as "classic hits," sampling dance music from the '50s, '60s, '70s and early '80s. *[Editor's note: If that's not a prescription for a compilation CD of classic oldies, we don't know what is!]*

A FINAL NOTE

The above topics speak to a variety of features a sports bar can present. These features can be expanded or contracted based on the physical space to be developed, local demographics, location, and competition in the market area.

The key feature that impacts the coin-op industry is the complementary interface of equipment with the overall concept of the sports bar. The opportunity for good machine play in a sports bar environment should motivate smart operators to consider the mix of games, their placement, and their promotion.

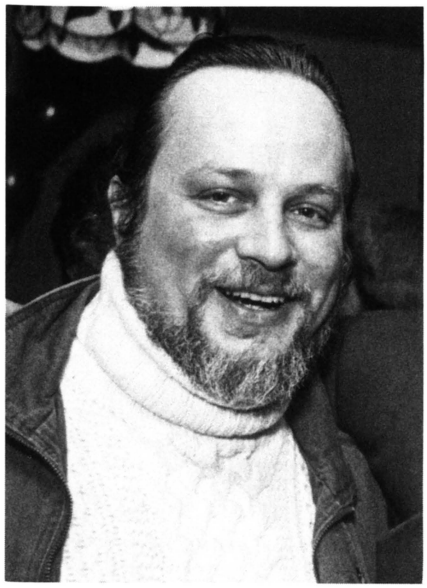
Remember, the coin machine operator in a sports bar development is not just "putting machine on the street." He is playing a key role in the competitiveness and profitability of the entire facility!

THE FATE OF THE 45

If you want water, turn on the faucet. If you want info on the health of the 45rpm single, ask Billboard Magazine *chartman Geoff Mayfield, a gent who lives with the ebb and flow of vinyl, cassette and CD every working day at his statistically-splattered desk at* Billboard's *Beverly Hills office.*

We met Geoff when he addressed the AMOA in New Orleans. After bugging him for some words for RePlay *on the state of the 45, he carved time to respond (we think he likes music operators). For a "Hollywood"-type of guy, his words are crisp and, regrettably, not at all bullish on the future of the software configuration most-used by our people on their phonographs.*

We thank Geoff for sending us this piece and ask readers to harken to the words of one who knows the record sales roller coaster like few do. If, as he infers, the future for coin-op is in the CD, what more can we add? — the editors



by Geoff Mayfield

Of the titles listed on the Hot 100 Singles chart in the May 18 issue of *Billboard,* only 29 were available as 45s. Compare this to the Hot 100 Singles list released during the week of last October's AMOA convention when roughly half of that chart's titles were available as 45s and you'll reach the inescapable conclusion that 7-inch vinyl is fading fast.

Predicting which singles will be released as 45s becomes harder and harder. At first glance, it seems that songs by the biggest artists like Mariah Carey, Michael Bolton, Rod Stewart, R.E.M., and Luther Vandross continue to be pressed on 7-inch vinyl.

But, that's not always the case. Only nine of the top-20 titles in the May 18 *Billboard* were issued as 45s. Whitney Houston's "All The Man That I Need" was on 45, but her newer song, "Miracle," is not. When Timmy T. hit No. 1 with the song "One More Try," the song was available as a 45, but his new "Over And Over" is not. Wilson Phillips had three No. 1 singles, plus a fourth that reached the Top 5, but none of the songs have been on 45.

In fact, the whole singles business represents a whirlwind of change. "Do The Bartman," the first hit from the album "The Simpsons Sing The Blues," was never released as a commercial single in *any* format. The same was true for the last hit from "Janet Jackson's Rhythm Nation 1814." Both cuts were service to radio but neither could be found as singles in a record store.

And, when a single is released, buyers at music chains keep their fingers crossed, because more and more, labels cut off commercial singles while those songs are still hot at radio. Why? Because labels are more interested in selling album-length recordings than they are singles. Albums make money, but usually the best a label can hope from a single is a break-even proposition.

Why are prospects so dim for the 45? It comes down to simple math. In 1979, the music industry sold 195.5 million singles, a gain of more than 5 million units over the previous year. But, in 1980, when the cassette started to grow as an album



Coin tradesters know Jeremy Tepper as managing editor of *Vending Times.* The "flip side" of his persona is that Jeremy is the gutbucket baritone/guitarist in the World Famous Blue Jays whose "rig rock" music (i.e. trucker tunes) is coincidentally produced in 7" vinyl format on his own Diesel Only Records label. He even issues title strips in the shape of tractor-trailers. Their latest platter is *Do it for Hank* b/w *Mud Flap Boogie* and we assure you that one-stops know where to order it (they can call VT if in doubt). Otherwise, call Jeremy himself at 718/387-7958 for help. Oh, yes: he's second from right in the photo.



P.M.I.'s Toy Revolution

This year celebrate our country's independence with product and prices that are revolutionizing the plush industry. We give you the greatest freedom of choice by providing the largest selection of high quality merchandise ever assembled.

We lead the fight for the lowest competitive prices by designing and producing our own product and shipping it directly to you.

Ask about our newest selection of merchandise for redemption, trade-ups and build-ups.

Call now for the 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



Some labels, small ones included, like to tout their latest 7" vinyl releases directly to operators via the mailbox (sometimes with samples). The artist above, called Watha (as in Cher or Dion . . . one name only), records on T-P Records out of Athens, Alabama. Her newest disc mailed in late April and naturally she's hoping for some buys and lots of spins for y'all. This kind of marketing harks back to the "old days" when labels romanced the operator. It's welcome today as the 7" disc continues to disappear (although we wonder how much attention operators truly give to singles by Watha and the many others scrambling to make a big name).

configuration, 45s fell to 164.3 million units. With the exception of 1984, the sale of 45s have declined each year since 1980.

In 1990, the industry only sold 27.6 million 7-inch singles, a decline of almost 25% from the previous year. By contrast, today's hot singles format, the cassette single, sold 87.4 million units, a 14.7% increase over 1989. Unfortunately, you can't play a cassette single on a jukebox.

Like the door-to-door milkman, the vinyl single is simply the victim of change. The heaviest consumers for 45s have always been kids. But, for at least 10 years, kids have little knowledge of records, be they 45s or LPs. This generation of music consumers generally buys its music on tapes. Most don't even own a turntable. The mindset even permeates their vocabulary. When I was a kid, my friends and I would say, "That's a good record." Kids of the '90s say, "That's a good tape."

No record company executive is prepared to say when the 45 will pass away, although some are surprised that the configuration survived 1990. And, buying 45s is a heavier risk now than ever, because all six of the major-label distributors sell them on a one-way basis now.

Sony Music, which owns the Columbia and Epic labels, has licensed some of its older songs to outside parties in order to make 45s available. In the future, Sony says it may also allow new titles that are not released as 45s by its labels to be licensed too. This option, however, cannot yet be considered a universal solution, because some record companies, like WEA and CEMA, still prefer to maintain control over their masters. And, licensing will only prolong the configuration's life as long as those third parties make money selling 45s.

What is a jukebox operator to do? Despite the considerations of higher hardware and software costs, the inevitable answer lies in the compact disc.

Jukebox operators have complained that the cost of an album-length CD is much higher than that of a 45, and that's certainly true. But, buying that Janet Jackson album on CD was probably cost-effective for operators, as it spawned eight hits — including the one that wasn't available as a single. Faith No More's debut CD was not as rewarding for jukebox operators, because "Epic" was that album's only hit.



A solution to that quandary is gaining momentum. The same May 18 *Billboard* chart that contained just 29 45s also featured 17 titles that are available as CD singles! The CD single, which is really catching fire at retail, costs more than a 45, but, it is obviously cheaper than album-length CDs. As such, CD singles reduce the risks that operators face when they add newer artists to CD jukeboxes.

One thing is certain. The 45 is living on borrowed time, and even the buying power of the vast U.S. jukebox universe has not improved its economic viability.

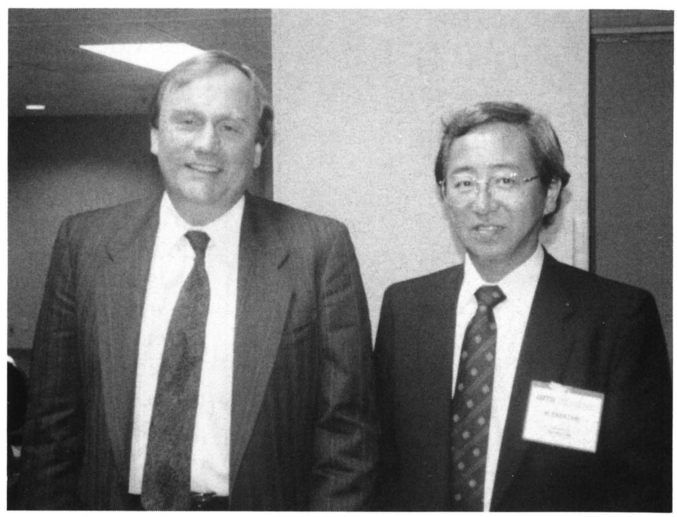
HEY, GOOD LOOKIN'

Irem's video games are known for great graphics; Irem of America wants to be known for top games

Somebody, please call "Unsolved Mysteries" and tell them we have cleared up a long-standing coin-op enigma. Industry veteran Steve Blattspieler says Irem is the best-known "unknown" game maker in the country. Hit video games like *Moon Patrol* in 1982, *Kung-Fu Master* in 1985, and the currently successful shooting game *Gun Force*, are all products of Irem.

So why don't American operators recognize the Irem name as fast as they recognize Colonel Sanders, Colonel Kaddaffi or their Cousin Joe? Because for years, many of Irem's popular titles were licensed to other firms for the U.S. market.

That's all changed now. In the closing days of 1989, Irem decided to market its own games under its own name. Their U.S. subsidiary is called "Irem of America" and it's located in the town of Redmond, Wash. (convenient to both sides of the Pacific). Industry pro Frank Ballouz actually established the firm as a "presence" on these shores; today, Frank is leading his own quality video firm (Fabtek) on a full-time basis. As for Irem of America, it's running strong under two experienced coinmen: Executive VP Minoru Sasatani, and VP of Sales & Marketing Steve Blattspieler.



Irem of America's VP of Sales and Marketing Steve Blattspieler and Executive VP Minoru Sasatani. This photo was snapped during AAMA's recent lobbying trip to Washington, D.C.



Irem of America's Drew Maniscalco with their latest video, *Gun Force*, a horizontal sci-fi shoot-'em-up kit (shipping now). It's for one or two players (simultaneous).

A TRADITION OF GREAT GAMES

Gun Force, Irem's current title, is a good example of the firm's approach to the market: they spend what it takes to provide quality art on the screen. "Irem is known for having some of the best graphics in the industry," Steve Blattspieler stated. "That reputation is fully deserved. Irem continually plows profits back into R&D; they're a strong believer in that."

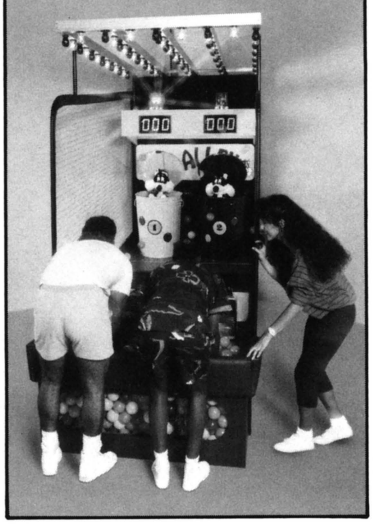
Players like the results. At press-time, test reports showed over 12 weeks of steady, solid earnings on U.S. locations for *Gun Force*, which was shown at ACME last March. It's shipping now and, Irem hopes, the game has begun to emerge on its own from the barrage of new equipment that debuted at that expo.

"You have to be careful not to get

lost," Steve Blattspieler smiled. "*Gun Force* is a very good, solid-earning game. It's doing quite nicely on the street, so we have a window of opportunity now to get *Gun Force* its proper reception in the market, and we're going to take it!"

Gun Force is a horizontal kit for one player, or for two playing simultaneously. It's a sci-fi shoot-'em-up that lets players join an international army. Their mission: combat and destroy an invading army of aliens who have taken over the Earth. Six stages of gameplay move you from the initial invasion to a pitched battle for the Enemy Operations Center. Players get to wreak havoc with a variety of hi-tech weapons and vehicles; explosions and special effects are rendered with those trademark great Irem graphics.

Can-Alley™



Here are two units of money-making excitement that you'll want to have in your operation. Call us!

We can help with all your redemption needs.

Bob's Space Racers, Inc.
427 15th Street
Daytona Beach, Florida 32117
Telephone: 904-677-0761
FAX 904-677-0794
Telex 249-238 RACER

Since 1970 ©Bob's Space Racers, 1990

SALES & SERVICE

The overall video market is looking promising to Irem these days. "For a while, everybody was saying the video business was in rough shape. But lo and behold, along came *Gun Force*, along came *The Simpsons*, along came *Street Fighter II*. Suddenly video is in pretty darn good shape. It all comes down to the quality of the individual product."

Irem and its eight employees are located in an industrial park in Redmond, Wash.; the facility includes basically the sales and marketing department, plus some warehouse space. Irem's games are assembled at Partec, Inc. and shipped from Partec's plant in Chicago to a select network of distributors.

The company's philosophy for distribution is quality over quantity. "Everything is based on distributor performance and on Irem delivering a good product, so that our distributors can perform," Steve Blattspieler said. "It's really a two-way street." Service is handled by operator Todd Erickson (Summit Service, Minneapolis, Minn.).

As for future Irem product, "We anticipate marketing four to six pieces a year," Steve said. Testing now are some additional titles which should appear in late summer or early fall. Dedicated games are not out of the question, but at present "our intention is to continue to bring kits to the marketplace," Steve revealed.

THE PEOPLE OF IREM

Behind the anticipated stream of Irem games stands a capable, experienced team of coin-op professionals. Exec VP Sasatani has been with Irem since its inception as a corporation in 1974, working in international sales in Japan and Europe. Well-known and well-traveled, he has much input into Irem of America's direction and forms an effective liaison to Japan.

Steve Blattspieler and Drew Maniscalco handle U.S. coin-op sales and marketing, with assistance on international coin-op sales from Darlene Kindler. A little background on the two "marketing" guys: Steve actually began his industry career as an operator while in college. His 18 years in coin-op include stints at Cinematronics, Williams/Bally-Midway and Irem.

Drew Maniscalco entered the industry in 1987, working for Nintendo, and then labored in Fabtek's vineyard until transferring to Irem this past March. Rounding out Irem of America's key personnel are Gene Ulrich, who is the controller, and "Max" Fujimoto, general manager.

By the way, Irem's U.S. branch is run by Sasatani and Blattspieler with considerable autonomy. "Irem of Japan is hungry for information about the American market and very cooperative with our ideas," Steve commented. "It's a relationship that I enjoy immensely. I'm excited about the business and every morning I really look forward to coming to work. It's a great home for me and the folks at Irem are great people to work for."

Keep on eye on Irem of America for more games that look beautiful on the screen. . . and in the cash box. The address is 8335-154th Ave. NE, Redmond, WA 98052. Phone number is 206/882-1093; fax is 206/883-8083.



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

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.

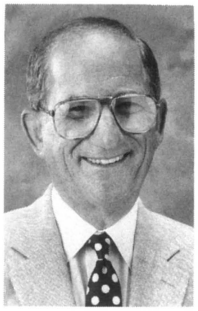
Call Toll-Free 1-800-277-6136

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.

MANAGEMENT CONSULTING FOR COIN-OP



by Joe Robbins

The practice of employing the services of management consultants is prevalent in many industries, but it's almost unknown in the coin-op business. This holds true in all sectors: manufacturing, distributing and operating.

The decision to hire a management consultant to deal with an issue (instead of using existing staff) can be difficult. However, there are clear guides for knowing when and when not to hire a consultant and how to go about choosing one.

Simply put, management consulting is the business of managing change. Competent consultants are skilled, knowledgeable agents of that change. The ultimate purpose of any consulting engagement is to make something "happen" in the client's organization that will improve its performance.

What should the client do before hiring a consultant to address a problem? First, he properly analyzes the problem. He identifies what caused it and what's sustaining that situation. After defining the problem, he has to decide whether or not his present people can effectively handle it. If he decides to hire an outside consultant, he must be fully supported from within his organization.

Let me talk bluntly. A management consultant can't run your business indefinitely. He has the responsibility to recommend remedies and to see that they're carried out. The implementation remains the responsibility of the client's management. However, the services of a management consultant can be advantageous when you need intensive experience and/or ability on a temporary basis to complete an important job.

Management consultants, whether part-time or full-time, operate unhindered by day-to-day operating responsibilities. They bring special skills and experience not available in the client's organization. They can bring an independent, objective viewpoint with no personal interest or preconceived loyalties or ideas. Good ones can also expertly analyze the problem(s) and the solutions necessary, and frequently introduce new concepts and techniques.

There are other questions that the client must ask. Can the consultant save him money? Will the organization become more effective after hiring the consultant? If you decide to hire such a person, let me advise a few steps:

Be sure to outline the scope and purpose of the consulting assignment. Select a consultant based upon previous skills, experience, references and general qualifications for your particular needs. Be sure that the schedule of fees, which can vary greatly, is agreed upon in advance.

A management consultant is rarely a "cure-all," but he can be of enormous help in specific cases and areas.

(Joe Robbins, one of the industry's best-known veterans, has embarked upon a management consulting career himself. His new service is called The Robbins Management Co., with headquarters in Highland Park, Ill. He can be reached at 708/831-0701 or by fax at 708/831-0755. Joe Robbins' credentials include the presidencies of Atari, of Empire Distributing and of the Sun Corp. of America. He was also founder of AAMA and its charitable foundation.)

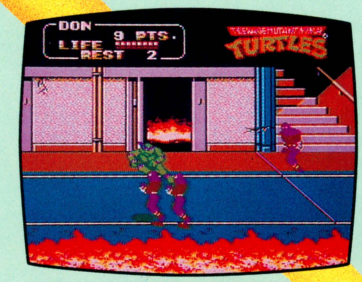


ARE YOU GETTING ALL THE GAME TITLES YOU'RE ENTITLED TO?

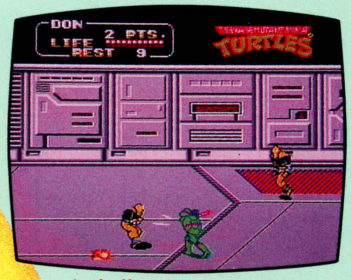
Nintendo®

COWABUNGA DUDE!

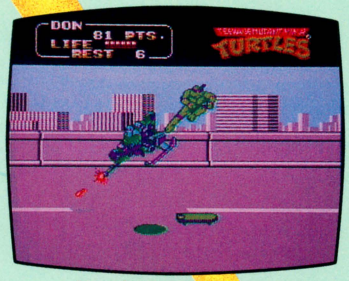
EIGHT NEW, ACTION-PACKED LEVELS WITH TEENAGE MUTANT NINJA TURTLES II, THE ARCADE GAME



Choose one of four turtles on your way to saving April from the evil foot clan.



A challenging quest with many enemies to conquer.



Use the powerful jump kick to defeat your enemy.

CALLING ALL OPERATORS: They're back! And bigger than ever. In Teenage Mutant Ninja Turtles II, the Arcade Game[1], an exhilarating, action-packed sequel to their record-busting first game.

And this time their arch-enemy, Shredder, isn't pulling any punches. Lethal electro-zappers, laser beams and freezer burners plus nasty scoundrels like Scorpion Robots and Stone Warriors are ready to make turtle soup out of our heros. Worse yet, Tora and Sho-gun, two alien bounty hunters who have never known defeat, are also itching for a take-no-prisoners showdown. Thousands of players who won their black belts on TMNT have been waiting for this release. Now it's here!

Nintendo's whopping PlayChoice™ library also includes these hot new releases: **Yo!Noid**[2], **Nintendo World Cup**™[3], **Dr. Mario**™, **Rad Racer II**[4], **Solar Jetman**™[5], and **Mega Man III**[6]. At Nintendo® the action never stops. So 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

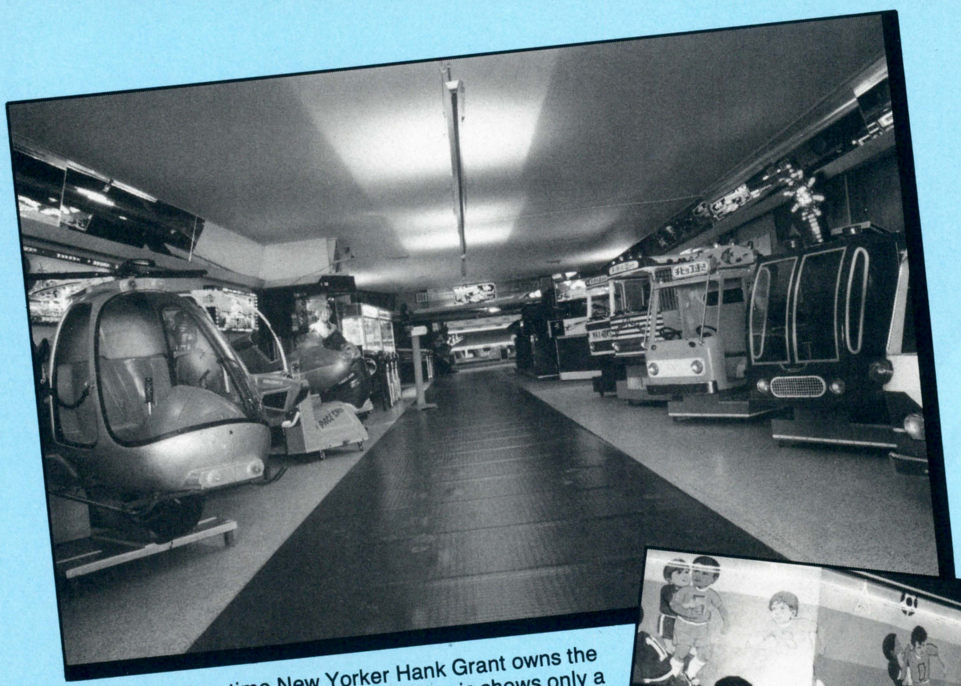
© 1991 Nintendo of America Inc., ™ and ® are trademarks of Nintendo of America Inc.

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

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

1991 ARCADE SPECIAL

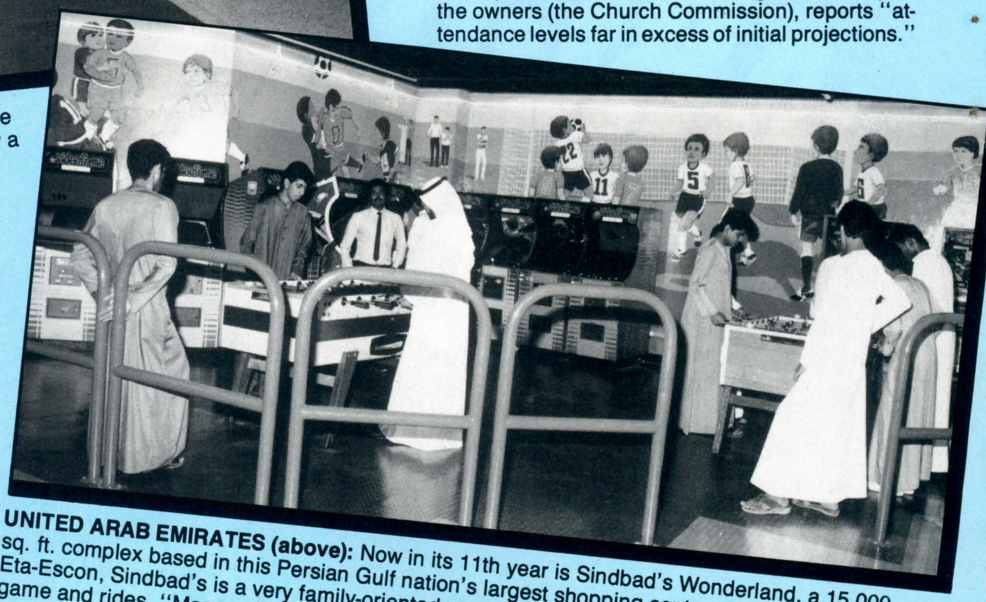




BELGIUM: One-time New Yorker Hank Grant owns the Sportland Entertainment Center. This pic shows only a portion of the place, which Hank bills as "the world's largest arcade."



GREAT BRITAIN: Europe's first-ever indoor leisure mall was Metroland, a 70,000-sq.-ft. site designed by Forrec Design International (Toronto) and built in 1988. The attractions include amusement park rides (like this coaster), mini-golf, a movie theater and a coin-op arcade. Forrec, who manages the facility for the owners (the Church Commission), reports "attendance levels far in excess of initial projections."

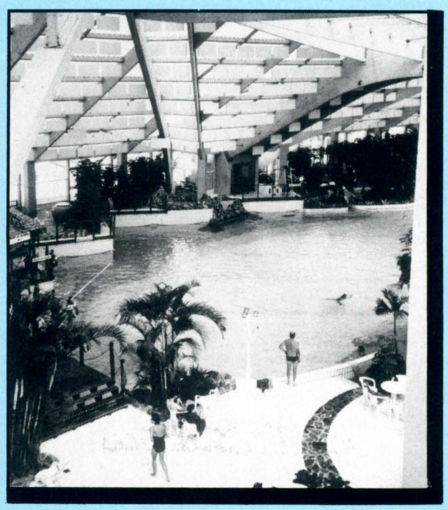


UNITED ARAB EMIRATES (above): Now in its 11th year is Sindbad's Wonderland, a 15,000 sq. ft. complex based in this Persian Gulf nation's largest shopping center. Owned by Eta-Escon, Sindbad's is a very family-oriented arcade and features every type of coin-op game and rides. "Mascots" such as Sindbad and Birthday Rabbit delight children.

JAPAN (left): The Shinjuku District in downtown Tokyo is a neon wonderland of arcades featuring amusement video, redemption-style and gaming-style pieces. In Japan's prosperous suburbs, firms like Sega and others are investing huge sums in giant mall-based arcades which resemble indoor theme parks.







HONG KONG, CHINA (left): The Bondeal arcade features a wide selection of the latest videos (notice the classy stools provided for players, too).

FRANCE (above): The Aquaboulevard de Paris is a giant indoor entertainment complex, which includes three separate coin-op fun centers (a video arcade, a billiards room, and kiddie ride area) and a huge water sports center (thus the name).

30,000-sq.-ft. 'Time Out on the Court' Was Only the Beginning
Mega-Arcades & Funplexes Point Toward a More Professional Future

Shopkeepers, horse-drawn cab drivers and orphaned children in Charles Dickens' London of the late 1800s probably never looked at each other and said, "Say, did you realize we're living through the industrial revolution?" But even if they didn't know it, their lives were being affected in every possible way by the rise of modern industry.

In the same sense, many of today's coin-op tradesters probably have never turned to their partners and said: "Guess what? Our industry is undergoing a transition from mom & pop businesses to large, professional, worldwide chains of giant indoor family fun centers."

But while traditional operators "in the trenches" continue their



MEXICO: The state-of-the-art at this south-of-the-border fun center rivals anything you could find in the States. Operated by Alexandro Teele, it shows how far Mexico has progressed.



CINCINNATI, USA: The "cherry on the cake" at the "Time Out on the Court" indoor funplex exemplifies the glamorous direction some arcade entrepreneurs are taking this progressive branch of our industry. (The castle seen in the artsy photo on this section's opening page depicts the attraction at Metroland, a British arcade designed by Forrec Design International of Canada.)



FLORIDA: Miniature golf, a sister biz at many amusement centers, is state-of-the-art at Golf 90. A brand new free-standing arcade adjoins this Ft. Lauderdale aquatic beauty.



HONG KONG: The neon lights of the Pac-Man game store in Hong Kong compete with the garish displays of other shops in this teeming city, soon to be ruled by China.

workaday chores of buying, servicing and rotating machines, a major transition is indeed underway. Many of us don't see it, because this transition is occurring at the level of our industry's highest financial stratosphere. What is this dramatic transition?

1. Mega-operators are moving into our industry with multi-million dollar budgets, ultra-professional marketing skills and sophisticated political alliances. 2. They are building multi-entertainment indoor/outdoor complexes which reach as large as 150,000 sq. ft., and which combine coin-op amusements with miniature golf, roller skating, bowling and/or other interactive family sports. 3. These new sites are being developed intensively in the U.S. (and increasingly around the world) by well-integrated teams of financiers, real estate brokers, mall developers, entertainment professionals, architects, amusement site design specialists, coin-op consultants, etc.

As this trend continues, the whole trade will be deeply affected. Manufacturers and distributors will get new, larger customers with deeper pockets. Operators and locations will face new competition. The total industry will enjoy far more public esteem and political power. In all likelihood, American society itself will be affected, as families adjust their leisure and entertainment styles to enjoy the new breed of corporate-run "mega-arcades" and giant funplexes.

RePlay touched briefly on this trend in last year's Arcade Special. We reported in May of 1990: "Giant indoor family amusement centers are expanding...often [coin-op amusements are] linked with other entertainment like movies, bowling, skating, etc....It's becoming very big business." We also noted last May that the mega-arcade trend represented one of the few bright spots in 1990's otherwise soft coin-op market.

Between then and now, a reces-

ROSETTE INC.

THE *Best* IN

STUFFED TOYS

OFFICE AND SHOWROOM
29 BALA AVE., BALA CYNWYD, PA. 19004 (PHILA.)
215/668-8392 • 800/426-6665
FAX 215-664-0125



01221 8" HOT SHOTS - 3 DOZ. PACK



01241 8" HOOLIGANS - 3 DOZ. PACK

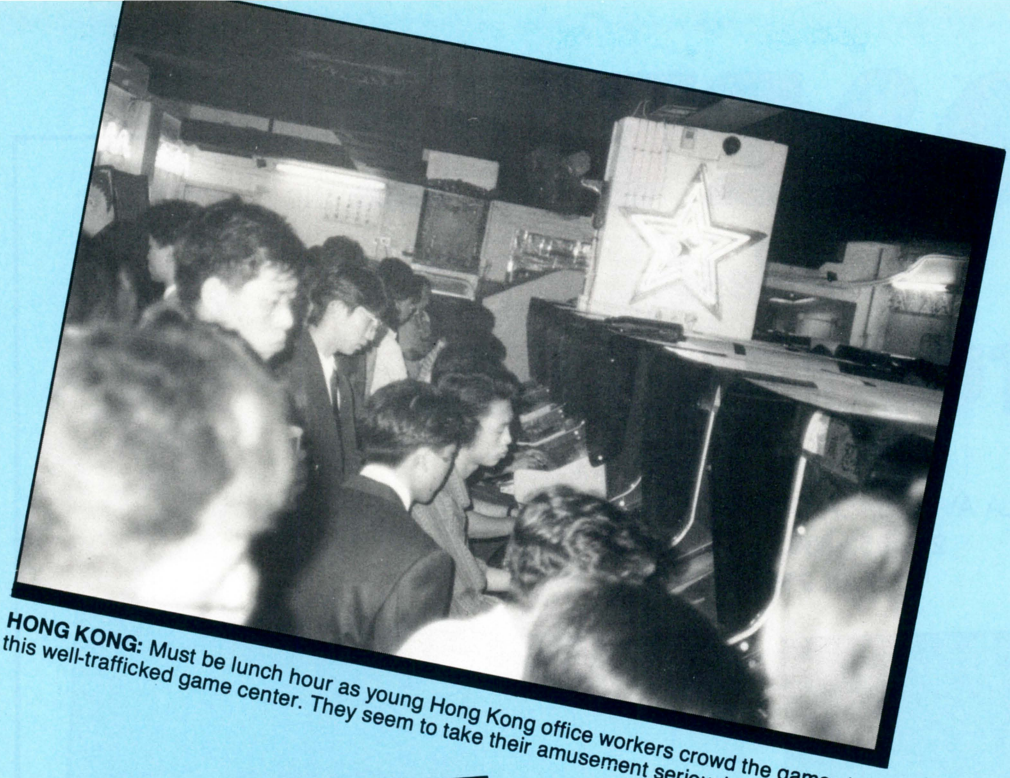


01231 8" SHENANIGANS - 3 DOZ. PACK



01211 8" HAPPY FELLOWS - 3 DOZ. PACK

Call for FREE Catalog TODAY!



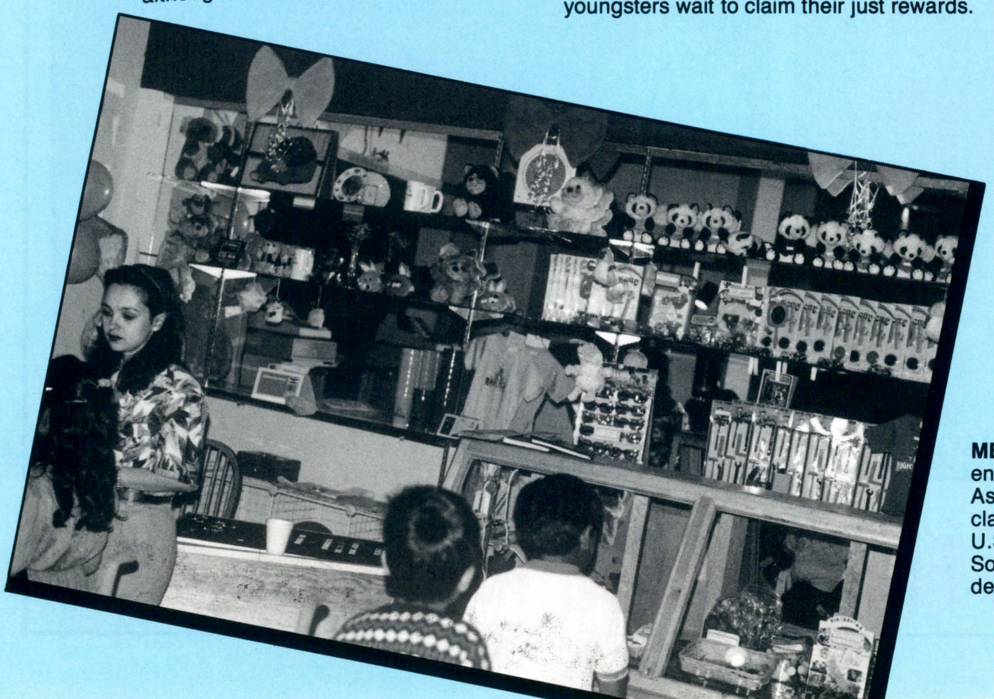
HONG KONG: Must be lunch hour as young Hong Kong office workers crowd the games in this well-trafficked game center. They seem to take their amusement seriously.



JAPAN: Pachinko ball exchangers sit around in tiny cubbyholes and reportedly exchange winners' tokens for cash, although this practice is illegal.



ANYWHERE, USA: The prize counter where redemption games come home. Note the spread of tickets on the glass as youngsters wait to claim their just rewards.



sion has hit the entire U.S. economy — but the trend toward mega-arcades hasn't dimmed much. If anything, the recession appears to be giving mega-arcades a boost!

Here's how it works. Today's average families can't afford trips to Disneyland and big theme parks as often as in the past (revenues and traffic are down at these sites). Instead, families are turning to bigger and better local and regional amusement sites for entertainment and recreation. This unusual dynamic — economic recession creating a healthy climate for mega-arcade growth — has already occurred in other countries such as Australia, we're told.

Recession (and lowered retail sales) are helping boost mega-arcades in other ways, too. Big shopping malls have lost some major tenants, so landlords are actively seeking powerhouse clients who can successfully use 75,000 and 100,000 sq. ft. "anchor" slots. And, with retail customers deserting the malls for promotional outlet chains and discount warehouses, mall landlords view multi-entertainment funplexes as a major draw which can lure families back.

One (very successful) funplex center developer has provided the following broad overview of what is happening. "The family recreation industry has been a sleeping giant for many years . . . like the fast-food industry was in the early '60s, before McDonald's came in. Out of bowling centers, skating rinks, miniature golf courses and arcades, probably the most professionally-run and professionally-marketed is bowling. But even the bowling industry has only three or four major national chains, controlling only a small percentage of the total market.

"For the most part," this pro continued, "each of these forms of family entertainment is run by thousands and thousands of mom & pop

MEXICO: Magic Place is a huge multi-entertainment center designed by J.R. Minick & Associates (Dallas). An emerging Mexican middle class supports the amusements industry and U.S. manufacturers foresee a booming market South of the Border, in partnership with Mexican dealers and operators.

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

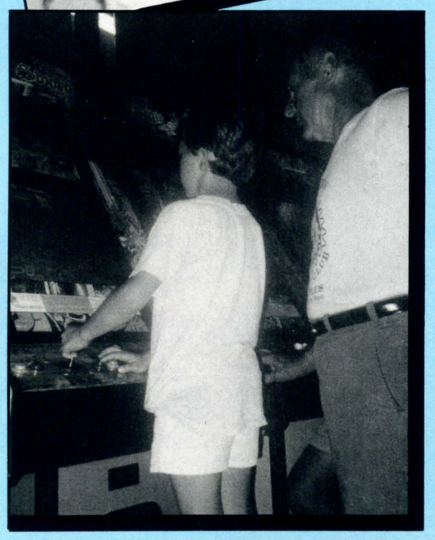
©1991 Namco Ltd. All rights reserved

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

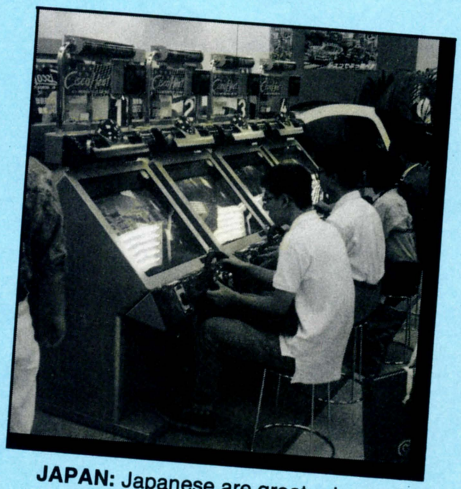
UL LISTED



MEXICO: The universal appeal of Skee-Ball is clearly exhibited at this center located in the Hipermart Mall. Looks like standing room only as these players wait for their turn.



FAMILY AFFAIR: An outing at the local game room for gramps and his grandson brings home the true meaning of "family fun center." Here gramps sees the magic of *Magic Sword*.



JAPAN: Japanese are great role-players which helps explain why videos are so popular among Japan's affluent young adults.



operators across the country. They are hardworking and conscientious. They are very able and dedicated when it comes to service. These traditional operators deserve respect, because they have built an industry.

"But quite often, their plants are antiquated. Marketing is non-existent. Financing, public relations, political contacts, modernization... too many traditional operators simply doesn't know how to tie it all together. That's why theme parks came along in the '60s and '70s and really took over so much of the professional aspect of the family entertainment business.

"In 1991," this mega-arcade developer concluded, "we are on the verge of bringing the same total professionalism to family amusements that McDonald's brought to fast food. And in the process, the family-oriented 'interactive entertainment' industry is going to become a more responsible member of the community. We're going to realize the ideal of a public-private partnership: bringing profit to the corporation, by offering a better lifestyle to the people we serve. We certainly have the ability to do that, because so many people walk through our doors."

Sound too good to be true? Maybe, until you think about the McDonald's comparison again. The fast-food king runs a nationwide chain of low-priced "Ronald McDonald Houses" for families whose kids are hospitalized. They fund their philanthropy with profits from the "billions and billions served." Remember, too, that McDonald's made those sales by becoming the Henry Ford of hamburger assembly lines...and the Walt Disney of fast-food public relations.

Consider all this, and you'll realize that professionalization of the family amusements industry is inevitable, not impossible. As stated, it's happening already with people from outside coin-op creating a successful string of giant funplexes. Reportedly, the "traditional" major

HONG KONG: Midway-style attendant-run games prove popular at Hong Kong's Whimsyland, located in Tsuen Wan Plaza. (This site was designed by J.R. Minick.)

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"

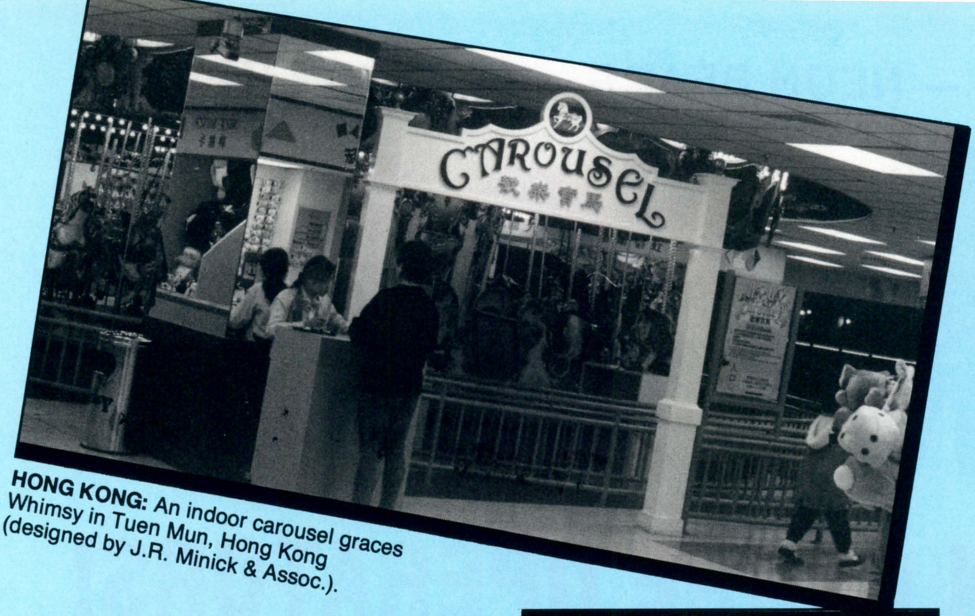


King Plush ***"Where Fun & Merchandising Go Together!"***

24414 South Main Street #204 • Carson, California 90745

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





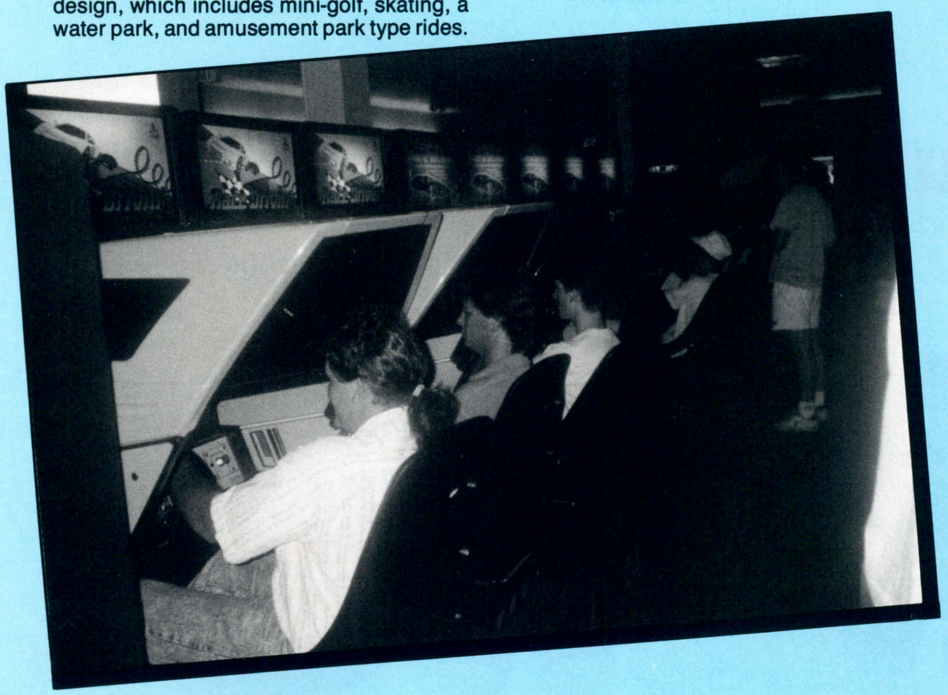
HONG KONG: An indoor carousel graces Whimsy in Tuen Mun, Hong Kong (designed by J.R. Minick & Assoc.).



