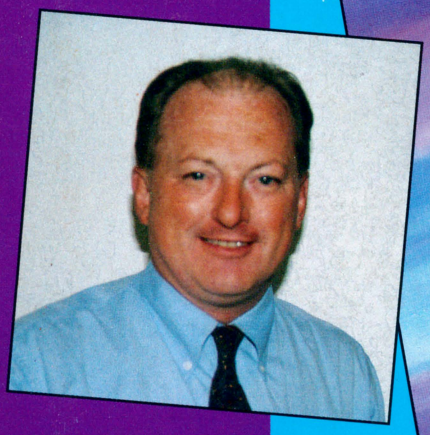
september 1992

RePlay

window on the world of coin-op entertainment







Arachnid & *Galaxy* darts — taking operators into the future with modem-linked system

SUPER MARIO BROS.®

Nintendo®

THE HIT VIDEO GAME COMES TO PINBALL!!!

INTRODUCING Gottlieb's NEW DOT MATRIX DISPLAY!

PINBALL FUN FOR ALL AGES!



Gottlieb®

MARIO MANIA COMES TO PINBALL!!!

BOLD GRAPHIC, LIGHT & SOUND SPECTACULAR!

SUPER HIGH EARNINGS & RELIABILITY!

Height: 78" (198cm) • Height with Lightbox Folded: 55" (140cm) • Width: 27" (69cm) • Depth: 52" (132cm) • Weight: 282 lbs. (128 kg)

TM AND © 1992 NINTENDO. ALL RIGHTS RESERVED.
© 1992 PREMIER TECHNOLOGY. ALL RIGHTS RESERVED.



AMOA I.F.P.A. AMUSEMENT AND MUSIC OPERATORS ASSOCIATION INTERNATIONAL FLIPPER PINBALL ASSOCIATION

Official Nintendo Licensed Product™

HOT OFF THE PRESS!

AA BUYS ROCK-OLA — Reliable sources have confirmed that nostalgia jukebox maker **Antique Apparatus** (Torrance, Calif.) has signed an agreement with Chicago's **Rock-Ola Mfg. Corp.** to acquire Rock-Ola's music assets along with all rights to the Rock-Ola name. (Rock-Ola's vending machine division is not involved in the deal.) AA prexy **Glenn Streeter** will enter the contemporary coin-op jukebox market under the Rock-Ola name with a brand new CD model at next month's AMOA Expo. The current Rock-Ola distributor network is expected to remain in place, but plans for current plant and employees were unknown at presstime.

Rock-Ola Mfg. Corp. dates back to 1927 when founder (and still chairman) **David C. Rockola** designed and built coin-op scales. Pingames followed, and the first Rock-Ola jukebox appeared in 1934. Snazzy models like the *Luxury Light-Up,* the *Rocket* and the *Spectravox* followed. While many competitors came and went, Rock-Ola remained one of the world's top jukebox factories for the next 20 years. (To this day, it's said that in some parts of the globe, the word "Rock-Ola" is actually used instead of "jukebox.") In addition, the company always bore the imprint of its vigorous, hardworking founder (now age 94), followed by his justly proud heir, company president Donald Rockola.

Rock-Ola Mfg. finally produced its own CD jukebox a couple of years back, but clearly was running behind the field and had been ailing financially in recent years. Various interested parties had made overtures to buy Rock-Ola. However, Glenn Streeter's offer won the day, and it is expected that this quality manufacturer of replica 1940s music machines will treat the Rock-Ola name with all the fondness and respect that a great American tradition deserves. More information in our next issue.

KAUFMAN & GREENE TO PREMIER — Trade vet **Steve Kaufman** has joined Premier Technology as Executive VP of Sales. With over 25 years' industry experience, Steve's previous post was Exec VP at Konami, Inc. Also joining Premier is **L.J. Greene,** as marketing manager. She resigned a similar post at Williams to make the move. Premier prexy **Gil Pollock** said the two appointments gave the firm a "newly revived focus on sales and marketing" for stronger global distribution and fresh product insights.

SEGA ARCADES — Sega Enterprises is reentering the U.S. arcade biz. In 1990, Sega sold its arcade operations to Edison Bros. Mall Entertainment, but now they're back with Scotty's Golf Park, a family entertainment center which opened in Dallas this June. Sega reportedly plans to open several more game centers in the next year (they have been on a major arcade-building program in Japan, too).

ALL-TIME BEST-SELLER — Williams Bally-Midway proudly notes that ***The Addams Family*** pinball has become the "all-time best-seller" among modern-era flipper games (i.e. since World War II). The previous record-holder was Bally's 1977 *8-Ball* (the first solid-state game with memory and recall) which chalked up some 20,000 units sold. Congratulations, Midway! By the way, sources at WMS say there is "no truth" to rumors they're downsizing their U.S. distributor network.

FLIPPIN' OUT — the PAPA III International Pinball Championships will run Feb. 5-7 at a midtown NYC hotel. **Steve Epstein,** prexy of the Professional and Amateur Pinball Assn. (PAPA) says the three-day flipout will feature a menu of mini-tournaments in addition to four divisions of single play and two tiers of doubles. There'll also be Pressure Point (one ball) bouts, two minute drills, Zen pinball and scotch doubles. More news to come.

PUBLISHER'S NOTE — If any reader, be he a manufacturer, dealer or operator, finds **any** illegal product advertised in any of our Blue Pages ads, we would very much like to learn about it via phone, fax or letter. We are trying to be scrupulously careful back there and could always use a little help.

RePlay

the Players' Choice

SEPTEMBER 1992

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

best upright videos

		MODEL/MANUFACTURER	RATING	DIST.
●	1	**STREET FIGHTER II: CE+ (Capcom) (5)**	**9.70**	**94%**
●	2	MORTAL KOMBAT (Williams) (1)	9.04	18%
●	3	TERMINATOR 2 (Midway) (10)	8.74	58%
	4	SUNSET RIDERS+ (Konami) (11)	7.65	39%
●	5	CAPTAIN AMERICA+ (Data East) (11)	7.20	59%
	6	TURBO OUT RUN+★ (Sega) (28)	7.17	43%
	7	DOUBLE AXLE★ (Taito) (11)	7.14	29%
	8	STEEL GUNNER+ (Namco) (13)	7.00	15%
	9	SUPER HIGH IMPACT (Midway) (10)	6.91	37%
	10	SPACE GUN (Taito) (21)	6.90	16%

+ indicates game was produced in both dedicated & software forms
★ indicates game was also produced in deluxe form

best deluxe videos

(sitdowns, cockpits, arcade attractions)

●	1	**X-MEN★ (Konami) (5)**	**8.97**	**55%**
●	2	STEEL TALONS (Atari) (12)	8.44	25%
	3	RACE DRIVIN'★ (Atari) (23)	8.37	40%
	4	FINAL LAP 2 (Namco) (16)	8.21	15%
	5	HARD DRIVIN'★ (Atari) (42)	7.67	35%
	6	RAD MOBILE★ (Sega) (10)	7.63	15%
	7	ROAD RIOT+ (Atari) (14)	7.52	49%
	8	G-LOC★ (Sega) (23)	7.12	20%
	9	CISCO HEAT★ (Jaleco) (12)	7.11	14%
	10	GALAXY FORCE (Sega) (26)	7.07	12%

★ indicates game was produced in upright form

best new videos

●	1	MOTO FRENZY [del. s/d] (Atari)	8.50

best video software

		MODEL/MANUFACTURER	RATING	DIST.
●	1	**WORLD HEROES [S] (SNK) (1)**	**8.90**	**24%**
	2	STREET FIGHTER II [H] (Capcom)(18)	8.88	90%
●	3	AERO FIGHTERS [V] (McO'River) (3)	8.14	23%
●	4	KING OF MONSTERS 2 [S] (SNK) (3)	7.71	22%
	5	WRESTLEFEST [H] (Technos) (12)	7.64	61%
●	6	FATAL FURY [S] (SNK) (8)	7.50	67%
●	7	G.I. JOE [H] (Konami) (3)	7.17	14%
	8	RAIDEN [V] (Fabtek) (25)	7.14	34%
●	9	RIM ROCKIN' B-BALL [H] (Strata) (8)	7.14	29%
●	10	UNDERCOVER COPS [H] (Irem) (1)	7.14	6%
●	11	KNIGHTS OF ROUND [H] (Capcom) (5)	7.00	22%
	12	KING OF DRAGONS [S] (Romstar) (7)	7.00	14%
●	13	TOTAL CARNAGE [H] (Midway) (5)	6.96	20%
	14	BASEBALL STARS 2 [S] (SNK) (5)	6.95	34%
	15	CLUTCH HITTER [H] (Sega) (15)	6.94	29%
●	16	STEEL GUNNER 2 [R] (Namco) (4)	6.93	11%
●	17	SUPER BASEBALL 2020 [S] (SNK) (12)	6.88	33%
●	18	MUTATION NATION [S] (SNK) (6)	6.83	24%
●	19	NINJA COMMANDO [S] (SNK) (3)	6.81	17%
●	20	ROBO ARMY [S] (SNK) (7)	6.67	17%

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

top pinballs

●	1	**ADDAMS FAMILY (Midway) (6)**	**9.38**	**83%**
	2	TERMINATOR 2 (Williams) (14)	8.75	79%
●	3	LETHAL WEAPON 3 (Data East) (2)	8.73	37%
●	4	GETAWAY (Williams) (5)	8.37	48%
	5	FUN HOUSE (Williams) (21)	7.97	82%
●	6	SUPER MARIO BROS. (Gott./Prem.) (4)	7.91	21%
	7	THE MACHINE (Williams) (17)	7.90	46%
	8	BATMAN (Data East) (10)	7.53	28%
	9	HURRICANE (Williams) (6)	7.39	41%
●	10	HOOK (Data East) (6)	7.14	41%

● *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.*

OPERATION GUNBUSTER

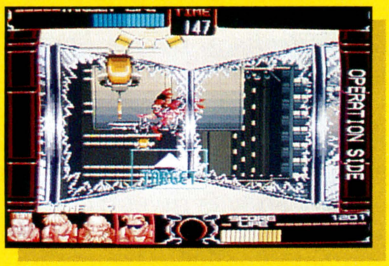
New Interactive Battle Game in 3D! Who will be the hunter, and who the hunted? Incredible shooting power!

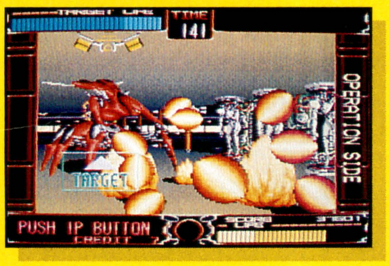
Hunt down enemies in hiding in a breathtaking gun fight steeped in the chilling tension of battle. Go on the attack, or take to defense. *Operation GunBuster* is a ground-breaking strategic 3D shooting game that allows players to shoot each other. Unlike ordinary games in which players compete for high scores, *Operation GunBuster* is a battle game, the likes of which have never been seen before. Players actually shoot it out on screen to see who lives and dies - pure realism! Players use a joystick to move about, lie in wait, or fire and flee. Players choose their own fighting styles and can go it alone, or team up in pairs. Players may also opt to take on the computer, gradually working their way through 13 successively difficult and magnificent battle rounds. Even two players can team up to challenge the computer, each taking on a different character role. Whatever the mode of play, players can meaningfully open up new horizons for endless thrills and maximum satisfaction.