GREAT BRITAIN: The Wiz's Video Academy arcade in Metroland, Europe's first-ever indoor leisure mall, providing fun for young (in this photo, *very* young) and old alike.



CANADA: The West Edmonton Mall (Edmonton, Alberta) is a 4 million-sq.-ft. center owned by Triple Five Corp. The mall combines a hotel, shopping and entertainment. Forrec Design International (Toronto) oversaw the design, which includes mini-golf, skating, a water park, and amusement park type rides.



FLORIDA: What looks like the NASA control room is a bank of driving sitdowns at Ron Mogerman's huge Grand Prix Place O Rama. He often banks multiples of hot video games like these.

arcade chains are preparing to follow suit. The only question is, how will other traditional amusement firms cope with the many changes which are already starting to arrive?

RePlay's 1991 Arcade Special examines this question from many perspectives. We profile Recreation World, a family amusement site developer which will open its first U.S. multi-entertainment funplexes early next year . . . with overseas units to follow. We provide insights from operator Frank Seninsky on how a traditional operator can work with the coming mega-arcades, and from operator Wayne Fromm about how traditional mom & pop arcades can raise their own professional standards. We preview Fun Expo, a new trade show geared specifically to "pocket parks" and the emerging funplexes.

Also in this section: we profile Battle Tech Center, a hi-tech, highly-themed "Disneyland on location" type of arcade whose Chicago-based founders also have plans for global expansion. Namco America operations director David Bishop discusses the philosophy which will guide their large (and growing) arcade chain into the future. Redemption columnist Art Warner describes a humorous encounter with an arcade employee who could charitably be described as a "negative example."

A photo gallery displaying "Arcades Around the World" shows what some of the largest, glitziest mega-arcades are doing from Belgium to Tokyo. And finally, *RePlay* editor Marcus Webb discusses the impact of mega-arcades on the coin-op amusements industry — and possible competitive strategies for traditional operators — in his monthly column "On Your Mark."

We spent a lot of time and effort preparing this special report. We only ask you to take some time to read it carefully — and think about what you read. Get ready for the arcades of the 21st Century!

Cisco Heat™





Put your pedal to the metal for a fast start at the Golden Gate Bridge.



Rev down for a safe ride through the streets of Chinatown.



No time for a fast food break at Fisherman's Wharf.



It's life... or death... in the fast lane along Bush Street.

THE FASTEST GAME ON FOUR WHEELS!

It's hot! It's fast! It's the wildest way yet to see San Francisco—flying over hills, screeching around corners, dodging cable cars and pedestrians, at speeds only the most powerful police cars can reach.

'Cisco Heat brings your customers death-defying action they can't get from any other driving game as they race in the nation's first "National Championship Police Car Steeplechase" at breath-taking speeds.

Digitized graphics and thundering stereo sound combine with ultra-realistic controls—including vibrating steering wheel, gear shift, brake and gas pedals—to take them for a ride they'll never forget.

'CISCO HEAT... DRIVES 'EM WILD!

'Cisco Heat features:

• Skilled Realistic Driving • Variable Coinage • Continue Play Feature • Vibrating Steering Wheel • Attracting Flashing Lights • Stereo Sound

Once your customers get their hands on the wheel of 'Cisco Heat, they won't want to let go!

Take a test run today

Call Jaleco at 708-480-1811 for a 'Cisco Heat test drive. Production will be limited, so make sure you get your hands on one while it's hot.

JALECO™

Call us for the Distributor in your area—**(708) 480-1811.**

Jaleco™ and Cisco Heat™ are trademarks of Jaleco USA Inc.
© 1991 Jaleco USA Inc.

NEW!
2-SEATER!

Cisco Heat™





Put your pedal to the metal for a fast start at the Golden Gate Bridge.



Watch out for slow-moving pedestrians as you approach downtown.



It's life... or death... in the fast lane along Bush Street.



Rev down for a safe ride through the streets of Chinatown.



No time for a fast food break at Fisherman's Wharf.

IT'S WHITE KNUCKLE TIME!

Dizzying graphics! Thundering stereo sound! A vibrating steering wheel that threatens to shake your teeth right out of your mouth!

It's 'Cisco Heat—the wildest ride your customers have ever taken. A tire-screeching, heart-pounding, sweat-inducing race through the streets of San Francisco—flying over hills, squealing around corners, dodging cable cars and pedestrians, at death-defying speeds only the most powerful police cars can reach.

'Cisco Heat combines ever-changing digitized graphics, exciting sound effects and ultra-realistic controls—including vibrating steering wheel, gear shift, brake and gas pedals—as players race in the first "National Championship Police Car Steeplechase."

'Cisco Heat is two games in one. Two players can play against the computer at the same time, or play against each other in head-to-head competition.

'Cisco Heat features:

· Dual Individual Play or 2 Player Competition · Variable Coinage · Continue Play Feature · Two 25″ Monitors · Vibrating Steering Wheel · Stereo Sound · Unique Cabinet Design · Attracting Flashing Lights

This is one ride people will pay to be taken for... again and again and again.

Take a test run today

Call Jaleco at 708-480-1811 for a 'Cisco Heat test drive. Production will be limited, so make sure you get your hands on one while it's hot.

JALECO™

Call us for the Distributor in your area—(708) 480-1811.

Jaleco™ and Cisco Heat™ are trademarks of Jaleco USA Inc. © 1991 Jaleco USA Inc.

RECREATION WORLD

3-story site to combine coin-op amusements, mini-golf, bowling & skating; firm targets world-class professionalism, growth & community service

Welcome to the future of coin-op amusements. On Jan. 1, 1992, Carole and Sheldon Krechman plan to unleash a "family entertainment success story" that will take your breath away. Los Angeles, global capital of the entertainment industry, provides the perfect setting for the Krechman's new company/concept/multi-entertainment family fun center: Recreation World.

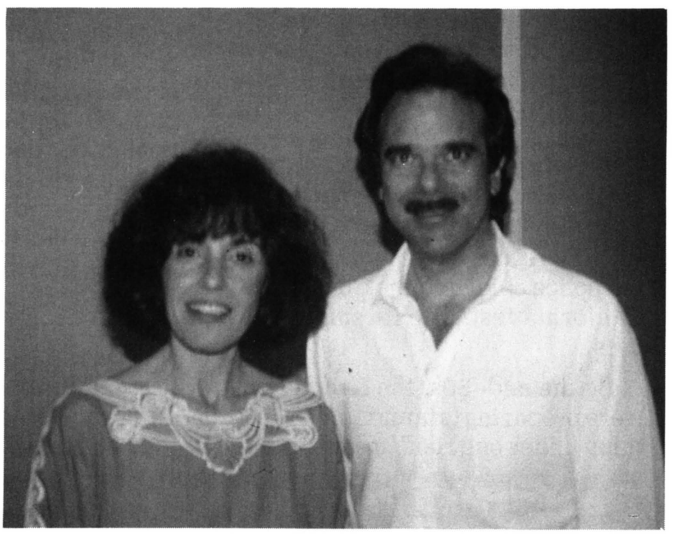
What exactly is this Recreation World? It's a high-profile example of the mega-arcade, super-funplex trend which is growing around the U.S. and the world. RW sites will combine coin-op arcades (video, redemption, pins, novelties, sport-themed, & kiddie rides) with first-class bowling, roller skating and miniature golf facilities.

What is Recreation World? It's a company with plans to open five major facilities in Southern California next year, and contacts in place to develop overseas operations later. RW is already forming relationships with some of the biggest names in coin-op manufacturing and operating, both here and abroad.

What is Recreation World? It's a concept developed by entertainment pros who are accustomed to dealing with the rest of our society at its highest levels — from the White House Conference on Small Business, to the Government of China. They're a company to learn from . . . to be inspired by . . . or perhaps to compete with.

In short, Recreation World is everything coin-op amusements always wanted to be when it grew up.

"What we are doing, is really what's happening in the industry," stated CEO Carole Krechman. "Family amusements are still largely a mom & pop business, but they're moving toward greater professionalism, more social responsibility and much more community involvement. I want people to feel we're taking care of them. All they have to do is enjoy themselves with their families, and we'll do the rest."



With decades of experience between them, Carole Krechman and Ivan Axelrod of Recreation World are top-flight entertainment professionals.

TWO ENTERTAINMENT CAREERS

Coin-op is a small universe, and some readers may be wondering who these new faces are and where they come from. Well, Carole and



Rollerskaters play video games at massive World on Wheels rink designed by the Krechmans.

Sheldon Krechman arrived at this juncture via a lengthy and fascinating odyssey that leads through exotic world capitals and includes world-famous business titans.

He's originally from Chicago, a corporate executive from the electronics and computer industry. She took her architect's degree from UCLA and is a designer/developer specializing in large family recreation sites. In the mid-'70s, they combined a total of 35 years' experience (to that date) to create a hugely successful combination bowling/roller skating center in Ventura, Calif. In 1980, they built World on Wheels, the USA's highest-grossing roller skating rink (also featuring coin-op and other amusements) in a risky downtown L.A. site. Thank-you letters from community leaders, the police chief and the Governor of California testify to its smash success.

By the mid-'80s, the Krechmans were preparing to launch an "everything under one roof" mega-arcade concept combining mini-golf, skating, bowling and coin-op. But before they got started, a fellow named Dr. Armand Hammer, chairman of Occidental Petroleum, tapped them on the shoulder. Hammer sent Sheldon and Carole on a seven-year "detour" of building first-class skating rinks (and a marvelously classy Ramada Inn hotel) in Beijing and other sites in China. Yes, the People's Republic of China!

AMBITIOUS PLANS

Today, their Chinese ventures are highly successful landmarks of entertainment and hospitality. So in 1990, the Krechmans have returned to their own country full-time, and to their earlier goal: creating a worldwide chain of multi-million dollar Recreation World fun centers, starting in Southern California and branching out across the USA and overseas to the Asian market. Meantime, they're accustomed to getting fan mail from top civic authorities, community leaders and they're working with such people as California's Superintendent of Schools to make Recreation World a partner for better education.

As we said at the outset, it's a breath-taking vision of the industry's future. If you're beginning to wonder if the Krechmans' egos are as big as their dreams (and their investment budgets), think again. Carole and Sheldon are low-key, intelligent idealists. They hug and kiss long-time employees. He smiles and tells stories about little kids they've entertained. She likes to roller-skate and admires the socially progressive aspects of Marvel Comics.

The Krechmans are very nice people.

And Recreation World is going to be more than a very nice amusement center. Patrons will pay a $1 entry fee, for which they'll receive a $1 token. Each of the five facilities planned so far will occupy at least 60,000 sq. ft., will be open 16 hours a day, will provide customer parking and will employ around 60 location personnel apiece (seven man-

ANOTHER GREAT ONE FROM GREAT LAKES DART DISTRIBUTORS

Everything You Need For Dart Excellence

- Highest Quality Components and Accessories
- Assembled in the U.S.A.
- Worldwide Sales
- Quality Service from the Nation's Leader in the Electronic Dart Field

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

Great Lakes DART Distributors

Dealer & Distributor Inquiries Only

PIT BULL
"The dart with an attitude"



Packaged In A Durable All Metal Deluxe Case
Complete With Extra Flights and Tips

Enhanced Diamond Design Tungsten Barrels

Available In
14 GRAM ONLY WITH 2BA TIPS

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



irem TODAY



GUNFORCE™

War---As It's Never Been Fought Before

GUNFORCE steps in to save humanity.

EARTH---Continued alien attack on planet Earth has led to the formation of the ultimate multi---national army, the GUNFORCE.

Backed by the largest arsenal of weapons ever assembled, the GUNFORCE is the planet's last hope for survival.



GUNFORCE at a glance.

- Two player simultaneous action
- Explosive screen graphics and special effects
- Six-stage battle plan moves players into the heart of enemy operations
- Advanced tactical weapons and command power

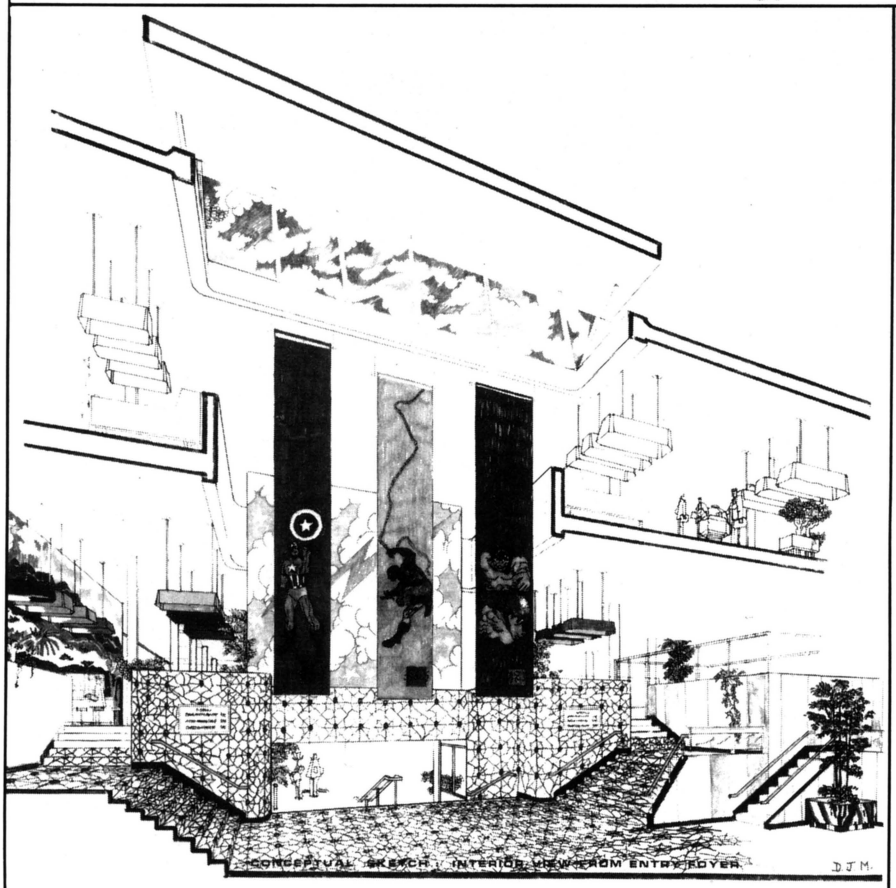
For the latest news coverage on GUNFORCE operations, see your AUTHORIZED IREM DISTRIBUTOR or call IREM at (206) 882-1093.

IREM AMERICA CORP®

IREM AMERICA CORPORATION 8335 154th Avenue N.E. Redmond, WA 98052 ©1991 IREM AMERICA CORPORATION



SKETCH VIEW : TO PROPOSED RECREATION WORLD
(AS VIEWED FROM SEPULVEDA BLVD)



Above are exterior and interior sketches of the soon-to-be SoCal Recreation World, which will be located on Sepulveda Blvd. in the LA neighborhood of Westchester.

agers and the rest minimum-wage personnel).

THREE FLOORS OF AMUSEMENTS

The first Recreation World will be located on Sepulveda Blvd. in the Los Angeles neighborhood of Westchester (just north of LAX near the 405 and 10 freeways). Each of its three stories will be dedicated to different aspects of family amusements. The first floor emphasizes participatory family sports like bowling (22 lanes) and electronic darts (both supported by league play). The first floor also includes rest rooms, a food counter, pro shop and a sports bar with sports-themed coin-op games and large-screen TV.

The second floor will include a miniature golf course of at least 12,000 sq. ft. in which every hole replicates a challenging green (in miniature) from such world-famous courses as Pebble Beach, etc. Also on the second floor will be a pinball center; an area dedicated to coin-op pool and soccer tables (think leagues again); another area for kiddie games (junior Skee Balls, etc.); and a redemption arcade. The lav-

WANT A SUBSCRIPTION TO RePlay magazine?

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

ish redemption prize counter will sit like a "crown" atop the pinball square.

The third floor will house the coin-op video arcade and a full-sized (25,000 sq. ft.) skating rink. Customers will buy tickets good for three hours of rink time; they can also skate to the arcade and play "second-tier" videos while on wheels (this concept has already proven itself at the World On Wheels rink).

THE COIN-OP COMPONENTS

The L.A. Recreation World will include a total of about 150 coin-op games, ranging from the "latest and greatest" videos and pins, to redemption staples, kiddie rides, sports games and and older video equipment. The firm will hire a coin-op manager who will select and place the coin-op games in the site, along with a jack-of-all-trades repairman who will fix everything from stuck bowling pins, to stuck pinballs.

No person has been chosen for this position of coin-op director yet, but whoever is eventually hired will be trained by Century Vending's Jerry Monday, who presently serves as an advisor and consultant on coin-op. As for other coin-op contacts, Sheldon Krechman attended the recent ACME show, where he had useful consultations with such firms as Nintendo, Namco and others. Dialog is on-going with various major coin-op firms about different types of possible cooperation.

Food in each Recreation World will be provided by name-brand companies (think of a famous ice cream chain, for example). And architecture will go far beyond the usual "functional" bowling alley and video arcade appearance, to include open atriums, high ceilings, hanging carpet tapestries of world-famous cartoon and comic book characters, open plazas, and even themed wall-to-wall carpeting! Carole Krechman long ago pioneered the use of "carpet art" for decorative and sound control purposes; her touch is evident here along with the world-class talents of the Chiax & Johnson architectural firm. Century Vending's Sue Monday is also helping with site design.

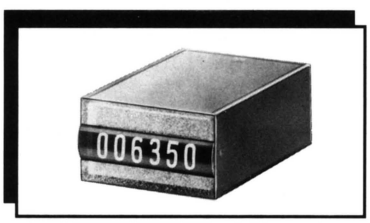
The complete L.A. complex alone represents a $6 million-plus investment. A comparable Palm Springs facility will open at about the same time early next year; and additional Recreation Worlds are currently being developed in Pomona, Oceanside and Anaheim. Each site was carefully selected for its demographics, income, population growth patterns and competition. Some of the complexes will be stand-alone facilities; others will serve as "anchor tenants" in major retail shopping malls.

Beyond the savvy of Sheldon and Carole Krechman themselves, Recreation World boasts "personnel power" in depth. Company president Ivan Axelrod spent 18 years with a premier L.A.-based entertainment accounting firm, Laventhol & Horwath. Board member Bernard Fisher is EVP of MCA's Recre-

• 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

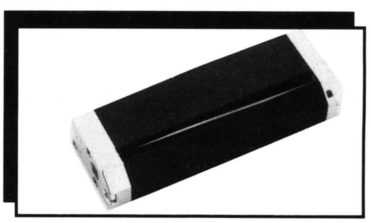
• Self-Sharpening Rotating Blade

• 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

ation Services Group (Universal Studies Hollywood, etc.). Other company execs hail from retail chains such as Thrifty Drugs, etc. Recreation World also has a mutually exclusive relationship with the Iliff, Thorn & Co. real estate firm which matches major site tenants with landlords. "With people like these as part of our team," said Carole Krechman, "we enjoy real expertise and credibility in many areas: entertainment, finance, real estate, construction, retailing, you name it. We feel it makes for a formidable combination!"

COMMUNITY RELATIONS

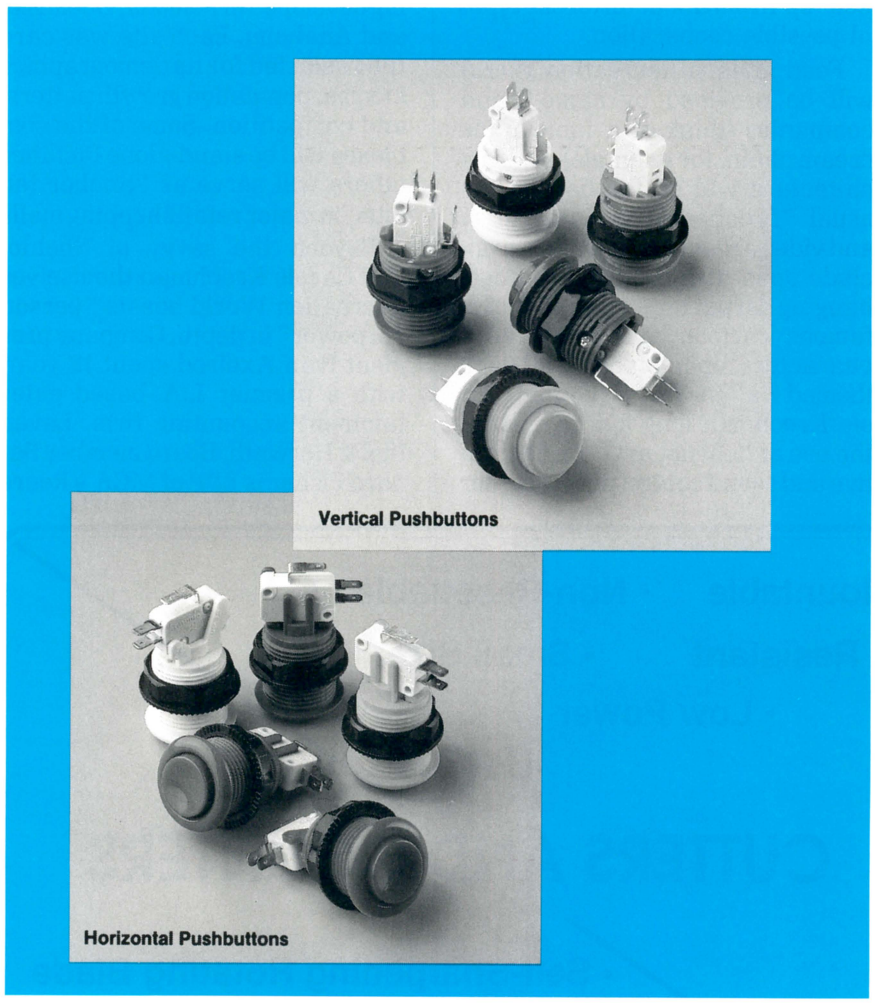
One approach that sets Carole and Sheldon Krechman apart from many business firms which only care about the bottom line: they prize strong relationships with communities and civic leaders. From entertainment to education, Carole foresees making Recreation World a valued part of the California scene.

"We've always worked closely with city authorities and have gotten along very well with them," she said. "In this case, the city of Los Angeles is very comfortable with me developing entertainment for young people. When you invest in a community, our experience is that the people appreciate it. They feel a sense of participation. When we first opened our downtown L.A. rink, not in the greatest neighborhood, people said: are you nuts? They'll destroy it in six weeks. Instead, the reception was typified by the father who brought his child inside and said, look what they've done for us. And the site is still very popular and in excellent condition today.

"We take a 100% family-oriented approach," Krechman continued. "We've been trying to explain that we're not a shoebox in a mall; we're the Knott's Berry Farm of the industry, where families can come and have a good time together enjoying interactive entertainment and participatory sports. If we were getting complaints from church and neighborhood leaders — fortunately, we are not — we'd meet with them and explain our approach. Once people understand what we're all about, they support it."

ABOUT THOSE TEENAGERS

Part of what Recreation World is about, is education. The company plans to run "A-Student Leagues" and is coordinating with state school superintendent Bill Honig to set up a program called "School to Work": kids can contract with Recreation World, so that if they maintain a C grade average on a specified curriculum, and build a 98% attendance record, Recreation World will guarantee them an entry-level job upon graduation. The program isn't locked in yet, but prospects look quite promising. "It's a win-win situation," smiled Carole Krechman. "I get literate, motivated workers and the kids get a reason to stay



HAPP Pushbuttons

Select from our standard and custom pushbutton controls... with horizontal mounting microswitches and vertical mounting microswitches; fit any wood or metal control panels. These made in the U.S.A. microswitches provide over 10,000,000 actuations. HAPP pushbuttons are made of very durable nylon.

HAPP also manufacturers quality illuminated pushbutton controls, joystick controls, coin/currency controls, power, driving, trackball and other electronic controls. You receive finest quality, fast delivery, competitive pricing. Call or write for FREE HAPP CONTROLS CATALOG.

HAPP CONTROLS, inc.
Manufacturers of Electronic Controls
106 Garlisch • Elk Grove, IL 60007 • Phone (708) 593-6130
FAX: (708) 593-6137 • TELEX: 297249 CONTROLS UR

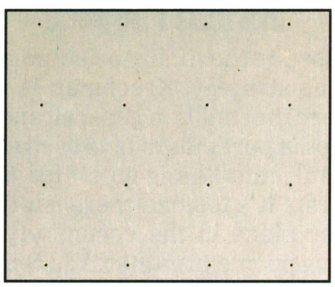
SST

STAINLESS STEEL TOP

WON'T WEAR OUT!

SST is the ideal game for thousands of operators worldwide. Why? Because it consistently produces higher earnings and its Stainless Steel top just won't wear out!

SST is loaded with features that players want—digital scoring, fast action, and a good solid feel. Operators like you really appreciate the serviceability, rugged trouble-free construction, and built-in cash box security.



And best of all, you can purchase SST direct from the manufacturer and save hundreds of dollars. In fact, our nearly indestructible SST costs you less than the competition's game with a better top and significant service advantages. So, isn't it about time that you make your life easier and more profitable? Call or FAX today and place your order.



Two Sizes:

SST-8: **103" x 50"**
SST Lite: **79" x 44"**

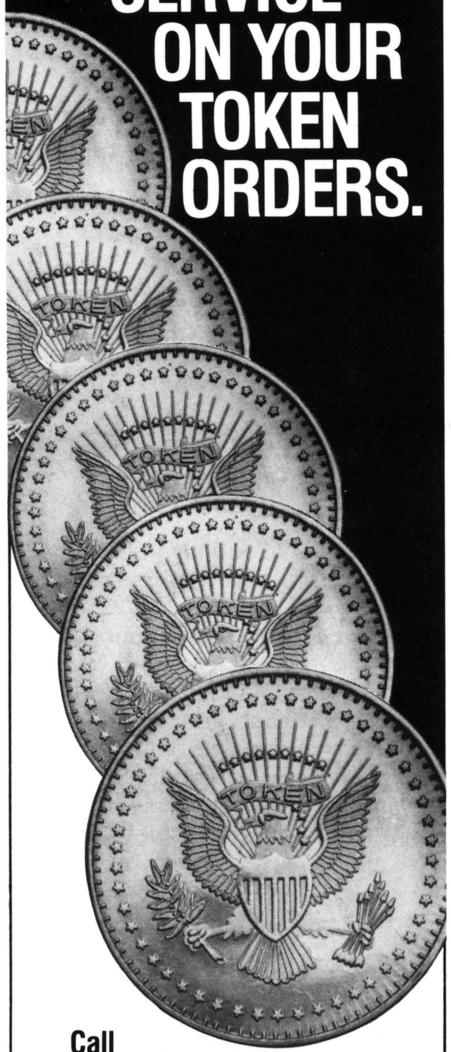
SST's are found in some of the finest locations in the world including:

- ❑ Disneyland
- ❑ Disneyworld
- ❑ Malibu Grand Prix
- ❑ Putt Putt Golf & Games

Imagination Leisure inc

251 Dixon Avenue, Amityville, NY 11701
(516) 842-4242
FAX: (516) 842-0532

SAVINGS PLUS INSTANT SERVICE ON YOUR TOKEN ORDERS.



Call
Roger Williams Mint
Toll-Free 1-800-225-2734

- Overnight shipment on stock token orders
- 3-4 weeks, even less, on custom designs
- FREE design service
- Reliable security procedures

For samples of our work, information or to place an order, call Toll-Free.

Roger Williams Mint™

Northwest Industrial Park
79 Walton Street
Attleboro, MA 02703

in school."

The Krechmans ran a similar program with 400 Chinese kids who are now employees at their Beijing hotel. "I understand that kind of give and take, and I want to help," Carole explained. "The family amusement business can make a real contribution, and if it costs us a dollar for every person who walks in our doors, it won't really hurt our bottom line." (Remember, World On Wheels pulls in 5,000 people each week and the Krechmans' other past entertainment complexes have drawn comparable numbers.) "Besides," Krechman added, "it can make a real difference for children's education."

SECURITY ISSUES

Despite the family-oriented marketing strategy, Krechman is well aware that malls in general, and arcades in particular, have evolved by default into "hang-outs" for teenagers. "It's too bad there isn't any other place in the community for young people to gather. We remind city authorities that we're investing millions in their communities; we're here to stay and the last thing we want is trouble. We tell malls that kids will come anyway; at least with us they'll have a place to go where they'll be supervised and have something constructive to direct their energies toward."

Security will be a major priority at Recreation World. The $1 entry charge will discourage troublemakers from "just hanging around," and a variety of other measures will reinforce the mellow family atmosphere. For example, uniformed guards will patrol the parking area and be visible indoors as well. Customers will walk through a metal detector when they first enter the complex. And video cameras will be employed in strategic locations.

"I'm not afraid to talk about security," said Carole Krechman. "It's a very important subject and should be out in the open. We live in a time when life is tough, and I don't think customers will find security measures disturbing. They'll find them comforting; they'll welcome it. The metal detectors are a statement that we don't fool around. So are the uniformed guards and the cameras. At our downtown L.A. skating rink, we probably spent as much money on security as we did on rent, but that's simply part of life today."



Recreation World

THE FUTURE OF OPERATING?

From glitzy layout to the best possible community relations, Recreation World offers an exciting model for what the future of the coin machine amusements business *could* be like . . . and perhaps *should* be like. Even if traditional operators can't match RW's scale of enterprise, they can surely emulate the professionalism and community involvement which are the hallmark of RW's business philosophy.

At the core of RW's philosophy is commitment to family entertainment. The amusement industry's sharpest minds have already recognized that age-barrier specialization is breaking down: arcades that target teens exclusively, are on their way out. Taverns that cater solely to the unaccompanied male customer, are suffering hard times. Kiddie rides and redemption are finding their way into more and more amusement sites. Even Las Vegas, which once touted its "Sin City" image, is turning toward the broad American family, toning down the stage shows and creating theme park type attractions instead.

"The secret of this business," said RW chairman Sheldon Krechman, "is to be very family-oriented." Once Recreation World and its mega-arcade counterparts make their splash, that "secret" will definitely be out in the open.

(2) EXCITING NEW KITS FROM TECMO:



STRATO FIGHTER

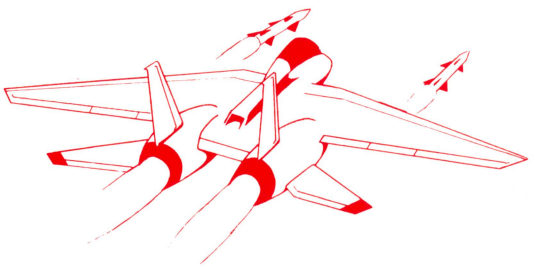
- HORIZONTAL
- STANDARD JAMMA
- CONTINUATION FEATURE
- 1 OR 2 PLAYER INTERACTIVE
- 6 STANDARD LEVELS & 6 PRO LEVELS
- UNIQUE WEAPON & SPEED-UP FEATURES

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

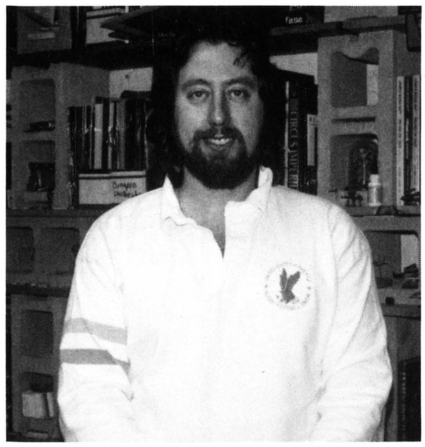
(213) 329-5880 • 1-800-338-0336 • FAX: 213-329-6134

BATTLE TECH CENTER

ESP Corp.'s dedicated arcade offers a "total fantasy" environment; teams of player enter sci-fi world to play 16 linked cockpit videos

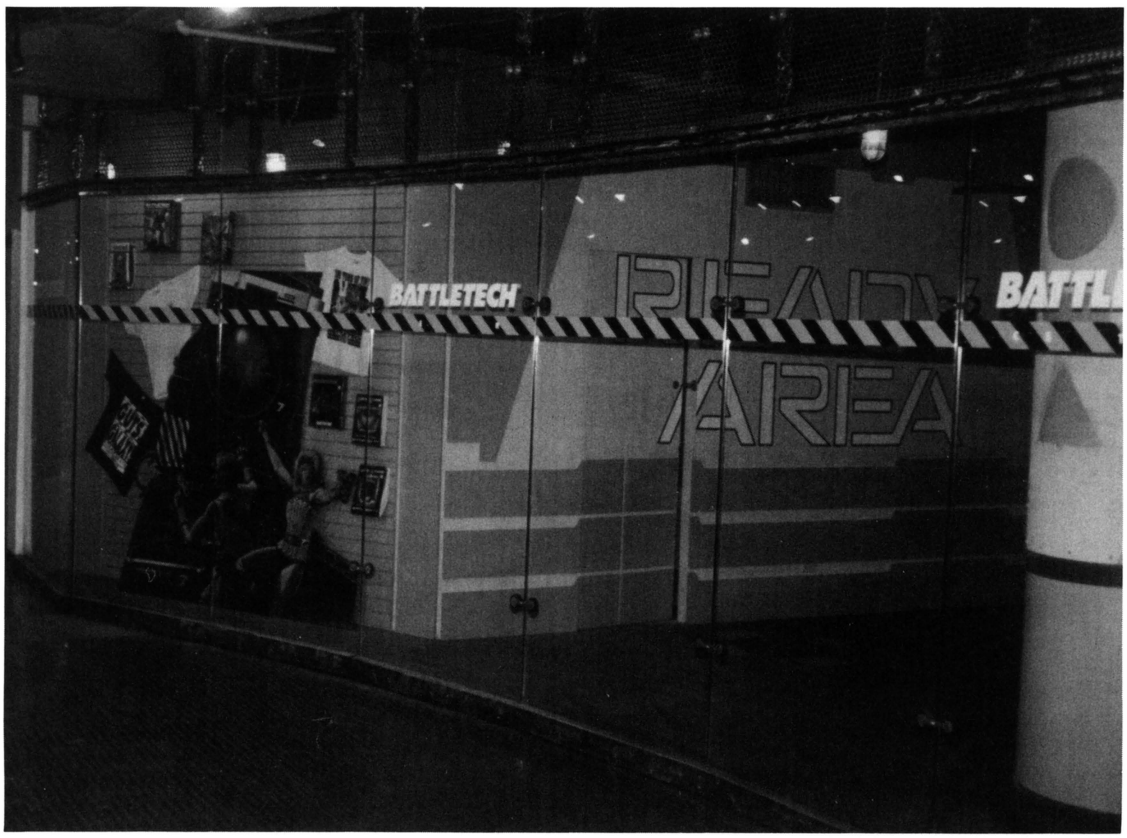
Are you ready to go beyond standard game playing? Ready to step into a whole new fantasy environment? You and several friends can climb into individual sci-fi vehicle cockpits, close the hatches over your heads, and together play a futuristic desert warfare game called *Mech Warrior,* which is depicted on eight interactive video screens. It's a hi-tech version of "capture the flag" . . . or maybe we should describe it as "Mad Max Comes to the Arcade."

Welcome to the next generation of participatory video game realism. The location is called Battle Tech Center and it's a sort of video arcade/miniature theme park attraction, located in Chicago's trendy North Pier Terminal shopping complex. The cost is $6 to $8 per person for a total 30-minute experience.



Youthful prexy Jordon Weisman developed gaming expertise with his best-selling fantasy role-playing board games. A couple of years ago, he realized this talent would apply splendidly to coin-op entertainment.

During that half hour, you walk into a futuristic 4,000 square foot store that looks like a "Star Wars" movie set. You purchase a ticket which tells you what time you'll play, and which "ready area" to report to. There, you receive a video "briefing" on three screens, explaining the fictional world you're about to enter. Next, you move to an "observation deck" to watch two real-time games currently in progress, which are depicted on 16 different (but interlinked) screens



Exterior of Battle Tech Center in Chicago's North Pier Terminal. Basically, you're looking at a glass front in a mall aisle. Through the glass, customers can see a large display of game characters and merchandise, and can look into part of the "sci-fi set" of the 4,000 sq. ft. arcade.

F-15 STRIKE EAGLE™

People Pay To Play A Winner!



F-15 Strike Eagle, the hot new combat flight simulator from MicroProse Games, draws crowds and quarters in record numbers. The sit-down version, competitively priced, is out-earning higher priced sit-downs in arcades everywhere, even the most popular driving games! The stand-up version of *F-15* is consistently among the top five earners internationally and has stayed on the top earnings charts for over 20 weeks. Order *F-15 Strike Eagle* today and experience the drawing — and earning — power of one of the world's hottest arcade games.

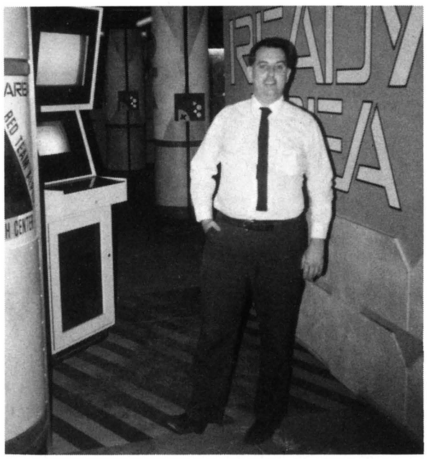
- ***Simplified gameplay***
- ***Multiple buy-ins***
- ***High, consistent earnings***
- ***Dazzling Technology and non-stop excitement***

Receive a Free T-Shirt. Just contact MicroProse Games at 1-800-879-PLAY, to answer our brief customer survey. Call anytime between 9 am and 5 pm EST. Offer good while supplies last. Offer expires July 1, 1991.

MICROPROSE™ games

180 Lakefront Drive
Hunt Valley, MD 21030
(301) 771-1151
Customer Service (301) 771-6740

For more information, contact your local distributor or Chris Preus, MicroProse Games National Sales Manager, at (612) 544-7396.



Manager Ira Boucher at the "Ready Area." Players standing in line file through here. While they wait to play, they get recorded briefings on the game and the fictional universe they're about to enter, from that dual-screen video next to Ira.

. . . eight screens per game. Finally, you move onto the "flight deck" and climb into a cockpit-style simulator to play a round of the game yourself. On your way out, you and your friends can stop by the counter and buy "Battle Tech" merchandise from jackets to board games.

FIRST IN A SERIES

Chicago's Battle Tech Center opened in July of 1990. It is the first in a projected series of dedicated hi-tech arcades . . . and the *Mech Warrior* game is only the first in a projected series of software changes which promise a wide variety of interactive game experiences.

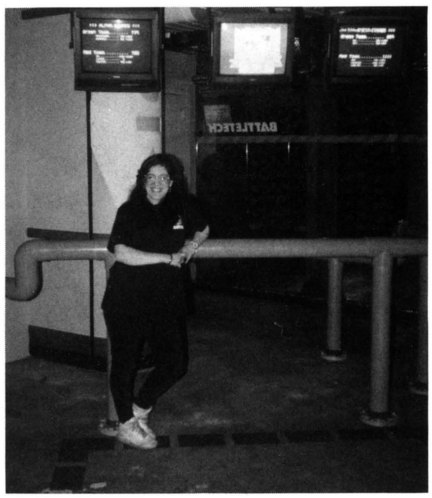
The Chicago unit is owned and operated by ESP Corp. (the initials stand for "Environmental Simulation Project"). The Battle Tech concept is the brainchild of a young man named Jordan Weisman, president and CEO of the company. ESP grew out of Weisman's Fasa Corp., a longtime leader in the market of fantasy role-playing board games.

Weisman describes his interlinked video games as multi-player interactive simulators, similar to those that the U.S. Army and Air Force use for training. "It allows a large number of tanks or planes to be on the same video-graphics battlefield at the same time," Weisman said.

As stated, the Chicago complex includes 16 individual units, a "ready room" where players get their missions and training, and an "observation deck" where observers can get a bird's-eye view of all 16 screens simultaneously. The complex can handle two independent games at once (i.e., two simultaneous, independent rounds played on the same basic software: each game experience includes two teams of four players each).

SOFTWARE, HARDWARE & THEMED SETTINGS

Battle Tech's initial desert warfare game, *Mech Warrior*, was engineered by Incredible Technologies (also of Chicago). It features "walking tank" sci-fi enemies on the screen, and is based on "Battle Tech Universe," a fictional setting for board games and novels that ESP as been publishing for several years.

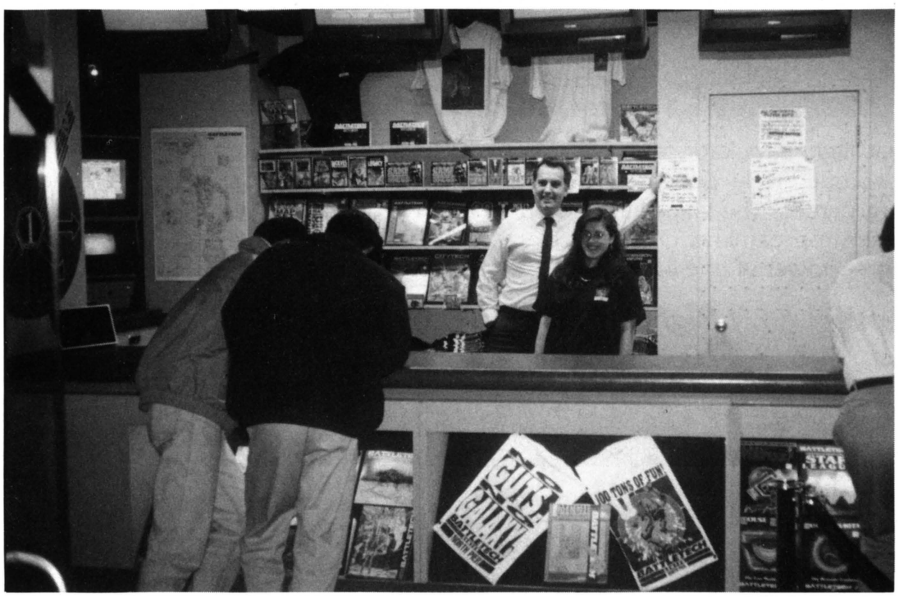


Employee Luzmaria Acosta near the observation deck. From where she's standing, players can see a large "video wall" of 16 monitors depicting two "live" interactive games currently in progress.