1P vs 1P **2P vs 1P** **2P vs 2P**	Victory is yours when your opponent's life meter reaches "0". Win two out of three battles to be a grand winner. Players may not join in once play has started.

1P vs CPU **2P vs CPU**	Clear each round by defeating its boss within the time limit. Players may join in during play.









- **Cabinet Dimensions: 71-13/16"(H) x 48-3/4"(W) x 41-1/2"(D)**
- **Control panel is completely removable for installation through standard-sized doorway - reduces cabinet depth to 31-5/8"(D).**

Operation GunBuster and GunBuster are trademarks of Taito Corporation. ©1992 Taito Corporation. All Rights Reserved.

TAITO™

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

Printed in the U.S.A.

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

September 1992
Volume XVII, No. 12

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

Modem-linked dart games are up and running! Operators of Arachnid's 'Galaxy Darts' received communications software this summer, enabling the games to send league data over the phone, automatically, from location to the operator's computer. Modem capability is a key component in Arachnid's "League Master System" which computerizes league administration and saves the operator time, effort and money. It also means less work & more fun for players. Inside this issue, we report full details including first-hand accounts from operators using the system. On the cover are Arachnid prexy Bill Ward, sales VP Marcio Bonilla and marketing VP Sam Zammuto with their 'Galaxy' game.

RePlay Magazine, Sept. 1992, Vol. XVII, No. 12. RePlay is published monthly by RePlay Publishing, Inc., P.O. Box 2550, Woodland Hills, CA 91365. Subscription rates (all mailed by Priority Mail): United States: U.S.$60.00; Canada and Mexico: U.S.$80.00 per year (Canadian currency: $100.00). 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 1992 under the Universal Copyright Convention. All rights reserved.

EDITORIAL

Hey, Mr. Operator! Have any plans for Oct. 1-3? Maybe you're a one- or two-man company, and you'll be taking care of service calls like always. If you've got somebody to watch the phones, perhaps you plan to take a long fishing weekend. Or visit your in-laws. Or get a headstart celebrating the 500th anniversary of Columbus's discovery of America. Well, AMOA has a far better idea. Why not take advantage of those cheap airfares and attend their 1992 AMOA Expo in Nashville, Tenn.?

We have a message for those operators who normally only go to fall distributor shows. Yes, many dealers are major-leaguers. . . but a national trade show is the "World Series" of coin-op events. At Expo, you'll see a range of product that no distributor can possibly duplicate. You'll have educational opportunities galore. You'll have a chance to meet fellow operators and learn from them. Most important, you'll truly get to see, touch, taste and breathe what your industry is all about.

AMOA's Expo always draws a fine crowd. Last year, they pulled in 3,705 members and 669 non-members in all categories, plus exhibitors. But there's always room for more, especially you small operators, fresh faces and non-members. The truth is, it's very cheap to join AMOA. For $175, you get company membership, plus two free passes to Expo and many other benefits. Under the circumstances, it makes a lot more sense to join up, instead of paying $150 per person for Expo tickets at the door. We can't fathom why hundreds of people bought tickets — not memberships — last year.

If 1992 is your first time to attend an Expo, you may be overwhelmed by the sheer size, noise and color of the AMOA show. Don't worry, everybody is awestruck at first. Just plan sensibly and you'll do fine. Some operators like to make a quick run-thru of the huge exhibit floor on Day One, then come back for more details at select booths on Days Two and Three. Others divide the exhibit floor and "assign" seminars to different company members. The key is to pace yourself, remember to enjoy it, and don't expect to "get" everything your first time out. Whatever you get from Expo, it will be worth it, and you'll get more out of it with each passing year. This grand event on the industry calendar is just about a month off, so you still have a bit of time to make your plans. The fishing hole, Columbus, and your in-laws will wait.

— Marcus Webb

MORTAL KOMBAT™



SO REAL IT HURTS!

USA 1992

Proudly Supporting America's Best

36 USC 380

MIDWAY®

Midway Manufacturing Company

A subsidiary of WMS Industries Inc.

3401 N. California Ave., Chicago, IL 60618 (312) 267-2240, Fax (312) 267-8435

©1992 Midway Manufacturing Company

INSIDE

SEPTEMBER 1992

SPECIAL ARTICLES

COPYWAR GOES GLOBAL

Beyond U.S. borders, AAMA is hiring itself out to help Japanese factories stop video game counterfeiters around the globe. So far this set-up is working well for Capcom and Video Systems. Now AAMA wants to run a JAMMA-funded "enforcement empire" of permanent offices in Europe, Asia and Latin America. . . . . pg. 29

NINTENDO'S OUT; SEEBURG'S BACK

Nintendo formally exited the coin-op market at a distributor meeting, although they'll keep supporting existing hardware and selling new software (some supplied by other parties) through their parts department. Meanwhile, Seeburg is back with a brand-new CD jukebox featuring 720 CD selections. Two stories. . . . . pg. 43

MEXPO III

Sales were up 50% over last year at the third annual Mexico City show, sponsored as always by AAMA. Exhibits, visitors, confidence and optimism were up, too. With a North American free trade agreement in the wings, this market is looking better all the time. . . . . pg. 59

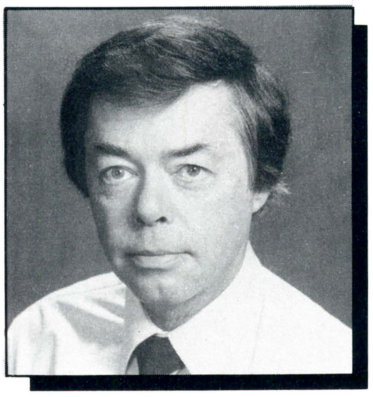
AMOA'S PAST PRESIDENTS

Out of office, but still influential: Dick Hawkins, Clyde Knupp, Jack Kerner and Jim Trucano discuss their own presidential terms, AMOA's strengths and weaknesses, the industry's current prospects, and the future of operating. . . . . pg. 73

REGULAR FEATURES

AMOA MUSIC CHART. 147
BOB RONDEAU. 105
BIG TICKET. 109
BUYERS' BULLETIN. 149
COVER STORY. 94
DATEBOOK 148
FRANK TALK. 118
GRAPEVINE 143
JAPANESE CHART. 124
LEGAL QUESTIONS. 141
NEWS DIGEST. 13
NEW PRODUCTS. 137
ON YOUR MARK. 26
TECHNICAL TIPS. 67
TOURNAMENT NEWS. 125
VIEWPOINTS 10
VITAL TITLES. 71

PUBLISHER



The words "humor" and "human" spring from the latin "humus" (which is pretty funny in itself considering that's also the name of a fertilizer). As human beings, we are imperfect creatures. We all mess up now and again or get messed up by someone else. Those are life's terms, and you can either accept the fact that life's pavement has cracks and potholes in it or spend an unhappy existence pretending otherwise. It's like the case of the two New York cabbies stuck in gridlock at 57th & Seventh: one's losing his mind trying to weave through the tangle of bumper-to bumper steel while the other sits back in a catatonic state wondering what toothpaste Marilyn Quayle uses (as the meter's ticking). Both get to their destinations at the same time.

One of the greatest philosophies of life appeared on a New York subway ad next to the spray-painted "Vito Rules!" (something I should tell George Bush about). The ad said: "When you're down to your last dollar, spend 50¢ on a loaf of bread and feed your body and the other 50¢ on a bouquet of flowers and feed your soul." A translation for our industry might be: "When you're down to your last $20,000, spend half on a new arcade attraction and feed your arcade and the rest on dinner for two in Tokyo celebrating your acquisition."

Okay, I like to take time out from all this "serious purpose" to grin a little at the human side of the business. I love the story of the route guy who came into a Jersey one-stop with a CD set-up list. Half the albums were country, but the joint was a bucket of blood in Hoboken. "Who made this list up?" asked the one-stop guy. "Their new barmaid; she just moved up from Memphis," said the other. This supposedly happened.

Just this morning, I was opening the subscription renewal mail and spotted one from California that was practically chewed in half. Handwritten was the explanation: "Sorry, my dog ate the other part." Luckily, rex missed the check. I also like the letter from a "newcomer" asking us for a list of every arcade game ever made "as well as description of some that haven't been made yet." Enough for now. Let's pick up in Nashville where sharing the lighter side of the business should be half the reason we go to the convention anyway. See you there?

— Ed Adlum

Enter a world of legends.
Heroes.
Magic.
And profits.

Golden Axe. The Revenge of Death-Adder.™ Only from SEGA.

Transport your players into a world of medieval legend. Spectacular magic. And supreme danger.

SEGA's unique System 32 delivers extraordinary realism for up to four players at once. Unlimited excitement for them. Unlimited profits for you.

Golden Axe. The Revenge of Death-Adder. Only from SEGA. Contact us today.







SEGA™

SEGA Enterprises, Inc. (U.S.A.) • 2149 Paragon Drive • San Jose, CA 95131 • Telephone: (408) 435-0201 • FAX: (408) 435-0294

SEGA and Golden Axe are trademarks of SEGA Enterprises, Ltd.

VIEWPOINTS

VIOLENCE IN VIDEO GAMES

Dear RePlay:

We feel compelled to protest the new levels of graphic violence, fighting and gore that the latest video games have featured. We find these games to be counterproductive to the image of our industry and certainly not in the best interest of our youthful clientele. In a letter to AAMA in 1989 we protested this trend. However, instead of having the positive effect of reducing aggression, the violent realism has continued to escalate.

We refuse to buy and use these controversial games in the hope that our message will get through to our game manufacturers. Even though we can be hurt financially by taking this stand, we accept that eventuality. Additionally, we have received a significant number of complaints from parents, customers, employees, relatives and friends about the prevalence of fighting games and the increase in the violent and inappropriate themes. The use of these games is indefensible. We fear the repercussions these games are sure to cause our industry.

It is time to develop non-violent games based on previously successful themes with updated, exciting graphics and software. We are now seeing entire families in our game rooms. Many family members do not wish to play video games with such aggressive themes. Although sex and violence are pervasive in the entertainment industry, it does not have to be that way in our industry where children are still our mainstream customer.

It is time to do our own policing before others do it for us!

Sincerely,
Tom McAuliffe & Frank Ash
Champions Amusement Centers
Bala Cynwyd, Pennsylvania

Dear RePlay:

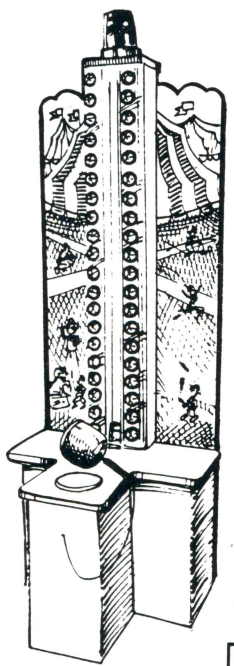
I've been involved with this business since 1979 and have noticed a strange paradox about the arcades. On one side, we have our redemption equipment which appeals to families and younger children. On the other, I see the only video games that are successful (apart from driving games) are the ones involving violence.

We try to keep the bad elements out of our rooms. Yet, the games themselves depict gang violence and gunplay. I can't help but think the kids like these games because it's becoming the world they live in. I guess I miss the games like *Pac-Man* and *Centipede*. But, I have to give the kids what they want in order to stay in business. Maybe it's up to society to change what they want.

Rick Smith
Putt-Putt Golf & Games
Indianapolis, Indiana

[Dear Tom, Frank & Rick: a 1991 video game let players shoot at cops. A new vidgame lets characters beat each other bloody in its more "graphic" dip-switch settings. The two above letters could almost be cited as "editorial replies" to the other. On the one hand, we tend to provide whatever sells, within the limits of the law. Sadly, community and artistic standards about "acceptable" levels of violence are plummeting fast. On the other hand, we're also members of this society and have to live with the resulting atmosphere... which, on today's streets, is pretty frightening. We don't believe any one video game would directly cause a child to become violent, but we also think ultra-violent games don't help the trade's image. Every tradester will have to find a stance that's right for his own bottom line... and his conscience. — RePlay]

VARI-TECH INTERNATIONAL
1-800-245-2737



CIRCUS HI-RISE™

WATCH YOUR PROFITS *RISE!*

FUN FOR ALL AGES!

FLEXIBILITY IN DIFFICULTY LEVEL & TICKET PAYOUT

FLASHING LIGHTS & BACKGROUND SOUND

CUSTOM THEMES AVAILABLE

AVAILABLE IN 8' & 11' MODELS

4520 SPARTAN INDUSTRIAL DRIVE SW GRANDVILLE MI 49418
616-538-4088 Fax: 616-538-1281


ocean
WE THINK
YOU
SHOULD
PROFIT
FROM OUR
EXPERIENCE
NINTENDO
SUPER
SYSTEM

INTRODUCING ROBOCOP™ 3 AND THE ADDAMS FAMILY™ FOR NINTENDO SUPER SYSTEM

Available as OEM System Kits and OEM Software Kits on the Nintendo Super System.

ocean®

Official Nintendo Seal of Quality

Ocean of America, Inc.
1855 O'Toole Avenue, Suite D-102
San Jose, CA 95131. (408) 954-0201.

LICENSED BY Nintendo®

ROBOCOP™3 TM & ©1992 Orion Pictures Corporation. All Rights Reserved. TM designates a Trademark of Orion Pictures Corporation. THE ADDAMS FAMILY TM & © 1991 Paramount Pictures. All Rights Reserved. THE ADDAMS FAMILY logo is a Trademark of Paramount Pictures. Ocean of America Authorized User. Nintendo, Nintendo Super System and the official seal are trademarks of Nintendo of America Inc.

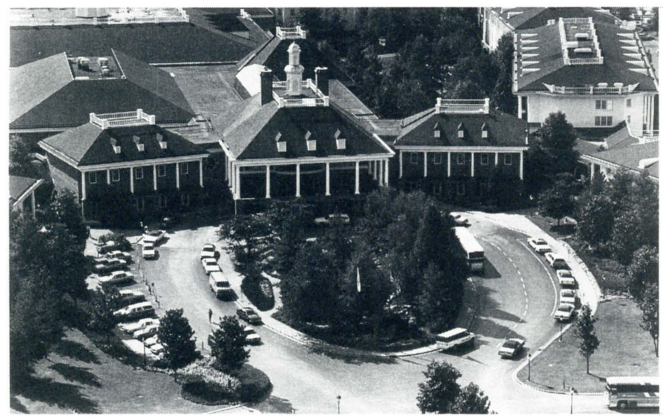
Paramount

ORION PICTURES CORPORATION

NEWS DIGEST

AMOA HEADS TO "MUSIC CITY USA" FOR EXPO

AMOA Expo '92 is just one month away (Oct. 1-3) at the Opryland Hotel and convention center complex in Nashville, Tenn. All 742 exhibit booths were sold out by springtime and the waiting list is still growing, according to AMOA Executive Director **John Schumacher.** This is the trade's first-ever convention in "Music City USA" and the site is a natural for us. Expo will inaugurate a new generation of under-40 leadership at the helm of AMOA **(Craig Johnson, R.A. Green, Tami Norberg-Paulsen** and **Randy Chilton).** Expo will also give operators their first chance to see some very hot product already previewed by



factory reps in Japan, and by distributors at dealer meetings held around the USA in the last month or so. AMOA members got two complimentary passes and can get extras for $50 at the door; non-members who hail from the USA must pay $150 for entry badges at the door (so why not spring for an extra $25 bucks and join the association?). We have more Expo preview info in our story on **page 35.**

AAMA SEEKS GLOBAL ANTI-COUNTERFEIT EFFORT

"This investigator for hire" could be **Bob Fay's** slogan these days. In his capacity as Exec Director of AAMA, the former FBI agent is now available on a **contract basis** to individual AAMA manufacturer members who want him to track down the sources of illegal video game counterfeits around the globe. Under this new arrangement, Bob's already made pretty good headway for Capcom and the parent firm of McO'River. This spring, Fay helped lead (or in some cases, prod) police and government officials in Taiwan and Hong Kong to raid dozens of firms and seize over 1,000 allegedly counterfeit games. He's also visited Korea on behalf of JAMMA and various Japanese vidgame factories, and expects action there soon. And that's not all! AAMA has proposed an ambitious, worldwide empire of permanent offices in Asia, Europe and Latin America to do the job of enforcement watch-dog work against coin-op counterfeiters. AAMA would run the network, which would be financed and set up by JAMMA. American association toppers discussed the plan with their Japanese counterparts during the JAMMA show in Tokyo Aug. 27-29. Get details about all this beginning on **page 29.**

NINTENDO EXITS VIDEO MFG.; CONTINUES SOFTWARE SUPPLY

Nintendo confirmed rumors that its days as a coin-op video game manufacturer were over at its July 31 distributor meeting in Seattle. Since the majority of its coin-op staff left the firm in June, trade scuttlebutt said they were about to "drop the second shoe" and they did. The better news is their intention to continue providing software game paks for both the *Super System* and *PlayChoice* cabinets for the "foreseeable future," and that includes new titles. So, you never know how long Nintendo machines will be performing for the public. Could be for many, many years. Nintendo left the vidgame manufacturing club in a blaze of good wishes during its dealer conference. Many people there (and many more operators not present) made good bucks with their products over the years (e.g. with *Donkey Kong* and the *VS. System),* so the parting was pleasant. See more on Nintendo's exit on **page 43.**

N.Y. HAS TOUGH NEW LAW TO PROTECT TRADEMARKS

Effective Nov. 1, 1992, it is a crime to make counterfeit versions of trademarks in New York State, said AAMA Investigations Director **Bill Kidwell.** Making phony versions of somebody else's trademark can be a misdemeanor or a felony, depending on the value of the goods to which the trademark is attached. The new statute has been passed by the legislature and signed by the governor, so it's official! The bill, which was put together by several attorneys representing various manufacturers, basically makes it a Class A misdemeanor to counterfeit any trademark for any purpose (such as making the trademark part of the product, or making the trademark into a label which can be affixed to a product). If the value of goods is over $1,000 then making an illegal copy of the trademark becomes a Class E felony offense. And if the counterfeit trademark is used or affixed to any goods where the value exceeds $100,000 then it's a first degree Class C felony. Kidwell said the new state law "can be very beneficial to our industry in the fight against illegal video game copyboards, specifically where a manufacturer's trademark is used." Added Bill: "The new law comes into play regardless of whether they copy the company name, or the name of the particular game itself. If either one is trademarked, then copying it is illegal."

Invest in the BEST

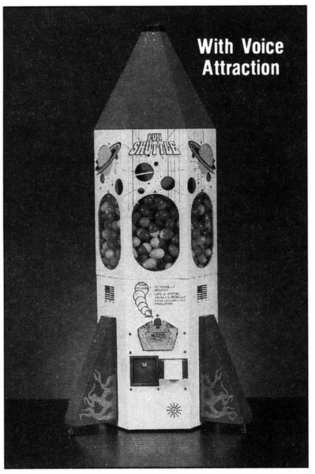
1982 MAYONI 1992

WATCH YOUR PROFITS SKYROCKET!

NEW FUN SHUTTLE VENDER

Science fiction graphics and the versatility to vend most product sizes keep our new Fun Shuttle performing. Call today for more information.

- High Visibility Graphics
- Battery Operated Voice
- Convenient Size
- Extra Large Capacity
- Trouble Free All Mechanical Operation
- Made in the U.S.A.



(800) 345-1183

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

Mayoni Enterprises

AMOA SEES HI-TECH THREAT

Here's a news release from AMOA: "Dramatic changes in the viability of interactive communications networks have led to commitments by telephone companies, cable TV operators and major entertainment companies to enter the interactive marketplace using fiberoptic, CATV, satellite, and CD-Rom delivery systems. Multimedia games are an essential component of interactive systems. When truly interactive multimedia video games reach the home market, they will pose a serious threat to the future viability of the coin machine operator. The Amusement and Music Operators Assn. not only recognizes the impact which these developments will have on its members, but also clearly understands the strategic importance of advanced communications networks to the United States. For that reason, AMOA has formed the **Advanced Technologies Committee** to study ways and means that its members can assist America in building advanced communications networks, while helping to motivate the American people to develop the skills needed to use these networks. Established July 16, the committee will study recent advances in twisted-pair, fiberoptic, CATV, satellite and CD-Rom delivery systems, in order to determine who the amusement industry can play a role in their development. A preliminary report will be released during AMOA Expo '92, Oct. 1-3 in Nashville, Tenn." We're told that committee members include AMOA prexy **Gene Urso,** government affairs chief **Wally Bohrer** and first VP **Craig Johnson.**

JOHN MARGOLD TO NSM

On Aug. 15, **John Margold** became VP of Sales & Marketing at NSM-America, the Chicago jukebox manufacturer. He'll report directly to NSM prexy Rus Strahan and will take over some of Rus's day to day activities. John will oversee all NSM sales activities, distributor relations, advertising, promotions, marketing, forecasting, etc. It's believed John's addition to the management team will leave Rus more free to concentrate on "big-picture" issues like setting overall company direction, communication with the firm's German parent, as well as possible development of new products and markets etc. Rus said NSM's sales growth had been "staggering," especially in the last year. Accordingly, the recruitment of John Margold was Strahan's "number-one priority for the last three months." John's prior post was director of sales