Future software may depict space fighters in an asteroid belt; underwater fighting vehicles; F-14 dogfights; modern-day tanks; and a combination of air and ground forces. While most missions will feature "seek and destroy" gameplay ("to pull kids in off the street," said Weisman), more sophisticated missions will be provided to appeal to adult players: find a certain base, protect a convoy, take a particular hill, defend a base, etc.

The Battle Tech video hardware system allows players to turn their vehicles in any direction of the compass, and drive off into a consistent, detailed computer-generated environment. The hardware uses a "frame generation system" instead of polygon graphics, which have been employed to create a similar effect in other coin-op games. Ultra-realistic depictions of vehicles and near-photographic-quality environments are created as a result. Engineers say they can order up 256 colors *per object* which is portrayed on screen . . . and theoretically, each pixel could be an "object."

Besides actually playing the game,



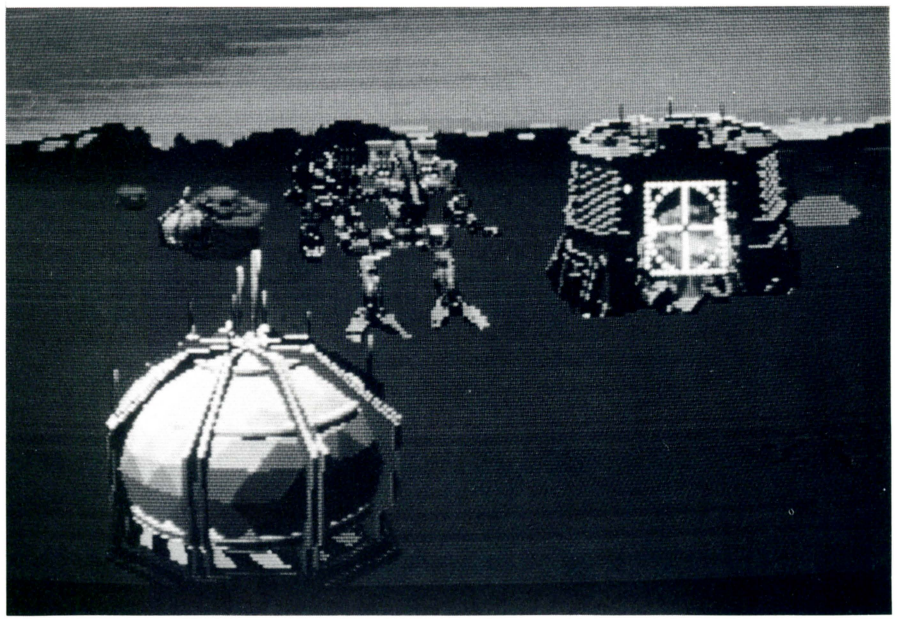
Step up to the ticket counter and buy your tickets! Pay $6-8 per person for 30 minutes (up to 12 minutes is actual playing time). Overhead screens promote tourney play. On their way out, customers pass this counter again, where many purchase themed merchandise.

customers get a "theme park"-type of experience as they walk through the store, which is meticulously designed and executed in the style of a futuristic battle station . . . with black lights, TV monitors everywhere, overhead ducts and pipes running in all directions, large hatchways and steel columns, and oversized signage reminiscent of an aircraft carrier ("Ready Area," "Emergency Exit," etc.).

"Essentially it's a local Disneyland," Jordan Weisman said. "From the moment you enter a Disney ride, even while you're in line, you are in the middle of that fiction. The idea is to redefine the waiting period as one of the high points in the total experience. Letting the audience see the game in progress from all points of view on a group of monitors, gives them a unique perspective. They have more information in the 'observation deck' than any single participant in the game. It's exciting and also a good learning device."

INTERACTIVE PLAYING

Despite the appeal of the elaborate sets and the theme park type walk-through, Battle Tech Center's real draw is the human interactivity of the game itself. "Games on our system will have infinitely longer life than an arcade game," Weisman claimed, "because your opponent is not a pre-programmed computer. The computer is just the medium, but you're challenged by the



This shot of screen art gives only a dim idea of what gameplay looks like on Battle Tech's first game, *Mech Warrior.* Very exciting, realistic renderings of environments, props, enemies and friendly vehicles are achieved via digitized graphics and a "frame generation system." Action occurs in a 360 degree "universe" which represents many square acres.

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.

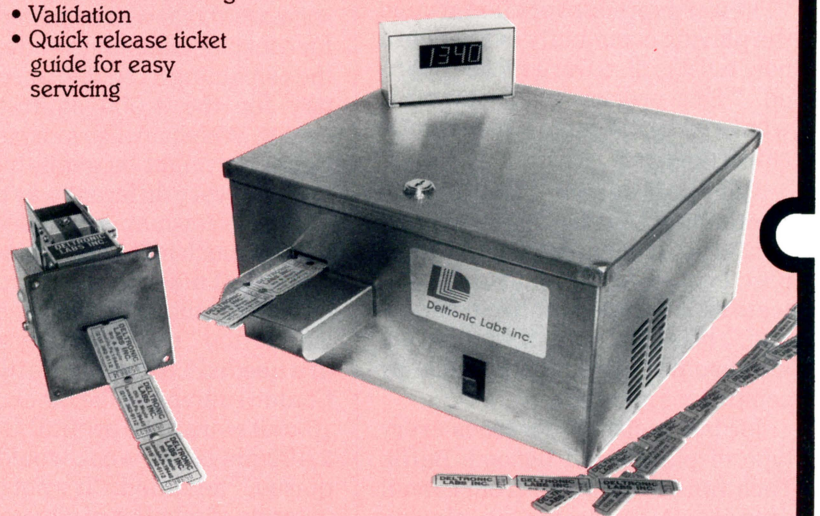
"In our business where service is the key . . .everyone in your organization excels."
Gene Cramm, ShowBiz Pizza Time, Inc.

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

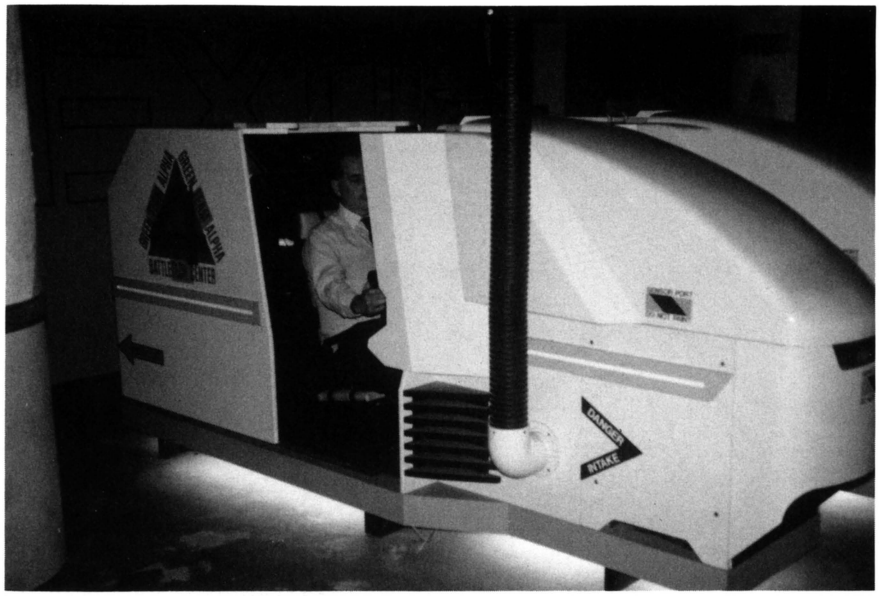


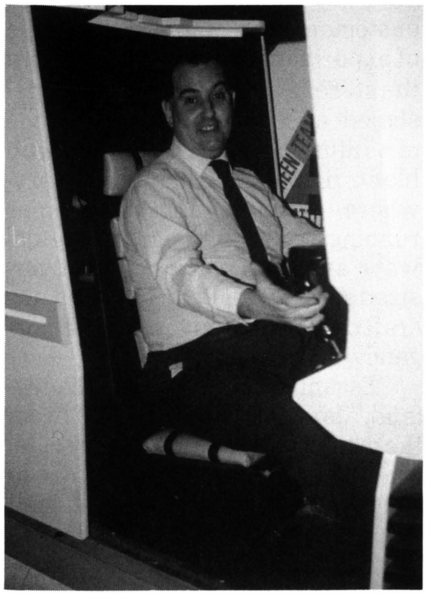
- Counts and destroys redeemed tickets

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





Ira Boucher inside one of 16 elaborate simulators in Battle Tech Center. When actually playing, customers slide the overhead canopy closed so they're completely encapsulated inside the fictional universe of the game.

infinite creativity of human people, who are your real-time opponents and allies every time you play. The sophistication and variations in gameplay are just staggering."

So far, these predictions seem to be holding up. Battle Tech Center has a large and growing customer base of "regulars" who play weekly or even more often. According to one of the site's managers, Ira Boucher, the players are constantly learning and inventing new tricks, twists and techniques in gameplay . . . variations and capabilities that even the designers did not foresee. "The word spreads very fast around the playing community every time a new twist is discovered," he reported. "This process of discovery is what makes the game so constantly rewarding."

Weisman agrees. "Battle Tech Center may be offering the world's first true 'computer sport.' Gameplay combines the individual and team skills needed for live competition," he said, "with a fantasy environment that's made possible by computer animation.

Jordan Weisman foresees every type of player will become Battle Tech fans eventually, from casual drop-ins to fierce league players (though no leagues have been formed yet). On busy nights, new groups of players start through the Battle Tech maze every 12 minutes. When they come out the other end, merchandise tie-in sales are going well, store managers say.

MORE ARCADES . . . AND OTHER APPLICATIONS

Chicago is the pilot operation for a projected world-wide franchise operation, Weisman said. "We'll use our Chicago location as the platform for selling licenses around the country and the world," he explained. "We hope to produce one software package every 12 months."

Just over one year ago, when this project was still under development, Weisman anticipated that each Battle Tech Center could cost around $750,000 to open. Of that, some $500,000 was expected to pay for cockpits, computers and screens; the remaining $250,000 or so would pay for the 4,000 sq.-ft.-themed center. Weisman also indicated that financing might be available.

"It's a very different way of operating," Weisman conceded, "requiring much higher investment and more staff than standard arcades." Offsetting the cost, Weisman estimated that "not that many players are needed" to keep a Battle Tech Center running in the black. "For a 16-unit store to be profitable, about 2,400 plays per week would be required," he stated. "It's not that big in terms of number of players, especially when you remember that quite a few of those will be steady, repeat customers."

Well before the first U.S. site opened, ESP had already sold Japanese franchise rights for Battle Tech Centers in that country. Initial plans were to sell franchise rights on a national basis (inside the U.S., rights would be sold on a territorial basis) to allow cohesive management and prevent ruinous price competition.

ESP had already received some 250 requests for franchise rights, before their U.S. site's doors had opened. "A lot of people who have talked to us are arcade owners," Weisman said. "Current arcade operators are a large target market."

Arcades are only the first stage of ESP's ambitious plans for this technology. "The second application will be to apply the same technology to training and education facilities," said Jordan Weisman. "Chrysler used our system at their Detroit auto show in February of 1990, with the software programming adapted to give players the Jeep experience without leaving the showroom floor. We also want to produce driving simulators for schools, and driving testers for state licensing purposes. We'll be able to simulate kids running out in front of the car, driving in a rainstorm, etc. at a much lower cost and in far greater safety than you can obtain by actually driving a real vehicle on the road."

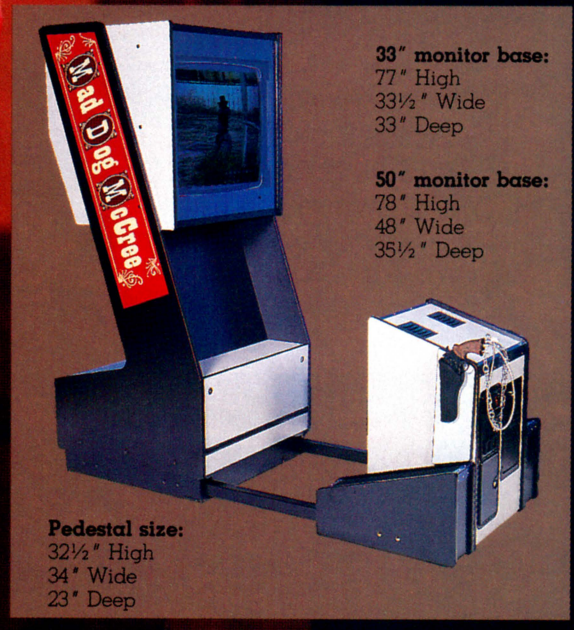
An ambitious goal? Yes . . . but when you look at how much ESP has accomplished so far, it hardly seems out of reach. At Battle Tech Center, the "arcade of tomorrow" is up and running — today!

If you liked Mad Dog...

You'll love Johnny Rock!

American Laser Games and Betson have teamed up again to deliver laser video excitement.

"Who Shot Johnny Rock?" is available as a 50" or 33" game. Also, a laser disc update can transform your "Mad Dog McCree" into "Who Shot Johnny Rock?"



33" monitor base:
77" High
33½" Wide
33" Deep

50" monitor base:
78" High
48" Wide
35½" Deep

Pedestal size:
32½" High
34" Wide
23" Deep

Scenes from "Who Shot Johnny Rock?"



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

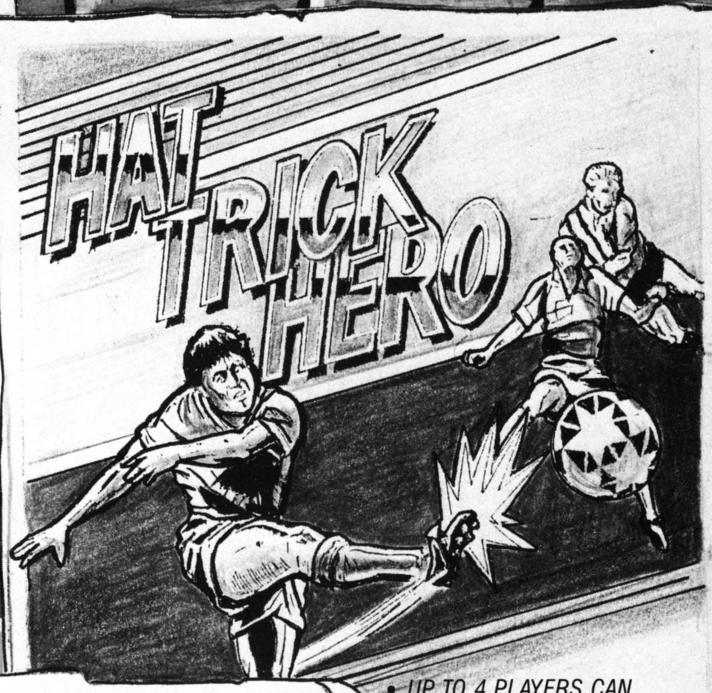
BETSON PACIFIC
2444 W. PICO BLVD.,
LOS ANGELES, CA. 90016
(213) 388-9338 • FAX (213) 388-4550

NOW SHOWING

FROM TAITO AMERICA

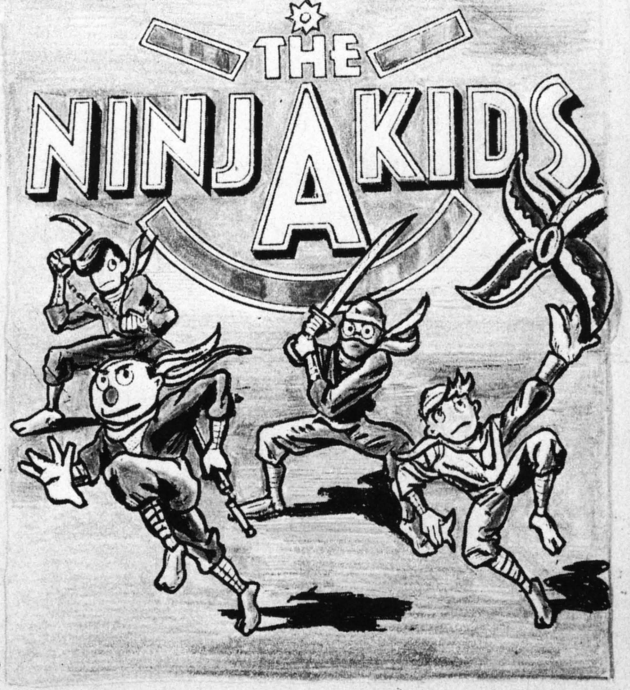


THE NEW DEDICATED VIDEO GAME THAT PUNCHES PHYSICAL INTERACTION TO SMASHING NEW HEIGHTS.



- *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

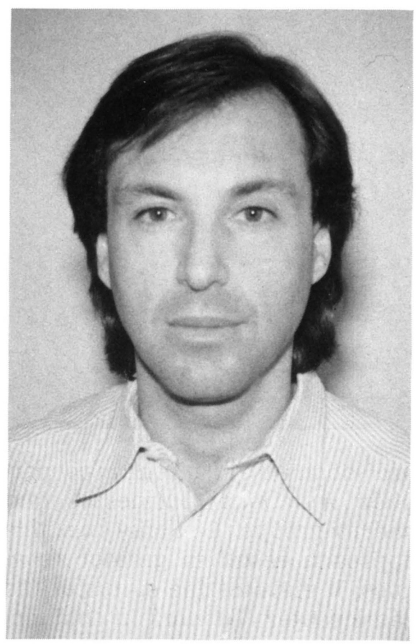
© 1991 TAITO AMERICA CORPORATION

ARCADE "MAGIC"

Canadian operator Wayne Fromm explains the secrets of his success: family orientation & a commitment to first-class entertainment

Canadian operator Wayne Fromm runs one of the very finest arcades we've ever heard of (Video Invasion, Toronto, Ontario). In so many ways, Wayne's operation is a model for the rest of the industry to follow: the store itself is well-designed and beautifully maintained. Players enjoy a generous spread of the latest games. New customers are constantly drawn to this amusement center, and the community is happy to count Video Invasion as a member, thanks to ingenious promotional events which have won favorable coverage in local newspapers and on local and nationwide Canadian TV news. We asked Wayne to pen this guest essay, explaining his very successful approach. He passes along a number of invaluable tips which we hope readers will take to heart!

— the editors



Canadian operator WAYNE FROMM

I was greatly flattered to be asked to write a column for *RePlay* magazine. I have been an avid reader for almost 10 years and remember the great impression made when I received my premier issue. The impact was felt before I even opened the wrapping! The magazine was packaged in a protective envelope carrying an enormous amount of priority postage to my company in Canada. It is with this same "First Class" commitment to our industry that I proudly claim association with readers and staff of *RePlay*.

My philosophy of family center operations is clear-cut: we belong to the *entire entertainment and leisure activity industry*, not simply "coin-op amusements." Historically, games were placed in locations as an ancillary use; but today they



Wayne Fromm's most recent movie tie-in, this with Tri-Star Picture's *Toy Soldiers*. The qualifying task was to play as long as one coin permits on *Street Fighter II*. Pictured at the event are Wendy Boylan, Lisa Shamata, Jack Gardner and Wayne Fromm.



Pinball players at Fromm's Video Invasion arcade battle it out under the auspices of the new PAPA promo association.

have deservedly claimed a legitimate place of their own in the entertainment world. Therefore, one must remember that we are competing not only with other game locations, but also with movie theaters, bowling alleys, bars and the like for leisure dollars.

With this precept in mind, it is easy to understand the operating rules which must govern a successful game center. In brief, they are: 1. Promotions to bring customers into your location. 2. A sparkling and courteous environment that players enjoy being in, once they arrive. 3. A proper spread of games in excellent condition. Let me address these issues in order.

THE VALUE OF PROMOTION

Amazingly, there is practically no advertising which supports the coin-op industry. This fact defies all odds for success. To address the "lack of advertising" issue, I believe strongly in promotions, conducted in alliance with high-visibility partners. *[Editor's note:* RePlay *has often reported on Wayne's cross-promotional tie-ins with such entertainment giants as Columbia Motion Pictures and Universal Studios; these promotions are also done in cooperation with local businesses and charity groups.]* Not only does this approach result in greater revenues; it elevates the status of the game center. To work in conjunction with a well-known restaurant, movie theater, or charity, favorably changes the perception that non-customers have of our segment of the entertainment industry.

There is nothing simple about arranging a cross-promotion, but the results are multifarious. One of the first places to start would be at the charity level, as there is little resistance to the prospect of generating funds for the needy. Naturally, the goodwill generated will make it easier to arrange future promotions.

YOUR CENTER & ITS STAFF

Games do exert a certain "magic" that captures the attention, fascination (and money) of players . . . and we must carry that magical imagery to the physical playing environment. We must closely protect the special attraction that games have.

Do not even begin to promote, until you are proud of your location. A clean, safe, well-mixed center should be the most basic conditions that an operator must offer his patrons. Go around with a still or video camera and track every corner of the location. When viewing the results, make careful note of all the areas that a new customer might take exception to — especially the female customers!

I place a high priority on the fixturing and hygiene of the restrooms. This is a very personal area to your customers and reflects the overall operating condition of your business. Of course, each game must be operating at peak efficiency. I make sure that every detail is attended to, right down to the illumination of coin entry plates.

Proper staff training is very important to the sustenance of a family center. Careful hiring practices must be instituted to ensure that your investment and reputation are upheld. Behavioral screening, as opposed to past experience, is my approach to staff selection.

Once an employee is hired, I make sure each member of my team works with me and not for me. There is a great distinction between the two! The "work with me" approach allies the work force with the owner.

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

I want to make sure that each person representing my company shows the same concern and respect for the customer that I would. Disgruntled customers rarely will make the effort to complain — other than to rescind their patronage.

YOUR EQUIPMENT MIX

My center is named "Video Invasion" but we are far from being a "video only" arcade. A good mixture of equipment is vital to success. This means a good selection of hit videos, yes, but also the operator must give such items as redemption and pinball their full due.

Ticket-dispensing games and redemption prizes are an absolute necessity to attract repeat customers. Despite the added responsibility of inventory and ticket control, the rewards are exceptional. Generally, the games that dispense tickets are long-term investments and require no rotation.

With redemption games, abuse in the form of cheating is an area of concern that must be considered. Proper surveillance and calculation of tickets dispensed, versus games played, is necessary to ensure proper returns. For example, the game *Whac-A-Mole* can easily be manipulated by the player to give out up to 24 tickets per game by holding down the moles' heads. There is a software revision that can be purchased to limit the number of tickets dispensed to four. (Come on, Bob, send the chip out for free and come up with a 100% solution in the near future!)

Pinball is another key equipment category which successful operators simply cannot neglect. I feel that pinball will continue to provide the vitally necessary alternative to home video game-playing. (A tip of the hat to Williams, for the never-ending innovation that comes out of their factory.) In March, we started a trial pinball league for the PAPA (Professional Amateur Pinball Assn.) under the direction of founder Steve Epstein. We hope to fully establish a new presence in the association by fall of 1991, when the new school season begins. With the game-supporting league programs of PAPA, we are back to the subject of promotions once again and the circle is complete.

These, then, are my basic strategies for building a healthy, competitive amusement center which deserves — and gets — the patronage of its customers and the goodwill of its community. While the precepts are fairly straight-forward, the practice of them allows the operator to strive for unlimited improvements over time. I continue to believe that we can and must take our rightful place as as full members of the *entire* entertainment industry. The "magic" of coin-op demands no less!

My thanks again to Marcus for inviting me to join the ranks of guest contributors, and I look forward to the next decade of my *RePlay* subscription.

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.

PLAYFAIR © SHUFFLEBOARD CO., INC.
STAR BILLIARD SUPPLY
7021 BLUFFTON ROAD
FORT WAYNE, IN 46809-2705
1-800-541-3743
FAX: 219-747-0470

VAN SICKLE AND CO. . .
A NEW APPROACH TO CRANE OPERATION

PLUSH PREPACKS $49.95 each
Designed By A Professional Crane Dresser!

- Simplify inventory control and expense!
- Fill each crane in consistent 40, 50, or 60-piece pre-mixed lots!
- Experience proves to maintain high revenues; single crane should never be low enough to accept more than this amount of product.
- 100% guarantee!
- Daily U.P.S. shipments!

JUMBO PLUSH AVAILABLE

Call Today. . . Orders & Personal Consultation:

VAN SICKLE & COMPANY
5939 Hwy. 61-67 • Imperial (St. Louis), MO 63052
1-800-421-7431 • (314) 464-3085

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

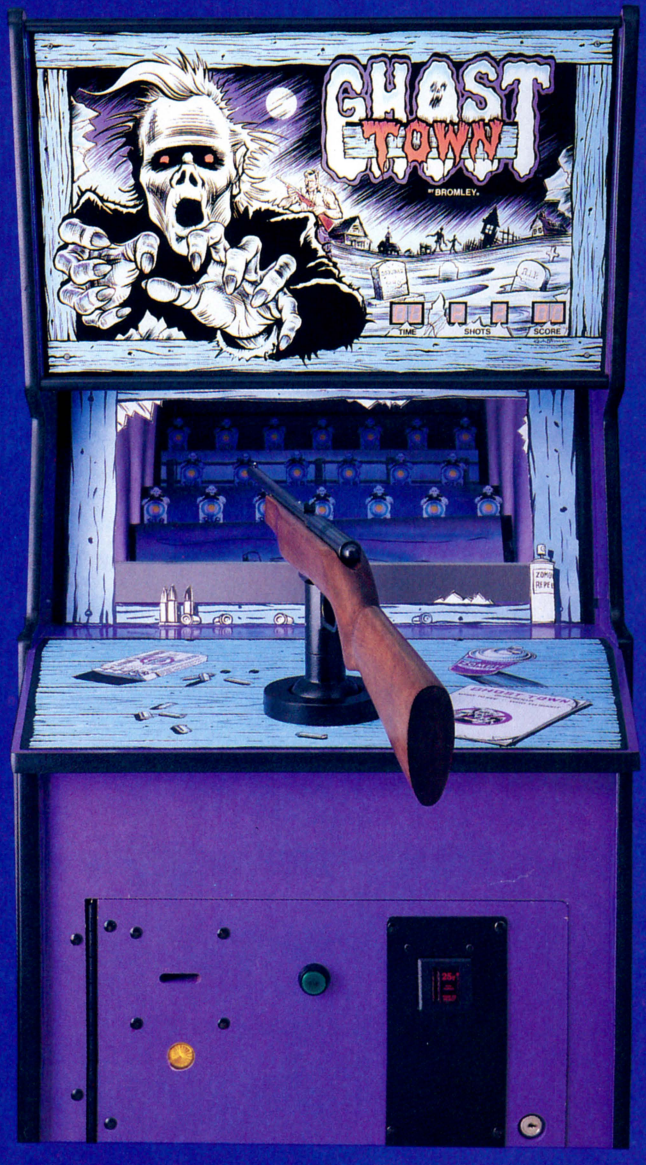
Outside the United States:
Lauran Bromley
3231 W. Victoria
Chicago, IL 60659
(312) 267-6030
(312) 509-9508 Fax

© 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

FUN EXPO

if pocket parks, funplexes and mini-golf courses are "where it's at," then Fun Expo (Market Center, Atlanta) is the place to be Oct. 24-26!

The "growth location of the 1990s," by all reports, isn't one that operators find; it's one they create. An arcade? No, not exactly, although arcades are certainly part of it.

Today's hottest locations (according to many tradesters) are "pocket parks." These sites consist of a major attraction such as a miniature golf course, or go-karts, or a water slide, or some such. . . coupled with "fun food" and lots of traditional coin-op amusements. With America's economy in flux and attendance dropping in major national theme parks, these local and regional kinds of locations are popping up all over the map.

"Everybody's getting into this market," according to many coin-op tradesters. "Not just arcade owners, but also restaurant owners, bowling center operators and many other business people who have not traditionally been part of our industry, are opening these kinds of facilities." Question for operators: rather than sitting around and waiting for people outside the coin-op industry to start up a pocket park in your area (and to bring you unwelcome competition). . . have you considered beating them to the punch, and starting a "pocket park" yourself?

TRADE SHOW FOCUS

One sign of just how hot this trend really is: an entire trade show has been designed to focus on the pocket park phenomenon, offering exhibits, seminars and more. "The need for a specialized trade show for family fun centers and mini-golf owners and operators is clear," stated Bailey Beeken, show manager of Fun Expo, a new event which takes place Oct. 24-26, at the Market Center in Atlanta, Ga. Ms. Beeken said Fun Expo will cater to pocket parks and other new/growing "non-destination sites" for amusements. (A destination site is one like Disney World which requires a planned trip, overnight stay, etc.).



Fun Expo Show Manager Bailey Beeken, General Manager Joey Herd and Director Gerald Leberfeld meet to finalize the hands-on seminar which will be held at nearby American Adventure in Marietta, Georgia during Fun Expo this October.

Manufacturers and suppliers, along with prospective "new operators," say they like the idea of Fun Expo. "Because miniature golf is big business, it's necessary to have a trade show with emphasis on this type of entertainment," said Jack Beatty from Cost of Wisconsin. "The growth of miniature golf and regional amusement centers is very apparent. Our national economy may be struggling, but local amusement facilities are flourishing as tourists turn to their own communities for entertainment."

The full name of the show is "the International Family Fun Center and Miniature Golf Show." Organizers and sponsors include Bellwether Expositions Co. (Ossining, N.Y.) and Communications Channels, Inc. (publishers of *Shopping Center World* and *National Real Estate Investor).* They're billing the show as "the only trade show to focus on the expansion of the family entertainment industry into new markets."

VARIED EXHIBITORS

Bailey Beeken reported that Fun Expo's exhibitor list is growing fast. A whopping 80,000 square feet of space is available at the Market Center site, and at presstime nearly 175 firms were signed up for booths. The number of exhibitors should top 200 by the time the expo takes place, planners believe. Among those firms already signed up for the show are many well-known coin-op names, ranging from video game makers (Betson Enterprises, Fabtek), to redemption firms (Betson,

Bob's Space Racers, Coin Concepts, Vari-Tech and more).

Attractions makers such as Castle Golf, Bankshot Basketball, Cost of Wisconsin, Space Walk Sales, FKL Go-Karts, Chance Mfg. and others will be featured, too. Kiddie rides won't be neglected, thanks to the participation of such as Kiddie Rides USA and Amusement Equipment Exchange.

Also planning to exhibit are site-design and lighting/props/signage supply firms like National Banner, P&H Lighting, Scollon Productions, etc. Exhibitors will also include turn-key operation suppliers like Zamperla's subsidiary Amusement Source, Inc. Various supply and support firms will be represented, ranging from plush and prize companies (Brechner & Co., Nadel & Sons), to administrative service firms (K&K Insurance), food providers (Pepsi-Cola, Silesia Grill), and more.

If you want to walk into a show empty-handed and walk out with all the information and equipment needed to start your own pocket park, this is the place!

VARIED AMUSEMENT SITES

Pocket parks and mini-golf courses are a big part of the Fun Expo story, but far from all of it. Sports bars, shopping malls, theme restaurants, fast food emporiums, resorts, casinos, campgrounds, even laundromats and driving ranges are getting attention from show organizers. "We've seen a tremendous amount of interest from these markets and expect the growth trend to continue," Bailey Beeken said. "Our research indicates that amusements have a significant impact on sales and general patronage."

Show organizers point to success stories like Wilt's, a sports-themed restaurant in Boca Raton, Fla. that's co-owned by basketball great Wilt Chamberlain. This upscale location includes a healthy selection of coin-op amusements for children and adults. "The amusement element not only adds depth to the theme of the restaurant," said promotions director Michelle Jaminet, "it also produces additional income, which is icing on the cake."

Despite a generally sluggish real estate market, Fun Expo planners say they are also getting interest from real estate developers like Arnold Gitten, prexy of Architecture Montenay, Inc. "Our interest in amusements is expanding," he said. "More and more of our shopping mall clients are asking us to include amusements in their overall plans." Actually, that makes sense: operators of existing mall arcades say they're holding their own, while many other types of mall retailers have lost traffic or even closed their doors.

SEMINAR LINE-UP

A broad range of educational seminars is planned for Fun Expo. The seminars will be sponsored by *Amusement Business*, the Nashville, Tenn.-based tabloid-style journal of amusement parks, carnivals, sports arenas, etc. Karen Oertley, publisher of *Amusement Business*, explained her Fun Expo mission by commenting: "The need for information is of the utmost importance as family centers continue their growth and evolution for years to come." She promised that Fun Expo would "provide the most up-to-date information available to both newcomers and industry veterans."

TRAVEL & REGISTRATION

Organizers say Fun Expo will be affordable and — based near the Atlanta airport hub — accessible. Major discounts with Delta Airlines and nearby hotels are offered for showgoers. Exhibitors can get low-cost shipping and storage packages tied to Fun Expo as well.

In all, Fun Expo looks to be a daring initiative that may bring extra zing to one of the coin-op entertainment industry's bright spots. "The family entertainment business is booming!" enthused Zamperla/Amusement Source sales topper Dave Schwartz. "We think it's perfect timing for a show like Fun Expo." Tradesters who are riding the pocket park wave...or who want to climb aboard it...are encouraged to contact Fun Expo show manager Bailey Beeken or marketing director Michelle Leberfeld at their New York offices for more information. Address is Bellwether Expositions Co., 23 Hamilton Ave., Ossining, NY 10562. The phone is 914/923-0129; fax is 914-762-8751.

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...

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



GOOD THINGS COME IN SMALL PACKAGES.

Just 51 discs fill Rowe's new LaserStar® CD-51.

Now you can have all the advantages of the LaserStar in a smaller space: Rowe's new LaserStar CD-51 will fit just about anywhere.

But there's nothing small about the big profits it can make. The LaserStar CD-51 attracts many players with its dramatic title display and rotating CDs — plus the super sound of compact discs.

So tell your Rowe distributor you want the small box with the big profits: the new LaserStar CD-51.

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

ROWE®

QUALITY LEADERSHIP INTO THE 21ST CENTURY

Whippany, NJ 07981

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

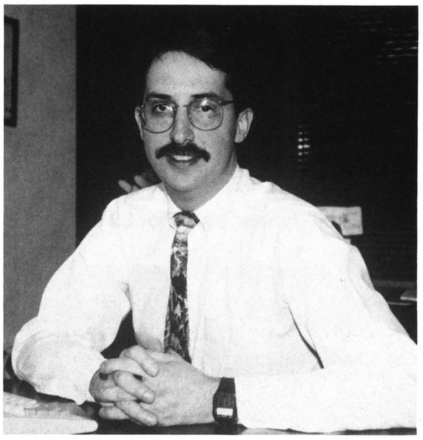
401 N. Michigan Avenue
Chicago, IL 60611
312/245-1021
FAX: 312/321-6869

RECREATION THROUGH SHOWMANSHIP

by David Bishop, Director of Operations, Namco Operations Inc.

When most Americans talk about coin-operated games, they often mix references to our industry with allusions to easy money and shady characters. We constantly battle the perception of arcades as part of the "dark side" of our culture, and even today it's not uncommon to hear a property owner or city council member dismiss gamerooms as "undesirable."

Recently, however, the growing number of shopping centers interested in placing arcades in premium mall locations has heralded new opportunities for our industry. Entertainment, in the form of family amusement centers, is now being recognized not only as an important part of our lifestyle, but also as a significant service which will encourage shopping center patrons to lengthen their stay in a mall.



As America's increasing leisure time encompasses more "whole-family" activity, mall developers are now realizing that they must cater to all family members in order to keep shoppers in the stores, instead of family members pushing to leave the mall out of boredom. This trend has advanced to the establishment of huge entertainment complexes as the focal points of some malls, or even as stand-alone "super entertainment multi-plexes," destinations in their own right providing easily accessible fun for the whole family.

Future arcades, propelled by aggressive and professional operators, will continue to improve the American perception of coin-op entertainment and further integrate game play into our lives.

Namco Operations is founded on the premise of promoting and making use of this growing acceptance of coin-op games. Our arcade operations, like Namco's research and development divisions, depend heavily on three basic factors: entertainment, quality, and innovation. Even though these principles may sound simple at first, they can be surprisingly elusive in practice.

The concept of providing quality entertainment is the cornerstone of our business. We are a service industry specializing in the marketing of recreation through showmanship. Achieving customer satisfac-





Games await the arrival of eager players in Namco's Sandy, Utah amusement center which opened in April.





Above is Namco's amusement center located in San Francisco's's Pier 39 area and below is their West Valley City, Utah arcade.





tion (Namco's number one priority) requires not only a good mix of current games and merchandise, but a bright, clean, safe and non-intimidating store design, and a store staff genuinely concerned about the player's experience. If we don't fulfill these needs, then we may also have missed an opportunity to show off our entire industry as a significant source of recreation and relaxation.

The "vending of fun" philosophy is so essential to Namco's business that we continually reinforce this principle, as well as the importance of a good attitude, presentation and training, with our entire management and staff. Poor employees can quickly sour a customer's impression. But a trained and concerned staff can make an average location shine. We also minimize the amount of distractions a player may encounter from the ongoing running of our business. Our business problems are immaterial to the player. Nothing should interfere with the player's main objective: Having Fun!

With these ideas in mind, Namco is currently experimenting with a number of prototype entertainment concepts, each designed to attract and take advantage of particular environments and market segments. Even seemingly small considerations are critical to these new designs, and particular emphasis is placed on strict behavior controls, sufficient and proper types of lighting, and clean and secure restrooms. Players, potential customers and their families should feel as comfortable in one of our amusement centers as they would if they were visiting a neighbor's home.

This attention to detail is vital for attracting new customers. Adults that would not have entered a small, dark video arcade of 10 years ago are now specifically looking toward entertainment centers as destinations. In designing and operating arcades, form is as important as function, since a casual player's first visual impression of a store may mean the difference between that arcade becoming a regular stop for a new customer or it being written off as "just another hole in the wall." This ability to attract new customers from outside our traditional player base, instead of just trying to "steal" players away from other operators, is the main strength of Namco's family amusement centers.

The importance of creating a new player base has been a hard lesson for all of us. Home game systems, considered by some as the bane of coin-op, actually did the coin-op business a favor, if we can learn to takeadvantage of it, by making game playing socially acceptable and attractive to a broad spectrum of consumers. This, in turn, has stimulated new interest in entertainment centers and coin-op games in general. But unless we show

We Help You Salute America!



Trust Your Plush To Us!

VISA

MasterCard

LARAMIE INTERESTS

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

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

Your Custom Plush Pak™ Headquarters



Above is the prototype of Namco's Sandy, Utah CyberStation and below is the actual exterior of the arcade which opened for business in April of this year.



these new players something different than what they can find on their home games, they will quickly lose interest in coin-op gaming again. Survival requires arcades to continuously and creatively invest in more unusual, larger, better or more intense attractions.

For example, recent attempts to capture and retain new players have resulted in the widespread use of redemption and merchandising equipment in arcades all around the country. In Namco's arcades, game playing is now a family/social event, and we have more adults, seniors and very young children in our locations than we have had since the boom years during the popularity of Namco's *Pac-Man*.

Innovation and creativity are the keys to survival and future growth. As our culture matures and entertainment becomes an increasingly valued commodity, the amusement industry will become a natural and convenient source of diversion, relaxation and excitement. Arcades must attract new players of all ages and backgrounds through constant innovation, active and professional management and aggressive marketing.

Although we don't have a crystal ball and can't necessarily predict the next big trend in coin-op, we can continue to "test the water" for new ideas. As an arcade operator, Namco is dedicated to the premise that the future of our business depends on game play becoming not only a socially acceptable activity, but a socially necessary one as well.

The author David Bishop entered the industry at the tail end of 1980 when he took a position at the Barrel of Fun arcade chain. He has grown with this organization through its purchase by Atari in 1987 and its subsequent purchase by Namco of Japan in 1990. Today, he's the "chief cook and bottle washer at Namco Operations, Inc.," to use his phrase.

The Namco arcade chain presently runs fun centers under the Barrel of Fun name, but also under 2001 Entertainment, Atari Expo and CyberStation. There are over 40 amusement centers in the U.S. under their umbrella, including such prestigious locations as Pier 39 in San Francisco and Universal Studios in Orlando. Current projections call for aggressive expansion of the chain over the next few years. Namco Operations employs over 250 people right now.

The chain that Bishop commands is a subsidiary of Namco America, Inc. (the Santa Clara manufacturers of video games). As many know, Namco America itself is the U.S. subsidiary of the giant Namco Ltd. of Tokyo, the 35-year-old company whose prominence in the worldwide coin amusement industry needs no further explanation (except to say that apart from their manufacturing, Namco Ltd. operates over 45,000 games and more than 335 amusement centers in Japan). They are listed on the TY02 stock exchange in Japan.

Bishop believes Namco has been fortunate that the management structure within their American arcade chain has remained intact throughout all the corporate changes that occurred over the years. "I honestly believe that Namco Operations has assembled and grown one of the finest and most experienced management teams in the arcade business," Bishop declared. We think he exemplifies that talent himself and are very pleased to present his thoughts on these pages.

by Ed Adlum

Phoenix Game Room Offers Learning Center Too

I get around the country pretty well and I've seen arcades of all types, from the little store front places to the lavish mall setups. But one of the biggest and best is situated at the Metro Center in Phoenix. Called Metro Midway and operated by partners Dom Barberra, Randy Phill and Ron Ramesom, this game center has hundreds of machines of all stripes. Despite its size, it's clean, well run and as crowded as it can get, there's always an attendant handy if you need help.

I went there with Sal and Gloria DeBruno (Betson/Phoenix) on a recent road trip. Amazed as I was at the grandeur of the game area, I was astounded when I saw a side attraction these operators installed. It's called the Discovery Center and houses around 40 displays and learning machines for the education of children. For example, they have a bank and a grocery store where the kids learn by doing. Mock displays of airplanes and automobiles



are there along with qualified people to explain all about them.

The Discovery Center teaches youngsters such scientific principles as mechanical forces, aeronautics, vision, perception, health, math, the use of money, geology and art, all in a hands-on way. Sal and Gloria rode a plane and my wife Bev and I rode a bike that had a skeleton on one end to show not ony that the knee bone is connected to the thigh bone but how all the bones and joints work.

This center is used as a learning tool by schools, clubs and family groups and provides hours of entertaining education. Most important: it was conceived, built and is managed by people from our own industry! It enjoys supportive sponsorship by such companies as America West Airlines, ABCO Supermarkets, Apple Computer, Pepsi Cola, the Valley Bank and the Phoenix Childrens Hospital.

This unique combination of game and learning center is a credit to the operators and clearly goes a long way toward putting something back into society to help youngsters, who, after all, are important customers to our people. I was very proud to witness it all and I thank Sal and Gloria for bringing me by.



Belts fastened, Gloria and Sal De Bruno learn about jet aircraft at the Discovery Center. Still working for Betson/Phoenix, Sal now operates from his special home phone 602/852-0441.