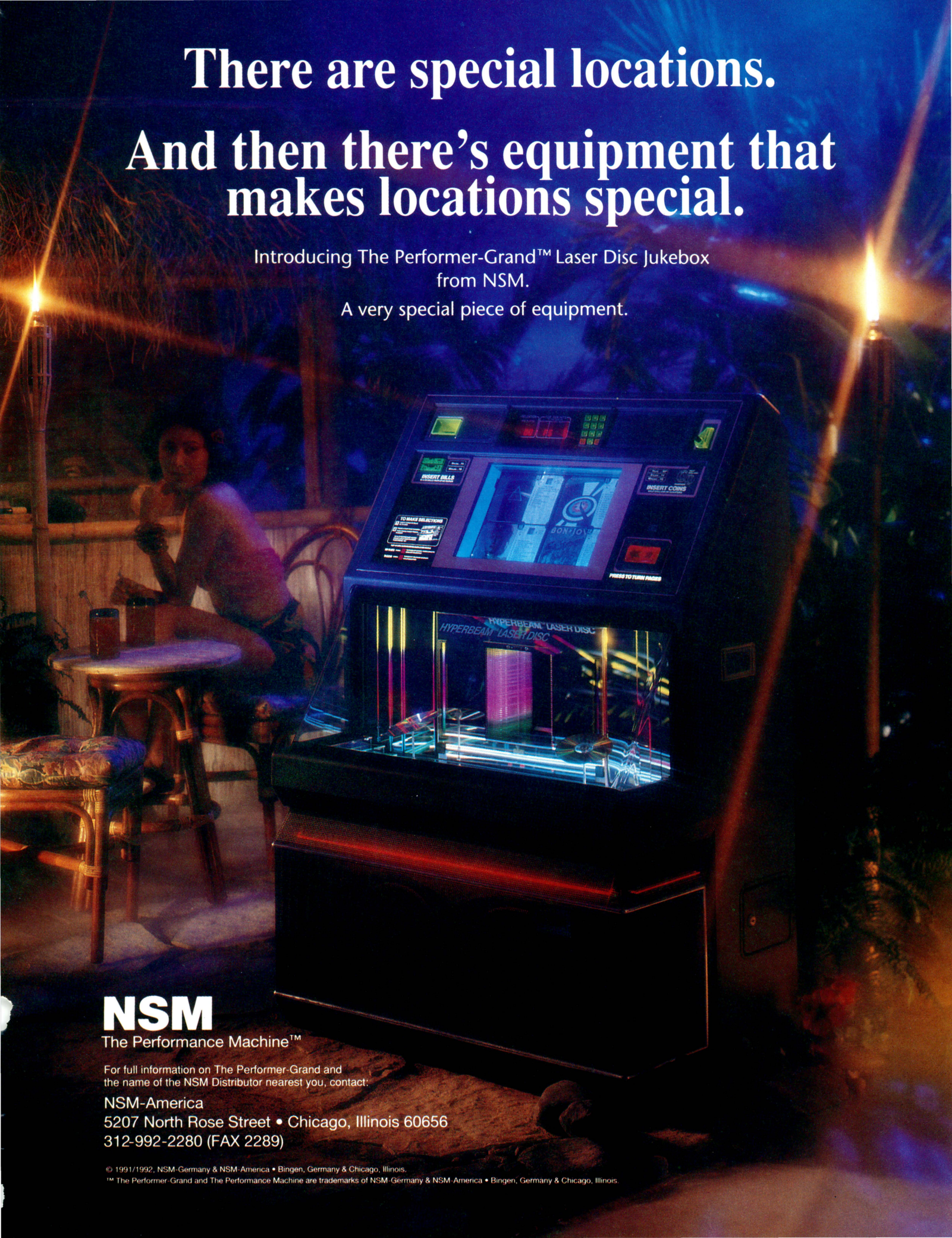
& marketing at Betson's redemption division, where he served over five years. (Strahan joked that in hiring Margold, NSM had "won the biggest redemption prize of all.") John's resume also includes five years with Bally, five years with Rowe-Dedham and a year with Cinematronics. He'll be moving to the Chicago area to take up his new duties. Congratulations, John!

There are special locations.

And then there's equipment that makes locations special.

Introducing The Performer-Grand™ Laser Disc Jukebox
from NSM.

A very special piece of equipment.



NSM

The Performance Machine™

For full information on The Performer-Grand and
the name of the NSM Distributor nearest you, contact:

NSM-America
5207 North Rose Street • Chicago, Illinois 60656
312-992-2280 (FAX 2289)

© 1991/1992, NSM-Germany & NSM-America • Bingen, Germany & Chicago, Illinois.
™ The Performer-Grand and The Performance Machine are trademarks of NSM-Germany & NSM-America • Bingen, Germany & Chicago, Illinois.

Introducing FLIP-N-WIN. The first, self contained redemption center



NOTICE: Patents Pending

FLIP-N-WIN: WHAT IS IT?

It's a combination of skill games and electronically automated dispensing units all in one cabinet. It's just like an arcade redemption center, only it's much smaller and without the requirements of an attendant and requires a lot less initial capital investment. Like an arcade redemption center, players have a blast playing the skill games and building up their score and trading their score for all types of various prizes. FLIP-N-WIN has incredible earning capability. As much as $55 an hour. All you need to do is provide good locations like bowling centers, bingo halls, large pizza parlors, sports bars, night clubs, billiards halls, truck stops, retail stores, skating rinks, bars, etc. Basically, any location with good traffic flow will make an amazing amount of profits. FLIP-N-WIN is designed to be appealing to people of all ages.

FLIP-N-WIN: HOW DOES IT WORK?

Player flips coins at 27 different targets that range in score value of 1 to 1,000 points. The flipping game is all skill. It has lots of player flexibility and can hold 1 to 10 coins at a time. Scoring is accumulated as coins are flipped out, fall in or hit 1 to 27 different scoring targets. The huge LED displays the total score of all coins flipped as well as displaying the score of the last coin flipped. Players can trade and use up their score at any time by selecting one or any combination of prizes. Everyone can be a winner every time. You can set the machine so that even if a player misses all the targets, you can give him a consolation score that he can redeem for the minimum prizes. This feature also stimulates player excitement and builds confidence to play more so he can build his score higher to win bigger prizes.

FACTORY RECOMMENDED COMMISSION STRUCTURE

The factory has been testing FLIP-N-WIN in the field through a local Los Angeles game operator. After months of testing, we found the most profitable way of operating a FLIP-N-WIN redemption center is **25% for the location; 25% product costs; and 50% for the operator**. This will keep locations and customers happy and be very profitable for you.

UNLIMITED LONGEVITY/ FAST ROI/ NOT FADDISH/NO OBSOLESCENCE

Add a FLIP-N-WIN redemption center to your street locations and attract a new untargeted customer base. You'll bring in lots of new found money and look like a hero to the location owner. FLIP-N-WIN doesn't rob income from games and cranes. With a FLIP-N-WIN redemption center, you invest once and get a fast ROI and then it operates for years and years and years with practically no obsolescence. It's not faddish and not trendy. It has timeless customer appeal. Now you have the opportunity to invest in a new piece of equipment for which you'll be able to reap all of the profits after the machine quickly pays for itself.

FEATURES

- Jam proof coin flipper. ● Long factory warranty. ● Extra high security cabinet and locking system with tilt alarm.
- Completely self-contained, fully automated, no attendant necessary.
- All steel construction with 1/4" tempered safety glass. ● Built to look magnificent and last for decades.
- Easy to understand coin/product accountability and record keeping.



Patents Pending

fully automated, coin operated, and skill game all in one.



Patents Pending

Shown here: Base FLIP-N-WIN, ticket dispenser Flash package and neon package. A great fun, exciting, challenging skill game for those lucky places that already have a redemption center.

OPTIONS AVAILABLE

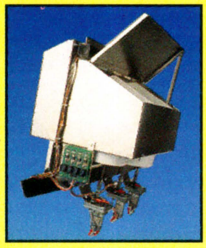
1.) FLASH PACKAGE: Jazz up your FLIP-N-WIN with color, chrome plating, flashing lights, 3 dimensional back lighted decorative panels, extra glass & moving targets, a win & attract cycle and exciting digital sounds.

2.) NEON LIGHT PACKAGE: Make your flash package look really hot by adding neon lights. Have you noticed how all the big arcades, movie theaters, restaurants, and retail stores now use neon everywhere? Well now Planet Earth offers this as a brand new concept for a coin operated machine. With this option your FLIP-N-WIN redemption center will come alive. Players will be drawn to the machine like a magnet. This option will pay for itself in a matter of weeks.

3.) BIG SELECTION PRIZE REDEMPTION DISPLAY/DISPENSER:

Add this option to the purchase of your FLIP-N-WIN and this will stimulate much more play action. By displaying high point items, players are encouraged to spend more money as they build up their points high enough to win the top prizes. It's clever because the prizes are displayed in front of the player at all times. It really stimulates him to play and play past the point of no return.

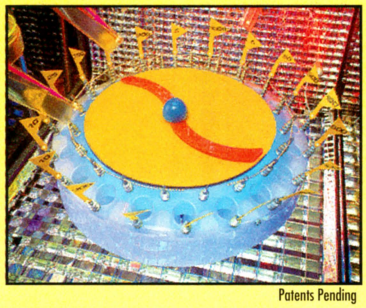
4.) BULK REDEMPTION/DISPLAY UNIT: By adding this to your FLIP-N-WIN, you'll be able to do many things. First, you'll take a big strain off of your big prize redemption dispenser. By allowing you to give out a high volume of low score value items. Secondly, you can adjust it to give a player a consolation prize. Thirdly, you can now offer a player a prize for a minimum score. Fourthly, a player can use up the balance of his score after he selects bigger prizes. Very flexible, it dispenses anything from candy, gum, peanuts, to capsules, eggs, etc.


Patents Pending


Patents Pending

5.) OPTIONAL ROTATING PLATTER DISK:

This option takes the place of other coin collector bowls and targets. This option is amazing and incredible how appealing it is to all players. It might look like a game of chance, but really it's 100% skill. It's very challenging . The player goal is to flip a coin and land it on top of the disk in a specific area so the wiper will precisely wipe it off in one of the 20 holes. The player and spectators love it. It's exciting and fun to watch it work.


Patents Pending



William B. Faith, the creator, is proud to bring you Flip-N-Win. After three years of elaborate R&D, market research, and field testing — It's here! An arcade redemption center, sized down and automated for street locations. Mr. Faith has also created a new company for the global distribution of his new line of products —Planet Earth Entertainment.



Our Product Support Department will get you running and provide you with all your needs from gumballs to video tapes. We have it all below wholesale prices. Your not locked in though, buy from us or whoever has the best deals.

Call us for a distributor near you.

Bringing a New World of Prize Dispensing Games.

PLANET EARTH

ENTERTAINMENT

329 Mira Loma Avenue, Glendale CA 91204

(818) 247-6655

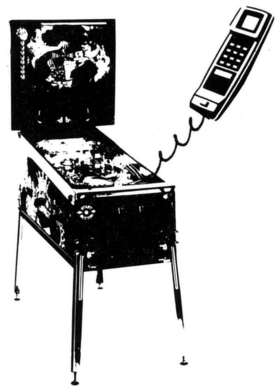
FAX (818) 247-2303

FLORIDA TAX UPDATE: OPERATORS SEEK RELIEF

Sunshine State tradesters have staggered under a huge new gross receipts tax since July 1991. They hope for financial relief from lawmakers this year; however, "we will probably not be able to obtain all the relief we need until the 1993 regular session," said operators **Steve Piantieri** and **Manley Lawson,** leaders of the Florida Amusement & Vending Assn. Instead of the existing tax, FAVA wants ops to pay a $2,500 annual license fee, plus $15 per machine per year. (Their fallback position: reduce the current tax to 3%.) FAVA says its rival associations agree on the need for instant relief and are taking a mostly cooperative attitude, though not all agree on the best alternative.

WILLIAMS/BALLY-MIDWAY "MODEM-READY" PINS

Operators, do you want modem capability for your pinball games? You may already have it. Modems can easily be wired into the WPC (Williams pinball controller) unit, which has been the "brain" in Williams/Bally-Midway pins since late 1990. (This same unit also makes possible dot-matrix graphics, standard-format report printing, advanced diagnostics, etc.) All this data (and more) can be gathered by operators on sight, or via modem. "Modem capability was an integral part of WPC design," said WMS spokesman **Roger Sharpe.** "We meant it, when we said WPC would be current for years!" Williams/Bally-Midway is already using modems to send detailed test data from location sites to the factory, said **Allison Quant,** test market administrator. An operator could install a modem today so the game would phone the operator's computer and download complete audit tables — all bookkeeping, all features, in short all diagnostic data. Said Allison: "The kind of reports we're generating on this end take these audits and do graphic analysis for us like ball time, game time, coins in by what point in the game, percentaging, feature audits, a rough guess at bookkeeping, peak hours of performance, and so on." She added: "The games call in every day and download the day's information. It keeps all files up to date for as long as the game is on location. It will also report any error message so you can instantly pinpoint if there's a problem — such as a switch that isn't making contact, even if the game has automatically adjusted itself so the player doesn't see it. For us internally, the biggest benefit of modem capability is in the early stages of testing prototype machines. Availability of daily audits lets us tweak a game as early as possible, before production." By the way, the WPC unit is also standard in Williams' shuffle alleys and certain novelties.



Powerful

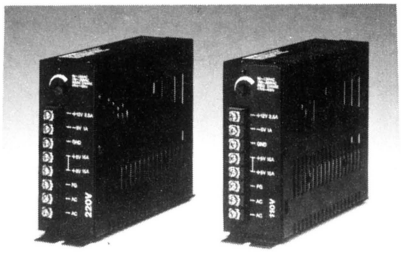
With Our

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.: 886-2-218-5023
Fax: 886-2-218-0029

VICCO BUYS LELAND SERVICE

The Leland Corp. (manufacturer of video hits like *Quarterback* and *Super Off Road)* has sold its service department to **Vicco Electronics.** Both companies are located in Southern California. Vicco will now be responsible for sale of all electronic components (game programmed ICs, custom ICs, game updates and enhancements) as well as technical support for all Leland games (at the same price structure Leland used). Leland itself retains sales of game graphics, steering wheels, joysticks and harnesses. In business over 10 years, Vicco specializes in game R&D; under owner **Vic Fortenbach,** it offers 24-hour turnaround time on board repairs. Located in Cathedral City, Vicco's technical support hours are Monday through Friday, 8 AM-5 PM; Saturday 8 AM-Noon (Pacific Standard Time). Phone is 619/322-4000; fax is 619-322-5616.

500-TO-1 VIDEO COMPRESSION

Interactive gameplay between remote locations: can it be done without fiber-optics? The major technical barrier is full-color, full-motion video transmission over today's copper phone wires. But now, a Los Angeles area software firm may have partially solved that problem. Shipping this month from **Knowledge Adventure, Inc.** is "Buzz Aldrin's Space Adventure." It's a plain old disk for a plain old personal computer, but it contains a full minute of full-color, full-motion video. The secret? A new, proprietary video-compression technique lets programmers squeeze **500 megabytes** of data into just **1 megabyte** of disk space! Again, this is simply a "passive viewer" presentation of "fixed" film footage, not interactive transmission of spontaneously changing game graphics. But clearly it's another step toward "networking" of video games!

SNK'S LONG-AWAITED DEDICATED GAMES...

A Perfect Fit... Anywhere.



Whatever your needs, SNK's NEO•GEO has a cabinet style to suit. All cabinets have 25" monitors, tempered monitor glass, Lexan control panel cover, and corner protect brackets.

NEO•GEO offers easy convertibility of software in seconds through the control panel. The hinged marquee retainer on all models provides quick and easy access to the title cards.

NEO•GEO's extensive bookkeeping system provides daily, weekly, monthly and yearly income information. And software titles can be accessed through the bookkeeping system to provide you with up-to-the-minute earnings reports.

Sports, Adventure, Fighting, and Fantasy games are in the lineup of NEO•GEO software, providing a variety of games for every location. And for even greater versatility, NEO•GEO is also available as a single-slot kit. See your authorized SNK distributor today, or contact SNK Corporation of America, 20603 Earl Street, Torrance, California 90503. (310) 371-7100, Fax (310) 371-0969.

Awarded "Most Innovative New Technology" by AMOA Members

SNK

© 1992 SNK CORP. OF AMERICA.



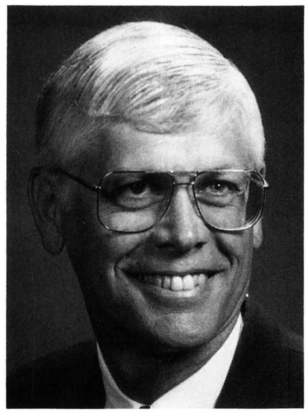
...EXCLUSIVELY FOR NEO·GEO

SNK

SNK Corp. of America
See your authorized SNK distributor today, or contact SNK Corporation of America, 20603 Earl Street, Torrance, California 90503. (310) 371-7100, Fax (310) 371-0969.

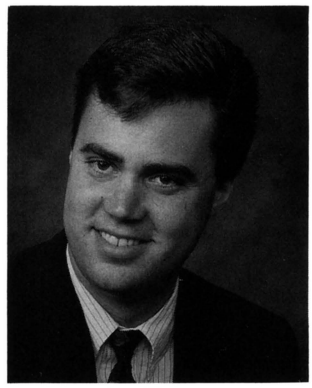
PEOPLE ON THE MOVE

Williams Electronics and Midway Manufacturing have appointed **Jim Weinrauch** as director of customer service. He's been with WMS since 1987, a key player in creating their Material Control Dept. Now he'll take that successful track record to help bring along the reorganization of parts and service, aiming for faster delivery of spares. He'll also start new expanded service programs. Jim's resume includes a BS in computer science, MBA studies, and an Integrated Resource Management certificate covering all facets of service operation. . . Valley Recreation Products has announced the following appointments: **Richard Shelton** is now Senior VP and GM, after 16 years as their manufacturing VP. He'll be responsible for all operating activities, and will work with prexy **Chuck Milhem** on long range planning and programs. Shelton, in turn, announced more key changes and additions. **Alan Schafer** is moving from Marketing VP to Sales VP, with responsibility for sales, sales promotion and service for the firm's full product line in the U.S. & Canada. **Scott Schroeder,** with Valley about a year, moves up to product manager where he'll be involved in all facets of market planning and product development. Scott will also help with

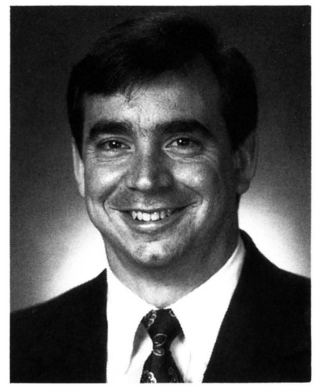


RICHARD SHELTON

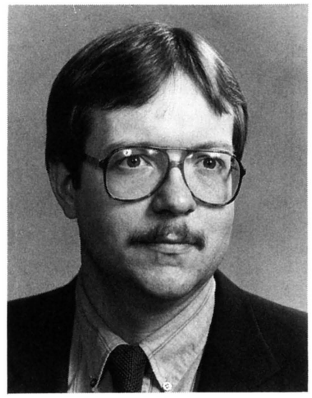
marketing service and international sales, reporting to International Sales VP **Jim Griffiths.** Promoted to Valley's plant manager is 10-year company vet **Bruce Allen,** who will report to Dick Shelton as he oversees all factory operations including purchasing, engineering, manufacturing and plant maintenance at Valley's main factory. . . **Kevin Ludwig** is the new validator sales manager at Hamilton Manufacturing Corp., responsible for developing sales channels and promoting sales of bill changers to OEMs, vending and gaming markets. . . Eight-year Atari vet **Anne Hayes** has resigned her post as international rep for the U.S. headquarters. Instead, she'll devote herself full-time to the job of raising her two kids (Namco's **Kevin Hayes** is the proud pop). "It's a real loss and we hate to see her go," said the Atari folks.



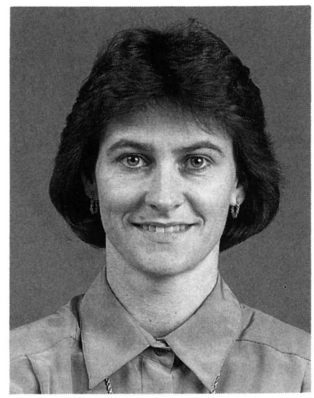
SCOTT SCHROEDER



KEN LUDWIG



BRUCE ALLEN



ANNE HAYES

MONDIAL TO DISTRIBUTE GIANT GUMBALL MACHINE

Mondial International Corp. and its domestic subsid has reached two agreements to market *The Giant Gumball Machine,* a 79"-tall unit made by The Giant Gumball Machine Co. (Grand Prairie, Tex.). Mondial Distributing will be the East Coast dealer from Maine to Maryland, while Mondial International will be the exclusive South American distributor. Domestic sales chief **Irv Spinak** said he believed the product "will become one of our staples here, like pool and music," based on long-term earnings ability. International sales topper **Fernando Galeb** said the gumball should do well on his continent because of its novelty, innovation and reliability. The machine will be displayed at Mondial's and Giant's booths at the AMOA Expo in Nashville.

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

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



A key player at AAMA's Mexico City trade show told us (with genuine relief) how nice it was to attend a show where visitors had a positive attitude. How nice to show equipment to people who really came to buy something, they said. Sadly, we can't shrug off this remark as sour grapes from, say, video manufacturers. For one thing, the comment wasn't made by any kind of a manufacturer. For another, the exact same complaint is often voiced by redemption factory folks: "Theme park and attraction owners bring positive attitudes (and big checkbooks) to the Parks show. But too many operators seem to come to ACME and AMOA to kick tires, argue about prices, and generally complain." This from a market niche that's supposedly booming!

Some coin-op factories (including videos, pins and table makers) bring back a similar tale from location trade shows: "Location owners look favorably at new coin-op equipment, then claim their operators don't give them enough new goods, nor maintain and promote equipment to the location's satisfaction."

In the operators' defense, most of the operators I know are *not guilty* of this negative approach. They believe continual investment in new equipment is vital. They stake their futures on promotion and service. They are active in their associations. But, when you hear the same basic complaint over and over, you start to wonder. . .especially after hearing it from some operators who are talking about other operators!

If you're starting to see more efforts by manufacturers to go around the operator (or even around the distributor in some cases), this "hard-core" sales resistance may be the reason why. Factories have many tools for getting around sales resistance, of course. These tools include not just direct selling to locations (sometimes labeled "national accounts"), but also revenue-sharing, or maybe promotions and ads aimed at locations, etc. In the long run, some of these tactics may not work terribly well. In fact, they might not accomplish anything, except to make operators and distributors mad. But the growing use of such methods is one measure of the frustration felt by many factories these days. And, believe it or not, even certain leading operators say they can understand why factories might feel this way.