NEW

GRAYHOUND'S

NEW

WRIST SHOT HOCKEY

Scores Big in the $CASH BOX$

FEATURES:

- One or Two Players
- Adjustable Playing Time
- Adjustable Free Game Setting
- Adjustable 50¢ Per Play, or 3 Plays for $1.00
- Sound Effects During Game Play
- Lights for Goals Scored and End of Game
- Music Enhancement in Attract Mode
- Three Degrees of Difficulty
- Adjustable Cash Box Unit, Right or Left Side of Game
- Easy to Assemble or Relocate

OPTIONS:

- Dollar Bill Acceptor
- Ticket Dispenser



Dimensions:
W - 4′7″
H - 6′8″
D - 9′0″

FOR INFORMATION CALL YOUR LOCAL DISTRIBUTOR OR:

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

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



the Big Ticket

The Good, the Bad & the Ugly: A Few Thoughts on Arcade Employees

We decided to take the family for a day of fun. My wife and I thought the children would enjoy the new "Family Fun Center" a few miles from our home. Several of our children's friends had already visited the place; they mentioned the great video games, the prizes they won, and the good hamburgers that were served. So — everyone in the car for the 15-mile trip!

We approached the location and immediately noticed double-parked cars on the main street. Loud horns honked from cars "cruising" by. A number of teenagers hung around the columns at the front entrance of the fun center.

A sign indicated they had miniature golf, video games, pinball, go-karts, batting cages, *Skee Ball* and a restaurant. The window displays contained attractive decorations, as well as some wonderful-looking electronics and even some summer fashions. The excitement built as I parked the car.

The kids ran ahead of us to the entry way, pushing past the lounging teens. My wife and I followed. Inside the front door, we noticed right away two boys wearing red jackets marked "Fun Center Staff."

One boy was seated atop the sprawling redemption counter. He was unshaven and sported long, unkempt hair, dirty white shirt and no socks. Hmm . . .

The other young man was equally sloppy-looking. He had a long beard and his jeans were torn at the knees. Despite the "No Smoking" signs posted throughout the premises, he was leaning against a crane . . . with a lit cigarette in his mouth.

Get this picture! This was supposed to be a *family* entertainment center. But if your operation resembles this one in any way, then many factors are creating a very negative impression on an important part of that family — the parents. Such an impression can only hurt you.

Parents immediately feel a place like the one described above is a "hang-out" run by an uncaring entrepreneur. They will never allow their children to return. In fact, the parents will actively discourage other parents from sending their children!

Perhaps the fun center described above is actually well-managed, safe and fairly calm. Maybe it has the latest games in perfect working order. Unfortunately, all of these "realities" underneath the negative image don't matter, if the parents never stay around long enough to find out! Since this issue of *RePlay* focuses on fun centers, I thought it would be extremely important to remind businessmen that *appearance* is extremely important. Sometimes we see, but don't truly *observe,* the obvious things that every single customer notices instantly.

If you want to attract *family* business . . . if you want to deserve *repeat* business . . . then a clean, well-supervised establishment is imperative. Sharp-looking, professionally operated displays, clean counters and tabletops, designated smoking and non-smoking areas *which are observed,* are all part of the image needed for success. Don't forget to take care of worn control panels, dirty or faded monitors, and worn-out felt on your billiard tables, too. These can also create the fatal impression that "management doesn't care."

Remember also that the staff are your "good will ambassadors." They must measure up to the clean, neat site they work in. When the games are attended by clean-looking, neatly-dressed personnel, parents smile and relax. They feel safe and "at home." And they will let their kids come back. Sometimes our employees are so close to us, that we just don't notice how they may appear to others. It's just as important to take an "objective" look at your people, as it is to keep a close eye on the appearance of your amusement center.

Do I make my point? Don't forget to think about the impression your fun center makes . . . and keep thinking redemption!

GAMES AND BILL ACCEPTORS

a perfect combination for greater price per play flexibility

America likes to think of itself as a world leader in every way, but in one area we are way behind every other major economic power: price per play of coin-op games! For nearly 20 years, the standard price for playing most U.S. coin-op amusement games has been 25 cents. But don't be fooled. . . inflation has robbed that quarter of its purchasing power. Today's quarter is worth only 6 cents (in 1972 terms). As operators know all too well, the cost of labor, gas, overhead and equipment has not remained at 1972 levels. And, in the growing number of cases where games do command 50- or 75-cent play, customer convenience suffers as the endless scramble for correct change begins.

How can we get off the quarter? How can we increase the price per play? With the trade wondering how to solve these and other currency-related problems, Steve Kinder, National Sales Manager to the games and amusement industry for Mars Electronics International, submitted the following essay to us. It conveys his thoughts about the role of bill acceptors in the games business.

The games and amusement industry has changed a great deal over the past 10 or 15 years. Sophisticated electronics and microprocessors are now the rule, not the exception. Manufacturers design games to be more participatory than ever, involving players in ways they didn't dream of in the 1970s.

While games have become more sophisticated, more challenging, and more exciting to play, one thing has remained the same: the way players pay for their games. Each year, games and amusement operators put thousands of games on location with the same inexpensive mechanical coin mechanisms they



by Steve Kinder,
Mars Electronics

have been using for the past 20 years.

While mechanical coin mechanisms may appear to do an adequate job, by using them alone, games and amusement operators are depriving themselves of greater performance and the potential for increased revenue. They are also depriving their customers of greater convenience. Such coin mechanisms present several limitations and barriers. Among them are forcing customers to use a single type of coin to play a game, and limiting price per play flexibility for operators.

The games and amusement industry works largely on impulse play. Operators who do use bill acceptors are, in effect, removing a barrier between their customers and their ability to pay for games. Some studies have shown that the average American carries just 58¢ in pocket change. At 25¢ per play, that means the average person can pay for a maximum of two games before they must make an effort to get additional coins. Ask yourself how likely you would be to go look for change for a dollar bill so that you could play another game.

BENEFITS OF BILL ACCEPTORS

One way to eliminate those barriers is to use a combination of electronic coin mechanisms and bill acceptors in games and amusement machines. By adding a bill acceptor to a game, operators can realize many benefits. Among them are:

- Greater convenience for customers, who no longer need to carry a pocket-full of quarters, if they want to play several games.
- More opportunity for customers to play games, no matter whether they have the correct change.
- More convenience and productivity for the owners and employees of the sites where you place your games. . . since these location personnel are not asked to provide change for your customers.
- The potential for increased revenue from each machine.

As pinball machines, video games, jukeboxes and other amusement machines become more expensive, it becomes more important to do everything you can to maximize revenue and make it easier for your customers to play your games. Bill acceptors are a potential solution to that problem.

A DISTRIBUTOR EXPLAINS THE CONCEPT

Bill acceptors have a proven track record. Marv Galante, VP of Music-Vend (Seattle, Wash.) says the devices provide additional convenience for his company's customers . . . particularly on high-price, high-profile games. "When you have games that are 75 cents per play," Marv said, "it is annoying to customers if they have to get three quarters to play a game. Bill accep-



MARV GALANTE

tors make it easier for them to play, because they don't have to worry about getting enough quarters to play. That, in turn, leads to increased revenue as a result."

Marv said Music-Vend's experience with bill acceptors has been quite positive. "We've installed bill acceptors in the high-profile games, the simulators and moving games," he explained. "We are using bill acceptors in games that have a price per play of 50 to 75 cents, sometimes even one dollar. In high-profile games, it is definitely worthwhile to install a bill acceptor." Marv added that Music-Vend has been using these devices since the mid-1980s.

> *"Bill acceptors make it easier for people to play, because they don't have to worry about getting enough quarters. That leads to increased revenue."*
> *— distributor Marv Galante*

AN OPERATOR SAYS IT WORKS

Customer convenience isn't the only benefit of bill acceptors, of course. In Chicago, operator Kem Thom (Western Automatic Music) says his company has seen a significant increase in total revenue whenever it has used bill acceptors in game machines. "When we first installed bill acceptors in cigarette machines, we saw a sales increase of 20 to 25%. We've seen the same level of revenue increase in bills equipped with bill acceptors," Kem recalled.

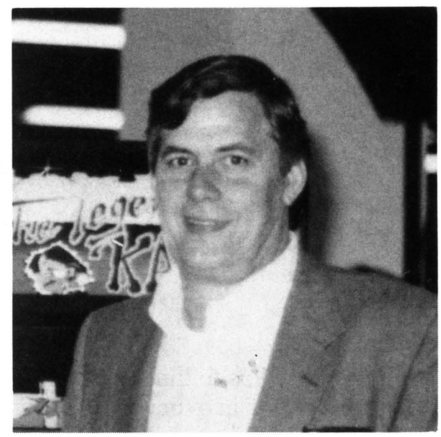
Kem says he first tried bill acceptors in four video and pinball machines, as a way to provide extra convenience for his customers and, more importantly, as a way to increase price per play. "Our games are now priced at 50¢ per play, two plays for 75¢ and three plays for a dollar," he stated. "Most of the customers have been opting for three plays for one dollar."

One of the first games Kem tried with a bill acceptor was Taito's *Golf Classic*. "We priced that game at nine holes for a dollar," he smiled, "and with a bill acceptor, revenue increased substantially!" Kem's experience also showed him that game players are not afraid to use bill acceptors. "About 75 to 80% of the money taken in, is in dollar bills," he said.

ICMOA FINDS HIGHER EARNINGS

Kem's findings parallel those of tests conducted by both an industry trade association and a game machine manufacturer. In 1989, the Illinois Coin Machine Operators Assn. (ICMOA) conducted its own test on bill acceptors in game machines. In that test, several games from different manufacturers were placed in locations in liquor-pouring establishments. Bill acceptors were installed in some games, while others had coin slots. The games were set so that players could use either a single dollar bill or four quarters to purchase plays.

In its conclusions, ICMOA said the games with bill acceptors were well-accepted. Customers did not have to obtain the four quarters to play, and locations weren't bothered with making change. At the same time, the ICMOA concluded, games with bill acceptors "brought in collections over average for all locations during the course of the test."



KEM THOM

CHOOSING A BILL ACCEPTOR

When evaluating bill acceptors, there are several factors you should consider to ensure a proper choice. Among them are the bill denominations that are accepted. Other factors include acceptance rates, security, reliability, compatibility with existing equipment, and flexibility of operations.

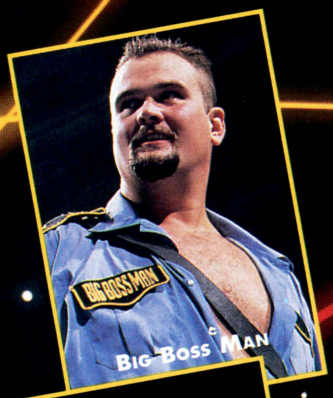
It does little good to install a bill acceptor if it will not accept the vast majority of legal bills that customers try to use. Be sure to look for bill acceptors that provide a consistently high acceptance rate for legitimate bills, yet accurately reject illegitimate currency.

> *"When we first installed bill acceptors in cigarette machines, we saw a sales increase of 20 to 25%. We've seen the same level of revenue increase in bills equipped with bill acceptors."*
> *— operator Kem Thom*

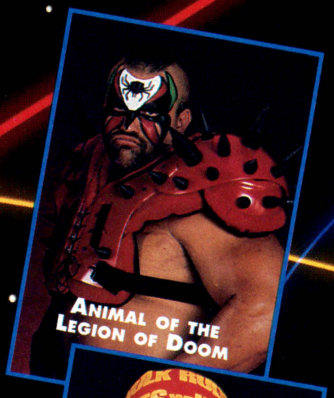
Reliability and service are other key issues that should be considered when purchasing electronic bill acceptors. A bill acceptor does no one any good if it is not working! Operators lose revenue, and customers become frustrated because they cannot play the game they want to play, when they want to

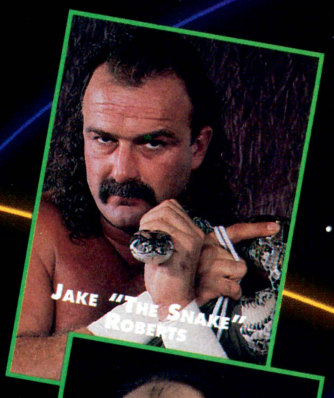
PUT A HEADLOCK ON PROFITS.

WWF WRESTLEFEST



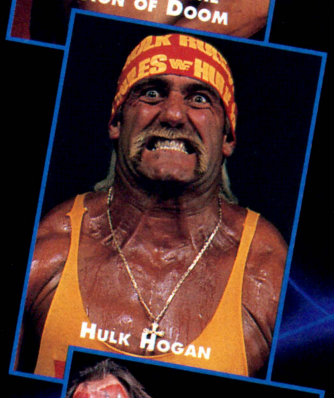


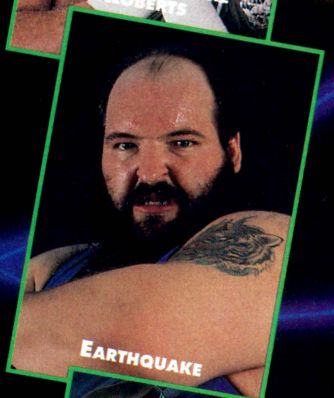






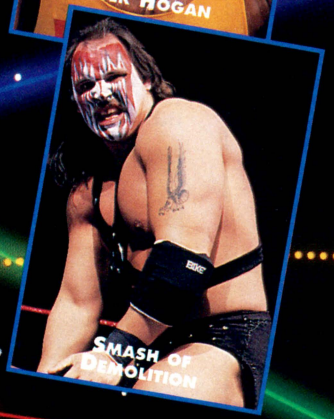














2, 3 OR 4 PLAYER OPERATOR SELECTABLE
TODAY'S HOTTEST WRESTLERS
BUY-IN AND CONTINUATION FEATURE
FEATURES TAG TEAM CHALLENGE AND BATTLE ROYAL

TECHNOS
AMERICAN TECHNOS INC.™

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

COMING THIS SUMMER!

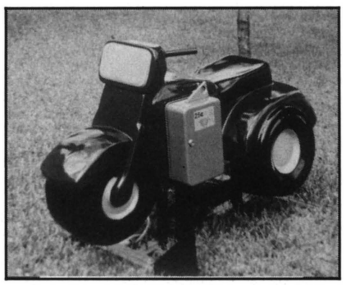
©1991 Technos Japan Corporation. ©1991 Titan Sports, Inc. Hulk Hogan™ is a trademark of the Marvel Comics Group, licensed exclusively to Titan Sports, Inc. WWF®, and World Wrestling Federation® are registered trademarks of Titan Sports, Inc.

Kiddie Rides
&
MORE, INC.

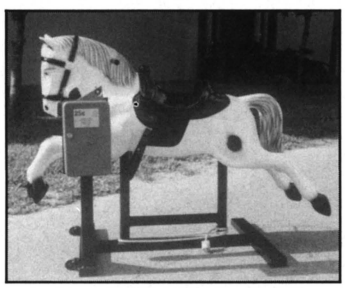
made in Florida!



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



Above, Mars Electronics' 'VFM' amusement bill acceptor, which accepts $1 bills.

play it. Choose only bill acceptors from manufacturers with a proven reliability record.

Like any electronic or mechanical device, however, even the best bill acceptor will need maintenance or repair from time to time. As such, it is important to consider each manufacturer's service capabilities. Do they maintain a network of authorized service centers which are dedicated to providing fast customer service? Do they maintain an internal customer support staff, which works to solve problems for customers and service centers? Does the manufacturer provide training and technical updates for service personnel at its authorized service centers? The answers to these questions should be a key factor in making any purchase decision.

WHERE TO INSTALL BILL ACCEPTORS

Once an operator has made the decision to use bill acceptors in game machines, the question of choosing games and locations comes next. In addition to the type of game, Marv Galante at Music-Vend also looks at the location when he decides whether to install a bill acceptor in a particular machine. "Location of the game has some influence," he said, "but the key criteria are the cost of the machine, the price per play, and the type of the machine," he said.

Should operators switch bill acceptors around from game to game? That depends: some tradesters have found that this policy works well, while others strongly prefer to keep an acceptor with the same game, permanently. For example, Music-Vend does not swap bill acceptors from game to game. "Once a game goes out on location with a bill acceptor, the bill acceptor should stay in that machine," Marv stated. "There is no switching."

On the other hand, Kem Thom feels the ability to move an acceptor from game to game is very important. He tries to keep acceptors on the most popular games in his most profitable locations. As older games are moved out to secondary locations, the bill acceptor is removed and installed into the next new game.

In Chicago, Kem said that sports bars and other upscale liquor-pouring establishments are ideal locations for bill acceptors. "Sports bars have always been good locations for us, but in some locations our revenue was fairly stable," he said. "The dollar bill acceptor really gave our business a good shot in the arm in those locations."

Electronic bill acceptors can do a great deal to provide renewed business opportunities for nearly any game operator. By providing increased convenience to customers and removing barriers to play, operators can put themselves in position to take maximum advantage of impulse play.

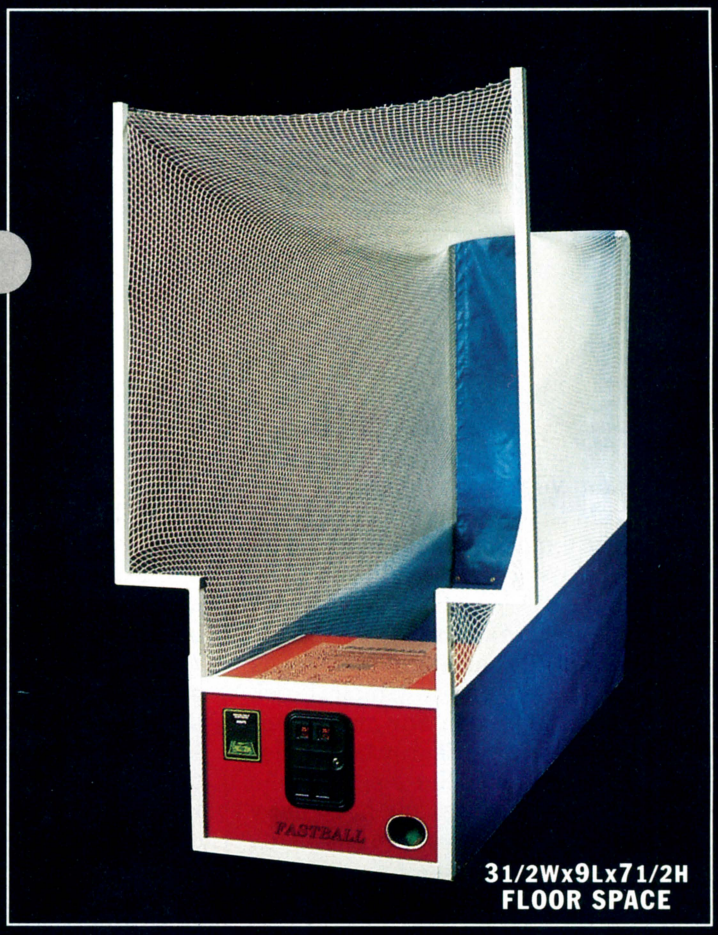
Some studies have shown that the average American carries just 58 cents in pocket change. At 25 cents per play, that means the average person can pay for a maximum of two games before they must make an effort to get additional coins.

FINALLY A PROFITABLE SALES PITCH

ACCES ENTERTAINMENT INTRODUCES:

FASTBALL

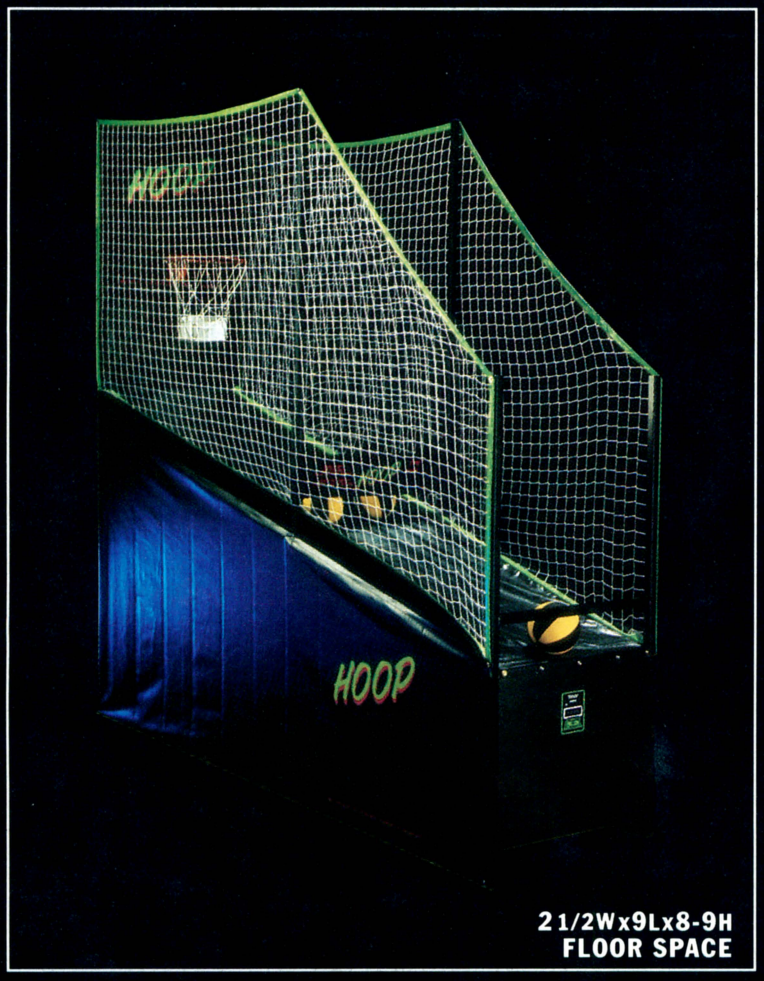
COMPETITIVELY TEST YOUR PITCHING SPEED WITH THE EXCITING NEW BASEBALL PITCHING GAME FROM ACCES ENTERTAINMENT. EXPERIENCE THE CONTINUOUS CHALLENGE TO BEAT YOUR PREVIOUS SPEED IN MILES PER HOUR!



31/2Wx9Lx71/2H
FLOOR SPACE

- SETS UP IN 9 MINUTES
- 1 TOOL ASSEMBLY
- OPT. DBV/TICKET DISPENSER

IDEAL FOR RENTALS



21/2Wx9Lx8-9H
FLOOR SPACE

HOOP

THE CONTEMPORARY BASKETBALL GAME THAT SETS UP IN 9 MINUTES

- UPSCALE APPEAL
- 1 TOOL ASSEMBLY
- OPT. DBV/TICKET DISPENSER
- AVAILABLE IN CHILDREN'S SIZE

ACCES ENTERTAINMENT
TEL:714/572-1972
TEL:800/444-6677
FAX:714/572-1971
3335 EAST MIRALOMA
SUITE 142, ANAHEIM,
CA 92806

MasterCard
VISA®
ACCEPTED

ONE MAN'S OPINION

ACME and the Las Vegas convention venue

by Louis Boasberg

Here, my friends, is a much-delayed comment on the ACME show held in Las Vegas the latter part of March. If you find it boring, what did you expect: an unauthorized biography of Eddie Adlum by Kitty Kelly?

Reactions expressed by our comrades on the merits of the Vegas show and the city in which it took place were mixed. For many, that depended a great deal on the caliber of the night life, the food and the drinks and above all, how Lady Luck treated them at the blackjack and crap tables.

But aside from the frivolities and "risk" entertainment, the ACME show was a pretty good one, according to the majority opinion. The weather was cool and (for non-gamblers) the expenses were nominal. The overall industry feeling was that ACME came up a better than usual exhibition with plenty of new equipment and a few surprises all housed in a convenient convention hall.

My only complaints as a "senior citizen" were that the trip was long, the hassle at the airport was tiring and a few other discouraging things that were only visited on the old and decrepit. I joke about this. But my mind thinks back and memories of Las Vegas come to the surface.

This is not a place to visit anymore. Vegas is a state of mind, a fairy land with croupiers. I have seen Vegas grow over the last 40 years from an oasis in the desert offering only a few hotels into an immense, bustling metropolis which may never be equaled in the history of mankind. I say "never" because there is no place on earth that is more dedicated to the proposition that the high roller stands before king and country as lord of all he surveys.

To be perfectly honest, Vegas not only does an admirable job taking care of the high rollers, but the common man as well. Even though the city caters to gambling aficionados, it's still a wonderful place for anyone to stop, look and listen. For example, the lobby, the show and the casino at the Mirage will probably outdraw Disneyland and Disney World in the number of visitors this summer, while the towering spires and turrets on the new Excalibur Hotel with its Norman Castle decor provides people that rare combination of King Arthur and blackjack.

Now let's talk about the Vegas slot machines. Acres and acres of them! So beautiful and so intriguing, such a variety, with jackpots so large and with so many ways to win that you wonder how the machines make any money for the house! But, strange to say, they do. I understand that the Mirage has 2,500 machines and the Excalibur has 3,000.

The slot machines in Vegas, especially the new machines at the super spectacular hotels, are so exquisite that one cannot be so crass and vulgar as to call them one-arm bandits . . . "gentleman burglars in black tie and tails," yes, but one-arm bandits, never! These new machines do everything but say "thank you" after they pick your pocket.

The modern slot machines are a far cry from the no-jackpot ten stop mechanical machines that we used to operate in speakeasys back in the early thirties. These machines got the job done, but in addition to nickels they would also take buttons, round hard candies, and every variety of slug known to man. But the aforementioned modern, beautiful new machines in Vegas not only reject slugs but would be insulted at the insertion of a nickel. They do, however, take $5 and $10 bills, American Express, Visa and Master-Card!

I also have to mention that enormous shopping center on the strip called Fashion Mall. With its acres of underground parking, this mall has branches of practically all the elegant, high-priced stores that are so famous in New York, Paris and London. And what prices! Believe me, you have to be a real winner to shop there. Who ever heard of $700 suits and $300 shoes? Needless to say, I did not buy anything on my trip to that mall since I couldn't find any Walmart, Pennys or Sears.

So, if all goes well, we will all go back to Camelot in the Desert come September for the AMOA show. Then in 1992, we will not only "remember the Alamo" but will also see it. Suits me fine as San Antonio isn't too far from my home base in New Orleans and I can indulge in my favorite food, hot tamales, to my heart's content. Johnny Gatens, our host in San Antonio, made my mouth water with his tamale tales.

If anyone would ask me (and nobody has), my favorite convention city (other than convenient New Orleans) is the Windy City. My personal reasons for liking Chicago are nostalgic memories because I attended my first convention at the old Sherman Hotel in 1933 and returned to Chicago for many more great conventions the years thereafter. But unfortunately, I understand the unions there aren't too kind to even their own people.

Coin machine shows, wherever they are held, are wonderful, even for people who might be old and blase. They are homecoming events with plenty of food, drink and entertainment, plenty of new equipment to look at and plenty of old friends to greet and shake hands with. It's too bad some of them are getting so old. But if only a few of us veterans could just find some new legs and knees that we don't get tired after a half hour on the show floor, life would be wonderful indeed!

TECHNICAL TIPS

PINBALL TESTER MAKES TROUBLESHOOTING EASY!

Two-Bit Score's Bob Sokol is a real pinball pro; his unit takes the guesswork out of CPU repair

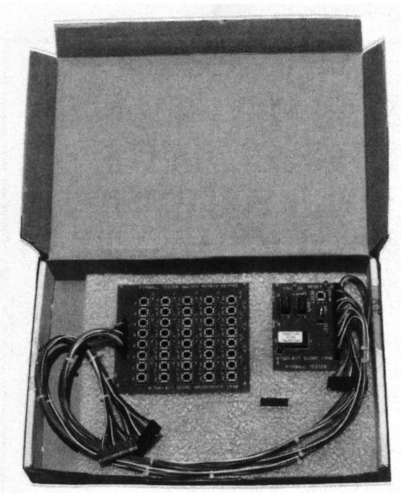
by RANDY FROMM

Last month's technical offering contained a letter to *RePlay* from Bob Sokol at Two-Bit Score in Austin, Texas. Bob's letter (see May, p. 166) contained some very useful information about the high voltage power supply in Williams pinball machines. Although I had seen the ads for Two-Bit Score products in the trades (speed-up chips and modifications for older video games mostly), I was unfamiliar with Bob and his company so I gave him a call.

I found out that Bob Sokol is really Mr. Pinball. His interest in pinball machines (and especially older, electronic pins) is acute. He specializes in repairing pinball boards, offering same-day turnaround (via UPS) in most cases.

BOB'S LATEST PRODUCT

His latest product is a tester for pinball machines: the older Bally and Stern games manufactured from 1977 through 1984. This includes pins from *Freedom* to *Xenon*,



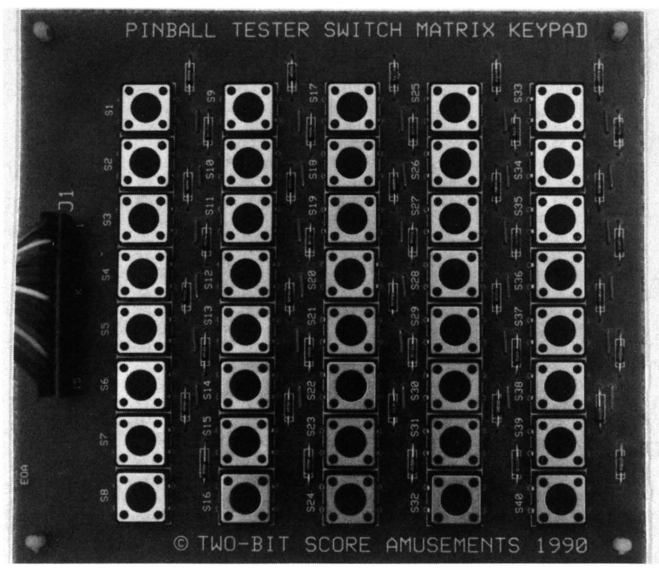
embracing the popular "signature" series such as *Dolly Parton, Evil Knievel, Harlem Globetrotters, Six Million Dollar Man* and *Kiss*.

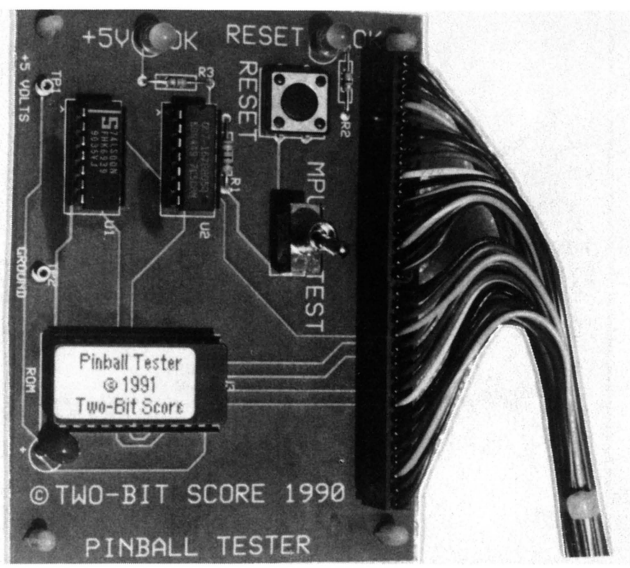
The Pinball Tester is not a test fixture. It does not provide power for the board under test. You must have an actual pinball (or, of course, a test fixture) to use the Pinball Tester. The unit comes with a switch pad that simulates the switch matrix in the pinball. It also comes with the Pinball Tester board, which contains the special test ROM and cables to connect the tester to the MPU board itself. Also included is a 2101 RAM that can be used as a temporary replacement for the static-sensitive 5101 RAM (U8) while troubleshooting. The 2101 is **not** static-sensitive.

So what does the Pinball Tester do? Well, a lot of things. I'll get to the other things in minute but there is one thing . . . one remarkable thing . . . one extraordinary thing . . . one thing that *all by itself* makes the Pinball Tester a wonderful item to have on hand. It allows you to fire up an MPU board without any ROMs installed!

FINDS BAD ROMS

The Bally and Stern MPU boards can be frustrating to repair. Although the system is simple enough, there is always the problem of determining first whether you have a software problem or a hardware problem. That is, is the MPU board bad, or do you have a bad ROM or two? Most of us scrounge around for a different set of ROMs to try — ROMs we think may be good. But that also leads to the question of





the proper jumpers that must be installed on the board for certain combinations of ROMs. Do you have the jumpers set correctly?

The Bally and Stern Pinball Tester works without any ROMs installed, so you can test the MPU as a bare-bones unit. If the board is bad when the ROMs are inserted in their sockets, but works without the ROMs installed, the ROMs must be bad. Simple, huh? If the board still doesn't work, the guidebook that comes with the Pinball Tester contains simple, step-by-step instructions for locating the problem. This manual is extremely well written with a common sense approach to troubleshooting and even a touch of humor (see the "don't panic" section). Hmmm. . . I wonder if I can get him to write for *RePlay?*

SPECIAL NEW FINANCING PLAN FOR PURCHASE OF VIDEO GAMES, POOL TABLES, DARTS, PINBALLS, FULL-LINE VENDING EQUIPMENT, REDEMPTION EQUIPMENT, AND MUSIC MACHINES
ALL BRANDS!!!

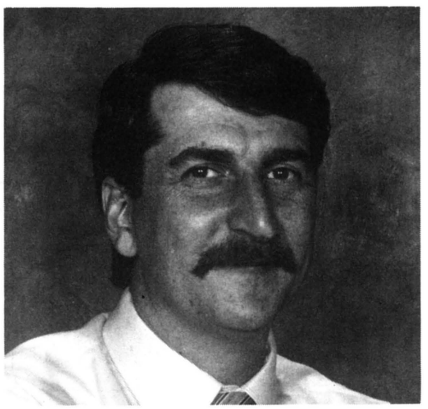
- For operators purchasing equipment through an approved distributor. CALL YOUR DISTRIBUTOR FIRST.
- Must take delivery within two weeks after credit approval.
- Minimum amount to financed $10,000.
- 10% down (plus tax and freight).
- First payment due 30 days from delivery of equipment.
- 12 equal payments.
- Finance Charge: 8.5% ADD ON PER YEAR.
- UNLIMITED QUANTITIES!
- This offer expires on August 31, 1991.

TAKE ADVANTAGE OF THIS OFFER TO UPGRADE YOUR MUSIC LOCATIONS & EQUIPMENT!



Be a wise owl; call either Harvey Goldman or Philip Kass today to answer any of your questions or to discuss special situations.

CPC SERVICES, INC.
660 White Plains Rd.
Tarrytown, New York 10591
(914) 332-5200



RANDY FROMM'S ARCADE SCHOOLS
UPCOMING CLASSES

Charleston, SC	June 24-29
Columbus, OH	Aug. 12-17
Las Vegas, NV	Sept. 16-21
Chicago, IL	Oct. 14-19

EVEN MORE TESTS

If the MPU board fires up successfully (with seven flashes of the LED as a "GO" signal), the Pinball Tester can go ahead with a number of other tests. A display test exorcises each digit and segment of all the score displays. A lamp test does much more than simply flashing all the lamps as the built-in test mode does. The Pinball Tester will not only test each column and row of lamps as a group, but will test individual lamps, showing the "Q" number of the associated SCR on the score display as it does. A solenoid test also displays the "Q" number of the driven component as it is tested. Again, the guidebook tells you where to look if it fails any of these tests. Also included in the guidebook is a complete list of jumper combinations for different ROM and MPU board variations.

Rounding out the tests is a sound board test for Stern pinballs with the SB-100 or SB-300 and a burn-in test. The burn-in test is a combination of all the previous tests. It's a way to run the entire system under full load for as long as necessary to assure there are no intermittent problems.

For more information, contact: Two-Bit Score Amusements 11600 Manchaca Rd. #305, Austin, TX 78748. The phone is 512/282-9369.

Copyright June 1, 1991 by Randy Fromm. All rights reserved.



MULTICASH - PROGRAMMABLE COIN-DISPENSING AND RECORDING-DEVICE

- The OWNER sets the price for individual tokens, discounts & premiums by using a secret KEY-CODE.
- The OWNER can issue an individual code for up to FOUR CASHIERS and the MANAGER, allowing them to DISTRIBUTE the appropriate amount of TOKENS. This can be by QUANTITY required or by VALUE of cash received.
- The MULTICASH keeps the TOTAL TRANSACTIONS for all cashiers, plus INDIVIDUAL CASHIER transactions for all tokens issued, amounts cashed and the hours worked by each cashier in the various shifts during a period of ONE MONTH. This data can be printed out if needed.
- The MULTICASH can be used without the key-codes to provide a simple reconciliation of tokens issued.
- The MULTICASH can be used as a COIN COUNTER with tokens or coins being packaged directly into bags.
- Data stored in MULTICASH in non-volatile memory, is available for 4 years and is controlled by a non-stop perpetual CALENDAR-CLOCK.
- The MULTICASH conforms with international saftey standards.

MACCI® CONIATURE

"MANUFACTURING & TRADING SINCE 1927"

MAGGI CONIATURE
VIA B. VERRO 37/A
20141 MILANO (ITALY)
☎(02) 846.59.41/2/3/4
Telex 313351 MAGICO I
FAX (+39).2 8467889

LOOKING FOR DISTRIBUTORS

EXCLUSIVE TERRITORIES AVAILABLE IN UNITED STATES, CANADA and MEXICO

ON THE ROAD AGAIN

by Bob Rondeau

It would almost be sacrilegious for a guy from Green Bay, a football fan whose two favorite teams are the Packers and whoever beats the Bears, not to call on an operator named Starr. I am so glad I did as it really furthered my education.

In my get-together with Howard and Bill Starr of Falcon Automatic in Tucson Arizona, we discussed jukebox licenses, state and national organizations and a new way of handling collections by weighing on a scale that really works and saves the operator time. It also helps security, gives the location and Falcon privacy on the collections and keeps roaming eyes and imaginations from thinking that this is done everyday and that the operator has to take a wheelbarrow into the bank with money each day.

Howard Starr has been in this business a long time. He has many friends in the industry, including manufacturers, distributors and other operators. His headquarters is large, neat and layed out for a working operation. Office and shop are very impressive, and very, very busy.

I was amazed at Falcon's number one lady, Denny Panthen, who has been with them for over 10 years. She could talk to Howard and I, answer the phone, write a note, give directions to a route man about a service call and make entries on her computer all at one time. She did this while her assistant Teresa Estrada was busy on one of the other phone lines taking calls.

I wanted my wife Bev to come in and see this, so that maybe when we got home she could clean the garage, wash the car and cut the grass while she was cleaning house and making dinner. But she was too busy talking to Bill Starr who is the general manager of the firm.

Like many operators who have diversified, Falcon runs a large coffee business that really keeps everyone busy. Howard said "I don't worry when I leave town, take off a day or do a little boating because Bill is handling things better than I could and that's a great feeling."

Bill has set up pool leagues with a lot of success and that has really helped weather a lot of storms. They have tried dart leagues many times and are continuing to do so. But in Arizona and some other areas, tastes are different and the dart games (unlike the Midwest) have not taken hold yet. But as Howard said, "We're going to keep trying and learning."

I left Howard and Bill Starr with a very good feeling . . . a feeling of

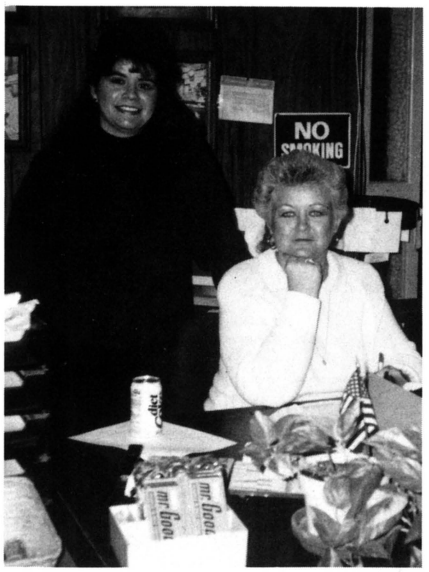


Howard and Bill Starr in the parking lot outside their Tucson headquarters. These good people make Falcon a proud and successful family business.

pride, of fellowship, of knowing that our industry is made up of people who have so much in common, who have determination, who are not scared of getting their hands dirty, taking a chance, or changing their priorities. I always have the feeling that people in our industry like Howard tell it like they see it.

I always learn a lot in these meetings. Another four years and I'll have my masters or doctorate in "What makes the coin machine industry kick." But one thing that Howard Starr said to me stuck in my mind for days. It was something that I would like you all to take a little test on and when you do it will show that we are indeed a family industry, an industry where more than most is passed on from father to son or daughter.

Howard said to me: "You know the thing that I am most proud of in all the years in this business is that my son Bill decided to join me and take over the business. I am thankful for that because this is a great business that I've spent my life in and I am proud of it." That was a sincere statement and it says a lot about our industry and the people in it.

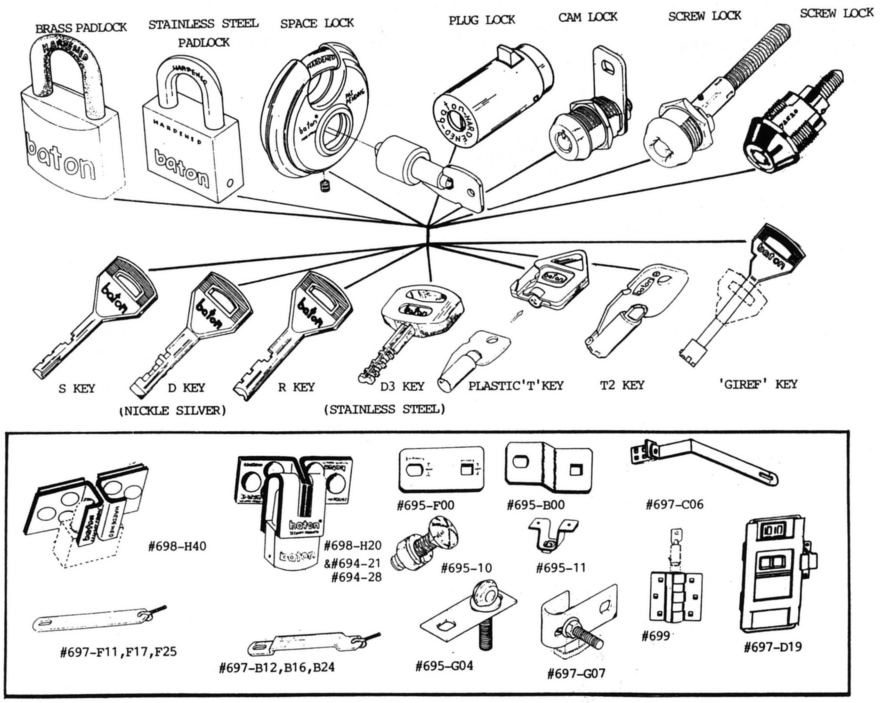


Denny Panthen, Falcon's "First Lady," and her assistant Teresa Estrada say "hi."

The test I want you to take is to close your eyes and just call off the operators, the distributors and the manufacturers you know that are family-run or have been passed on down to family. I did this by taking a deep breath and calling off lists I know that go from generation to generation, like the Bettelmans, Mellons, Andersons, Starrs, Ursos, Greens, Trucanos, Norbergs, Stansfields, Bohrers, Knupps. And that is one breath. On the second breath I could name Jacomet, Robbins, Schaffer, Adlum, Franz, Fitske, Olsen, Watson, Rochetti and I could go on and on and that's not bad for a guy who can't remember where he parked his car.

Try this. It will be fun, and it will tell you once again that this industry is made up of people with "staying power." It is not a fly by night industry. It is an industry that has its ups and downs, but one that we can all be proud of and *must* be proud of, because you do not pass on to your family a heritage you are *not* proud of! Better days are ahead . . . I can feel it, being on the road again. (More about my Arizona road trip coming next issue.)

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

NUMBER ONE GAMES



Lucky 21

•Most exciting BLACK JACK.



Lucky 37 DUAL REELS

•Super! Double win on dual appear.



Lucky 57 DUAL REELS

•Get exciting one color screen for FEVER.



Lucky 75

•This is the hottest one.

Lucky 55

•Enjoy easy win from both sides.



Lucky 90

•The top of reel games.





Lucky 77

•King of card games.

Lucky 89

•Your chance for super jackpot!



Lucky 74

•Ever last masterpiece of the card-game.





Lucky 25 DUAL REELS

•Rich game! Bingo/Cards by reels.

FOR AMUSEMENT ONLY

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

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

THE POLISH SHOW

coin machines in a country without coins

What was originally billed as an Int'l. Amusement Park Exhibition for a developing Polish market brought together many well-known companies and individuals and some new firms, to offer an attractive and varied range of coin machines in the Palace of Culture and Science, Warsaw, April 4-7.

The Palace, a present to the Poles from Stalin, towers over the city. It is not liked by residents of Warsaw and is known locally as the "wedding cake" because of its unusual design. There was a last-minute change of dates (the show was originally to have run a day earlier), an indication that this first venture into new territory was not going to follow the normal procedure that both exhibitors and visitors have come to expect from such international events.

However, in spite of some shortcomings, it appears that most of the exhibitors left Warsaw a lot wiser about the situation in Poland and the potential for development there than they had been when they arrived.

The show's organizer was George Herman of ABP in Calabasas, California, whose family has been involved in the vending business since 1933. With the deregulation of the pay telephone industry in 1984, they became involved in the manufacture and distribution of pay telephones, and as a result of his involvement in that business, he went to Poland. (George was assisted in the organization of the Exhibition by both his cousin Robert Herman, who is president of the New York Operators Association and a director of AMOA, and Stanislaw Wojdan of Uni-Global International in Warsaw).



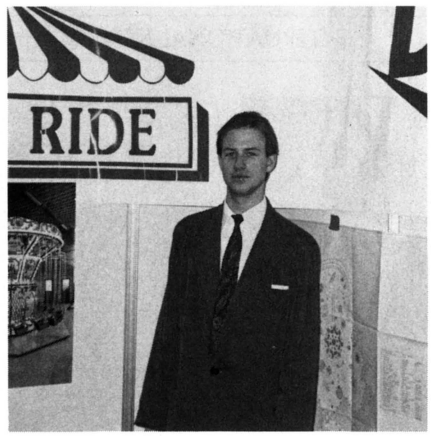
The Palace of Culture and Science in Warsaw, a present to the Poles from Stalin, towers over the city. It's not liked by the residents of the city, who refer to it as the "wedding cake" because of its unusual design. It was the site of the International Amusement Park Exhibition in April.

COINS

The local currency is zlotys and there are almost 10,000 to $1, depending on where they are changed. The smallest note is 500 zloty, making the matter of coinage irrelevant. Tokens, which can be bought in shops, are used in telephone coin boxes and casinos having their own token systems. The telephone system within the country needs to be replaced and we understand that a number of systems are currently being considered, including a token on arrival that there are only 65 external telephone lines in Poland and



Gerry Robinson of the Leisure Trade Exhibitors Organization in Britain, who arranged for many UK companies to take part in the show and who himself represented several firms: Island Marine Products Ltd., Euromax Electronics Ltd., Opala International, Faulkner-Browns, ATEI, Toptronic and Euro R.A.G.



Martin Borowiec, representing Ron Sanders of Nova Ride USA, who shared a booth with Italrides — the only firms at the show catering to the fairground and parks part of the biz.



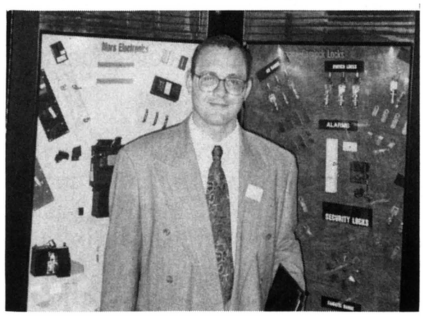
Sigmond Morawski of Coast Cigarette Sales (NJ) offered a range of cigarette venders, jukeboxes and poker games. The company is analyzing requirements for their equipment in the Polish and Eastern European markets.



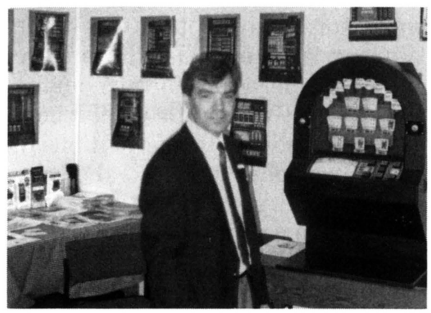
Bill Harris and Derek Lynch of Royal Bell (Col.) with interpreter Monika Kvzyzanowska, showing their attractive range of converted & rebuilt slots, which can be adapted to the requirements of local markets.



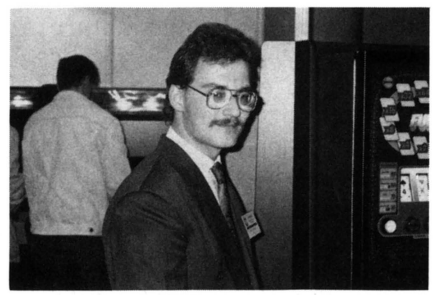
At a reception held during the recent show were Stanislaw Wojdan of Uni-Global Int'l. Ryszard Kociolkowski of Orbis Casino, Organizer George Herman of ABP, his cousin Robert and Danuta Dahner.



Steve Smith of Eurocoin (UK) at the Casino Coin booth. Steve showed the Eurocoin line of parts, as well as equipment from IGT (which is exclusively rep'd by Casino Coin).



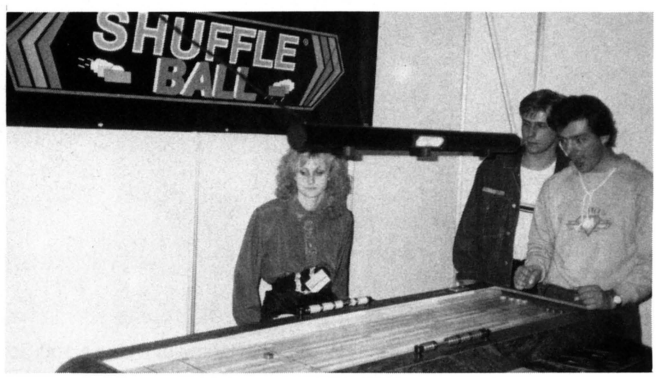
Alan Meats of Associated Leisure (Britain), covered all areas of interest by showing a *Superleague* pool table, a *Play Poker* game and BAS video cabinet at his firm's booth.



Franz Joran of Stella International, part of Germany's Gauselmann Group, with their unusual card game, *Full House*. Stella already does business in Poland and was at the show to expand, rather than establish themselves.



Einar Askvig, Arachnid's VP of European Operations (based in Antwerp, Belgium), with President Bill Ward and their *English Mark Darts*.



One of the most interesting and exciting products at the show was *Shuffle Ball* from Electro Games Industries of Quebec.



Peter McKenna of English Mark Darts in Germany and Jim McCann of Kimble Mfg. (Ireland) finalize their agreement for the German company to distribute Kimble products in a number of different markets.



Len Ainsworth of Aristocrat visits with friends at a reception held at the International Amusement Park (Coin Machine) Show in Warsaw.

considering the length of time it took me to make an international call, I believe it.

INFORMATION

A general shortage of accurate information and a good deal of misinformation led at least some exhibitors to expect a different situation than the one they encountered, thus leaving them unprepared for some of the many surprises ahead. The show established that there is a small existing market for coin machines in Poland — mainly for gambling machines in casinos and for amusement machines in what are referred to as "amusement arcades." There are a few fairgrounds and a small number of traveling fairs, one of which was located on the outskirts of Warsaw during the show. Used equipment was mostly in demand, but this is to be expected in any new or developing market.

Casinos are situated mainly in hotels and are operated as joint ventures with the state. Some consist of gaming machines only, while others also have blackjack and roulette located in plush surroundings. They do a steady business drawing their customers mainly from among tourists and the richer business class in Poland. At present, casinos must be run in conjunction with the state, but discussions about liberalizing the situation are taking place.

In advance of the show, it had been mentioned that there had been more than 2000 license applications to operate machines, that there were more than 80 operators in the Warsaw area and that there were extensive operations throughout the country. However, little of this could be confirmed and the indications in many instances were to the contrary. It was counter-claimed that there were only 15 licensed operators in the whole country, with most of the business being carried on by unlicensed operators. It appears that there is one established kiddie ride manufacturer and a number of companies who specialize in repair work and refurbishment of old machines.

According to the information we were given, Poland now has over one million privately-owned businesses. The capital necessary to start a business is $50,000. The country has international debts of approximately $40 billion, almost half of which is in the process of being written off. Poland has a population of over 40 million — one of the youngest populations in Europe and, they claim, one of the best educated.

CONFUSION

Even after interviewing many visitors and exhibitors, the situation remained confused. Most confusion seems to surround the licensing system and during the show there was an ongoing dispute as to whether a casino operating in the Palace of Culture and Science itself was licensed. The confusion seemed to stem from a debate on whether the licenses should be issued by central government or state government and we were told that one department issued the licenses while another claimed that a further license was required. As there is no clear penalty for operating without a license and as the licensing procedures themselves are unclear, it is likely that the situation will continue as it is for some time.

There were various stories about the advantage of joint ventures, including an 85% government guarantee on all funds invested from



The flea market located outside Warsaw's Palace of Culture and Science. The market offers an extensive range of commodities from shampoo to stereo equipment to food & drink. The majority of commercial activity in the city takes place here and not in the shops, which offer a comparable range of products, but are more expensive.



JOINT-VENTURE PROFIT OPPORTUNITY!

WE'RE LOOKING FOR YOU!

We're the Atlantic & Pacific Amusement Corporation, one of the world's most professional and progressive specialists in coin machine joint ventures.

WE OFFER A BROAD RANGE OF PROVEN EXPERTISE.

On behalf of our joint venture partners, we manufacture, assemble, import, export, operate, rent, lease, finance, consult, advise and do anything else that's necessary to ensure each venture's success. (And make no mistake about it. We and our partners have been *highly* successful!)

WE OFFER A BROAD SELECTION OF PROVEN MACHINES.

A&P's varied coin machine product line includes such popular items as juke boxes, video games, video game boards (direct from the Far East), Wings, W-7, W-8, etc., Cherry Master, roulette, all types of video slot machine games and boards, Keno machines, traditional Bally and IGT slot machines, poker machines, all types of traditional flipper pinball games, cranes, prize redemption equipment, Bally bingo and six-card electronic bingo from Belgium, pool tables and kiddie rides.

WE'RE DEVELOPING A WORLD-WIDE NETWORK OF OFFICES.

We already have facilities in the New York Metropolitan Area, San Juan, Caracas, Sao Paulo, Bogota, Cali, Santa Cruz, Asuncion, Buenos Aires, Montevideo, Mexico City, San Salvador, Santo Domingo, London, Nicosia, Budapest, Athens and Tel Aviv, etc. We also have valuable contacts in almost all world-wide markets. And we can communicate in their language – whether it's English, Spanish, French, Italian, Portuguese, Arabic, Polish, Russian, Greek, Hungarian, Armenian, Czechoslovakian, German, Yiddish, Hebrew or whatever.

GET THE PROFITS YOU'VE BEEN LOOKING FOR.

Why not find out how Atlantic & Pacific's success can contribute to your success. Contact us direct or our European Agent today, and let's explore this further.







ATLANTIC & PACIFIC AMUSEMENT CORPORATION

1428 NORTH BROAD ST., HILLSIDE, NEW JERSEY, 07205-1639
1-800-327-6076, or 201-926-0700, FAX: 201-926-3512

U.K.: MR. DAVID (Phone #) 0202-707294 – (Fax) 44-202-700842.

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

abroad in such ventures. On further investigation it transpired that the guarantee only applied for the first six to nine months of the venture and that no long-term guarantees were available.

Imports of equipment attract a duty of 21% and a tax of 25%, but again there were indications that this, like so much else in Poland, was negotiable and in the process of being changed. There were also suggestions that a different arrangement would apply to joint ventures and to the importation of parts and components which would be used to assemble equipment in Poland, using local labor and some local raw materials.

It is clear that much is changing in Poland and that the only question now is the speed of that change. Structures to deal with that we in the West take for granted are not even in place and until they are, the confusion will remain, making Poland a doubtful country to invest in or trade with.

The country is evolving from a communist system, which did not encourage the kind of initiative that is now needed to compete in a market economy. It will probably take 10 to 20 years before the country's economy can be fully competitive with that of western European countries, but the generation that is now coming into power is capable of doing this and most anxious to do so as soon as possible.

AT THE SHOW

The organizer supplied interpreters for each stand. These were mainly college students who were studying the language of the exhibitor and this proved to be one of the innovations of the show. Not only were the interpreters helpful and efficient at their work but they were able to give exhibitors a lot of unbiased, valuable information about the general situation in Poland that was not available elsewhere.

The small number of visitors, "genuine" visitors, that is, was caused mainly by the fact that the show was not advertised or promoted in any meaningful way in advance. There was a good deal of publicity in the national press and on radio and TV immediately before and during the show, however.

This resulted mainly in bringing in members of the general public and many students. Although it was a worthwhile exercise in promoting public awareness of the equipment on show, it did little to satisfy the immediate needs of the exhibitors.

Many differing claims about the number of visitors were made during and since the show, but the most realistic figure mentioned seems to be somewhere between 2,500 and 3,000 — an excellent number for a first show if they had all been involved in the industry — perhaps only 20% to 25% were?

Apart from those who attended out of curiosity, the biggest category of visitors seemed to be from outside Poland — mainly Russia, Czechoslovakia and Hungary — as well as a number of western European countries. The next biggest category consisted of people from within Poland, who were considering becoming involved in the industry and the smallest category consisted of those who were already involved in the industry in Poland.

As a result of the show, some exhibitors have appointed distributors and others have made contacts with those they will have further discussions with (many return trips have already been planned). Not all of these arrangements will be with Polish companies as a number of firms from adjoining countries have already established businesses in Poland and some exhibitors may choose to have them as their representatives in the Polish market. (It is obvious that a number of overseas companies are already doing business in Poland but they seem unwilling to say to what extent, presumably until they have achieved their share of the market?)

There was no registration of visitors, although there was an admission charge to the equivalent of $1 and the organizers did not produce an official catalogue. This decreases

The BONDEAL CHART

top kits and dedicated videos at the Hong Kong Flashback Arcade for the week ending May 11, 1991

TOP KITS	May 11	May 4	Apr. 27	Weeks on Location
Street Fighter II	1	1	2	12
Gun Force	2	2	1	4
Batman	3	—	—	1
Earth Defense Force	4	4	3	7
Cycle Warriors	5	8	7	12
Power Spikes	6	3	—	2
Hot Shots	7	5	4	7
Strike Force	8	6	5	4
Thunder Zone	9	—	—	1
Passing Shot	10	10	8	109
TOP DEDICATED GAMES				
F-15 Strike Eagle	1	1	1	7
Cisco Heat	2	3	2	19
Hard Drivin'	3	2	4	108
Big Run	4	4	3	67
Super Hang On	5	5	5	194

the likelihood of visitors getting in touch with exhibitors, who already had a problem as most Polish visitors did not have business cards. Gerry Robinson of the Leisure Trade Exhibitors Organization in Britain produced a listing of the exhibitors he had been instrumental in bringing to the show and this gave these exhibitors an obvious advantage.

PRIORITIES

The development of an amusement and gaming industry is very low on the long list of priorities which the Polish government must now tackle. Much further up on the list is the installation of a modern telecommunications network and the provision of the many other facilities that will encourage industry from the West to locate in Poland. This international investment is essential in order to create employment in a country that once had full employment but has now seen unemployment figures rise from 5% to 15% in the past year — a trend which is likely to continue and worsen with the ongoing privatization and streamlining of businesses.

The development of the amusement industry and of leisure facilities in general will take some time to become priorities, but one thing is certain: that the Polish people who visited the show were interested in the equipment on display, particularly the amusement games.

Many did not know how to play pool or how to operate video games, but they learned quickly and the appeal of the equipment along with their enjoyment of the games was obvious. So underdeveloped is the concept of amusement equipment in Poland that the language does not even contain many of the necessary everyday words used in the industry.

One advantage that Poland has over some other east European countries is that although the Polish language belongs to the same group of languages as Russian and Bulgarian, it is written in our alphabet, for which we must be thankful to Christian missionaries who visited the area, converting the Poles to Christianity and their alphabet to ours.

Never before have I witnessed such fraternity amongst exhibitors, who were made up of a mixture of companies from different countries, offering a range of equipment, divided almost equally between gaming and non-gaming products. On the amusement side, video games were the main attraction with a selection of novelty games proving their worth.

Exhibitors pooled the information that each had unearthed and tried to piece together an overall picture of the situation in the country. They worked together and in some cases concluded business deals amongst themselves to handle each others' products in their own markets.

This first venture into relatively unknown territory has created an awareness of the massive untapped and underdeveloped market that lies so close to them, not only in Poland but throughout Eastern Europe, with its estimated population of 500 million. There were some difficulties with the organization of the event, which presumably will be corrected before the next show, at which time everyone involved will be better prepared to deal with a different kind of show and a different kind of market. The show may have been staged before its time, but those who exhibited have the advantage and should benefit from their participation, whenever the market develops in Poland.

TOP HITS OF JAPAN

from Game Machine Magazine, May 15, 1991

TOP 25 VIDEO COCKTAIL

	Model (manufacturer)
1	Street Fighter II (Capcom)
2	Ultraman (Banpresto)
3	Power Spikes (Video System)
4	Hat Trick Hero (Taito)
5	Quiz Lord's Adventure (Capcom)
6	High School Baseball (Taito)
7	King of the Monsters (SNK)
8	Quiz My YuYu (Taito)
9	Quiz My Homework (Sega)
10	Alpha Mission II (SNK)
11	Strike Gunner (Tecmo)
12	Bells and Whistles (Konami)
13	Golfing Greats (Konami)
14	Sengoku (SNK)
15	League Bowling (SNK)
16	Raiden (Seibu)
17	Growl (Taito)
18	Earth Defense Force (Jaleco)
19	Puzzled (SNK)
20	Columns (Sega)
21	Gun Frontier (Taito)
22	Super Masters (Sega)
23	Tetris (Sega)
24	World Cup '90 (Tecmo)
25	Final Fight (Capcom)

TOP 15 UPRIGHTS & COCKPITS

	Model (manufacturer)
1	Final Lap 2 [del.] (Namco)
2	Driver's Eye (Namco)
3	Steel Gunner (Namco)
4	Final Lap 2 [standard] (Namco)
5	Rad Mobile [del.] (Sega)
6	Space Gun (Taito)
7	Hard Drivin' (Atari/Namco)
8	GP Rider [ride-on] (Sega)
9	Big Run (Jaleco)
10	Winning Run '91 (Namco)
11	Out Run [deluxe] (Sega)
12	Super Monaco GP [del.] (Sega)
13	G-LOC [deluxe] (Sega)
14	Cisco Heat (Jaleco)
15	Laser Ghost (Sega)

TOP 5 FLIPPERS

	Model (manufacturer)
1	Funhouse (Williams)
2	Dr. Dude (Midway)
3	The Simpsons (Data East)
4	Phantom of the Opera (Data East)
5	Rollergames (Williams)

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

Tournament Highlights

BULLSEYE FOR AMOA'S "TEAM DART VI" TOURNEY

Vegas darter awards $57,000 in prizes to the best

Joe Conway and the others who run AMOA's National Dart Assn. (NDA) had plenty to brag about at the conclusion of their April 30-May 4 international electronic dart tournament held at the Sahara in Las Vegas.

Called Team Dart VI, this sixth grand playoff fielded over 2,000 players (making up a tad over 500 teams) all competing for a share in the $57,000 prize pot (plus trophies). This was an increase of $18,000 over last year's finals (their goal is to hit the $100,000 prize level in two years).

Winners like getting checks, but they also like the trophies that come with it. Numerous such awards were presented to winners and runners up in such events as cricket (doubles) and the big 4-member team events in 301. More "light hearted" recognitions were given to such as "best dressed team," to the operating company fielding the most entries and to the state sending the most entries (California).

In fact, some 31 states sent teams to this event (including newcomers New Hampshire, Florida, Missouri, Ohio, Utah and Nevada). In addition, players came from Canada (27 teams), Spain, France and Germany (Conway expects teams from Japan and New Zealand to participate next year as well).

The NDA presently enjoys the participation of 237 "charter operators," the fellows who run local leagues and send their winners to the grand playoff (although by NDA rules, charter operators may also send teams that didn't score in local finals if they so wish). Over 100 charter operators participated at the Sahara tournament, plus some "visitors" who are thinking about joining the NDA.

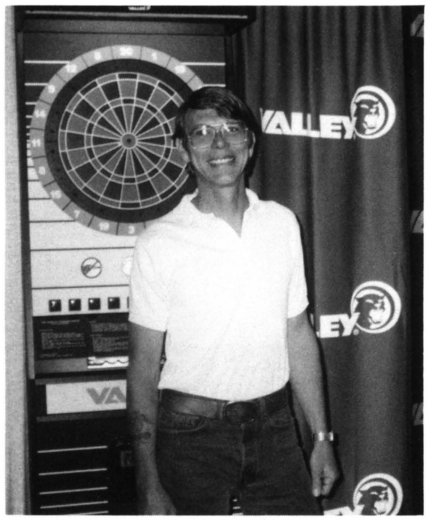


To the winners go the spoils. Flanking this winning team at the NDA awards banquet are outgoing NDA prexy Tony Urso (left) and new prexy Dave Warner (right).

Joining NDA as sponsors once again were equipment manufacturers Merit, Valley and for the second year, Arachnid. Their machines provided the boards for the many matches played off during those five days. Each was recognized at the concluding banquet for their con-



Dave Warner recognizes manufacturers at the awards ceremony with some gorgeous trophies and words: (from left) Arachnid's Dave Schultz, Valley's Al Schafer and Merit's Pete Feuer.



Kirk McKennon at the Valley Recreation Products booth on the tournament floor.



Ken Dobbs and Derik Oden show their wares at the Great Lakes Distributing booth.



Howard Smoyer, John Nolder (*Pub Time* distributor from Tri-Vending Amusements, Placerville, Calif.), and Bob Wiles at the Merit Industries tournament booth.



At the Arachnid booth on the NDA tournament floor are Debbie Lamont and Sam Zammuto.

tribution to NDA.

The association itself got a change of command at the Sahara as Dave Warner (Erie, Penn. operator) succeeded Tony Urso (Madison, Wisc. operator) as NDA's new president for the next two years. Mike Hawkins (Rochester, Minn. operator) moved into the VP slot (his replacement as secretary/treasurer will be announced at NDA's June 24 board meeting to take place at the O'Hare Hilton.

During the three days preceding the board meeting, the NDA will hold its Dart Summit II for all charter operators, also at the O'Hare Hilton. This provides an excellent opportunity for industry dart enthusiasts to brainstorm anything and everything about this coin-op sport from both the player's point of view to the commercial logistics of running local leagues.

THE TOURNEY

This year's bout was run by veteran tournament director Gary Benson (who is also an operator in Ft. Collins, Colorado). Joe Conway (NDA's executive director) congratulated Gary on another smooth performance, managing those hundreds of teams and individual events.

The laundry list of winners could occupy a page, but some of the key ones included a team called Evil Roy Slade (presented by K & D Enterprises, Oshkosh, Wisc.) which took the Masters and a check for $2,400. Mixed couples (level 1) was capped by a team called TNT Darts (named after the operating company which sent them from Cary, Ill.) for a reward of $1,000. Red's Novelty Co. (Milwaukee) had a team called Good Question which took the Open Level 1 prize.

The Sahara event concluded with an awards banquet which provided food and drink for some 950 people and some fine ceremonies. Trophies and checks were presented and, as mentioned, some other special people (like international guests) were recognized from the stage. The banquet was the cherry on the cake, winding up five days of competition, good fellowship and just plain fun. NDA indeed has a lot to brag about.

A FINAL SALUTE

Bill Prutting, Mary Jane O'Donnell & Tom Dawson are gone; all three will cut a wide swath through the trade's memory

Coin-op has lost three of its best. "Nicky" O'Donnell, Tom Dawson and Bill Prutting will always be names to conjure with . . . and people who remain forever in fond memory of tradesters across this land.

BILL PRUTTING

Bill Prutting, a 25-year veteran of the "old" Seeburg Corp., died Saturday, May 11 in Waterbury (Conn.) Hospital at the age of 76. Death was attributed to complications resulting from a lung ailment. Services took place at Saint Elizabeth Seton Church in Ridgefield. He was later buried at St. Peter's Cemetery in Danbury.

Prutting was one of the few "authentic" music men in the music machine industry. Prior to his quarter-century jukebox career, he led a band called "The Kingsmen" — he played clarinet and was also an accomplished conductor and arranger.

Bill joined Seeburg in the mid-1950s. He and wife Gerry had been building their family and decided he needed more "regular work" than the band business. Bill became northeast regional sales manager after friend Jack Gordon left that post to assume Seeburg's presidency in Chicago. Appointed to international sales in the mid-1960s, Bill moved his family to Geneva for a year and discovered Europe's budding discotheque craze. He brought the idea — and the first coin-op disco package — home to Seeburg.

After relocating to Chicago, Bill was also instrumental in several Seeburg standouts: the "Artist of the Week" feature; using $1 bills on jukeboxes; the innovative *Tobacco Counter* top-delivery cig vending machine . . . and, of course, the factory's venture into record production, intended to provide recorded music to operators which didn't require copyright license fees. (The well-intentioned idea never got off the ground.)

After Bill's retirement from Seeburg, he remained an active consultant to his son Dick (Hudson Valley Amusements, Beacon, N.Y.). The "music gene" (both coin-op and otherwise) was passed along to Dick, who is not only a jukebox operator but also a trumpet player. Besides Dick, Bill's survivors include wife Gerry, sons David, Steve and Bill Jr. (he called his sons "my four trophies"); and nine grandkids. Family, friends and a number of trade people were moved by Dick's eloquent eulogy at the funeral service. "He was my best friend," Dick said.

People who knew Bill back in the Seeburg heydays often felt the same way about this well-liked patriarch. May he rest in peace.

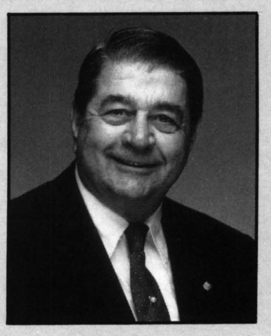
NICKY O'DONNELL

Mary Jane ("Nicky") O'Donnell was the doyenne of Bally Mfg. Corp. for the many years her famous husband Bill ran the company. She died Sunday, May 12 at Highland Park Hospital (Illinois). She was 67. The vibrant "first lady" of the amusement and gaming business was beloved by Bally dealers as well as y some entertainment luminaries. Many people turned out to say goodbye at the funeral held May 14 at Saints Faith, Hope and Charity Church in Winnetka. She was buried at All Saints Cemetery in Des Plaines.

Nicky O'Donnell was struck down by an ailment which put her in a coma for more months than we care to count. Much of that time was spent in a hospital, but a lot at home where her husband would attend to her and smooth her hair. It was a tragic conclusion to a marriage many thought was like the "we had it all" relationship celebrated in the Bogart and Bacall song. Now she rests in God's peace.

Besides Bill, survivors include sons Billy Jr., Jack, Tim and Dan; four daughters; and 11 grandchildren. Whenever Bally people assemble and the name Nicky comes up, they will forever smile and nod, for she was singular.

THOMAS DAWSON



Thomas J. Dawson was the co-founder, former president and (at the time of his death) current Chairman of the Board of Acme Premium Supply Corp. in St. Louis. He died May 7 at the age of 74 after a year-long battle with cancer.

Tom was a "true salesman" for, and loyal advocate of, the entire amusement industry, which he loved and served since 1938. During his career he designed plush toys, took orders, loaded the trucks and delivered merchandise. His was a genuinely "hands-on" management style.

In addition to his active duties at Acme, he also designed and developed many of the games played in parks and carnivals throughout the world and was a member of the Gibsonton Showmen's Club and Greater Tampa Showmen's Assn. In these capacities, he was instrumental in starting the Gibtown Trade Show which Acme has been an exhibitor in from the beginning.

Tom was truly devoted to his family, friends and Acme. He is survived by his wife Valora, his sons Robert and Richard, his brother Bob and three grand-children. He will be missed.

HARD HEAD II

Space Age parts house pops video kit

Space Age Electronics (Saugus, Calif.) is known as a supplier of video game components (monitors, buttons, power supplies, etc.). Now they have taken on an interesting new "component"... the kit itself. Space Age President Carl Fleishman "shook the hand" of Korea's H.J. Ko (Suna Electronics) to bring the latter's *Hard Head II* horizontal kit to this market; the kit begins shipping June 1st.

The game is a 2-player interactive adventure using two joysticks and six buttons on the play panel (buttons controlling jump, kick and shoot). It offers eight action scenes and should be considered as a candidate for your conversion rotations.

The kit will be marketed by Dave Siller who's been hired for the job by Fleishman. Siller can be reached at his Southern California number 818/716-0588. They would like to go through distribution but advise that kits can be purchased directly in areas not covered by appointed dealers.

Fleishman scored the Suna kit via an avenue not unfamiliar to coin people: friendship. His former partner Y.C. Park (A-One Electronics, Korea) recommended him to Suna's Ko for American representation of the game. "Yes, good relations helped us get this product, and I hope the American and Canadian operators will help themselves to its earning potential. You're looking at a good action game at a proper price," Fleishman stated.



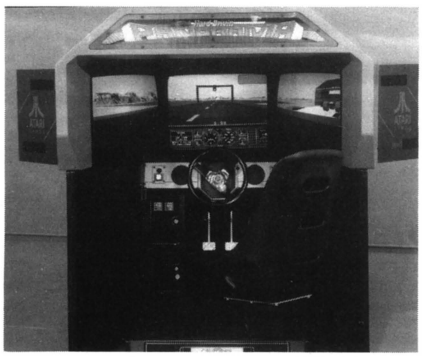
Carl Fleishman (right) at the recent ACME show with A-One's Y.C. Park (left) and H.J. Ko, President of Suna Electronics, developer of *Hard Head II*.



As many know, Space Age Electronics' normal business is selling video game components like monitors. At their ACME stand doing same are Connie Stowell, Carl Fleishman, Mikiko Fleishman, Ed Miliosa and Darryl Walker.

NEW PRODUCTS

Atari's RACE DRIVIN' PANORAMA



Race Drivin' Panorama is a deluxe dedicated sit-down driving video game for one player. It features three, linked, 25" monitors showing a "wide-angle panorama" (170 degree view of the action) from the driver's perspective, for an unusually realistic experience.

Theme: driving simulator.

Gameplay: players may choose to drive on the original speed track and stunt track from Atari's earlier hit 'Hard Drivin'' as well as new super stunt and autocross tracks from the original 'Race Drivin''. A new stock car track has been added for this edition of the game, featuring driver's choice of four classic sports cars, each with its own unique handling characteristics.

Features: center-feel steering; continuous force feedback; adjustable swivel seat; gas, brake and clutch pedals; 4-speed stick shift. Also, thanks to visual feedback of real-time video graphics generated by the fastest microprocessor and most efficient software code available, players get an ultra-realistic game: players act, and the elements on the screen react almost instantly.

For more information, ask your authorized distributor; or for referral it's Atari Games Corp., P.O. Box 361110, Milpitas, CA 95035-1110; 408/434-3700.

CACTUS JACK's from Premier



Cactus Jack's is the newest pinball from Gottlieb/Premier, themed around a redneck named Jack and his banjo-pickin' band.

Gameplay: players accumulate fruit value points by shooting drop targets while enjoying sizzling country rock music. One and two-ball multiball play features dancing cacti, a polka music set by the band (during which the players throw fruit in protest), a banjo bonus and the mystery "thorny surprise."

Features: Gottlieb/Premier has really topped itself with incredible playfield features and sound effects, not to mention the light show activated during the banjo bonus. 'Cactus Jack's' promises a boot-stompin' good time!

If you haven't checked it out already, you can contact your authorized distributor or Premier at 708/350-1097 for more information.

Jaleco's EARTH DEFENSE FORCE

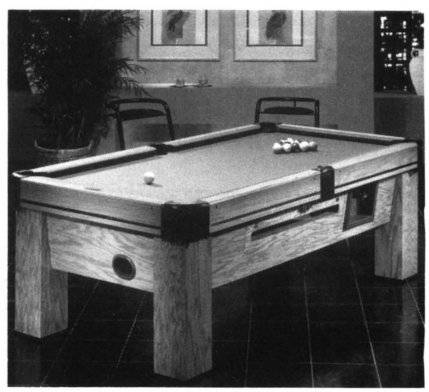
Earth Defense Force is a horizontal kit for one or two players simultaneously. It comes with a JAMMA-compatible wiring harness, marquee, four-color cabinet graphics and player controls.

Theme: high-altitude fighter jets defend Earth from an alien invasion.

Gameplay: graphics depict cloud-tops and cities far below as players maneuver their rocket-powered fighter ships, taking on exotic enemy vessels and weapons. Simultaneous buy-in feature included. This game earned well in Japan and Jaleco says it's tested very well in the States, too (consistently running in the top four in a Chicago university game room).

For more information, ask your authorized distributor; or for referral it's Jaleco, 310 Era Dr., Northbrook, IL 60062; 708/480-1811.

Dynamo's EXCALIBUR Pool Table



Excalibur is a high-quality pool table designed to help operators supply the "upscale" commercial market. It's crafted from hand-selected solid wood and wood veneers, and features light oak finished, hand-tooled leather pocket and brass accents. On the functional side, the table also includes the same reliable, trouble-free, location-proven features which have served Dynamo tables so well over the years, including their patented cue ball

separator, flexible ball ramps with clean-outs, and chalk relief and steel slate supports. "This fine furniture styling will fit perfectly into locations where the table needs to look as good as it plays," said Dynamo's VP Mark Struhs.

For more information, ask your authorized distributor; or for referral it's Dynamo Corp., 2525 Handley-Ederville Rd., Richland Hills, TX 76118; 817/589-7699 or 800/527-6054.

PINBALL TESTER from Two-Bit Score

The Bally-Stern Pinball Tester from Bob Sokol receives a fine write-up from Randy Fromm in this month's Technical Tips column. Basically, the device is a diagnostic aid which covers early electronic pinball machines. Device plugs into any Bally or Stern flipper or shuffle alley made between 1977 and 1984 (that's over 100 game titles).

Tester ships with a circuit board which takes control of the computer (MPU) board and helps isolate bad components, no matter which memory Roms or jumpers are installed on the MPU . . . even with no Roms at all.

A complete switch matrix circuit board (with 40 pushbuttons for entering commands into the diagnostic program and checking MPU board inputs) is also included. You also get 30" long hook-up cables enabling the tech to plug the tester right into the game without removing the circuit boards for testing. A roomy anti-static carrying case, and detailed and very readable instruction manual, are also included.

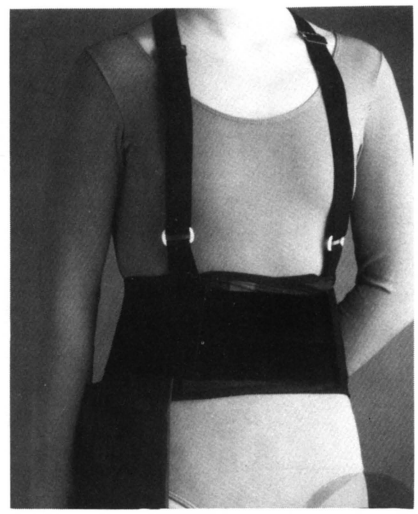
For more information, ask your distributor or Two-Bit Score Amusements, 11,600 Manchaca Rd., Ste. 305, Austin, TX 78748; 512/282-9369.

THE BACK-AID

The Back-Aid is a flexible lumbar support system designed to reduce the possibility of injury as well as promote proper lifting technique in an industry requiring prolonged lifting.

Features: This durable, long-lasting, heavy-duty back support is easy to apply, stays in place and is comfortable to wear. It is constructed of a lightweight, durable dirt repellent material and includes a detachable pocket useful for carrying small tools, keys and other articles.

With the Back-Aid you can reduce the possibility of back strain as well



as the expense of your employee's or your own back-related injuries. The Back-Aid is not designed for people already suffering from such things as a slipped disc, but is intended as preventive maintenance (i.e. when you wear the brace and pick something up in an incorrect manner, the brace will "signal" that you are flirting with possible injury.)

The Back-Aid costs $39.50, with a discount of $3.00 per brace for those ordering 26 or more. For additional information, call Medical Mart of America at 800/535-9778 or 305/772-8804.

KIDDIE RIDES USA™
1-800-448-6888

NEW RIDES &
THOROUGHLY RECONDITIONED RIDES
★
WE TAKE TRADE-INS
★
SE HABLA ESPANOL


SPACE SHUTTLE


JUNGLE CAR


TOW TRUCK


UP & DOWN

PLUS MANY, MANY MORE RIDES!

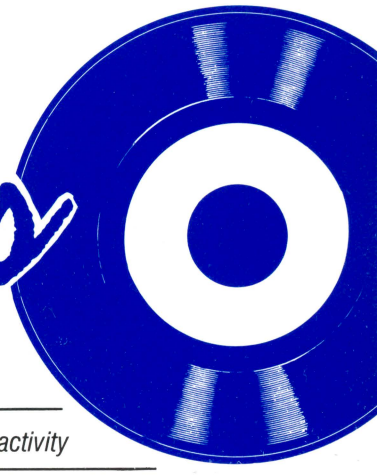
We maintain the largest inventory of the latest, best money-making rides in the marketplace. Our selection is unparalleled in the industry. Immediate delivery!

We also feature the largest PARTS inventory in the business . . . We have 8 full-time technicians to assist you! Call toll-free for same-day service! **1-800-553-8000.**

AMERICA'S LEADER. KIDDIE RIDES USA.



Vital Titles



top-selling 45s and CDs at key one-stops as of May 21, 1991

★ = *significant crossover activity*

POP

1. ***BABY BABY,*** *Amy Grant, A&M 1549*
2. ***RHYTHM OF MY HEART,*** *Rod Stewart, Warner Bros. 19366*
3. ★ ***HERE WE GO*** *C&C Music Factory, Columbia 73690*
4. ***YOU DON'T HAVE TO GO HOME...,*** *The Triplets, Merc. 8644*
5. ***I TOUCH MYSELF,*** *Divinyls, Virgin 98873*
6. ***SHE TALKS TO ANGELS,*** *The Black Crowes, Def American 19403*
7. ***TOUCH ME (ALL NIGHT LONG),*** *Cathy Dennis, Polydor 4664*
8. ★ ***RUSH RUSH,*** *Paula Abdul, Virgin 98828*
9. ***LOVE IS A WONDERFUL THING,*** *Michael Bolton, Columbia 73719*
10. ★ ***I DON'T WANNA CRY,*** *Mariah Carey, Columbia 73743*

POP PICK HITS

COME AGAIN
Damn Yankees - Warner Bros. 19408

MEA CULPA PART 2
Enigma - Atlantic 98806

OVER AND OVER
Timmy T. - Quality 15111

I WANNA SEX YOU UP
Color Me Badd - Giant 19382

NEVER GONNA LET YOU DOWN
Surface - Columbia 73643

C/W

1. ***IF I KNOW ME,*** *George Strait, MCA 54052*
2. ***TWO OF A KIND,*** *Garth Brooks, Capitol Pro 79537*
3. ***ROCKIN' YEARS,*** *D.Parton/R. Van Shelton, Columbia 73711*
4. ***IF THE DEVIL DANCED (IN EMPTY...),*** *Joe Diffie, Epic 73747*
5. ***ONE MORE PAYMENT,*** *Clint Black, RCA 2819*
6. ***DOWN HOME,*** *Alabama, RCA 27787*
7. ***IF IT WILL IT WILL,*** *Hank Williams Jr., Warner Bros. 19352*
8. ***ARE YOU LOVIN' ME...,*** *Ronnie Milsap, RCA 2509*
9. ***TEN WITH A TWO,*** *Willie Nelson, Columbia 73749*
10. ***TIME PASSES BY,*** *Kathy Mattea, Mercury 87893*

COUNTRY PICK HITS

POINT OF LIGHT
Randy Travis - Warner Bros. 19283

I AM A SIMPLE MAN
Ricky Van Shelton - Columbia 73780

DON'T ROCK THE JUKEBOX
Alan Jackson - Arista 70220

BLUE MEMORIES
Patty Loveless - MCA 54075

WITH THIS RING
T. Graham Brown - Capitol Pro 79641

R&B

1. ***WHATEVER YOU WANT,*** *Tony! Toni! Tone!, Wing/Mercury 5904*
2. ★ ***POWER OF LOVE,*** *Luther Vandross, Epic 73778*
3. ★ ***GET HERE,*** *Oleta Adams, Mercury 4764*
4. ★ ***MIRACLE,*** *Whitney Houston, Arista 2222*
5. ★ ***HOLD YOU TIGHT,*** *Tara Kemp, Giant 19458*
6. ★ ***NEVER GONNA LET YOU DOWN,*** *Surface, Columbia 73643*
7. ★ ***RUSH RUSH,*** *Paula Abdul, Virgin 98828*
8. ***YOUR LOVE - PART 2,*** *Keith Sweat, Elektra 64894*
9. ★ ***I DON'T WANNA CRY,*** *Mariah Carey, Columbia 73743*
10. ***I NEED A GOOD WOMAN BAD,*** *Latimore, Maleco 2170*

R&B PICK HITS

EXCLUSIVITY
Damian Dame - Arista 4000

WHY
Small Change - Polygram 68228

BE-WHO
Blue Boy Willie - Ichiban 221

MY BODY SAYS YES
Titiyo - Arista 2224

YOU'RE GONNA GET SERVED
Gene Rice - RCA 2822

CDs

1. ***NO FENCES,*** *Garth Brooks, Enigma/Capitol 93866*
2. ***ELECTRIC BARNYARD,*** *The Kty. Headhunters, Mercury 848054*
3. ***SHAKE YOUR MONEY MAKER,*** *The Black Crowes, Def American 24278*
4. ***VAGABOND HEART,*** *Rod Stewart, Warner Bros. 26300*
5. ***OUT OF TIME*** *R.E.M., Warner Bros. 26496*
6. ***GONNA MAKE YOU SWEAT,*** *C&C Music Factory, Columbia 47093*
7. ***MARIAH CAREY,*** *Mariah Carey, Columbia 45202*
8. ***FLASHPOINT,*** *Rolling Stones, Columbia 47456*
9. ***TALKIN' 'BOUT MEN,*** *The Forester Sisters, Warner Bros. 26500*
10. ***DIVINYLS,*** *Divinyls, Virgin 91397*

GRAPEVINE

international



GROWING LIKE DER OAK TREE — You may have seen this photo (or one like it) in other trade magazines here or abroad, but a good story is always worth retelling. That's Dynamo's Mark Struhs (left) with Bernd (Bernie) Donalies and his assistant Andrea Schaatz accepting Dynamo's Million Dollar Club award at ACME for moving that value of the Texas factory's table products in Europe. Actually, Dynamo sales are even picking up (Bernie told *RePlay* they moved more pool tables in the first three months of 1991 than all of last year). Stella also handles Dynamo's *Air Hockey,* but as many know, they have their own *Taifun* air cushion table lineup which they make in Germany (begun way back in 1973).