Operators need help to beat what AAMA's president calls "a long-term decline in buying power." Some of the sharpest operators we know, have to scramble real hard (promotions, leagues, redemption, marketing, etc.) just to keep this year's income even with last year's. Any sales resistance they have, isn't due to inherent personality flaws. Sometimes, sales resistance reflects real-world problems. . .like a weak economy, our outdated currency, ridiculously low play-pricing, stronger competition from non-coin-op entertainment, and the difficulty of remaining a small-business owner in an increasingly big-business world.

What is the answer to all of this? I don't know. But I do know blaming each other for our troubles, isn't it.



SELL MUSIC
INCREASE YOUR CASHBOX

The Rowe LaserStar® America CD-100C
The Fastest And Most Spectacular Display
Of Music Merchandising Ever

- Panoramic view of 12 CD jackets
- INCREASE YOUR CASHBOX
- Attract more and more players
- INCREASE YOUR CASHBOX
- View 12 new CDs at the touch of a button
- INCREASE YOUR CASHBOX
- Music merchandising at its very best
- INCREASE YOUR CASHBOX

• Increase Your Cashbox

• Make It Fast, Make It Easy – Your Customers Will It •

ROWE/AMI

Whippany, NJ 07981 USA (201) 887-0400 Fax (201) 887-2851

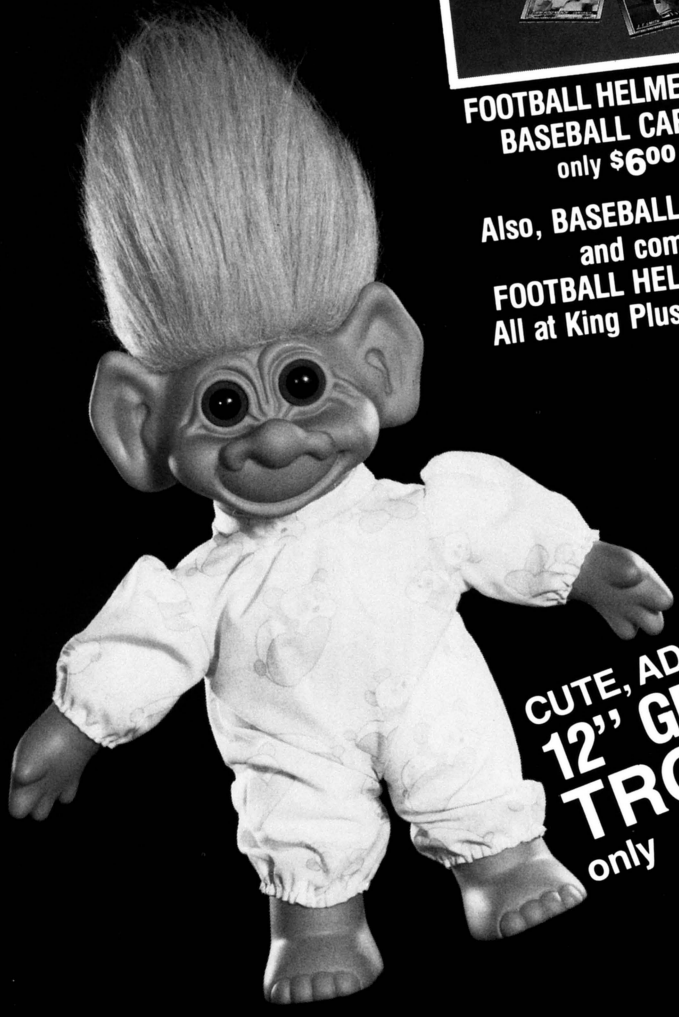






FOOTBALL HELMETS 'N' CARDS or
BASEBALL CAPS 'N' CARDS
only $6.00 per dozen!

Also, BASEBALL CAPS 'N' BALLS
and coming soon,
FOOTBALL HELMETS 'N' BALLS!
All at King Plush's GREAT prices!



CUTE, ADORABLE
12" GENERIC
TROLLS!
only $3.00 each!

Just
say it
with a
RUSS®

©1992 Russ Berrie and Co., Inc.



OFFICIAL, LICENSED
NFL FOOTBALL
TROLLS!
MOST TEAMS AVAILABLE!



KING PLUSH

"A COMMITMENT TO EXCELLENCE"

---

call Tracy, Marlo, Chuck or Pat (the King himself!) at:

1-800-473-3402

King Plush: dedicated to the survival of crane operators!

COPYBOARD WAR GOES GLOBAL



American operators always said "Stop counterfeits at the source!" now AAMA seeks a new global program with JAMMA to do just that

They're baaaack. . . The counterfeit video game business seemed pretty quiet there for a couple of years. From 1989 to the middle of 1991, you didn't hear much about copyboards. But since late last year, illegal counterfeits have reared their ugly heads again. Video game counterfeiting is a global problem, with phony product being made and sold by illicit networks that stretch from Europe to the Orient. This time around, game manufacturers say they'll take a bold global approach to beating the bad guys.

Last time our industry suffered from a copyboard plague, factories ran an enforcement program that centered on the U.S. and targeted ***buyers.*** In 1992, manufacturers are pursuing a far more ambitious and sophisticated strategy: an integrated, global solution that targets ***suppliers***. . . whether these criminals work out of Europe, Hong Kong, Taiwan or Korea. The hope is to strangle copyboard artists once and for all.

INDIVIDUAL FACTORIES VS. COPIES

AAMA (American Amusement Machine Assn.) has the most experience fighting copies of any coin-op association in the world. In addition, they're the only such group headed by a former FBI agent, namely Exec. VP Bob Fay. And, AAMA's manufacturer members are taking the lead in developing new coin-op markets in Central and South America. All these facts make AAMA the logical leader for a new, global, anti-counterfeiting campaign.

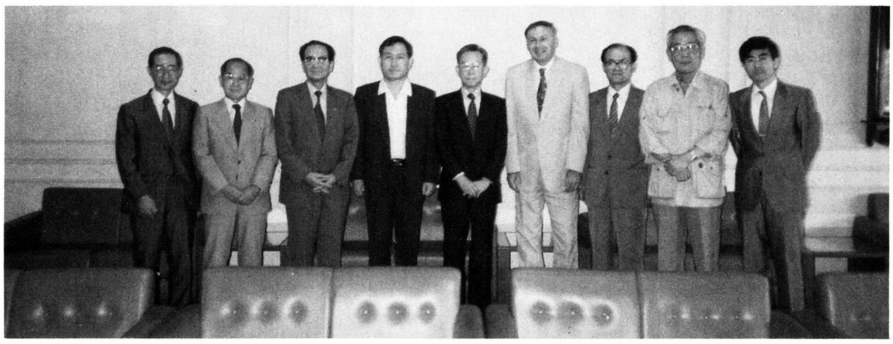
The association is taking up the challenge, offering its services on two levels of the industry: efforts by individual factories, and combined programs by the national associations of America and Japan.

AAMA's emphasis on individual factory initiative makes sense, especially because today's crooks are mostly copying two hit Capcom products, *Street Fighter II* and *SF II Champion Edition.* In addition, Taito, Sega, Konami, Video Systems (parent firm of McO'River) and certain other video game manufacturers are also concerned or having problems. (Even Nintendo is complaining about phony home game software.)

On the individual factory level, then, Capcom and Video Systems have contracted with AAMA to use Bob Fay's expertise to run down copiers all over the world. AAMA offered this arrangement to Japanese factories last February. AAMA's board of directors approved arrangements with Capcom in March, and with Video Systems in June.

DRAMATIC RESULTS

In just three months, Fay's efforts on behalf of Capcom and Video Systems have achieved dramatic results. Fay made two trips to Asia this spring and summer, resulting (so far) in government raids on 39 Asian companies (factories, distributors or large-scale operations); the arrest of 30 people; the seizure



During Bob Fay's visit to the Korean Chamber of Commerce & Industry: Taito's Mr. Ogawa, interpreter Mr. Tae, marketing dept. exec director Choong-Kee Minn, Bob Fay, Mr. Hinami, patent attorney Yoon-Bae Kim, Sega's Mr. Nishikura, Konami's Mr. Tahara and Namco's Mr. Okade.

of 2,054 counterfeit Capcom games from illegal Asian distributors, manufacturers or large-scale street operators; and two convictions, with more expected to follow.

"That's just the tip of the iceberg," Fay said of the first two guilty verdicts. "A tremendous number of additional people have criminal action pending."

Here in the States, anti-counterfeiting activity continues hot and heavy under AAMA Director of Investigations Bill Kidwell. As reported in this magazine last month, Kidwell's investigations have resulted in the seizure of 225 allegedly phony versions of Capcom games from a New Jersey firm, and the filing of a civil suit. Again, more raids are expected.

"All of our recent enforcement activity is a good beginning," Fay said. "But we're not stopping here! We expect to see more results from investigations now ongoing in the U.S., Mexico and South America."

AAMA & JAMMA: A FORMAL PROPOSAL

Beyond anti-copy programs by individual factories, AAMA is recommending a worldwide anti-counterfeiting program in cooperation with JAMMA (Japan Amusement Machinery Manufacturer Assn.). Last month, AAMA submitted a formal written proposal for JAMMA to hire investigators and set up permanent offices in Europe, Asia and Latin America. This far-flung empire would be directed by Bob Fay and AAMA, and it would have just one purpose: to fight video game copies around the globe.

"To be really effective," Bob Fay explained, "you can't just talk to local governments, set a few raids in motion, and then leave. Our idea is to create a system similar to the one used by the recording and movie industries. A while back, those industries began using a strategy of maintaining a permanent presence in major foreign marketplaces, so they could keep an eye on the counterfeiters, meet regularly with government officials, and so on. After they did that, their sales in those markets went up 50 to 75%."

Fay said AAMA planned to discuss the matter in depth with JAMMA leaders during the JAMMA Show in Tokyo, Aug. 27-29. "We're going to explain how the worldwide copy network designs its illegal product, mostly in Europe, then goes to the Orient to manufacture and distribute these copies to points around the globe," Fay said. "We will urge JAMMA members to create security technology for their game chips which can prevent copiers from sucking important data out of those chips. We'll also point out business strategies which could stymie the copiers — pricing, release schedules and so on. Police enforcement should be your last option.

"But after taking these precautionary measures," Fay added, "we do believe the industry needs a strong investigation and enforcement capability on a worldwide basis. We propose to work closely with JAMMA to create that capability."



At the Ministry of Culture: Mr. Tae, Mr. Okabe, Bob Fay, Mr. Hinami, Mr. Nishikura & Mr. Ogawa.

WORKING WITH FOREIGN GOVERNMENTS

Fay's recent trips to Asia have already started the ball rolling for tougher copyright enforcement in Korea, Hong Kong and Taiwan. Remember, Bob is a former FBI agent. He has loads of experience in combatting white collar crime. He has also served on the board of the International Anti-Counterfeiting Coalition for several years.

This means Bob Fay really knows how to exploit the full resources of the U.S. government — embassy personnel, U.S. Customs, the Office of the U.S. Trade Representative, the FBI itself, etc. He also works very effectively with other countries' police, economic ministries,

LETHAL WEAPON 3

THE MAGIC IS BACK AGAIN.