Stella Electronics not only sells new equipment in Europe and to the USA (they market *Taifun* through Dynamo here), but does a big continental business in used equipment. As part of the huge Gauselmann Group, Stella is involved in its Eastern European distribution business. According to *EuroSlot* magazine, Gauselmann opened a branch in Leipzig last April, and plans to open additional outlets (and/or service centers) in such other "East German" cities as Rostock, Magdeburg, Erfurt and (of course) in Berlin downstream.

PRIMO PROMO, DUDE! — Wizards Castle (Rexdale, Ontario, Canada) recently held one of its biggest promotional events ever when two new Data East *The Simpsons* pinballs were up for grabs in a combination radio/arcade promotion. Contest hopefuls filled out ballots at any Wizards Castle fun centers throughout Southern Ontario and/or listened to local radio station CFTR for a chance to win. The promotion tied up with a live radio broadcast from the Wizards Castle in Ontario's Scarborough Town Centre where after a pizza party, the CFTR phone-in winners were handed a key, one of which opened the pinball. The Cobham family of Toronto won one of the pins and Dwayne Wheeler (shown above with Wizards Castle VP Paul Janda) was the CFTR winner.



northeast

NYSCMA OFFICERS — The New York State Coin Machine Assn. re-elected C&C Vending (Coram, N.Y.) prexy Ralph Ceraldi to the office of association president. Other elected officers were: Richard Prutting (Hudson Valley Amusement Co.), vice president; Edward D'Amato (Jet Vending Co.), secretary; and Joel Walentuck (Upstate Distributing Inc.), treasurer.

PAMMA SHOW — The Pennsylvania Amusement Music and Machine Assn. has scheduled their annual industry show July 19-20 at the Seven Springs Resort in Champion, Penn. Exhibit hours are 5:00 PM — 9:00 PM on Friday and 9:00 AM — 4:00 PM on Saturday. Events will include seminars, an exhibitor's bash and banquet. For further details, contact PAMMA at 800/521-7778 (in Penn.) or 717/232-5322 (outside the state).

ON DEFECTIVE CDs — Mobile Records, one of the nation's most prominent record suppliers to operators, issued a bulletin (effective April 29) saying they are more than willing to replace defective CD discs that have manufacturing flaws, with new ones. However, Mobile feels it's unfair and impossible to replace or credit CDs defected by "faulty jukebox mechs." Also, they will not accept any returned CDs that don't have all the artwork and the intact jewel box (any CDs are to be returned at operator expense). Regarding the assertion of "jukebox mech flaws," Mobile asked operators to discuss the problem with the machine makers. They listed all manufacturers, including NSM, which bridled at the bulletin. Wrote their U.S. prexy Rus Strahan: "We very much

NOW YAMATE KEEPS LUCKY- 8-LINE PIRATES FROM SCUTTLING YOUR PROFITS!

INTRODUCING YAMATE USA'S DRAMATIC NEW COPYRIGHT-O.K. OPERATOR PROTECTION PROGRAM.

As always we copyright all of our Lucky-8-Line™ W-4 and Fever Chance™ W-6 printed circuit boards. And now we make it easy for you to be *sure* you're getting a genuine game and not a costly counterfeit.



AAMA sticker. Your guarantee of authenticity.

Ads offering a *copyrighted* Lucky-8-Line™ or Fever Chance™ game for sale will now include the words "Genuine Yamate © – OK™ boards." And, more importantly, the boards themselves will have an *AAMA sticker of authenticity.* (If you still have doubts, you can of course also demand a written copyright guarantee from the seller, ask for an "indemnify and hold harmless" agreement and even check out the seller with Yamate.)

SO WHY RISK COPYRIGHT INFRINGEMENT HASSLES.
LOOK FOR THE AAMA PROTECT STICKER —
AND STICK IT TO THE PEOPLE WHO CAN HURT YOUR PROFITS!
FOR DETAILS, CONTACT YOUR AUTHORIZED DISTRIBUTOR OR:

YAMATE USA CORP.

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

regret that they named us as a possible source of such damage. NSM went to great extremes in design to prevent CD damage. Our major selling point is that our system never touches a CD, just the tray it's cradled in. Our system does no damage to CDs of any kind, in any way." Strahan also wrote that NSM didn't modify their existing 45rpm system when they entered the CD business "because we were keenly aware of the certain risk this posed for damaging CDs." Instead, they chose a path whose R&D time tooling up a brand new CD system took years "and made us appear Johnny-come-lately when we bowed our first CD box."



SMILE! — At the trade show run May 3-5 in Atlantic City by the Northeast Regional Assns. are (from left) Eastern Distributors' Phil Sternberg, high school senior Robert Friedman and his dad "Jukebox Joel" Friedman of Rowe International.



BELAM BASH — April's R.H. Belam open house for operators (and guests) on Long Island this April enjoyed fine attendance, including the company's patriarch himself — Vic Haim (left) who's been in the coin machine business since before they invented electricity. Joining another "old timer," Atari's Jim Newlander (center) and a "newcomer," Frank Becker (MicroProse tech) for a photo, the sage of import/export looks as hale as ever. (Thanks to *Vending Times* for the snapshot).

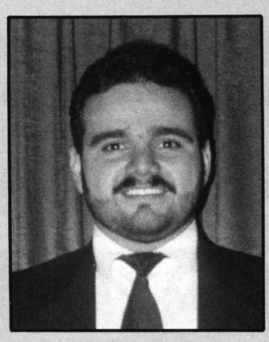
GAME TECH DATES — *Star*Tech Journal's* Technical Seminar for the Advancing Game Technician continues to tour the country with the latest tips in troubleshooting and repair. The following dates, sponsors and cities have been scheduled: June 8-9, H.A. Franz, Houston, Tex.; June 22-23, *Star*Tech,* St. Louis, Mo.; July 12-14, Music-Vend Dist., Seattle, Wash.; July 27-28 *Star*Tech,* Virginia Beach, Va.; Aug. 17-18. Mountain Coin Dist., Las Vegas, Nev.; Aug. 24-25, Cleveland Coin Machine, Detroit, Mich. and Sept. 21-22, *Star*Tech* Atlanta, Ga. Registration and sponsorship information can be obtained by calling 609/662-1080 or writing *Star*Tech,* P.O. Box 1065, Merchantville, NJ 08109.



RETIRING — Bronx, N.Y. operator Sam Morrison is hanging up the keys after some 35 years beating the mean bricks in that curious part of the world. His route, Musical Moments, was founded just after the war by him and his partner Steve Tarzanin (since passed away). Sam was a hero in the Italian campaign during WWII with the little-known American ski patrol and saw some heavy action. "But not like I've seen in the Bronx," the perennial jokester remembers. "Okay, I had to back out of a few locations after making collections in my time, but I have enough memories of the route business to keep me occupied during retirement," he said. That's Sam (center, above) with *RePlay's* Marcus and Margot Webb at a coinbiz convention. Happy retirement, trooper! You'll always be in our hearts (and your *RePlay* bumper stickers on our luggage!).

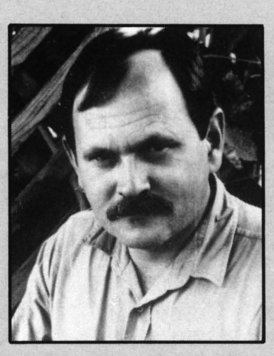
TEKBILT MOVES — Tekbilt, Inc. has moved to a larger, more modern facility two buildings down the street. The new building has 24,000 square feet which better accommodates Tekbilt's growing line of coin-op amusement parts, supplies and machines. Tekbilt president Buzz Bruner says, "Important things are about to happen at Tekbilt and we're poised and ready!" Their new address is: Tekbilt, Huntingdon Valley Industrial Center, 3983 Mann Rd., Huntingdon Valley, PA 19006.

midwest



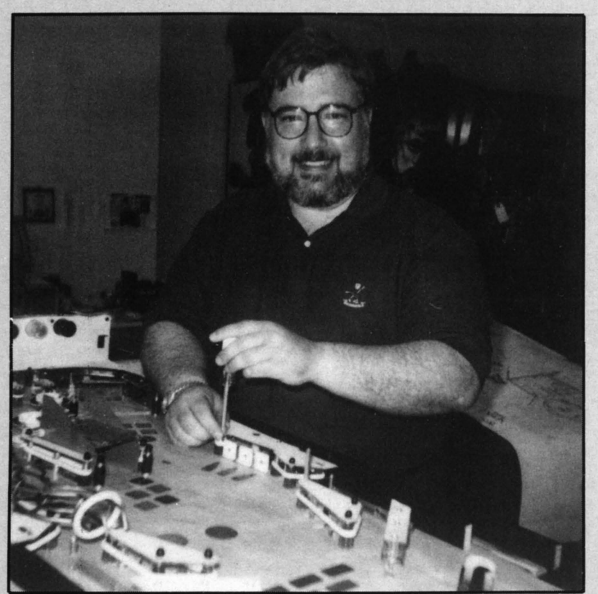
GEORGE IRIZARRY has been appointed NSM America's new service chief. The DeVry Institute grad said NSM is at the cutting edge of computer science tech. "I've seen the kind of flexibility they've built into the product that leaves all kinds of room for me to apply my electronic and engineering skill. I'm a very happy fellow!" Commented his boss Rus Strahan: "We intend to have the finest jukebox service facility in the industry and we're well on our way now. NSM has not had a level of service quality in the U.S. commensurate to its product quality, but that's

changing real quick. It's the reason you see someone of George's caliber. . . someone with a BS degree. . . working in our service department," Strahan added. Smiled George: "I think operators will see that the NSM jukebox they buy today will be capable of everything they need or want it to do in the year 2000."



KEITH WHITE is making the move to NSM-America as national training manager. A 20-year veteran of the industry, Keith most recently served as field engineer at Seeburg. Now, at NSM and in charge of equipping NSM distribs with training, materials and equipment, Keith's goal is "to make NSM-America the best service company in the coin-op industry." Says NSM-America's prexy Rus Strahan, "Everyone here is elated to have him aboard. I think his experience and talents will add a dimension to NSM that we need." Congratulations, NSM-America and Keith!

TOLEDO CIG MACHINE BAN — A 14-member task force led by city Councilman Jack Ford and the Northwest Ohio Hospice Assn. is supporting an ordinance to ban most cigarette vending machines in Toledo, Ohio. The ordinance is aimed at keeping cigarettes out of the hands of minors and would allow cig vending machines only in jails, substance abuse treatment centers and places of employment where the vending machine is for workers and not accessible to minors. The tobacco ordinance went to council May 21 and it will be interesting to see what happens with the proposed ban.



JACK SLATER has joined Data East as a salesman. Slater, known for his high degree of technical knowledge, assisted in the production of a prototype for an upcoming Data East game. Quipped Slater, "If I weren't selling this stuff, I'd be building it."

southeast



GIFT OF APPRECIATION — The AAMA staff presented outgoing association president Gil Pollock with a gift (briefcase/portfolio) at the Georgetown Club dinner during the recent AAMA lobbying event in Washington D.C. From left are Bill Kidwell, Laura Olson, Liz Powell, Gil Pollock, Mary Beth Fay and Joyce Weller. (Bob Fay isn't in this photo because he was outside hailing Gil's limo.)



PROJECT PROM — Just For Fun and Suncoast Amusement Services, two street operating companies in Manatee County, Fla., provided a 15-piece "free-play" gameroom to a local high school for their "Project Prom," an organized alcohol-free, drug-free "after-prom party" for students. Over 400 students attended the event; many area businesses as well as parents donated their time and money to provide entertainment for the students. What a fantastic way for the trade to make an invaluable contribution to the community! Pictured are Just For Fun owner John Crestani (at left) and service manager Matt Daniel awaiting the start of the evening.



"FREE" PUBLICITY — An exhibition of championship air hockey was featured at the recent annual convention and trade show of the National Cable Television Assn. March 24-27 in New Orleans. SportsChannel America,

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

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

the primary cable channel for the National Hockey League, provided space in its booth for coin-op air hockey which featured a Dynamo table set up by AMA Distributing (New Orleans). The exhibition also featured Tim Weissman, current national Air Hockey champion, two-time winner Mark Robbins (Dynamo Corp.), and hockey Hall of Famer, Gordie Howe.

southwest

NAMA CONVENTION — Eager to learn the latest developments in the vending industry, record crowds participated in the largest Western Convention and Exhibit ever held by the National Automatic Merchandising Assn. (NAMA). Approximately 4,150 industry delegates toured the exhibit floor which featured innovative equipment along with new foods, snacks and beverages added to the vending line-up. NAMA's next major gathering will be the National Convention, Trade Show and Education Sessions held October 3-5 at McCormick Place in Chicago.



CALL FOR $1 COIN — Delivering the keynote address at the 1991 National Automatic Merchandising Assn. (NAMA) Western Convention, NAMA chairman J. Stephen Stoltz of Polyvend, Inc. stressed the vital need for the vending/food service industry to work for passage of H.R. 1245, the legislation now pending in Congress to create a $1 coin honoring U.S. veterans. Seated beside him in the photo is the convention's general chairman, Tom Spiegel of Cooperative Vend in Buena Park, Calif.

CALLING CALIFORNIA OPS — It's not too late to make plans for the CCMA's June 20-23 annual convention at Incline Village, Nev. Located right at Lake Tahoe, the Hyatt venue can be driven to (if you have the grit) or flown to (discounts available on the latter from Anita by calling 800/444-9996). Sure, the lake area is beautiful this time of year, but there's also business stuff worth hearing (subjects include video lottery; speakers on other subjects will be Ken Anderson, Bob Fay, Bob Tullio, Marvin Gray, Rus Love and others). The social side is equally exciting (great time to bring the missus). Call CCMA at 916/441-5451 for more details.

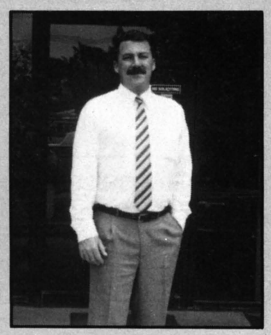
DEATH CIGARETTES — That's the brand name of a new smoke being marketed by ex-smoker Charles Southwood from (of all places) a boat tied up to the dock at Southern California's Marina del Rey. The outside of his pack features a large skull and crossbones against a black background. Inside, it's a genuine cigarette, made for him by a Dutch tobacco plant. According to the *L.A.*

Times, Southwood's sold around 3,000 cartons of the stuff. Customers include those who want to get friends to kick the habit, smokers who want to scare themselves into quitting and other smokers who appreciate truth in advertising. He's had difficulty selling the product to normal tobacco retailers, so he's gone to trendy shops around Los Angeles instead. You probably don't want to put Death Cigarettes into your machines, but if you do, try finding him through 213 area code information.



LIZ GANNON has returned to work at the Redondo Fun Factory as Purchasing Director after a few years away working in other industries (we think she was in Florida helping NASA launch spacecraft for part of that time). The Redondo Beach, Calif. amusement center owned by Steve Shoemaker says they're glad she's returned. So are we! Welcome back, Liz!





PLUSH-4-PLAY is pleased to announce the addition of sales reps Georgia Orozco and Ed Elliot to their growing staff and foresee them as being "valuable assets to the company and to Plush-4-Play customers."



NUPTIAL BLISS — On May 11, Reno operator Bill Van Anda (Alpine Game Shares) and his girl Sandra Wolf tied the matrimonial knot before a hundred friends and family members at a swanky golf club in Stateline, Nev. Despite the fact that the groom was in a leg cast (owing to a misadventure playing frisbee), he boogied with everybody else at the disco reception. (If you want to do the "Van Anda," you stand still on one leg and shake everything else like mad). The happy couple left afterward for a honeymoon in New England. Coinbiz friends (including some in the bridal party) above from left: Tippy and Ed Adlum, the happy couple Sandy and Bill, Patti Novak and Ben Santucci (Coast to Coast).

"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

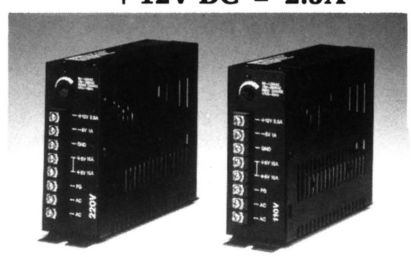
CLEVER DEVICES LTD.
P.O. Box 2002
10 Sagamore Hill Drive
Port Washington, N.Y. 11050
(516) 767-0682 • (516) 767-3635 FAX
(800) 872-6129

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

DATEBOOK

JUNE 14-16
ICMOA (Illinois) annual convention. Drake Hotel, Oak Brook. For more information call Adonna Jerman at 708/369-2406.

JUNE 20-23
California Coin Machine Assn. annual convention, Hyatt Lake Tahoe, Incline Village, Nevada. Contact Cindy Urcan or Kathy Waldie at 916/441-5451.

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.

JULY 23-24
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 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.

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.

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.

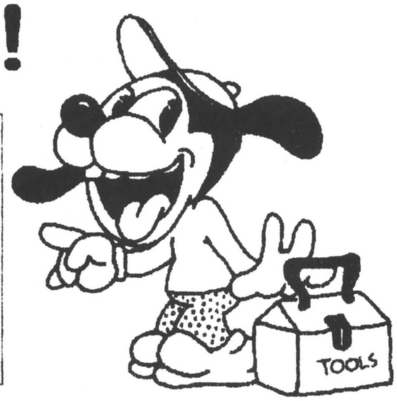
THE BLUE PAGES

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

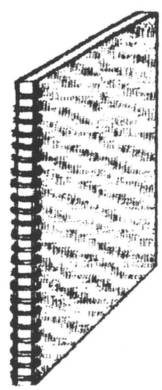
Charleston, SC ---------- June 24 - 29
Columbus, OH ---------- August 12 - 17
Las Vegas, NV ---------- Sept 16 - 21
Chicago, IL ---------- Oct. 14 - 19

Customized classes also available for operators and distributors, 1 to 6 days. Call Randy to discuss your needs.

RANDY FROMM'S ARCADE SCHOOLS

"A DECADE OF SERVICE TO THE COIN AMUSEMENT INDUSTRY"

FOR RUSH DELIVERY CALL
(619) 593-6131
Be sure to ask for your free information package!



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

MARS ELECTRONICS®

Bill Acceptors



SPECIALS:

- **VFM4 w/KIT...**
  accepts $1, 5, 10, 20
- **NEW VFM5 w/KIT...**
  accepts $1, 2, 5, 10, 20

CALL FOR SPECIAL PRICES

Miami Vending Electronics

MARS ELECTRONICS
international
FACTORY SERVICE CENTER

1-800-822-8327

350 N. Seaboard Rd.• 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

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.

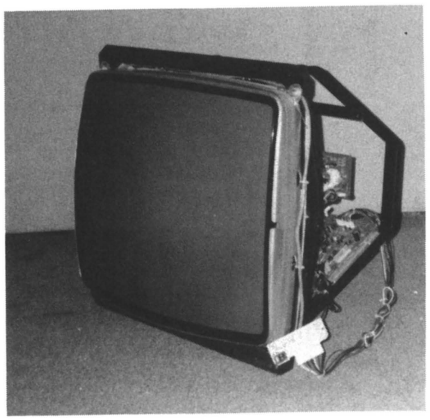
★ **WICO DISTRIBUTES GET WELL KITS** ★

- **KIT #101:** For Electrohome GO7-CBO 19''color monitor. 17 parts - $7.95 ea. Wico #36-0243
- **KIT #102:** For Electrohome GO7-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. 17 parts - $7.95 ea. Wico #36-0248
- **KIT #203:** For Wells-Gardner K4800 Series color monitors. 17 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. 20 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!



BACK BY POPULAR DEMAND!

PRICES VALID THRU 6/31/91

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

REDEMPTION TICKETS

ONE COUPON

MUNCIE NOVELTY CO.
PH. 800-428-8640

42888640

GOOD QUALITY—LOW PRICES

WANTED

Dead or Alive



SEEBURG 3W1
WALLBOXES
(alias 160s & 200s)
(213) JUKE-BOX

CHEAP
LUCKY 8-LINES
W-4's . . . $294

with edge connector

★ Dedicated ★
Wing Boards
WHILE
(12) LAST!

★ ★ ★ ★ ★

(712) 277-3464



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

NEW KITS:

Gun Force (H) . . . . . Call
Street Fighter II (H) . . . . . Call
Super Spy (S) $199
U.S. Golf Classic (V) 345

USED KITS:

Aliens (H) $695
Bloxeed (H) 299
Combatribes (H) 445
Gate of Doom (H) 595
Golden Axe (H) 595
Magic Sword (H) 895
Midnight Resistance (H) . . . 595
Pitfighter (H) 3-pl 1195
Smash TV (H) 895
Snow Bros. (H) 495
Task Force Harrier (V) 495
Two Crude (H) 495

USED GAMES:

APB $995
Bad Dudes (25") 995
Battleshark 1795
Blasteroids 495
Bloxeed 495
Combatribe 695
Crime Fighter 695
Guerrilla Wars 595
Heavy Barrel 595
Mechanized Attack 1495
Night Striker s/d 1895
Operation Wolf 995
P.O.W. 595
Pig Out 1295
Pole Position 795
Power Drift 1895
Quarterback 795
Rad Mobile . . . . . Call
Road Blaster 1295
Simpson (New) . . . . . Call
Speed Rumbler 399
Time Soldier 399
Toobin' 895
Twin Eagle 495
Victory Road 595
Vigilante 495
Yie Ar Kung Fu 199

REDEMPTION GAMES USED

Dynobop (New) . . . . . Call
Ghost Town (New) . . . . . Call
Pop Tops (Used) $1695
Rock 'N Bowl (New) . . . . . Call
Turbo Drive (Used) 1295
13' Norton High Ball (Used) . 695

THE GAME EXCHANGE
(614) 258-2933

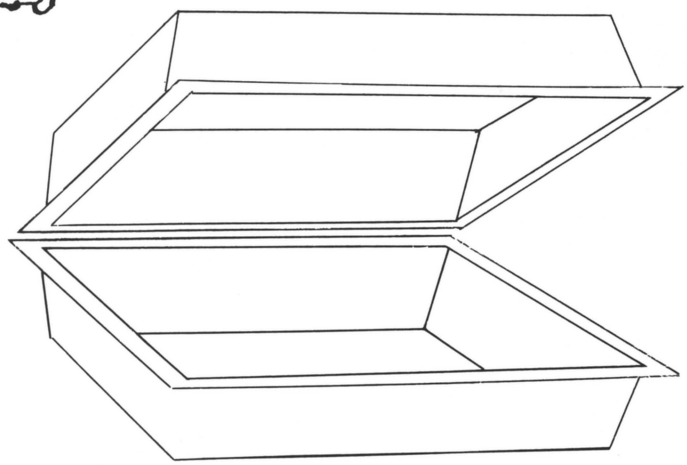
P.O. Box 09598
Columbus, Ohio 43209



EMPTY BOXES $2.95 DZ

6" X 2 1/2" PACKED 30 DZ



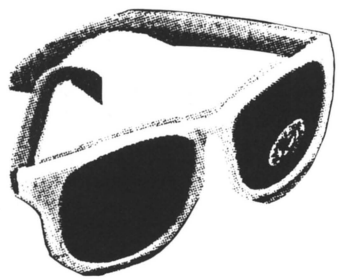


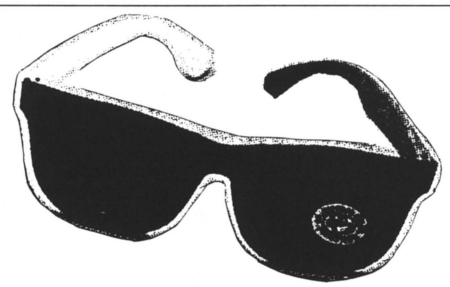
TRANSPARENT

VERSATILE

CONVENIENT

EXCELLENT VALUE









SUNGLASSES $11.20 DZ

HOT COLORS PACKED 12 DZ

FITS 6" X 2 1/2" BOX

A.L.D. SERVICES, INC.



1-800-777-5874

1-800-77PLUSH



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

CHOICE VISA

COMPETITION BASKETBALLS

The best built and most adaptable 2-player basketball games available!
EXCELLENT CONDITION
(2) IN STOCK NOW!

$795 EACH!!!

★

Call Us Now:

MODERN SPECIALTY CO.
Madison, WI
1-800-397-GAME

★ 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



TEKBILT inc *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

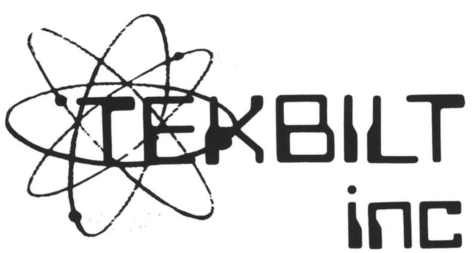
BILL ACCEPTORS:

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 . . .

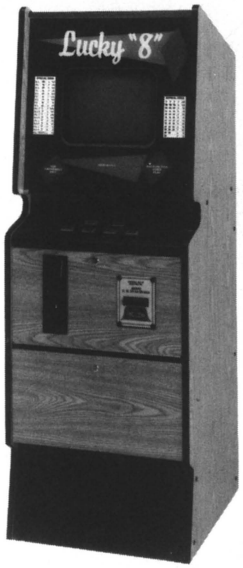
GREAT PRICES - GREAT SERVICE - SAME-DAY SHIPPING



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)

TEKBILT inc



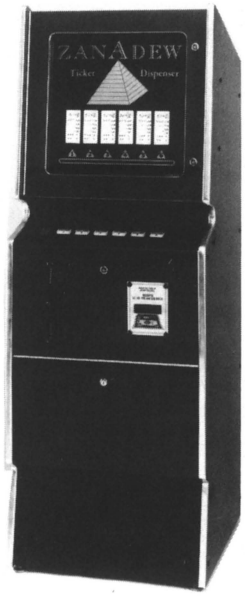
Quality Products. . . Quality Service

CALL FOR GREAT PRICES!

13″ UPRIGHT

ZANADEW

The best ticket dispenser in the U.S.A.!



8-LINE GAMES AVAILABLE WITH THE NEW W8 OR W7 OR THE OLD FAVORITE W4!

19″ UPRIGHT

13″ MINI UPRIGHT





9″ COUNTERTOP SWIVEL BASE



ALL GAMES ALSO AVAILABLE AS KITS!. . . CALL FOR DETAILS!

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**

TEKBILT inc

QUALITY PRODUCTS
QUALITY SERVICE
CALL FOR GREAT PRICES!

ALL OF OUR PARTS AVAILABLE FOR IMMEDIATE EXPORT!

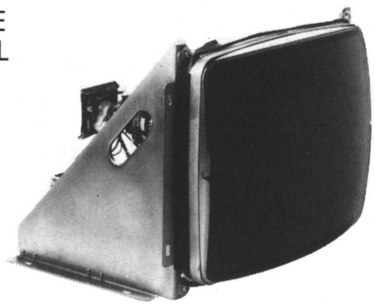


25″ UNIVERSAL
#70153

19″ HORIZONTAL MONITOR

ALSO AVAILABLE WITH UNIVERSAL MOUNTING

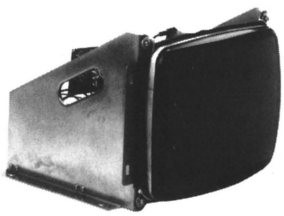
HOR. #70152
UNIV. #70150

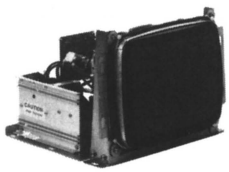


13″ HORIZONTAL
#70100

Quantity Prices Available!

ALL TEKBILT MONITORS ARE MANUFACTURED WITH GRADE "A" TUBES GRADE "A" ELECTRONICS

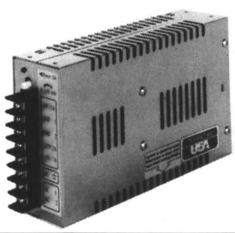




9″ HORIZONTAL
#70104

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

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.



WANT TO BUY:

USED

MERIT POKER BOARDS

CALL:

1-800-448-2743

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)	1295
Final Fight (Brand New Factory Kit)	1195
Robocop II (2-pl., Exciting New Graphics)	995
WWF Superstars (2-Pl. Hulk-O-Mania At It's Best)	695
Golden Axe (Excellent Income, 2-Pl.)	650
Birdie Try Golf (Excellent Vertical Golf)	595
Shadow Dancer (Ninjas & Bad Dogs)	595
Arch Rivals (2-Pl. Basketball Brawl)	595
Air Busters (2-Pl., Namco's Flying Masterpiece)	550
Aliens (2-Pl., Search & Destroy Mission)	550
Rollergames (2-Pl., Roller Skates Stunt Attack)	550
M.J. Moonwalker (2 or 3-Pl. Shootin' & Dancin')	495
Ninja Gaiden (2-Pl. Fast Action Ninja Combat)	495
Cabal (2-Pl. Operation Desert Storm)	495
Combatribes (2 or 3-Pl. Motorcycle Gang Brawl)	495
ESWAT (2-Pl. Police Force Action)	495
Robocop (Half Cop; Half Robot)	495
Snow Bros. (2-Pl. Bubble Bobble-Style Winner)	495
Superman (2-Pl., Man-of-Steel)	495
Buster Bros. (2-Pl., Harpoon Balloons Worldwide)	450
Gate of Doom (2-Pl., Medieval Action Adventure)	450
Crime Fighter (2-Pl., Battle Punk Rockers)	395
Sly Spy (James Bond & Golden Gun Adventure)	395
Shinobi (Top Kung Fu Throwing Stars)	395
Bad Dudes (2-pl. Rescue President from Ninjas)	395
Double Dragon II The Revenge (Now A Kit, 2-Pl.)	395
Street Fighter (2-Pl., The Original Top-Earner)	395
U.S. Classic Golf (Excellent Bar or Tavern Piece)	395
Omega Fighter (New 2-Pl. Vertical Space Blaster)	375
Ataxx (2-Pl.; Top Strategy Masterpiece)	350
Perfect Billiards (Excellent Tavern Pool Game)	295
Altered Beast (2-Pl., Half Man-Half Zombie)	295
Silkworm (2 Games in 1 - Jeeps & Helis)	295
Pushman (Mind-Boggling Strategy Maze)	295
1943 (2-pl., Vertical Airplane Blaster)	275
Double Dragon (Excellent Top Earning Kit, 2-Pl.)	250
Fighting Golf (Good Bar Piece for Tables)	250
Thundercade (2-pl. Rambos on Harleys')	195
Sky Shark (Vertical Airplane Shoot-em-up)	195
Black Tiger (Mystical Medieval Caverns)	195
Time Soldiers (2-Pl. Ikari-Style Combat)	175
Top Gunner (2-Pl., G.I. Hostage Rescue)	150
Life Force (2-Pl.-Absoutely Fantastic Voyage)	95
Kid Niki (Radical Ninja Swordfight Deluxe)	95
Legend of Kage (Knives & Throwing Stars)	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)	350
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

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**

STAR SYSTEM CABINETS

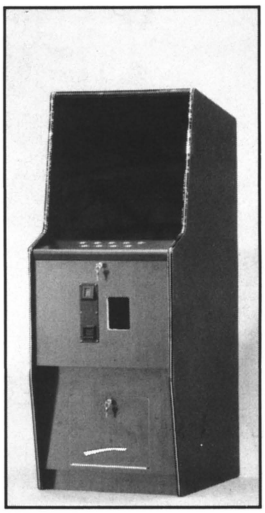


STAR 19" & STAR 25"

- 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.

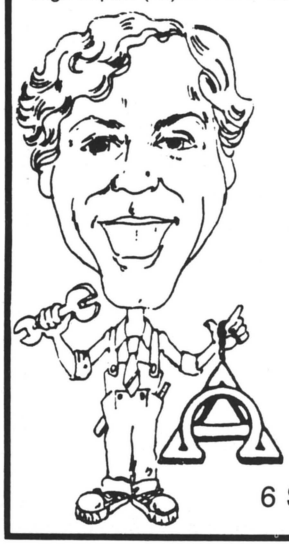
125 Royal Woods Ct., Suite 140 • Tucker, Georgia 30084

1-800-226-6660

(404) 270-2900 • FAX: 404-270-2915

SUPER "CRANK" SPECIALS

Space Gun	$2995
Carrier Air Wing	1695
Arch Rival	895
Final Fight	1595
Majestic 12	1295
Narc	1195
Punk Shot	1795
TNMT Turtles	1795
S.C.I.	2095
Pit Fighter	2195
Super Monaco GT	1995
Super Off Road	1595
Moonwalker	1695
High Impact (Kit)	1895



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

American Horseshoes	$695
Ataxx	795
Big Run	1995
Combatribes (u/r)	795
ESWAT (u/r)	895
Gate of Doom	1295
Golden Axe (u/r)	1295
Hydra	1595
Magic Sword (r/r)	1295
Oper. Thunderbolt	1595
Overdrive	1795
Pigout	1495
Pigskin	695
Smash TV	1995
WWF (u/r)	1395
Hit the Ice (Kit)	1695

Ameri Darts (u/r)	$695
Bone Busters	1295
Bottom of the Ninth	595
Bowl-O-Rama	1195
Capcom Bowling	995
Chase H.Q.	1795
Cont. Circuit	1195
Crime Fighters	695
Cyclone Pinball	1495
Diner	1895

Escape Robots	795
.50 Caliber	895
Final Round	595
Gals Panic	1295
Growl	1595
Jokerz (pin)	1295
Klax	595
Ninja Gaiden	595
Ninja Warrior	1295
Operation Wolf	1195
Out Run	1795
Pinbot (pin)	795
PlayChoice 10	895
Pool Sharks (pin)	1595
Power Drift	1795
Quarterback	895
Road Blaster (u/r)	1295
Rolling Thunder	595
Rowe BC 25-MC	1795
Shinobi	595
Silver Slugger	1595
Sly Spy	995
Speed Buggy	995
Super Sprint	1195
Taxi Pinball	1595
Turbo Outrun Mini	2195
Vegas	1595
Volleyball (u/r)	495
Whirlwind	1895
World Soccer Finals	1995

NEW CRANES:
BIG CHOICE • CLEAN SWEEP
NEW PUSHERS
NEW SKEE-BALLS
NEW BASKETBALLS
BOZO & DRIBBLES
WACKY GATOR
COSMO GANGS

PCB + HEADER

Ameri Darts	$395
Arch Rival	495
Ataxx	495
Blockout	295
Bottom of Ninth	295
Cabal	395
Combatribes	495
Crime Fighters	495
DJ Boy	495
Double Dragon	195
Escape Robots	395
ESWAT	495
50. Caliber	445
Final Fight	1195
Gate of Doom	595
Klax	295
Neo•Geo Games	Call
Out Zone	695
Pigout	695
Sly Spy	395
Twin Eagle	295
V-Ball	295
Zero Wings	395
Pigskin	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!



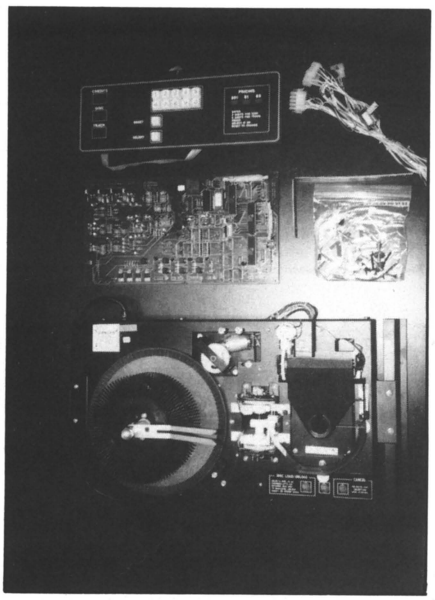
A "NEW" Conversion Kit For Your "OLD" Phonographs!

DIGITAL DISC AUTOMATION OF 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. 100 Disc 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 8)
  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

Rich Grant
Sales Manager
314/531-8777
St. Louis, MO 63103

Ron Starwalt
Sales Representative
314/531-8777
St. Louis, MO 63103

GET ON THE BANDWAGON NOW FOR A SOUND INVESTMENT

DIGITAL DISC
AUTOMATION OF AMERICA

5617 Business 50 West • Jefferson City, MO 65109

1-800-543-0032

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.

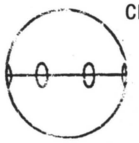
Coinage size up to 1.25″ (32 mm)
Machine size height 25″ (63.5 cm)
Width 8″ (20.3 cm) Depth 8″ (20.3 cm)

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

TECHNICIAN WANTED FOR WEST VIRGINIA AREA!!!

We will re-locate the right person!

(304) 485-6498

SALES REP WANTED

★ PLUSH TOYS ★
Good Quality Great Prices
RESPOND TO: MR. ROSEN
GROW-WELL ENTERPRISES
30 Howe Ave. • Passaic, NJ 07055
(201) 473-5330

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

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

BIO-RHYTHM
Compunetic & Destron

*Parts *Tickets
*Service

Bio-Rhythm Sales
2820-A Honolulu Avenue
Verdugo City, CA 91046
(818) 249-2077

Printers

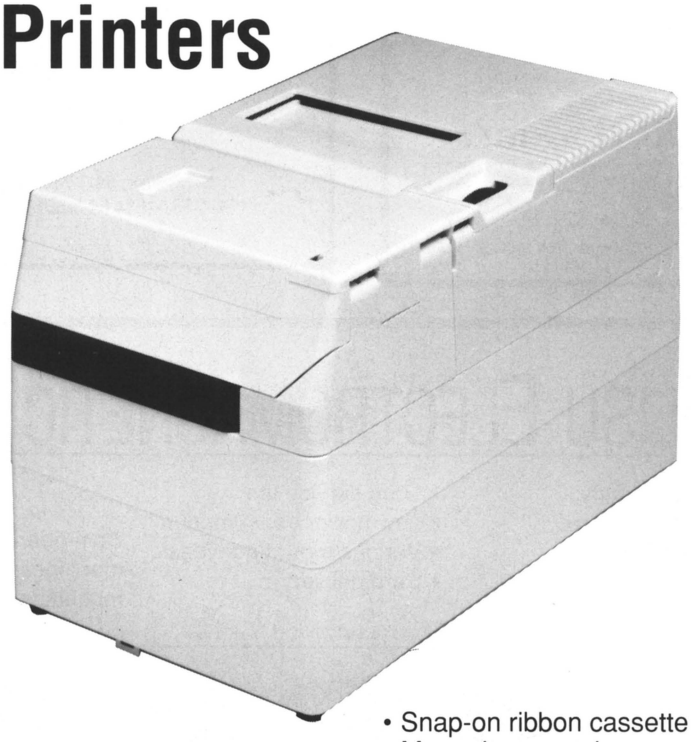
Our reliable 40-column printers will meet your needs!

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)

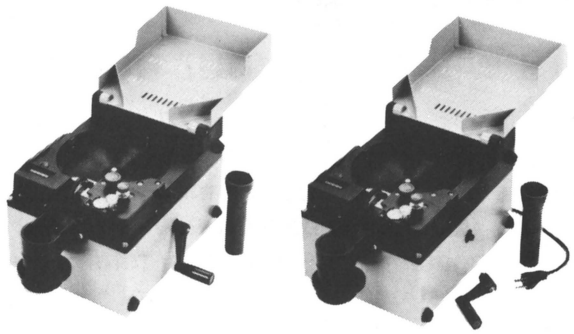
Options

- 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

Portable Coin Counters



FEATURES:

- Counts coins and tokens of almost any size
- Metal coin tray and base
- Reversible motor
- 5 digit resetable counter
- 1 Year Warranty

HAPP CONTROLS, inc.

Manufacturers of Electronic Controls
106 Garlisch, Elk Grove, IL 60007
Phone: (708) 593-6130
FAX: (708) 593-6137 TELEX: 297249 CONTROLS UR

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

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"

MICRO MANUFACTURING

Let Our Machines.....

NEW
From YAMATE

DRAW 8 LINES



Skill Chance



Cherry Bonus

New
9" Countertop now available For All Games

All Games Also Available In 13" Countertop

Hottest Games

Skill Chance W-7
Bonus Chance W-8
Cherry Bonus II
Lucky 8 Lines W-4
Jumbo 8
Black Jack
Turbo Poker II
Lucky 86
Lucky 21-D

New
Mars VFM5
With Mounting Kit
$349.00

Used
Mars VFM4
$275.00

Closeout PCB's

Dream 9	$375.00
Jumbo 8	$27[illegible]
Lucky 55	Your Choice $299.00
Lucky 89	$[illegible].00
Lucky 90	$475.00

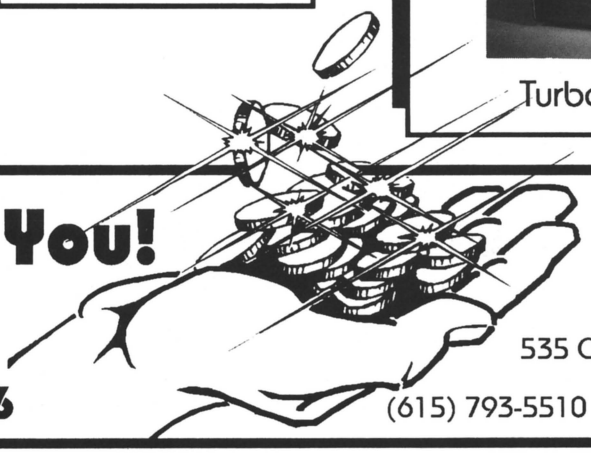


Lucky 8 Lines



Turbo Poker

.....Do This For You!



Toll-Free 1-800-277-6136

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

FOR SALE

Used Lucky 8 Line Games
Grey or Black Melamine c/w 13" Monitor
— Shipped to you in northern USA.$590
Black Melamine c/w 19" Monitor
— Shipped to you in northern USA.675
Little Roll (hoppers available)
— Shipped to you in northern USA.560
Bear Claw (single)
— Shipped to you in northern USA.950
Cal-Omega boards model 905, 922 . . .150
Greyhound 4-in-1 boards 150
Kramer boards model 4000, 4311 . . .175
Bonanza Miniboy Pokers . . . . . only 695

ASK FOR KEN

Tel: (506) 395-6361
Fax: 506-395-6361

— 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** ★

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

or send a LARGE, self-addressed, stamped envelope to receive an advertising packet about this and many other useful products for the Coin-Op Technician.