Full View Dot Matrix Display

Data East, the Pioneer of dot matrix technology, crank's it up another notch with Generation 3 Full View display. Expanded memory capability and the ability to scroll shaded background and foreground objects make actual digitized movie footage and dazzling special effects a reality.

One of Three Dynamic Video Modes

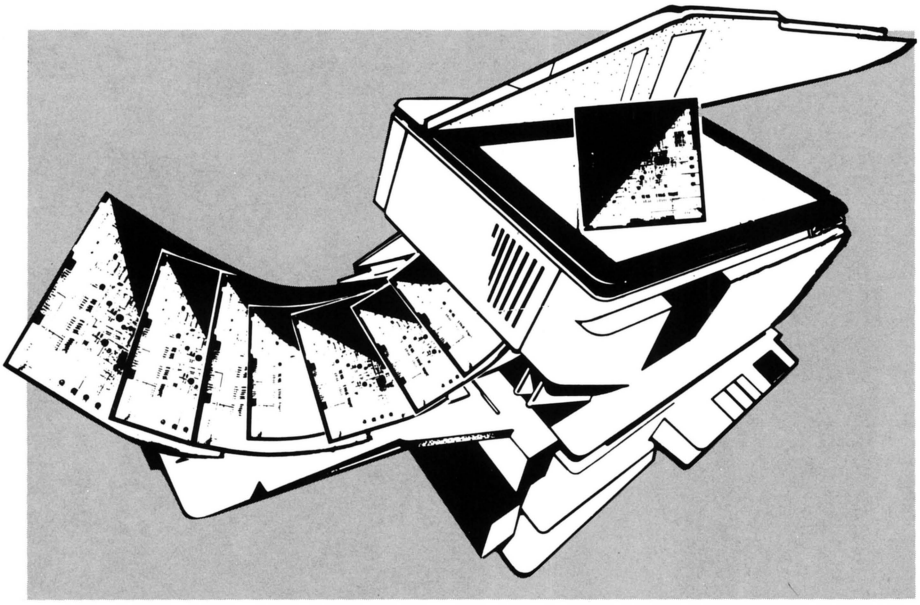
Lethal Weapon 3 hit new heights in player involvement and interactivity. Experience the crime simulator. Square off with a one on one showdown. Go fist to cuffs in streetfight mode.

DATA EAST

Bringing You The Best!

#1 BLOCKBUSTER HIT!

free movie poster with every game!



justice departments, technology offices, patent and trademark bureaus, customs inspectors, etc. And, he can mix his clout with U.S. governments, together with his expertise in dealing with foreign governments, to create a potent mix of legal and political lobbying for strong enforcement.

GETTING HELP FROM TAIWAN

For example, Bob deliberately timed the Taiwan leg of a recent Asian trip for April 28 to May 3, to coincide with a warning issued by President Bush's top trade official, Carla Hills. On April 29, Hills warned Taiwan that it better crack down on counterfeits made by its citizens (in various industries), or else face tough trade sanctions from Uncle Sam.

"I knew that warning was coming," Bob smiled, "and I deliberately timed my trip to coincide with it. I figured it would be a big hammer to help us, and it was! U.S. pressure is having a good effect."

Fay pulled off a real coup in Taiwan: during his first trip, he was able to persuade reluctant Taiwan authorities to extend legal protection to Japanese-authored video games, by using local laws *other* than copyright statutes. Until this year, there was no legal basis for such protection because Taiwan is not part of the Berne Convention, a worldwide copyright protection agreement.

However, under a bilateral agreement between Taiwan and the United States, starting in January of 1993 if authorship of a video game is registered through a U.S. subsidiary, the Taiwanese law will protect the U.S. copyright even if it based on foreign authorship.

A NEW INSPECTION TEAM

Bob won another victory in Taiwan during his first visit. He persuaded Taiwanese officials to include video games on a very select list of copyrighted export products that would be inspected by a new government control bureau. The new inspection program starts on Nov. 1, 1992. If the inspectors spot counterfeit product, it doesn't get shipped. Only computer software and CDs will get similar priority treatment from Taiwan's new inspection program.

"Since only three types of products will be involved, I feel this group of inspectors could do a very good job," Bob said. "On my second trip, they have asked me to help train the 70 or 80 inspectors they are hiring for this program. They hope to take advantage of our expertise for this, perhaps in October." In addition, the Taiwanese followed up their verbal request for training assistance with a formal, written request which was submitted in early August, added Fay.

In general, Fay says Taiwan is showing a more cooperative attitude these days. "I found the Taiwanese very pleasant and they showed a genuine willingness to help," he said. "Our Chinese lawyers have followed up and done a very nice job of establishing rapport with the prosecutors. We also got some test kits made, with a small monitor so they could power up games and see if it's a copy or not, and we provided these kits to Hong Kong and Taiwanese police." Fay added: "Getting raid action in Taiwan in less than three months was one of the most satisfying things I've ever done."

HONG KONG: RAIDS AND MORE RAIDS

Fay also visited Hong Kong during his spring trip to Asia. On May 11, two weeks after Fay's departure, Hong Kong's customs and excise officials performed 11 raids and recovered 550 counterfeit boards and made several arrests. "They're one of the best law enforcement agencies in the world," Bob declared. "Their willingness to enforce the law, and their honoring of the Berne Convention, does a great deal to protect American and Japanese copyrights."

During his follow-up trip through Asia in summertime, Bob visited Hong Kong again. He helped police initiate more raids, and illegal copies of Capcom games were sized from street stops. In addition, copyboards flying in from Taiwan were stopped at the Hong Kong airport.

KOREA'S NEW ATTITUDE

Fay visited Korea on JAMMA's behalf from July 12-18. It was his first visit to Korea since 1989. This time out, Koreans were "a lot more receptive" to concerns about copyboards than they were in 1989, Fay reported. "There has been a big change in attitude. It's a little harder to stage surprise raids here," he added, "because the copiers have already been hit by previous enforcement actions and they've been driven partly underground. But we're gathering evidence and look toward some raids soon."

The agenda was quite crowded during Fay's Korean trip. "Together with representatives from Sega, Namco, Taito & Konami, and Mr. Hinami from JAMMA, we met with all types of Korean government officials," he said. "These included people from the Ministry of Culture, Ministry of Science and Technology, U.S. Customs attache, Ministry of Justice, Korean Chamber of Commerce & Industry, Korea Industrial & Property Office's anti-counter-

feiting division, plus various lawyers, etc." During this same trip, Fay also established an anti-counterfeiting program for McO'River/Video Systems.

NEXT STOP: RED CHINA?

AAMA expects Mainland China to be the next big center of illegal video game copying activity. As police pressure drives the crooks out of Taiwan, Hong Kong and Korea, this communist country may become something of a refuge for illegal counterfeiting. "We are already receiving information that Taiwanese companies are moving to the Mainland," Fay revealed. "We're getting ready to hit them there soon."

Indeed, investigations by U.S. computer software firms and others have already led to the discovery of Chinese copy factories on the Mainland, turning out hundreds of thousands of sophisticated hologram ID stickers used by other U.S. industries. (AAMA hasn't had this problem with its holographic "AAMA Protect" stickers, Fay said.) However, China will join the Berne Convention in October of 1992, so Fay thinks there will be some copyright protection. Other, non-copyright forms of protection already exist.

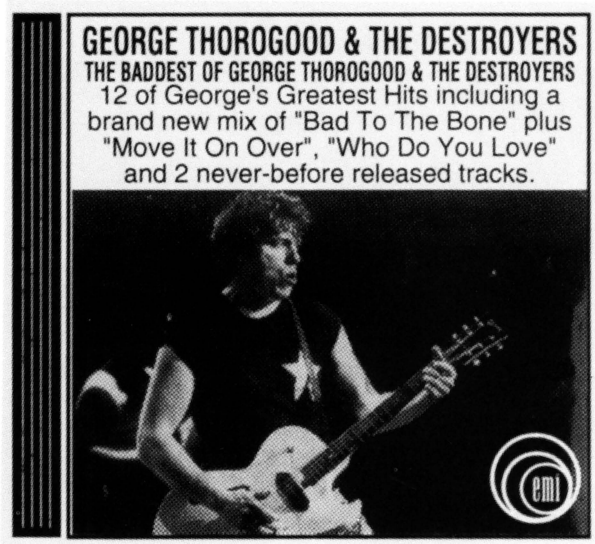
The Chinese connection underlines the exotic, international flavor of video game counterfeiting, 1990s-style. Said Fay: "It now appears that a lot of counterfeiting originates in one European country, where the genuine board is analyzed and the security code is broken. Then game programming information is virtually 'sucked out' of the legitimate chip. Next, this stolen data goes to another European country, where it's inserted into a chip. That chip, with its programming, gets sold to the Koreans and Taiwanese, who make the hardware needed to finish the product. They manufacture in bulk and distribute it."

Fay added: *"RePlay's* article on the worldwide counterfeiting network (Feb. 1992) contained a lot of information that was very accurate."

Surveying the impact of copies on the global video game industry, Fay said: "It's not like seven or eight years ago, when every popular game was copied. Copying has come back strongly for only one game so far. Even so, the amount of money being lost is incredible. On a worldwide basis, in fact, it's far greater than I ever thought. One Taiwanese factory alone had 5,000 units in production when it was raided on July 2. And copies are selling briskly even in developed countries where they can well afford to pay the price of a legitimate game."

A broad-based battle to eliminate copies looms in the future, but Fay says he is looking forward to it. "Where do we go from here?" he asked rhetorically. "As I said, the counterfeiters we raided and arrested recently are just the tip of the iceberg. AAMA will continue to provide this service to any member who asks for it. What we've done in 1992 on a global basis is just a start . . . but I'm delighted with the results so far."

BAD to the BONE!



$10.55 CD

George Thorogood & The Destroyers

EMI Records Group
North America

SERVICING CD JUKEBOXES NATIONWIDE

ADDRESS:
1116 N.
TELEGRAPH
DEARBORN, MI
48128

REPEAT THE BEAT

PHONE:
(313)
562-6360
ext. 3

FAX:
(313)
562-5060

SLEEK...SIMPLE...SUPERB

SCORPION

Stings the Competition!



The ULTIMATE in Hi-Tech Simplicity and Sophistication

- *Overhead scoring with IN-LINE CRICKET*
- *Thin-rib, flush mount target*
- *Accepts darts up to 30 grams*
- *Interchangeable target sizes*
- *RUGGED, linear POWER-PAK™*
- *PATENTED drop-front door — total front servicing!*

Software that's imaginative and easy to operate — players have a complete game menu at their fingertips:

301 • 501 all options
OPEN • DOUBLE IN • DOUBLE OUT • MASTERS
HIGH SCORE, SHANGHAI
CRICKET, CUT-THROAT CRICKET
1-4 Players
PLUS, "TEAM" LEAGUE MODE

EXCLUSIVE

Solo Challenger™ *"One-on-one" challenge play against the machine, at NOVICE to SUPERPRO skill levels. Now, single players enjoy thrilling competition too – ANY GAME, ANY TIME!*

- *Complete menu of selectable play features*
- *Custom individual game pricing*
- *Missed dart detector/Auto player change*
- *Complete bookkeeping & diagnostics*
- *STAT-PAK™ player statistics software*
- *NEW Bonus Match feature*

QUALITY, PERFORMANCE, RELIABILITY —GUARANTEED!