MONDIAL INTERNATIONAL CORPORATION

661 Hillside Road • Pelham Manor, NY 10803

TEL: (914) 738-7411 • FAX: 914-738-7521 • TELEX: 421810



YOUR LINK TO CENTRAL & SOUTH AMERICA

"EL PUENTE PARA CENTRO AMERICA Y SUR AMERICA"

- 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 MAS BAJOS

DIRECT LINE (DISTRIBUIDORES DIRECTO):

ATARI, AMERICAN TECHNOS, CAPCOM, DATA EAST, DYNAMO, FASTEK, JALECO, KONAMI, LELAND, NSM, PREMIER, ROMSTAR, ROCK-OLA, SEGA, SNK, TAITO, WILLIAMS, WURLITZER. . . & OTHERS!

CALL TODAY FOR THE FOLLOWING EXCELLENT PIECES:

UPRIGHT VIDEOS:

Batman
Caveman Ninja
Brute Force
Cisco Heat
Continental Circuit
Final Fight
Indy Heat
Laser Ghost
Mercs
Mechanized Attack
Moonwalker
Rad Mobile
Street Fighter II
Robocop II
Simpsons
Steel Gunner
TMNT
Operation Wolf
Neo•Geo
Space Gun
720°
Growl
Chase H.Q.
S.C.I.
Magic Sword
F-15
Y Mucho Mas

KITS

Batman
Bowl-O-Rama
Bonte Forced
Caveman Ninja
Clutch Hitter
Final Fight, Growl
Gun Force, High Impact
Robocop II, Rollergame
Street Fighter II
Trog, Race Drivin'
Y Mucho Mas

PINBALLS

Bugs Bunny
Cactus Jack
Check Point
Car Hop, Comet
Diner, High Speed
Hollywood Heat
Harley Davidson
Pinbot, Police Force
Taxi, The Machine
Phantom of the Opera
Y Mucho Mas

SIMULATORS

After Burner s/d
Cisco Heat s/d
Final Lap II s/d
GP Rider s/d
Race Drivin' s/d
Rad Mobile s/d
Stun Runner s/d
Super Monaco GP s/d
etc. etc.

JUKEBOXES

NSM Prestige
★
Wurlitzer SL 700
★
Rock-Ola
★
NSM CD
★
Rowe CD
★
Pioneer CD
★
etc. etc. etc.

REDEMPTION

Skee-Balls
Cranes
Skill Dozer
Basketball
Roulette GP
Air Dynamo Table
Space Pods
Cosmo
Gang
Wacky Gator
Parts, Foosball
etc. etc. etc.

WORKING GAMES. . .

***ONLY* $199-$299**

★

GAMES WANTED

ANY
SHOOTING GAME,
DRIVING GAME
OR SIMULATOR

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.

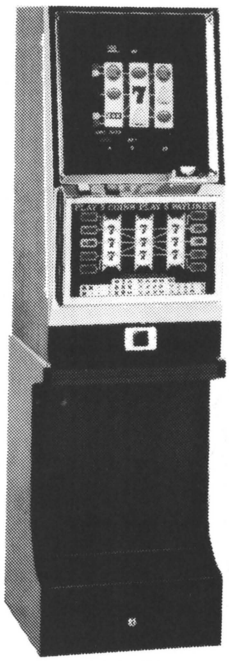
Purchase Direct From The Factory!



NEW!
LUCKY NUMBERS
It's so simple . . .
it simply earns $ $ $
The Newest Game in Town!



LUCKY 8-LINE



5-LINE

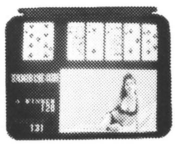


LUCKY
ROULETTE



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

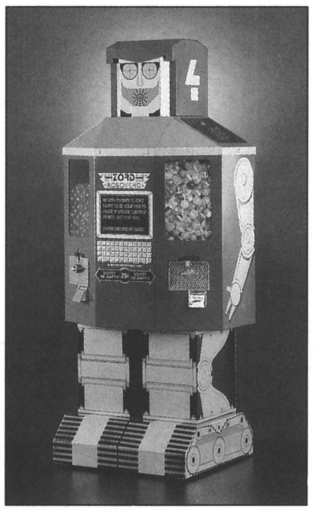
For amusement only. Not intended for sale or use in states or municipalities where such games are prohibited by law.

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

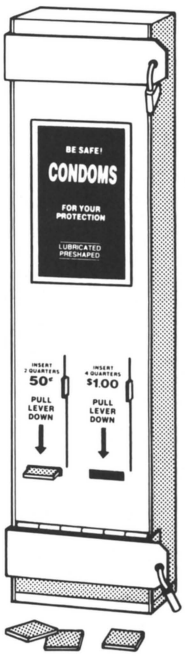
MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

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

GALAXY DISTRIBUTING

401 S. Elgin • Tulsa, OK 74120

1 - 800 - 678 - 7665
Fax: 918 - 584 - 4168

NEW CLOSEOUT FACTORY KITS

Double Dragon 3$600
V-Ball (4-pl.) 195
Ataxx 250
Sports Match . . . 250
Dr. Mario
(for Vs. system)295

DEDICATED P.C. BOARDS W/HEADER & USED ACCES.

Breakthru $99
Cabal 395
Choplifter 79
Devastators 295
Double Dragon . . . 79
World Series 149
Guerrilla War . . . 149
Ghosts 'N Goblins 79
Goindol 195
Gaplus $79
Guardian 79
Ikari Warriors . . . 149
Karnov 195
L.S.A. 149
Legend of Kage . . 79
Life Force 99
Mat Mania 49
Mania Challenge . . 59
Mission XX 99
New Zealand Story 149
Thunder Fox 595
Bottom of Ninth . 395
Street Smart 345
Blockout 250
Ajax 199
Pinball Action . . . 199
Black Tiger 149
Arkanoid 149
Double Play 195
Super Dodgeball . 100
Twin Eagle 295
P.O.W. $175
Altered Beast . . . 295
Cadash 350
1942 245
Sky Soldiers 345
.50 Caliber 495
Astyanax 345
WWF 695

MINIMUM PURCHASE $100 ON KITS...

NEW POWER SUPPLY

WITH BUILT-IN FAN
21 AMP
1-Year Warranty
$33.95 each
8 or more: $31.95

MR. "BALL POLISHER"

ONLY $395.00

90-day money-back guarantee



POLISHES COMPLETE SET AT ONCE!!!!

Makes Old Pool Balls Look Shiny and New!

1-Year Warranty On Motor.

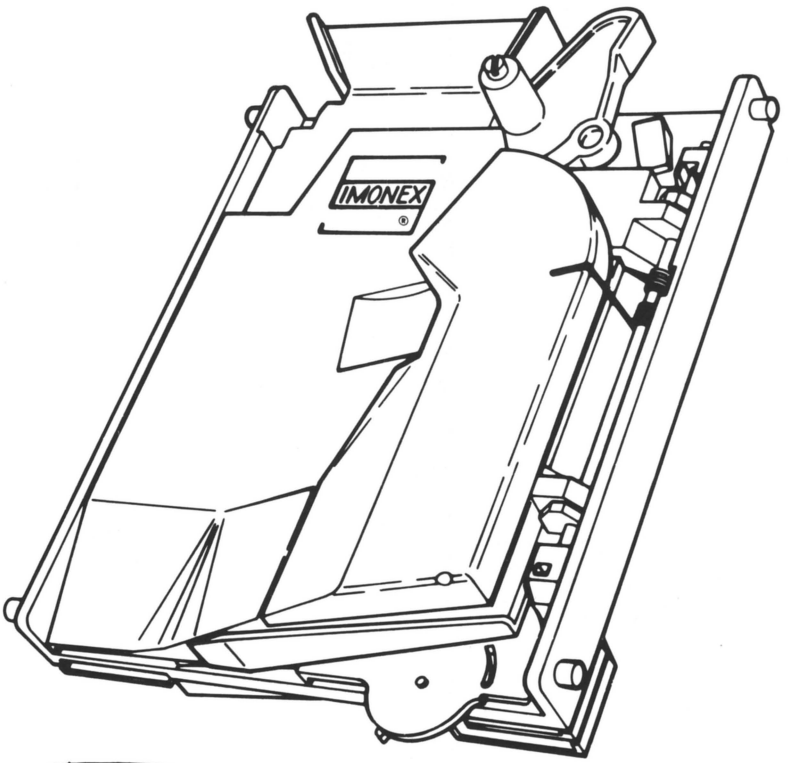
IMONEX®

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

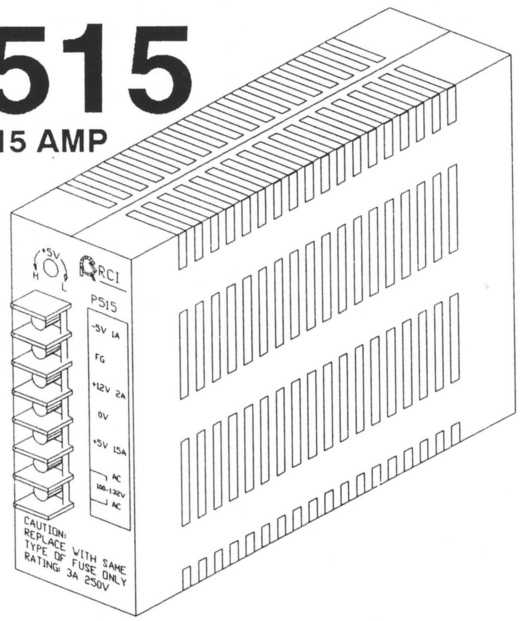
IMONEX®

© 1991, IMONEX SERVICES INC.

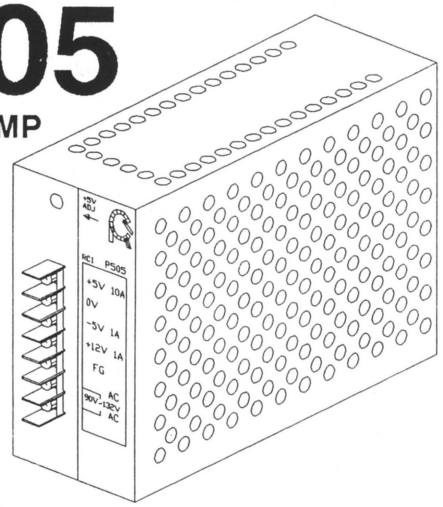
RCI POWER SUPPLY

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

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:

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

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
Double Dragon	550
Frog Bog (w/counter and money drop)	4995
Gate of Doom Kit (New)	495
Gate of Doom (dedicated new)	1295
Harley Davidson	Call
Pitfighter (ded. game)	1795
Pop Gun (w/counter and money drop)	2500
Single Cranes w/dba	995
SMS Poker Roll w/ticket	1995
Street Fighter Kit	395
Tetris Mini (New in ded. mini cab.)	1295
Ticker Tape	500
Thunderjaws Kit	495
TMNT	1595

MUSIC

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)	$845
Bad Dude	295
Blasteroid	150
Championship Wrestling (new)	395
Combatribes	395
Contra	200
Crime Fighter	395
Double Dragon	150
Double Dragon III	695
Dynasty Wars (new)	395
Escape from Planet	395
ESWAT	395
Final Fight (new)	1000
Gauntlet II	150
Gondo Mania	200
Guerrilla War	200
Karate Champ	50
Kung Fu Master	50
Main Event	150
Miss Pac-Man	300
Ninja Gaiden	295
Pig Skin	495
P.O.W.	225
Rampage	150
Rastan	395
Robocop	295
Shoot-out	195
Sly Spy	395
Spy (new)	395
Superman	395
Thunder Jaws	495
Triv Whiz	100
Two Crude	395
World Cup Soccer	795

★

PINBALLS FOR SALE

Arena	$595
Back to the Future	1995
Big Guns	795
Comet	595
Fire	695
Genesis	550
Gold Wing	550
Harley Davidson	Call
High Speed	695
Hot Shot	895
Jokerz	1295
Millionaire	595
Monte Carlo	650
Pinbot	795
Police Force	1395
Pool Sharks	1495
Secret Service	795
Sorcerer	595
Space Station	995
Spring Break	550
Taxi	1250

VIDEOS FOR SALE

APB w/ seat	$795
Arkanoid	495
After Burner (u/r)	1295
Alley Master	350
Altered Beast	550
Archrival	895
Blades of Steel	495
Championship Sprint	995
Chase H.Q.	1750
Choplifter (s/d)	450
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
Gate of Doom (dedicated new)	1295
Gauntlet II	595
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
1942 (s/d)	495
Operation Wolf	995
Out Run	1750
Out Run Mini	1750
Paperboy	850
Pole Position I	595
Pole Postion II	795
Quarterback	995
Rampage	550
Rastan	995
Ring King	295
Road Blaster	1095
Rolling Thunder	595
Rough Ranger	295
Shinobi	495
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	1695
Triv Quiz	100
Trojan	295
Turbo (s/d)	495
Turbo (u/r)	450
Twin Eagle	450
Vigilante	495
Vindicator	695
Volleyball	695
World Series	295

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
Arch Rivals....895
Arkanoid....795
Bad Dudes....795
Black Tiger....595
Bottom of Ninth....595
Cabal....795
Capcom Bowling....995
Choplifter....295
Chopper I....595
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
Ninja Gaiden....795
Operation Wolf....695
Pitfighter (ded.)....1995
Shadow Dancer....795
Shinobi....795
Silkworm....295
Sky Shark....595
Stike Zone....395
Street Smart....795
Superman....595
Thunder Fox....795
TMNT....1595
Toobin'....695
U.S. Classic....595
World Series....395
World Soccer Finals...1595
WWF....795

USED PINBALLS:

Checkpoint....Call
Diner....$1995
Elvira....1995
The Machine....Call
Riverboat Gambler....1995
Rollergames....1595
Simpsons....2095

MISCELLANEOUS:

I.C.E. Putting Challenge New....3795
Pubtime Premier Edition Darts....995
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
Cabal....195
Centipede....25
Champ. Baseball....50

P.C. BOARD & HEADER

Champ. Wrestler....$250
Columns....295
Commando....50
Crime City....250
Dead Angle....295
Dig Dug....25
Double Dragon II....350
Double Dragon III....495
Elevator Action....50
Empire City....50
ESWAT....495
Final Fight....895
Frogger....25
Jungle Hunt/King....25
Gauntlet....50
Golden Axe....495
Guerrilla War....100
High Impact....1095
Ikari Warriors....50
Jailbreak....50
Kageki....195
Karate Champ....50
Klax....195
Mat Mania....50
Magic Sword....695
Millipede....50
Moonwalker....450
Ninja Gaiden....495
P.O.W....295
Q*Bert....25
Quarterback (w/controls)195
Rush 'N Attack....50
Shinobi....495
Silkworm....195
Sky Shark....295
Snow Bros....450
Street Smart....395
Strike Zone....100
Super Basketball....50
Superman....495
Super Pac-Man....49
Ten Yard Fight....99
Thunder Fox....495
Tin Star....25
TMNT....795
Two Tigers....50
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!!!

FOR SALE

(10)

TMNT TURTLES

●

B & B MUSIC & VIDEO

CALL:

(216) 781-1090

KITS

Moonwalker . . . $395
88 Games 195
Buster Bros. 295
Tecmo Knight . . . 495
Hammerin' Harry795

PINS

Roller Games . $1300
Radical 1300
Back To Future1300

OTHER

Stun Runner . $2100
Twister-Exidy . . 1300
Little Pro 2200

808/326-7573

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

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

YOUR OWN PAYPHONE

YOU KEEP ALL THE MONEY



Customers and employees make their personal calls without cost or bother to you. The unit pays for itself in a few months and generates 300% profit

* **INEXPENSIVE * DURABLE**
* **F.C.C APPROVED**
* **LIMITS CALL TIME**
* **MAKES $1000-$4000 PER YEAR IN CASH**
* **PLUGS INTO ANY JACK**

CALL FOR YOUR FREE BROCHURE
1-800-282-0128

45RPM RECORDS SLEEVES

Minimum order 300. 20 lb. white. $15 per (300) plus $3.00 shipping & handling. We accept Visa, American Express, Mastercard.
CALL TOLL FREE
(voice or 24-hour FAX)
1-800-950-JUKE
TITLE STRIP PROGRAM COMPANY
Box 333, Riva, Maryland 21140

Have You Seen The Incredible T.V./8-LINE SYSTEM?

★

TEKBILT, INC.
1-800-666-7776

WHOLESALE TOY CLUB™

A MEMBERSHIP CLUB

BE A PART OF IT!

Beautiful Plush

★ Single Plush Assortment (144 pieces) any average ★
★ Jumbo Plush Assortment (50 pieces) any average ★

SAVINGS
up to
40%
Compared to other plush companies.

MEMBERS
SAVE EXTRA 10%
On Every Purchase!
LOW, LOW MEMBERSHIP FEE ONLY $25 PER YEAR.

Wholesale Toy Club, 329 West Mira Loma Ave., Glendale, CA 91204
Orders: Call (800) 783-7670 Information: (818) 767-5552

KORTEK®

FREE VOLTAGE MONITOR

NO NEED ISOLATION TRANSFORMER !

No Necesita Transformador De Aislamiento,
Disenado Especialmente Para El Mercado Sudamericano !

FIRST & NEW

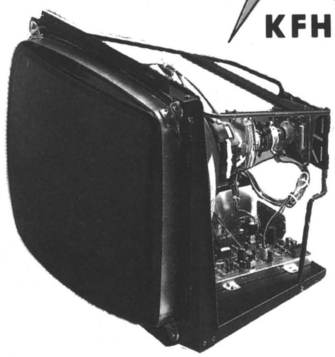
KFS



KFA



KFH



SPECIFICATION	
Input Video Signal	RGB Separate, Composite video
Input Sync. Signal	0.5V~5V P-P, H/V Composite, H/V Separate Negative or Positive
Scanning Frequency	Hor. (15.75 KHz), Vert.(50/60Hz)
Video Bandwidth	16MHz

MONITOR		
AREA	SMALL(9″~19″)	LARGE(21″~33″)
N.AMERICA	KTA, KTW	KTW
EUROPE	KTE, KTM, KTH	KTL
S. AMERICA	KTA-F	KTX-F
ASIA	KTS	KTX

SWITCHING POWER SUPPLY					
MODEL	MONITOR VOLTAGE	+5V	+12V	-5V	-12V
KT-120S		12A	2A	0.5A	0.5A
KT-150S		15A	3A	1A	
KT-130S	AC 110V-120V	12A	2A	0.5A	0.5A
		15A	3A	1A	

● Over Current Protection
● Over Voltage Protection

- **9″~33″ FREE VOLTAGE TYPE (90V~265V)**
- **PRICES VARY FROM U$ 100~TO U$ 170 (19″)**
- **UP-FRONT CONTROL**
- **UNIVERSAL FRAME/NECK PROTECTOR**
- **SAM SUNG, ORION, ZENITH, VIDEO COLOR, RCA, TOSHIBA TUBES ARE AVAILABLE UPON CUSTOMER'S PREFERENCE.**
- **BRIGHTNESS/CONTRAST CONTROL**



Contact Us For Further Information

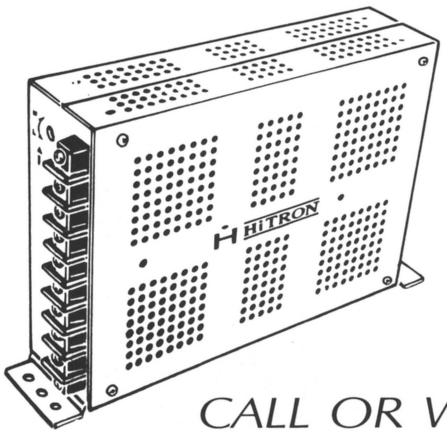
SEJOO CORPORATION *First & Largest Korean Manufacturer*

HWARANG BLDG. #108-74, ORYU-DONG, GURO-KU, SEOUL, KOREA /MALL ADD : GURO P.O.BOX 82

TEL : 82-02-686-9036(REP.) FAX : 82-02-684-8177 TLX : K33454 KORTEK

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**

USED COMPLETE GAMES

TMNT	1799
Road Blaster	$1199
Championship Sprint	1199
Operation Wolf	999
ESWAT	799
Arch Rival	799
DJ Boy	599
Cabal	699
Rolling Thunder	699
Space Harrier	899
Double Dragon	549
Gridiron Fight	549
Spy Hunter	599
Cheyenne	499
Time Soldier	499

PINBALLS

Simpsons	$2199
Earthshaker	1999
Whirlwind	1799
Elvira	1799
Police Force	1499
Jokerz	1399
Taxi	1499
Space Station	999
Fire	899
Pinbot	799
High Speed	799
Comet	599

VS.KITS

Tennis	$49
Baseball	49
Golf	49
Top Gun	99

PLAYCHOICE KITS

Gradius	$99
The Goonies	79
Super Mario Bros.	79
Top Gun	99

NEO-GEO

Nam 75	$99
Magic Lord	149
Golf	149
Super Spy	199
Ninja Combat	199

USED P.C.B.s (min. $100)

Final Fight	$939
WWF Superstars	549
Aliens	449
Golden Axe	449
ESWAT	399
Bad Dudes	299
Tourn. Arkanoid w/controller	299
Altered Beast	249
Ghost Buster	249
Arkanoid 2 w/controller	229
The Deep (J)	149
US Golf w/trackball	299
Cruisin'	149
Crown Golf w/panel	199
Double Dribble	149
Samurai	99
Punch-Out!	99
Empire City	99
Mr. Do!'s Castle	99
Rampage	79
Mad Crasher	69
Zenophobe	59
Karate Champ	59
Super Basketball	59
Mario Bros.	59
Burger Time	49

FAMILY AMUSEMENT CO.

876 N. Vermont Ave.
Los Angeles, CA 90029

(213) 660-8180

FAX: 213-660-8976

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

WANTED

★ ★ ★ ★

Used JUMBO GRAYHOUND CRANES

&

Used OUTDOOR KIDDIE RIDES

★ ★ ★ ★

Pachinko Palace
David Jackson
818/772-0393

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

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



We've got 'em!

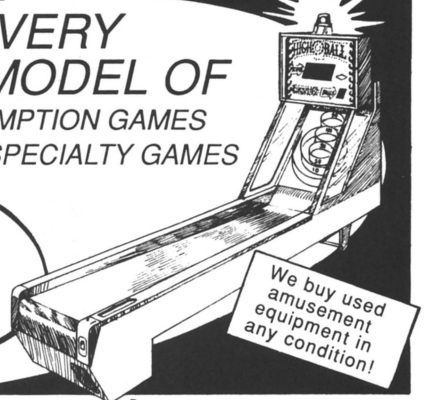
EVERY MAKE & MODEL OF

● KIDDIE RIDES ● REDEMPTION GAMES

● ARCADE NOVELTIES & SPECIALTY GAMES

USED OR REFURBISHED LIKE NEW

1/2 PRICE *OF WHAT THEY WOULD COST NEW!*



We buy used amusement equipment in any condition!

AMERICA'S LARGEST SELECTION OF USED AMUSEMENT EQUIPMENT

THE AMUSEMENT EQUIPMENT EXCHANGE, INC.

1203 5th AVE. ROCK ISLAND, IL 61201

(309) 788-0135 FAX# (309) 788-0148



Plush Toys & Novelties

1(800) 969-7587

WANTED TO BUY:

VENDING ROUTES!

★

West Virginia Area

CALL:

1-800-448-2743

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

GAME BOARDS FOR SALE

Raiden	Call
Street Fighter	Call
Pit Fighter	749
TMNT	749
Final Fight	869
Smash TV	659
Gals Panic	700
Spinal Breaker	510
Toki	415
Punk Shot	399
Air Buster	430
Blood Bros.	659
Insector X	249
Rollergames	419
Moonwalker	500
Combatribes	359
Growl	859
Snow Bros.	350
ESWAT	350
Edward Randy	569
Shinobi	285
R-Type II	350

NEO•GEO SOFTWARE

Sengoku	Call
Ghost Pilots	Call
King of the Monsters	Call
League Bowling	Call
Alpha Mission II	Call
Blue Journey	Call

EMPTY 19" CABINETS
$99.00

WE BUY & TRADE GAMES

CSG
Ph.: (714) 888-1981
Fax: 714-381-9810

CHERRY MASTERS

FOR SALE . . .

Complete with $20 bill acceptor

$1495.00

D&D DISTRIBUTORS

(412) 341-1778

★ We buy used Joker Pokers.
★ We sell new & used Pokers.
★ We have a large selection of Grayhound used Pokers.

Call us for all your

CHERRY MASTER NEEDS!

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



FROM:

ANGELS TOYS

9822 Glenoaks Boulevard
Sun Valley, CA 91352

TO: The SMART Buyer!

FINALLY A REAL QUANTITY DISCOUNT FOR YOU!

ORDER 10 CASES, ANY AVERAGE, JUMBO OR SINGLE AND RECEIVE A 5% DISCOUNT **PLUS FREE SHIPPING** ANYWHERE IN THE CONTINENTAL U.S.A. (U.P.S. GROUND TRANSPORT) . . . IT'S THAT SIMPLE!

TO GET THE BEST PLUSH FOR YOUR MONEY — AT INCREDIBLE DISCOUNT PRICES . . . CALL US NOW!

TOLL-FREE PHONE:

1-800-229-1393

Ask for Mary or Lisa



FREEDOM ISN'T FREE.

This Independence Day,
Exercise Your Right to Act Responsibly.
Don't Drink and Drive.

Mothers Against Drunk Driving
Los Angeles Chapter
(818) 986-6233 • (213) 641-5017

ANSCO

DISTRIBUTING CO.

NEW FACTORY KITS

Carrier Air Wings	1195.	*Pit Fighter*	*1195.*
Street Fighter II	*Call*	Trog	1395.
Neo Geo	1345.	Growl	1095.
Clutch Hitter	Call	*Batman*	*Call*
Raiden	*1070.*	Capcom Bowling	845.
Gun Force	Call	Golden Tee Golf	945.

USED FACTORY KITS

Bottom of the Ninth	495.	*Violence Fight*	*795.*
WWF	695.	*Final Fight*	*995.*
T.M.N.T.	*995.*	Blood Brothers	895.
Two Crude	495.	Golden Axe	595.
Big Event Golf	425.	*SCI*	*Call*
Street Smarts	475.	Snow Brothers	495.
Bubble Bobble	495.	Toki	545.

1(800)456-7277

Call Today For Complete Inventory Listings

We Gladly Accept Trade-Ins!

AVA

WORKING PCB & HEADER

legitimate, no parallels or copies

Robocop	$295
Kid Niki	225
Thunderfox	745
Championship Wrestling	345
Aliens	595
Vs. Dual w/software	145
Sports Match	145
Firetrap	50
Dark Adventure	125
Cabal	300
Bottom of the Ninth	295
Superman	395
Double Dragon	195
Devastator	295
Altered Beast	295
Ninja Gaiden	295
Toki	445
Vigilante	245
Gondomania	245
Super Contra	295
Nastar Warrior	195
S.P.Y.	195
Rastan Saga	195
Kid Niki	195
Avengers	125
Cadash	445
Bad Dudes	350
Combatribes	595
Bionic Commando	245
Legendary Wings	125
U.N. Squadron	695
Strider	695

NEW KITS

full factory

88 Games	$75
Horseshoes	345
Rollergames	CALL
EDF	CALL
Gun Force	CALL
Ninja Kids	CALL

AVA

2301 Olive St.
St. Louis, MO 63103

(314) 421-5100

PETE OR DOUG

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!

DON'T MISS OUR LAST AUCTION BEFORE THE SUMMER - JUNE 15!

★ ★ ★ ★

June 15, Indianapolis, IN

Location: Farm Bureau Bldg. on
38th St. Indiana State Fairgrounds
Phone: June 14 & 15 - (317) 927-7556
Cellular: (317) 432-7626
Reorder Tone Dial:
(502) 551-1866

1991

June 15 - Indianapolis, Indiana
Sept. 7 - Indianapolis, Indiana
Oct. 12 - Columbus, Ohio
Oct. 27 - Chicago, Illinois
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

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

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

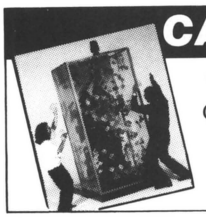
- CALMS -
POOL, DART & CRICKET LEAGUE MANAGERS:

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

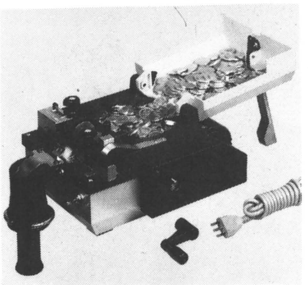
AND MUCH MORE!
. . . for only $395 each . . .
Multi-Package Discounts

CASH CUBE



"MONEY MACHINE"
Great for family arcade and fun centers
319-323-7511

BELITA
LIGHTWEIGHT, PORTABLE
Coin Counter



MANUAL OR ELECTRIC
Automatic Stop, Inexpensive, Coin Tray Support, Bag Holder, Fast & Long Lasting, Only 9 Pounds!

R.H. BELAM COMPANY, INC.
(516) 292-2670
Fax: 516/486-0957
Telex: 221568 BELAM UR

OPERATOR HAS KITS FOR SALE!

★

Many To Choose From!

★

(818) 904-0975

Master Sales SERVICE

Crazy Crane Board Repair and Service:

We have a good stock on NEW Crazy Crane parts, P.C. Boards, plexiglass fronts, complete trolley assembly, digital displays, etc...**CALL EXTENSION #223.**

MASTER SALES

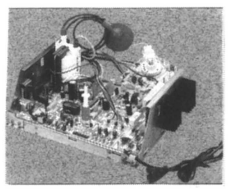
2400 S. Hwy. 75 • P.O. Box 692 • Corsicana, TX 75151-0692

(903) 874-4749

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″
1620-H19	* MTC-9000 19″
1620-H25	MTC-9000 25″
1620-H28	MTC-9000 28″

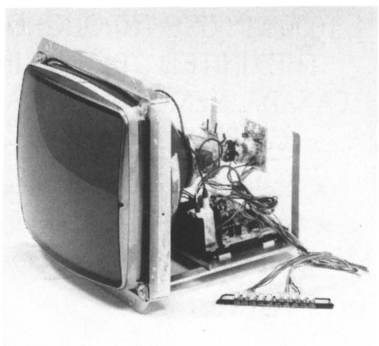
WELLS-GARDNER SERIES

1620H-WG1	19K 4600 SERIES
1620H-WG2	19K 4900 SERIES
1628H	25K 7100 SERIES

OTHER

1520H	* KORTEC, SAMPO, EYGO 19″

QUALITY GUARANTEED 13", 19", 27", & 33" COLOR MONITORS



- ★ First grade (black matrix) tube.
- ★ Higher resolution chassis.
- ★ Front "Total Control
  - Complete adjustment control
  - Easy mounting design
- ★ Stronger frame construction and "neck protection."
- ★ Easy access chassis design
- ★ Horizontal or vertical mounting.

SWITCHING POWER SUPPLIES

and

OTHER PARTS AVAILABLE!

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"

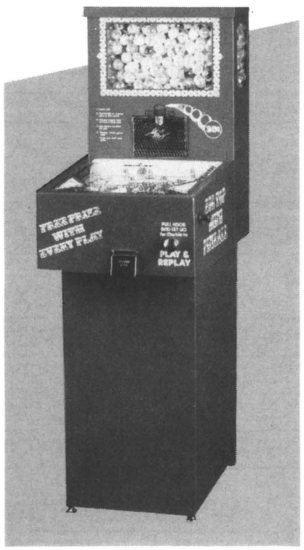
TAIWAN OFFICE:

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: 40-232-843
TEL: 040-23-0268
Amsinckstr. 45
2000 Hamburg 1
West Germany

Invest in the BEST



Big Top Mini Pinball
Kids will love this rugged new pinball game because it always gives them a toy. Earn consistent pinball profits and count on Mayoni's unique features:

- Play with Every Purchase
- Sturdy Steel Construction
- Power-Free, All-Mechanical Operation
- 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

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

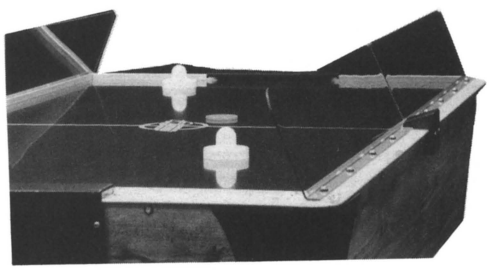
ELECTRONIC ENTERTAINMENT, INC.
597 E. Crosstimbers • Houston, TX 77022
(713) 695-4220
FAX: 713-695-1145

We speak Spanish. Ask for Sylvia!

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

Available for Dynamo and U.S. Billiard Tables

★ 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**

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!

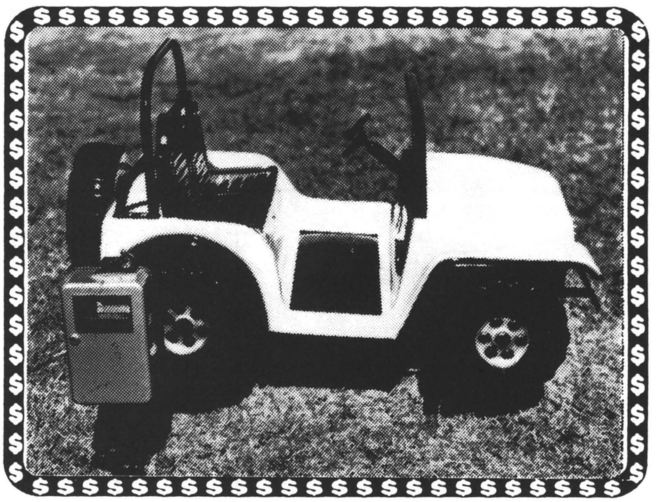
- ★ Custom wire harnesses made to your specifications.
- ★ Custom electro-mechanical assembly (prototype and production)
- ★ Engineering and design assistance available.
- ★ Supplier to industry giants.

***CALL NOW!* (708) 678-9520**

PARTEC INC.
10517 United Parkway
Schiller Park, IL 60176
Fax: 708-678-9546

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...

50th STATE COIN-OP

SUMMER CLEARANCE SALE
USED GAMES

50th STATE COIN-OP

On Location Throughout the United States • Immediate Availability While Quantities Last

PIT FIGHTER SPECIAL $1795

Call Toll Free (800) 424-5050 To Find The Game Nearest You

DEDICATED/COMPLETE GAMES

Afterburner (U/R)	$895	Midnight Resistance	$995	Operation Wolf	$695	Road Blaster	$795
Arch Rivals	$795	Moonwalker	$1195	Pit Fighter	$1795	Rolling Thunder	$495
Combatribes	$1095	Ninja Turtles	$1895	Pole Position	$595	Super Off Road	$1195

PINS

Atlantis	$995	Escape	$595	High Speed	$395	Police Force	$1195
Black Belt	$345	F-14 Tomcat	$445	Jokerz	$995	Pool Sharks	$1595
Elvira	$1395	Goldwings	$295	Monte Carlo	$395	Taxi	$1095

KITS

Call & Inquire about Volume Discounts! Assorted Neo-Geo Cartridges . . . Call & Inquire!

Ataxx	$495	Cadash	$1345	Final Fight	$1095	Ninja Gaiden	$450
Arch Rivals	$695	Crime City	$395	Final Round	$395	Superman	$450
Bottom of the Ninth	$395	Double Dragon 3	$595	Growl	$1095	Twin Eagle	$250
Cabal	$495	Escape	$395	Heavy Barrel	$295		

A FREE call is all it takes to SAVE money!

Prices do not include shipping and handling.

Toll Free 1-800-424-5050 FAX: (808) 682-4789

91-246 Oihana St., Ewa Beach, HI 96707

USED KITS:

ASTYANAX $275
ESWAT 350
ATAXX 375

Others . . . Call!

(813) 543-7556

PCB's & KITS

NEW and OLD
GREAT PRICES!

(415) 651-7614

Final Fight, Golden Axe
Ninja Gaiden, Strider, etc. etc. etc.

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

LIQUIDATION SALE!!!

Out Run $1300
Road Blaster 750
Cabal 600
Double Dragon 600
Shinobi 550
Pole Position I 600
Galaga 550
Ms. Pac-Man 550
Kung Fu Master 285
Contra 285
• Knopp Coin Counter (new) 600
• Leader 20 MHz Oscilloscope (new) 385

ALL MACHINES ARE IN MINT CONDITION!

Call at: (213) 730-0406
ASK FOR THOMAS

DANOR DISTRIBUTING

***FREE* Ground Shipping with the purchase of any Kit**

JUNE SPECIALS

Used 19'' Monitors . $95
Chassis 75

12 AMP Power Supply
$28.95
1 Year Warranty

KITS

Pitfighter	$1195	Combatribes	$575
Blood Bros.	895	Moonwalker	475
Final Fight	945	Snow Bros.	475
Raiden	795	Golden Axe	475
Magic Sword	795	Altered Beast	295
Smash TV	795	Tiger Road	195
WWF	645	Arkanoid	195
Double Dragon III	595	Guerrilla War	195

1-800-594-5144

Ask For Cheryl

KITS-KITS-KITS!

ALL KITS INCLUDE

BOARD & MARQUEE
(& MONITOR GLASS IF AVAILABLE)
Jamma Harness • Joystick & Buttons are Available $20.00 extra/kit

$35
Arabian, Buck Rogers, 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, Kageki, 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

$350
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

$450
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, Tri Sports Willow, Wheel of Fortune

$695
Alien, Gang Wars, Hammerin' Harry Pigskin, Thunder Fox

REDEMPTION

DOYLE: BATTER UP BATTING CAGE
1 Yr. old w/dba & ticket dispenser
$5,495
SUPER SHIFTER (4-pl.) . . . $6995

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

REPAIR SERVICE FOR SWITCHING

POWER SUPPLIES

$15.00

25 or more... $13.50

- 120-Day Guarantee
- Parts Included

1-800-678-7393

(505) 821-2317

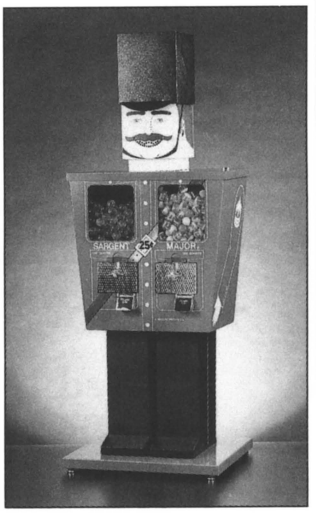
Quality Technical Service

Invest in the BEST

A NEW WINNER

Get ready for Sergeant Major. Let this unique dual bulk vender turn any location into a hot profit center. Load each side with up to 1000 units of gumballs, small capsules or rubber balls. Then watch the kids line up.

- High Visibility Graphics
- Battery Operated Voice Option & L.E.D. Eyes
- Extra Large Capacity
- Trouble Free All Mechanical Operation



1 (800) 345-1183

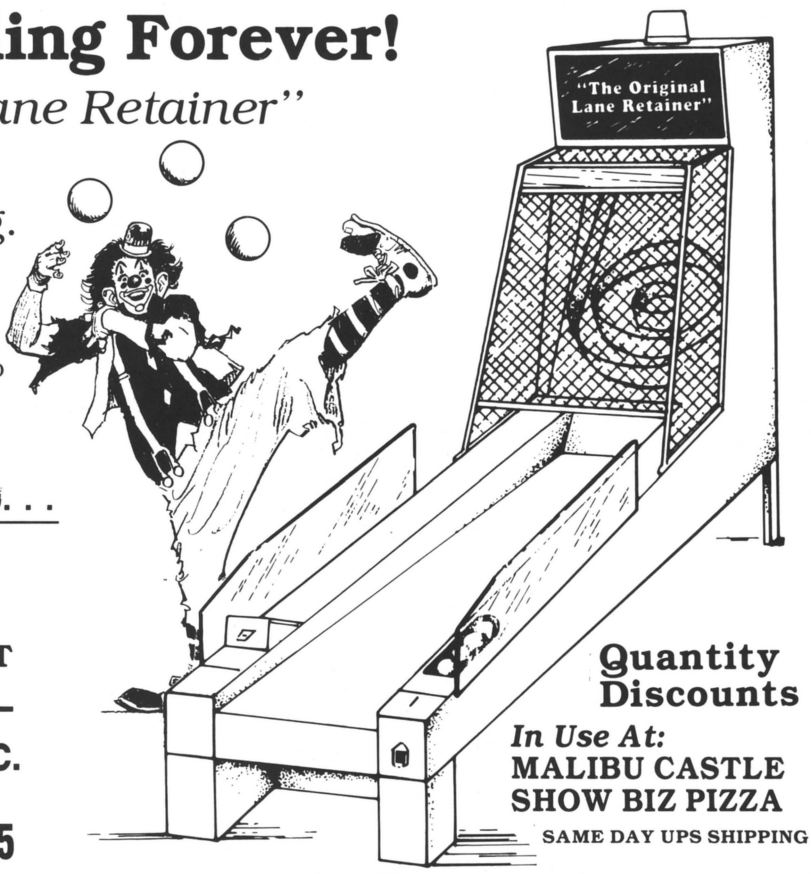
MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

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

WANTED TO BUY

MERIT CHICKEN DRAW MACHINES
DRAW POKERS
RIVIERA'S
& MATCH GAMES

1-800-448-2743

WANTED

★ ★ ★ ★

Used
JUMBO
GRAYHOUND
CRANES

&

Used
OUTDOOR
KIDDIE
RIDES

★ ★ ★ ★

Pachinko Palace
David Jackson

818/772-0393

FOR SALE

PlayChoice 5 . . . . $950
Rush 'N Attack . . . 250
Cheyenne 300
Cabal 700
Atlantis (pin) 950
Millipede 200
TNK III 200
Grayhound Joker Poker 500
Grayhound 5-in-1 . 700
Grayhound 5-in-1 w/$125 950
Continental Circuit 1095
Twin Cobra 200
Sky Sharks 450
Tenkam Soccer (c/t) 350

Call Rick:
(814) 765-3125

USED PCB's:

★ ★ ★ ★ ★

Double Dragon . $125
Contra 75
Kid Niki 50

OTHERS - CHEAP!

(415) 531-6937

Have You Seen
The Incredible

T.V./8-LINE SYSTEM?

★

Call Us Now
For Details!

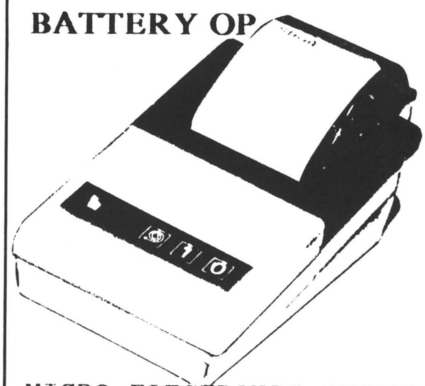
★

TEKBILT, INC.
1-800-666-7776

SMALL PRINTERS

MECHANISMS
CONTROLLERS
CASED UNITS
CUSTOM DESIGNS

HAND HELD
BATTERY OP



MICRO ELECTRONIC BUSINESS
CHICAGO, **312-539-2994**

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**

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

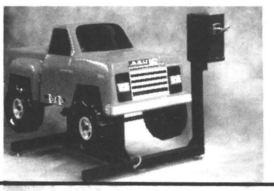
Kiddie Amusements

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 . . .

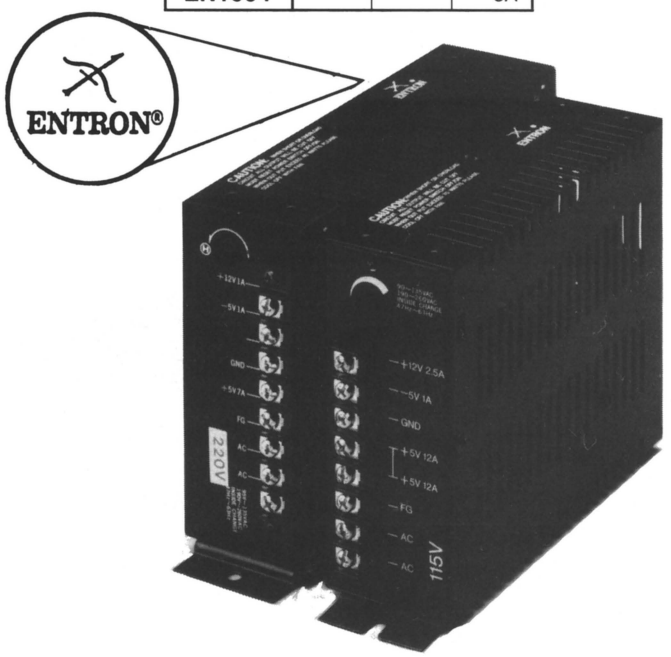
ROLL IN THE MONEY!

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

National TICKET CO.

TICKET AVENUE
SHAMOKIN, PA
17872-0547
717-648-6803
Toll free fax:
800-326-9320

6486803

ONE COUPON

FOR ALL MERCHANDISE REDEMPTION TICKETS CALL TODAY

NATIONAL TICKET CO., SHAMOKIN, PA

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

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

SPORTS CARD PREPACKS

Increase Crane Revenues!

TOPPS, FLEER, SCORE, DONRUSS, WAXPACKS BUBBLE PACKED AND MIXED READY FOR YOUR CRANE. ADD TO YOUR CURRENT PLUSH FOR MORE PLAY AND HIGHER REVENUES.

72 piece	144 piece
.67 ave.	*1.05 ave.*	*2.00 ave.*

AMERICADE AMUSEMENTS
★ *24 HR. ORDER LINE* ★
1-800-245-0351

AVAILABLE NOW!

★

20 Year Industry Veteran Seeks Sales and/or Service Position. Will Relocate.

★

CALL ME NOW!!!
(518) 523-2775

Have You Seen The Incredible

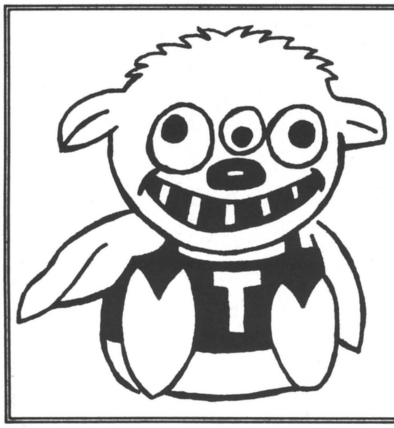
T.V./8-LINE SYSTEM?

★

Call Us Now For Details!

★

TEKBILT, INC.
1-800-666-7776



prizes!

"THE LEADER IN PRE-PACKS"

VISA

MasterCard

CALL US FOR ALL YOUR REGULAR & JUMBO CRANE NEEDS !!

1 (800) 992-2388

SLOT MACHINES TO SELL:

Aristocrats • M-Slots • Jennings • Bally's

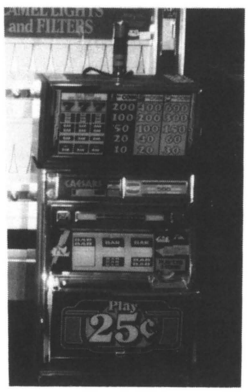
Dealers Wanted for Home Market

•

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**

LIQUIDATION

100'S OF KITS AND GAMES TO CHOOSE

Magic Sword	$645	Double Dribble	$145
Toki	445	Smash TV	595
Crime Fighters	395	ESWAT	495
P.O.W.	195	Ghost Busters	245
Rambo III	495	Bloxeed	345
Street Smart	395	Champ. Wrestler	495
Strider	495	Air Wolf	145
Willow	595	Arch Rivals	545
Tetris ok	595	Altered Beast	445
Mercs	895	Ninja Gaiden	395
Silkworm	195	WWF	595
Kuri Kinton	195		
Golden Axe	495		
Combatribes	345		

ALL KITS: PCB, HEADER, AND USED ACCESSORIES

WE WILL MATCH ANY LISTED PRICE IN *REPLAY* or *PLAYMETER* AN PAY THE FREIGHT ON KITS TO ANYWHERE IN THE U.S.A. — AVAILABILITY ONLY.

VIDEO VEND INC. - (808) 842-5155

Denny or Cindy



THE GAME DOC

8000 WHEATLAND AVE., STE. B • SUN VALLEY, CA 91352

1943 (V-2-Klt)	$295	M.I.A. (H-2-Kit)	245		
Air Buster (H-2-Kit)	545	Main Event (H-4-Kit)	245	★ MONITOR REPAIRS	
Aliens (H-2-Kit)	495	Majestic 12 (V-2-Kit)	595	★ BOARD REPAIRS	
Altered Beast (H-2-Kit)	250	Megazone (V-1-Bd./Marq.)	75	★ EXPERT CONVERSIONS	
Ataxx (H-2-Kit)	450	Midnight Resistance (H-2-Kit)	450	★ LARGE PARTS SUPPLIES	
Bad Dudes (H-2-Kit)	295	Ninja Gaiden (H-2-Kit)	345		
Batman (H-1-Kit)	1245	Oscar (H-1-Kit)	345		
Black Tiger (H-1-Kit)	175	P.O.W. (H-2-Kit)	275		
Blood Bros. (H-2-Kit)	1095	Pyros (H-1-Kit)	250		
Cabal (H-2-Kit)	495	Robocop (H-1-Kit)	495		
Cadash (H-2-Kit)	495	Rolling Thunder (H-1-Kit)	275		
Clutch Hitter (H-2-Kit)	Call	Rough Ranger (H-2-Kit)	175		
Combatribes (H-⅔-Kit)	450	Shinobi (H-1-Kit)	295		
Contra (V-2-Kit)	195	Silkworm (H-2-Kit)	250		
Dark Adventure (H-3-Kit)	100	Sky Adventure (V-2-Kit)	395		
Double Dragon II (H-2-Kit)	295	Street Smart (H-2-Kit)	395		
Final Fight (H-2-Kit)	975	Strider (H-1-Kit)	395		
Gate of Doom (H-2-Kit)	495	Super Spy (H-1-Cart)	175		
Gondomania (V-2-Kit)	245	Tecmo Knight (H-2-New Kit)	345		
Guerrilla Wars (V-2-Kit)	245	Thunder Jaws (H-2-Kit)	695		
Heavy Barrel (V-2-Kit)	245	Time Soldiers (V-2-Kit)	195		
Heavy Unit (H-1-Kit)	195	Toki (H-1-Kit)	495		
Hippodrome (H-2-Kit)	275	Top Players Golf (H-2-Cart.)	75		
Ikari Warrior (V-2-Kit)	150	Twin Hawk (V-2-Kit)	195		
Karnov (H-1-Kit)	295	Two Crude (H-2-Kit)	495		
Kid Niki (H-1-Kit)	250	Vigilante (H-1-Kit)	250		
Kurikinton (H-1-Kit)	125	Willow (H-1-Kit)	595		
Legendary Wings (V-2-Kit)	125	Wrestle Wars (V-2-Kit)	395		

MASTERCARD AND **VISA**

CONVERSION SUPPLIES

Atari Control Panels	$35
William Control Panels	35
Dynamo Control Panels	40
Street Fighter II (Dynamo) Panels	45

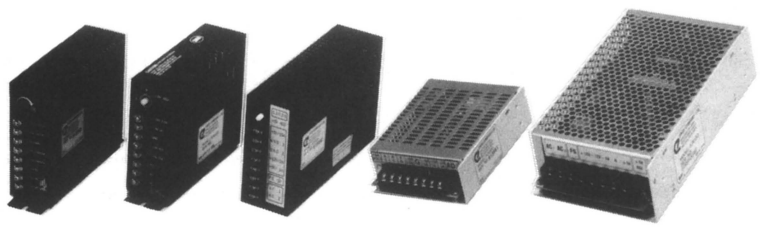
(818) 504-0440 • **(800) 766-3166** • **FAX (818) 504-1153**

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

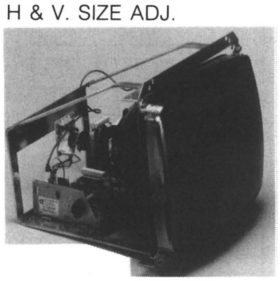
1. OVERLOAD PROTECTION
2. BUILT-IN EMI FILTER
3. SHORT-CKT PROTECTION ON ALL OUTPUT
4. HIGH EFFICIENCY, LOW COST, HIGH QULAITY
5. DESIGNED TO MEET U.L,. C.S.A. V.D.E.
6. 100% BURN-IN TEST (FULL LOAD)

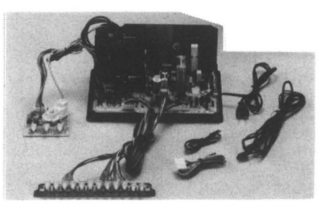


VIDEO CHASSIS

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

★ FOR SALE ★

Hollywood Crane Single....$600
Newport Basketball.....600

★ COUNTERTOPS ★

Kramer Trivia.....$400
Merit Praze Craze.....400
Cinematronics Baseball.....450

WILL TRADE SOME EQUIPMENT FOR DART GAMES!

WILL DELIVER ANY 2 GAMES TO NORTHERN OR CENTRAL CALIF.!

Golden Bear Marketing
(707) 448-8662

WANTED:
USED ARM WRESTLERS
714/793-9566
★ *SCANDIA* ★

NEW KITS IN STOCK

POUND FOR POUND.....$895
ROLLERGAMES.....895
BLOXEED.....195
ATAXX.....199

■■■■

USED KITS IN STOCK

(Boards & Headers)

ESCAPE.....$300
IKARI WARRIOR.....99
CHAMP. WRESTLER.....695
SKULL & CROSSBONES.....395
AMERIDART.....395
ARCH RIVAL.....795
WILLOW.....595
CABAL.....395
BLOCKOUT.....295
PLOTTING.....195
ALPHA MISSION.....100
BOTTOM OF NINTH.....295
QUARTERBACK.....295
DOUBLE DRAGON II.....200
US CLASSIC GOLF.....395

■■■■

MASTER SALES

2400 S. Hwy. 75 • P.O. Box 692
Corsicana, Texas 75110
(903) 874-5693
(903) 874-4766

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

WANTED:

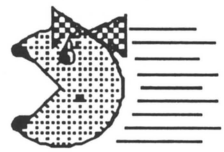
★ **NEWER PINBALLS**
★ **SHUFFLE ALLEYS**
(Alley Cat & newer)
★ **DIXIELANDS**
★ **CD JUKEBOXES**
★ **USED ARDACS**

★

Phone: **(412) 922-5680**
Fax No.: **(412) 922-0661**



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 working Pacman board, we'll install our Ms. Pacman kit, test your board, and ship it back within 24 hours for no additional charge!!

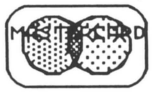
Send us your tired, your ailing Pacmans, yearning to be

Fast Ms. Pacmans! $100. each kit

SPEED-UP your existing Pacman, Ms. Pacman, or Jr. Pacman!

We have a version of our speed-up chip to work in every Ms. PACMAN conversion we've ever seen, including the "add 3 jumper wires and 2 chips to a Pacman board" style! Your cost is just $25. each for any style speed-up.

We ship today, UPS blue label 48 hour delivery. Order direct by calling:



TWO-BIT SCORE 512-282-9369



S&M

We Ship Nationwide
At Incredibly
Low Prices!

Repair • Sales • Auctions

24540 Capitol • Redford MI 48239

(313) 534-7171

CALL MONDAY - FRIDAY 9-5
OR FAX US AT 313-534-7704

- **BOARD REPAIR** –
  WE HAVE DAILY UPS PICKUP!
- **GAME PARTS** – WE SHIP DAILY!

NEXT AUCTION

SATURDAY, JUNE 8
AT 11:00 A.M. – *Over 350 Games!*

JULY AUCTION: JULY 13
Auction Site:
24540 Capitol • Redford, MI

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

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

SEEBURG

SCD-1A Laser Music... **$2895**

Slightly Used CD's Mixed
$100 Per 20

AVA

call collect for:
PETE or DOUG
2301 Olive St. • St. Louis, MO 63103
(314) 421-5100

USED P.C.B.s:

Bad Dudes	$350	Monsterland	$175
Blockout (kit)	275	Monster Lair	350
Bubble Bobble	350	ESWAT	375
Cabal	325	Ninja Gaiden	350
Double Dragon	225	Robocop	325
Double Dragon 3 (kit)	695	Rastan	195
Galaga	175	Silkworms	195
Golden Axe	475	Sly Spy	375
Heavy Barrel	325	Street Smart	350
Dragon Breed	325	UN Squadron (kit)	725
Fighting Hawk	325	1941	575
R-Type II	325	1942	225
Commando	75	Vigilante	150
Kung Fu Master	75	Final Fight	950
Champ. Wrestlers (kit)	575	Shadow Dancer (kit)	575
Raiden	725	Sky Soldiers	350

WANTED:
Tetris, A-Jax, Main Event, Dynasty War

UNITED SYSTEMS

– SYSTEMS TO YOUR SOLUTION –
P.O. Box 720229 • Houston, Texas 77272
(713) 933-3986
FAX #: 713-933-1330

AT LAST...AN AFFORDABLE COMPUTER PROGRAM!

GAMESTAR

Now YOU can enjoy the benefits of ROUTE MANAGEMENT PROGRAM! Save hundreds of hours in labor each year. Increase accuracy and productivity with computerized route slips and sales reports. Monthly commissions are a snap with the automatic statement printout. No special training is needed... simple, easy-to-use and comprehensive!

- ★ Daily Route Slips
- ★ Route & InventoryControl
- ★ Sales History-Monthly
- ★ Commissions Calibrated
- ★ Completely Menu-Driven
- ★ Easy to Install & Use
- ★ IBM or Compatible

ONLY
$99.95

ALSO AVAILABLE NOW IS
VENDSTAR
FOR SODA & SNACK MACHINES

Please specify disk size needed. Send check or money order to us today:

VENDSTAR SOFTWARE

P.O. Box 3396 • Humble, TX 77347 ... *or call us at* **(713) 540-6556**

★ VISA & MASTERCARD ACCEPTED ★

ORIGINAL WING LUCKY 8-LINE BOARDS

★ Skill Chance W-7
★ Bonus Chance W-8
★ Lucky 57
★ Lucky 55
★ Lucky 21-D
★ Lucky 75
★ Lucky 37
★ Lucky 90

ALL MODELS IN STOCK!

For Pricing & Shipping Info.:
CALL PAUL NOW:

(708) 259-7878
OR
FAX: 708-259-7726

REDEMPTION EQUIPMENT

Wedges & Ledges.....$6495
Pop-a-Ball.....2995
Poker Roll.....3495
Roll Down.....2495
Rebound.....795
Roosta-Shoota.....3295
Rock 'N Bowl.....2795
Fairground Attraction.....9895
Starburst.....3195

★ SEEBURG CD JUKEBOXES ★
$2500
★ KIDDIE RIDES ★
$900

VIDEO VEND, INC.

CALL DENNY OR CINDY AT:
(808) 842-5155
or FAX: 808-848-2748

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

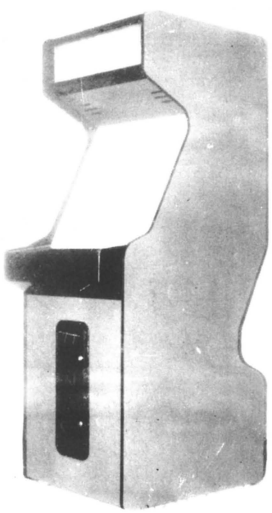
CALL NOW – JOIN OUR GROWING LIST OF SATISFIED CUSTOMERS!

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



VIDEO GAME PCBs AND KITS!

SEGA ROM BOARDS

$99 EACH:

★ Alien Syndrome
★ Altered Beast
★ Tough Turf

$295 EACH:

★ Michael Jackson Moonwalker
★ Alien Storm
★ Shadow Dancer

SEGA SYSTEM 18 MOTHER BOARD... $250

NEW KIT...
ATAXX $295

NEW KIT...
TURBO OUT RUN $495

OTHER KITS AVAILABLE!

USED PCB's:

1943 Part II	$295
Aliens	495
Altered Beast	295
Arkanoid w/sensor	150
Bad Dudes	295
Battle Lane Vol. 5	99
Blood Bros.	Call
Buster Bros.	495
Capcom Bowling	595
Combatribes	395
Crime Fighters	395
Dead Angle	199
Double Dragon III	495
ESWAT	395
Galaga	175
Gate of Doom	495
Gold Medalist	99
Ikari 3	200
Magic Sword	695
Main Event	99
Mission XX	99
Moonwalker	495
Pac-Mania	395
Perfect Billiards	250
Pit-Fighter	Call
Punk Shot	595
R-Type	199
Rastan	199
Renegade	150
Search and Rescue	199
Seicross	50
Silkworm	199
Sly Spy	395
Snow Bros.	395
Street Fighter	395
Street Smart	395
Super Champ. Baseball	250
Superman	395
TMNT	Call
Thunder Jaws	450
Thundercross	250
Two Crude	450
Wheel of Fortune	295

PLUS MANY MORE... PLEASE CALL!

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

NEW FACTORY KITS:

Streetfighter II.....Call
Taito Growl.....Call
Aurail.....$400
Leland Ataxx.....495
Ameridart.....395
Super Volleyball.....195
Vs. Dr. Mario.....295
Riverboat Poker Kit.....495
Namco's Dragon Sabre...Call
Combatribes.....599
Thunder Jaws.....595
Gate of Doom.....500
Leprechaun Bowl-O-Rama.Call
Majestic 12.....899
Atari Shuuz.....Call
Carrier Air Wing.....Call
Romstar One Slot Kit with or without game.....Call
Final Fight - still a good game.....Call
Rollergames.....Call
Update Capcom system games to MERCS...Closeout
Clutch Hitter Great Baseball by Sega.....Call
Batman.....Call
Ninja Kids.....Call
Race Drivin' Update.....Call
Used M.V.P. buy it during baseball for good ROI

SNK PAKS:

Super Spy, Cyberlip, Sengoku, League Bowling, Magician Lord, Nam 75, King of the Monsters, Top Players Golf.

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 II

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

★ WANTED ★

AFTERBURNER S/D
HANG ON S/D
Preferably in California
(213) 693-0370
(818) 788-6198

★ WANTED ★

MECHANICAL BULL
(309) 788-0135

KITS

★ ★ ★ ★ ★ ★ ★

Complete Factory and Used...
CALL FOR TITLES AND PRICES!

★ ★ ★ ★ ★ ★ ★

(214) 494-0180

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

GAMES UNLIMITED

(213) 737-1633
or FAX: 213-737-0706

EAGLE CO.,LTD

2-1-32 KUGAYAMA SUGINAMI-KU TOKYO JAPAN 168
PHONE: (03) 3331-7611 FAX: (03) 3331-7600

May 13, 1991

TO ALL CUSTOMERS OF EAGLE CO., LTD.

NOTICE ABOUT THE ATLANTIC & PACIFIC AMUSEMENT CORP. ADVERTISEMENT PUBLISHED IN THE MAY 1991 ISSUE OF REPLAY MAGAZINE (page 231):

It is much regret that Atlantic & Pacific Amusement Corp., 1428 North Broad Street, Hillside, NJ 07205-1639, and Max Hinkes, its President published such an advertisement without our knowledge and advance consent.

Our serious complaints and an official request for the necessary corrections of the advertisement by stating the true deals among us based upon the fact and also their apology for all troubles caused have been given to them.

In the meantime, we hereby announce our position clearly that there were no such joint statement nor agreement among Eagle Co., Ltd., J. Maruyama, Sr. Managing Director, and Atlantic & Pacific Amusement Corp., and Max Hinkes like their advertisement stated.

Taking this opportunity, we, Eagle Co., Ltd. and J. Maruyama deeply apologize for any inconveniences and confusions caused due to the said advertisement.

Thank you for your understanding and cooperation.

Sincerely,

EAGLE CO. LTD.

J. Maruyama, Sr. Managing Director

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

SUPERB QUALITY! **JUNE SPECIALS!** ***LOW PRICES!***

W-4 8-LINE KITS . . . $395 *Available with Skill Stop!*

PLUS OTHER 8-LINE KITS:

W-6, W-7, W-8, CHERRY MASTER AND EL DORADO . . .

PRICES START AT ONLY **$395**

★ We Buy & Sell Used Video Equipment.

★ We Take Trade-Ins.

★ Call today . . . it's TOLL FREE!

1-800-456-6882

★ ★ ★

GAMES OF TENNESSEE

1220 W. Jackson • Shelbyville, Tennessee 37160

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 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

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 PROPER 800#

(RePlay apologizes for the typographic error in the May '91 issue)

1-800-666-7776

LOOK FOR OUR MONTHLY ADS SCATTERED THROUGHOUT THE REPLAY BLUE PAGES. THANK YOU.

Preferred Plush

THE SECRET'S OUT...
Chances are good that the Plush you buy now came from us!!!

★ **Eliminate the middleman...buy direct from us & save $$$**

★ **We specialize in closeout toys...from 6" to 30"**

★ **We GUARANTEE the LOWEST PRICES**

★ **Don't forget our prepacks available for immediate delivery.**

CRANE BLOWOUT: All cranes filled with toys & route-ready!

★ Hollywood single with DBA	$1595.
★ Hollywood Jumbo with DBA	1995.
★ Grayhound Jr., Jumbo with DBA	1995.
★ Betson Double, Single	1695.
★ Challenger	900.

CALL BEFORE THEY'RE ALL GONE!!!

1-(818) 341-8000

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

★ ★ ★ 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

★ ★ ★ 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**
Bargain 8 Line: No coin mech/EEI dba/Color Monitor..... **1,475.00**

W-4 Kits	**365.00**
EEI DBA	**285.00**
Mars DBA	**345.00**
Empty Cabinets	**285.00**
Wells-Gardner Monitors 19″-13″	**235.00**
Yamate W-4 Boards	**295.00**
Yamate W-6 Boards	**345.00**
Wing W-7 Boards	**375.00**
Wing W-8 Boards	**400.00**
Lucky 8 Line Plexis 1 to 10	**35.00**
11-25	**30.00**
26 and up	**25.00**
12-amp Power Supplies	**29.95**
Meters	**ea. 4.50**
Shielded Isolation Transformer	**11.95**

Toggle Switches	**ea. $1.50**
Coin Buckets	**ea. 1.99**
Coin Mechs & Channels	**ea. 13.75**
Coin Tubes	**ea. 2.99**
8 Line Harnesses	**ea. 38.00**
Set of 6 Buttons w/Legends	**18.00**
Tommy Gates	**945.00**
Klopp Coin Counter	**650.00**
Omega 903 Keno	**900.00**
D-80 (IGT)	**850.00**
Riviera Pokers	**1150.00**
New Premier Car Hop	**2250.00**
Used Turbo Pokers	starting at **750.00**
New Pool Tables	starting at **1395.00**

CD/STORAGE BROWSER BOXES

Holds 70 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

REDEMPTION

Fantasy Island Rotary..$1550
Lotto-Fun - Tokens.....895
2-pl. Whac-a-Mole - TicketsCall
Draw Pokers Hi/Lo - Tokens695
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
201/793-0130 or 619/492-4000

★ WANTED ★ MECHANICAL BULL
(309) 788-0135

LEISURETIME ATTRACTIONS, INC.
Owners ★ Operators
★ Developers ★
Indoor Amusement Complexes
(914) 347-3777
10 Paulding St. • Elmsford, NY 10523

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

FOOSBALLS
Smooth white, 15¢ each.
Minimum order 100
(702) 387-8789

★ FOR SALE ★

Neo•Geo Kits.....Call
Alpha Mission 2.....Call
Sengoku.....Call
King of Monsters.....Call
Cyberlip.....Call
Ninja Combat.....Call
Riding Hero.....Call
Puzzled.....Call
Ghost Pilot.....Call
League Bowling.....Call
Super Spy.....Call
Nam 75.....Call
Air Buster.....$469
Snow Bros.....398
Dragon Breed.....350
Final Round.....399
Task Force Harrier.....389
ESWAT.....450
Golden Axe.....450
Thunder Jaws.....599
Ninja Gaiden.....369
Spy.....289
R-Type II.....369
Final Fight.....899
Street Fighter II.....Call
TMNT.....849
Double Dragon 3.....479
Combatribes.....489
Altered Beast.....289
Rastan.....250
Ghouls 'N Ghosts.....449
Blood Bros.....749
Lightning Fighters.....729
Moonwalker.....539
Magic Sword.....750
Growl.....Call
Hippodrome.....450
Crime Fighter.....299
Spy.....239
Shinobi.....299
Toki.....495
Truxton.....395
Assault.....395
Double Dragon.....179
WWF.....539
Haleys Comet.....295
Stryder.....495
Caveman Ninja.....Call
Raiden.....775
Pit Fighter.....795

CALIFORNIA GAMES, INC.
(714) 949-3499
Fax: 714-629-4090
Call Us! We Have The Best Prices!!

30 Money Back Guarantee

DARTS

ARACHNID
ENGLISH MARK DARTS

★ 4500 . . . . . $395
LIMITED NUMBER—
LAST CHANCE AT A DART UNDER 4 BILLS!

★ 6000 . . . . . $1075
TOP DARTERS WANT THIS ONE!

4500 W/Crick-Kit -
SORRY. . . THEY'RE ALL GONE.
THANKS FOR THE GREAT RESPONSE!

JIM STANSFIELD VENDING, INC.
LaCrosse, Wisconsin
(608) 782-7181
OR, FAX MAX FOR FACTS:
608-785-7016

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

$ AHORRE

ATENCION MEXICO

$ AHORRE

AHORA PUEDEN COMPRAR MONITORES DE COLOR

DIRECTO DE FABRICA!

9″ ★ 13″ ★ 19″ ★ 25″ ★ 27″

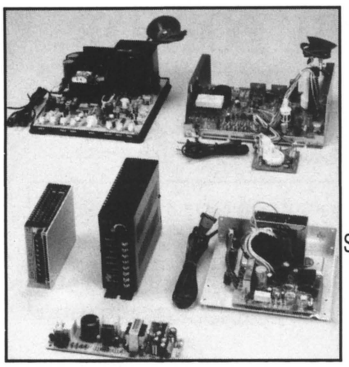
SHARP IMAGE
ELECTRONICS, INC.

"DONDE SU IMPORTACIÓN ES FACIL Y ECONOMICO"

Telephone (818) 341-8000 ★ Fax: 818-341-8144

VIDEO GAME PARTS...

CONTACT US FOR DETAILS ON THESE & OTHER PRODUCTS



PAO YUN ELECTRONICS CO., LTD.

2nd Floor, No. 3, Alley 2,
Lane 47, Sec. 2,
Suh Chuan Rd., Pan Chino 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

"JAMAICA"

We have just signed a **5 YEAR** contract to operate **SLOT MACHINES**

IN: 2 MAJOR TRUST 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)

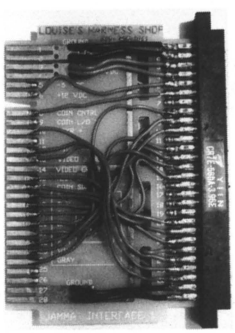
GOLD KEY SYSTEMS INC.
Orlando, FL

Tel.: (407) 246-1883
Fax: (407) 246-1886

Mr. Thomas

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

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

ASK FOR BOBBY, ROBERT OR RUDY TODAY!

★ *FREE DELIVERY AVAILABLE NOW* ★

LUCKY 8-LINE BOARDS & KITS:

THE HOTTEST GAMES:

- ★ W-4
- ★ W-7
- ★ W8
- ★ JUMBO

CABINET STYLES:

- ★ 19″ UPRIGHTS
- ★ 13″MINI UPRIGHTS
- ★ COUNTERTOPS
- ★ SITDOWNS

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

We Pay Cash or Will Trade For Any Coin-Op Equipment

GLASSES: 13″ or 19″

- ★ LUCKY 8-LINE
- ★ CHERRY BONUS
- ★ CHERRY MASTER

$35.00

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:

Rock-Ola 474.....$475	Rowe R-92 Combo...$2400	PlayChoice 10.....875
Rock-Ola 478.....500	Kramer High Speed....800	Pinballs.....Call
Rock-Ola 480.....675	Grayhound 5-in-1.....800	Drews Tiger Paw.....900
Rock-Ola 484.....725	Jackpot Bonus.....900	Grayhound Crane.....900
Rock-Ola 488.....825	Top Draw.....950	Big Choice Trip.....1300
Rowe R-82.....600	Dynamo Foosball.....550	Push.....Call
Rowe R-87.....1145	Clean Sweep Crane...1095	Pool Tables (all brands).900
Rowe R-90.....1625	Omega.....800	Rene Pierre
Rowe R-91.....1945	GTI.....1100	(recond. foosballs)...600
Rowe R-92.....2250	Cocktail Games.....Call	

TRADE-INS ARE WELCOME!

COMPLETE GAMES

APB	$795
Arkanoid	395
Boot Camp	395
Buggy Challenge (s/d)	495
Contra	395
Demolition Derby	695
Devastators	495
Double Dragon	495
ESWAT	495
Gauntlet II	395
Heavy Barrel	495
Hogan's Alley	195
Ikari Warrior	395
Kung Fu Master	395
Paperboy	895
Pole Position II	695
Road Blaster	895
Spy Hunter (s/d)	495
F-14 (pin)	495
Super Dodge Ball	395
Super Sprint	895
Tecmo Knight	695
Top Gunner	295
Vs. Baseball	395
Xenophobe	795
Xybots	795
1942	395
720°	995
Big Guns (pin)	795
Gold Wings (pin)	595

PLEASURE TIME
(213) 470-4711

Have You Seen The Incredible

T.V./8-LINE SYSTEM?

★

Call Us Now For Details!

★

TEKBILT, INC.
1-800-666-7776

USED EQUIPMENT ★ SALE ★

VIDEOS:

1942	$475
Arkanoid	550
Centipede Mini (ded.)	395
Commando	695
Galaga	595
Gauntlet II	595
Karate Champ	350
Main Event	595
Mania Challenge	295
Pole Position II	850
Sente Hat Trick	495
Sente Mini Golf	495

PINBALLS:

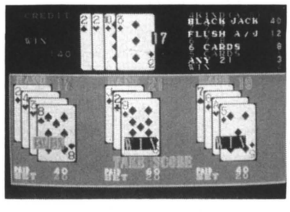
High Speed	$795
Pinbot	895

MISCELLANEOUS:

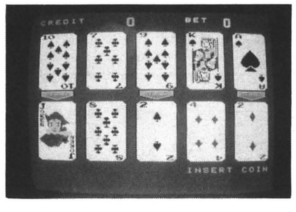
Dynamo Air Hockey	$1795
Dynamo Foosball	595
Fisher Bumper Pool	450
Skee Ball 13' w/tickets	1295
Cigarette 21 Brand	275
Valley 4' x 8' Push Chute	995

QUARTERS VENDING
Cincinnati, Ohio
(513) 851-9287
(513) 521-1119

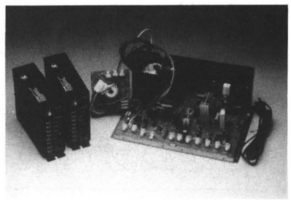
MAJOR SUPPLIER of VIDEO GAMES



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!

CHANG YU ELECTRONIC COMPANY LTD.
No. 25, Lane 48, Tung An Rd., Taiwan, R.O.C.
TEL: (06) 235-6797 • FAX: 886-6-2347077

FACTORY DISTRIBUTORS FOR:

DEDICATED GAMES:

NAMCO: Final Lap 2, Steel Gunner,
SEGA: Hologram, Rad Mobile
KONAMI: The Simpsons
LELAND: Brute Force, 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
TAITO: Ninja Kids, Hot Trick Hero
ROMSTAR: Neo-Geo kit
TECMO: Strato Fighter
KONAMI: Roller Games
LELAND: Ataxx, Brute Force
AMER. TECHNOS: WF Wrestlefest
AMER. SAMMY: Spinal Breakers
STRATA: Bowling, Hot Shots Tennis
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

"SUPERDERBY II©"

NEW



NOW-COMBINATION BETS
BET ON 1st & 2nd PLACE!

Replace your Quarter-Horse P.C. Board *Only!*

Attn: PUERTO RICO

RACETRACK EXACTA BETS:

- Bet to Win, Horses names displayed!
- Random trifecta coming soon!
- Reported earnings of **$1000**/week!
- Quarterhorse **income**. . . the way it used to be!

Attn: EUROPE

Attn: JAMAICA & TRINIDAD

Attn: MALTA

GOLD KEY SYSTEMS, INC.
Orlando, Florida

Tel.: (407) 246-1883 • Fax: 407-246-1886

Attn: GREECE

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.

CONSULTING, SPACE PLANNING AND DESIGN SERVICES AVAILABLE!

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!

MOST ITEMS IN STOCK & READY FOR DELIVERY!

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!

★ We also **BUY** used redemption equipment!

★ **FINANCING AVAILABLE!** *Call us now for details.*

★ We also have used kits, upright video games, pinballs, jukeboxes and other "miscellaneous" equipment for sale continuously. . . *call for complete list and prices.*

★ We are the authorized Southern California distributor for **TORNADO SOCCER TABLES!**

★ Consulting, space planning and design services available!

INDEX OF ADVERTISERS

A.L.D. ..... ruler toss-in
AMOA ..... pg. 114
Acces Entertainment 127
Acme Premium Supply 43
Allstar Music 60
Alter Enterprises 10
American Technos 125
Arachnid 142
Atari ..... cover 4
Atlantic & Pacific 139
Bally Midway ..... cover 3, 5
Baton Lock & Hardware 133
Betson Enterprises 103
Bob's Space Racers 72
Bonita Marie 46
Bromley Inc. 109-110
CD Jukebox Kit Co. 57-58
CPC Services 130
Capcom U.S.A. 20-22, 45
Clever Devices 155
Coastal Amusements 17
Coin Concepts 24
CoinTek 61
Data East 18-19
Deltronic Labs 101
Design Plus Industries 54
Deutsche Wurlitzer GmbH 25
Dynamo 11
Eagle Company 134-135
Entron Enterprises 155
Grayhound Electronics 120-121
Great Lakes Dart Distributors 90
Happ Controls 94
Hecon Corp. 93
Hoffman & Hoffman 26
I.C.E. 12
Imagination Leisure 95
Impressment Plus 112
Irem 91
Jaleco 7, 87-88
Kiddie Rides & More 126
Kiddie Rides U.S.A. 148
King Plush 85
Konami 39-40
Laramie Interests 117
Leland Corporation 15
Loewen-America/NSM-Lions 53
Maggi 131
Henry W.T. Mali Co. 154
Mayoni 154
Merit Industries 47
Micro Manufacturing 73
MicroProse Games 99
Namco 83
Nintendo 75-76
PMI 69
Pioneer Laser Entertainment 63
Playfair Shuffleboard 108
Pop-a-Shot 72
Premier Technology ..... cover 2
Joe Robbins Consultants 42
Romstar 50-51
Rosette 81
Rowe International 35, 113
SNK Corporation 32-33
Sega Enterprises 9
Smart Industries 55
Space Age Electronics 37
Stella 107
T.O.P ..... toss-in flyer
Taito 104
Tecmo 97
Van Brook of Lexington 46
Van Sickle & Co. 108
Vari-Tech 29
Roger Williams Mint 96
Yamate 65, 151

★ 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

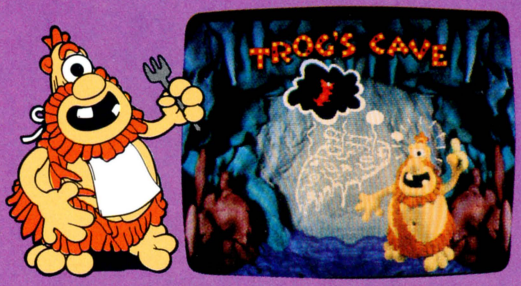
1-800-666-7776

TROG™

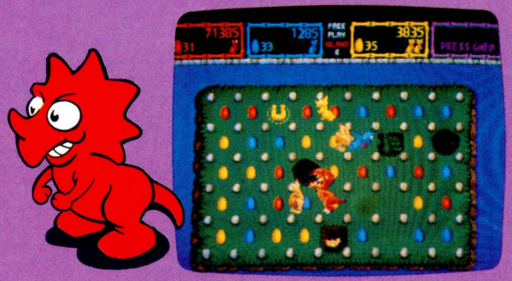
IN PLAYmation!™

This video really rocks!





VIDEO COMES ALIVE. See the PLAYmation® difference on the screen and in the cashbox.



DON'T GET MAD...GET EVEN. Dinos take the offensive as they transform into TROG-devouring "T-Rex" and rack up player points and operator earnings.



KEEP 'EM SMOKIN'. Three bonus waves assures the return of players and profits.



IT'S OK TO GLOAT. Players are rewarded on screen as their triumphant PLAYmation Dino takes a bow.

Operator-adjustable for 1-4 players, each TROG kit is JAMMA compatible and includes a custom control panel kit, color-coordinated joysticks and buttons plus side panel and header art featuring fantastic Midway graphics.

TROG makes every other video look positively Stone Age! Featuring Midway's exclusive PLAYmation, Trog's new digitized animation system makes video screens pop!

It's survival of the fastest in the Land of Og when players journey over 49 islands in an attempt to steer their dinos clear of the hungry, one-eyed caveman **TROG**.

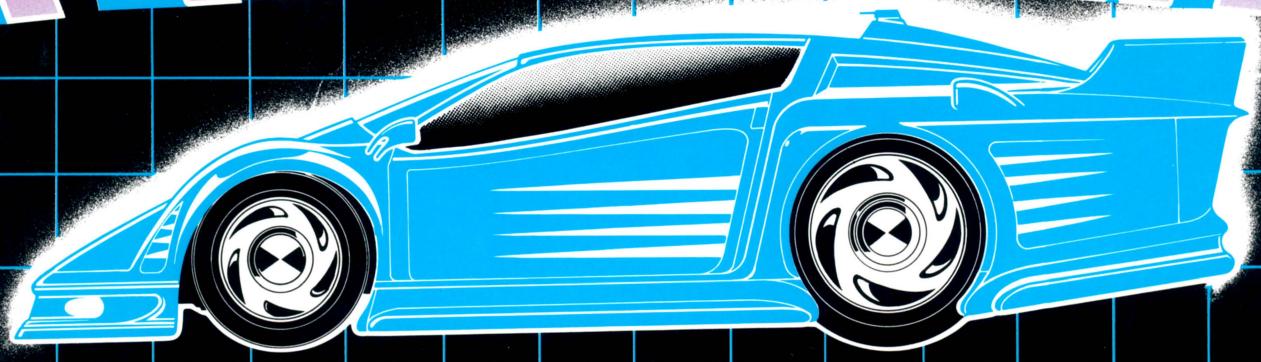
With fast-paced, colorful characters in PLAYmation, Midway's new strategy maze game is a video with universal appeal. It's video evolution that's really rockin' with profits!

MIDWAY™

©1991 Midway Manufacturing Company • 3401 N. California Ave. Chicago, IL 60618 • (312) 267-2240

A subsidiary of WMS Industries Inc.

Race Drivin' PANORAMA™



Get a wide-angle view from the industry's first driving simulator!

Standard equipment includes:

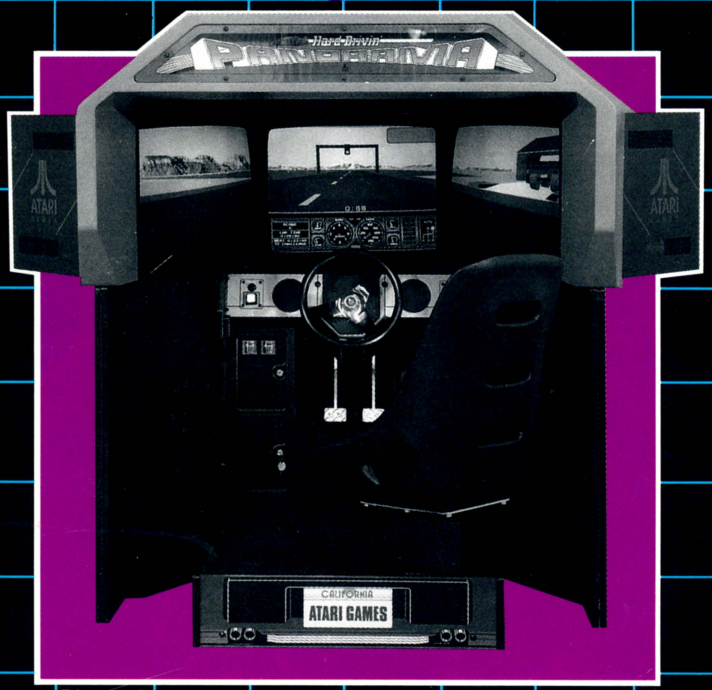
- ▲ Three twenty-five inch monitors
- ▲ Center-feel steering with continuous force feedback
- ▲ Adjustable swivel seat
- ▲ Gas, brake and clutch pedals
- ▲ Four-speed stick shift with reverse
- ▲ Authentic ignition key start switch
- ▲ Real-time video graphics

Five competitive tracks:

- ▲ New Stock Car race track features intense interaction and rivalry with the computer-controlled cars
- ▲ Race Drivin's super stunt and autocross tracks
- ▲ The original speed and stunt tracks from Hard Drivin'

Software features:

- ▲ Choice of four different high-performance sports cars
- ▲ Functional rearview mirror
- ▲ Instant replay of crash sequences



Dimensions:

Height: 67.00	inches; 170 cm	Depth: 62.3	inches; 158 cm
Width: 81.5	inches; 207 cm	Weight: 1125	pounds; 510 kg

Race Drivin' Panorama includes all of the driving game innovations that made Hard Drivin' and Race Drivin' the industry's only true driving simulation games, plus a wide-angle view of the video world and a new competitive stock car track.

Race Drivin' Panorama has been designed to be a major attraction piece. The dynamic and colorful cabinet will attract race drivers of all ages.

When seated behind the wheel of Race Drivin' Panorama, the player will find himself almost completely enclosed within the game. To enhance the driving simulation, the three monitors together display a sweeping 170-degree view that provides driving realism never before available in the amusement industry!

Race Drivin' Panorama might look like an arcade attraction piece but it drives like a real car.

Take a test drive at your Atari Games distributor showroom today!

ATARI® GAMES

Atari Games Corporation 675 Sycamore Drive P. O. Box 361110 Milpitas, California 95035-1110 (408) 434 3700

© 1991 Atari Games Corporation. All rights reserved.