BILL ACCEPTOR READY

Convenient SIDE-SLOT for LEAGUE

THE INDUSTRY'S ONLY
2 YEAR BUMPER-TO-BUMPER
WARRANTY

PUT THE SCORPION TO WORK FOR YOU!

TOLL FREE:
1-800-523-2760

(TEL) 215-639-4700
(FAX) 215-639-5346

merit industries, inc.
2525 STATE ROAD
BENSALEM, PA 19020

©1992

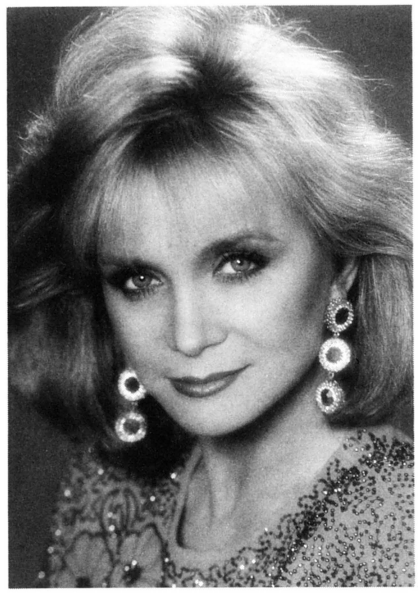
AMOA EXPO '92 Nashville EXPO '92

"the hub of the mid-South" will also be the hub of the coin-op industry when tradesters travel to Nashville Oct. 1-3 for AMOA Expo '92

The stage is set, the curtain is about to part, and all industry lights are trained on Nashville for AMOA Expo '92, set for Oct. 1-3. As the Tennessee Tourism Dept. slogan reads, "We're Playing Your Song"... and for coin-op folks, it's a cheerful tune as new business, new technologies and new markets continue to open up in 1992 and beyond. For this year's Expo, Music City USA provides the perfect backdrop for an industry dancing with renewed energy.

Judging from the sold-out exhibitor figures, the convention may well be "the industry's #1 show," as AMOA literature exclaims. Tradesters can expect to visit over 750 booths manned by 200-plus companies, each showing their wares in the Opryland Hotel's exhibition halls. The famous Nashville hotel also plays host to the educational seminars (16 of them), the Awards Show and Banquet, and any number of receptions, parties and special events.

Planned seminars are scheduled to address a variety of legislative, management, marketing and technical subjects. Tentative titles include "Depreciation," "Marketing for the '90s," and of course "Video Lottery." And after education, there's entertainment. Social highlights include the spouses program and lunch, the Hesch Raffle Drawing and Auction, and the AMOA Banquet featuring well-loved country star, Barbara Mandrell. The event will also honor the year's best in games, technology, jukebox records and CDs.



BARBARA MANDRELL

Mail-in registration for Expo '92 is no longer available, but anyone signing up after Sept. 11 can register on site in Nashville. It's also too late to list hotel charges here, but discount rates on plane fares and car rentals may still be open. For information, contact the AMOA office at 312/245-1021. For housing information, you might try calling the Nashville Convention and Visitors Bureau at 615/259-4700. Quarters close to Expo action include the Ramada Inn and the Holiday Inn.

Our October issue (scheduled to arrive in time for AMOA) will feature a complete schedule of events, AMOA award nominees, etc. So tune up your guitar, polish your cowboy boots and get ready for a real coin-op hoe-down!



Site of the 1992 AMOA Expo — the Opryland Hotel in Nashville, "Music City, USA."



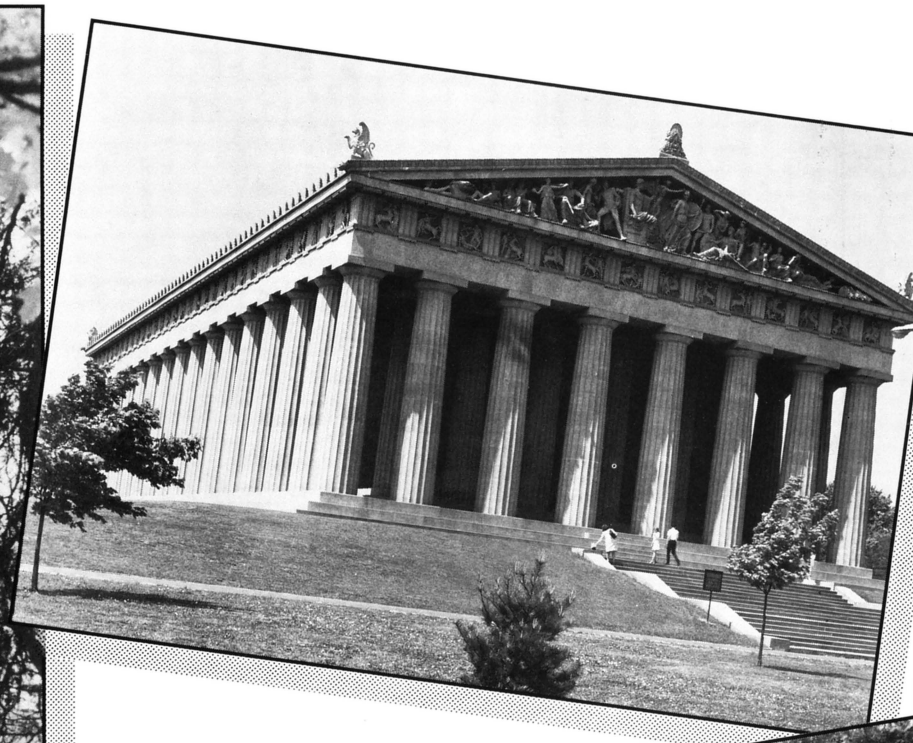


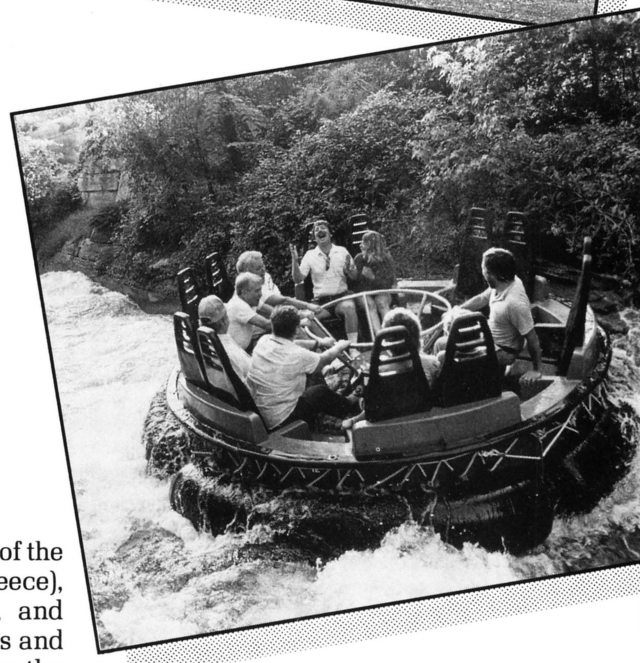
MUSIC











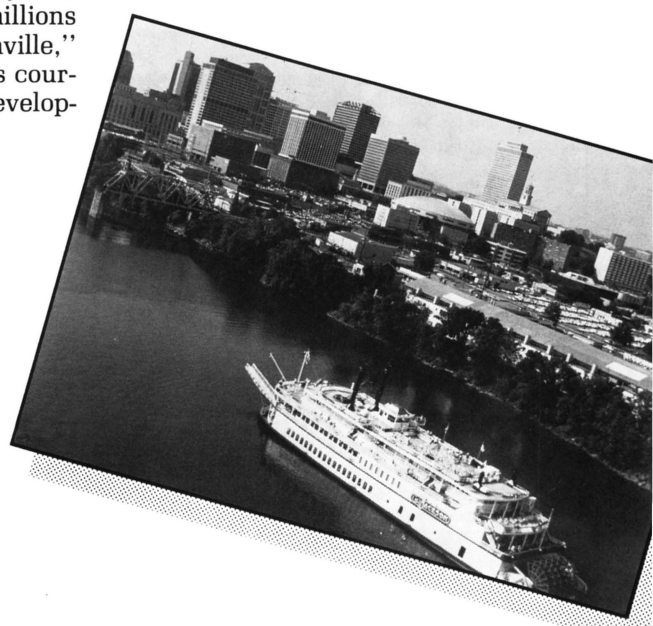
CITY USA

AMOA plans trade show hoe-down
in the down-home state of Tennessee
Nashville's Opryland Hotel is site of Oct. 1-3 exhibition

As Loretta Lynn might say, "I like my lovin' in country style, and this little girl would walk a country mile . . ." Tradesters will love getting their games and music country style this fall, as they head to Nashville . . . also known as "the Athens of the South," "Tennessee's Crown Jewel," and "Music City USA."

The Tennessee capital has rightfully earned each and every accolade. Steeped in cultural and musical roots, Nashville's architecture, sense of history and character define it as one of America's "must-sees." Best-known for its music, Tennessee's Tourism Dept. reports that millions of visitors flock to Nashville each year in search of its most famous commodity.

Indeed, the famous Grand Ole Opry is the focal point of the city. But the toe-tappin' town also shines with ante-bellum mansions, the Parthenon (an exact-scale replica of the ancient temple in Athens, Greece), theme park Opryland USA, and Riverfront Park where barges and showboats make their way up the Cumberland River. Soon, many of us will be counted among the millions who have "flocked to Nashville," and we can't wait! (Pictures courtesy of Tennessee Tourist Development).





INFORMATION ON COUNTERFEIT AND PARALLEL VIDEO GAME BOARDS

COUNTERFEITS

The success of Street Fighter II Champion Edition has sent counterfeiters scurrying to make an easy profit using Capcom's proprietary copyrighted and trademarked material by manufacturing, selling or operating counterfeit versions of our game. Counterfeit in this case means any Street Fighter II Champion Edition PC boards, parts of PC boards, chips, graphics or other items containing our proprietary material that did not originate from Capcom.

Facts:

- Counterfeits are illegal. Illegal to make, illegal to sell, illegal to operate. Counterfeiting hurts our entire industry. It stifles the research and development necessary to produce top quality products.
- Counterfeits are of inferior quality and come with no warranty.
- If someone offers you a deal "too good to be true" on a Street Fighter II Champion Edition, it probably is.
- Involvement in counterfeiting can subject you to criminal prosecution and civil damages — Capcom is serious about this and so are people like the FBI and U.S. Customs.

You might be tempted to get into counterfeits because they're cheap. In reality, they're only cheap on quality. When you add it all up, they are prohibitively expensive.

PARALLELS

Legitimate Capcom PC boards originally distributed outside North American markets that are subsequently imported into North America are often called "parallels."

Facts:

- No manufacturer is presently contesting the legality of selling or operating parallels.
- You cannot buy legitimate graphics and put them on a parallel game. You cannot copy Capcom graphics. Both are illegal.
- Neither Capcom nor its authorized distributors offer service or parts for parallels.

We hope this information helps you make the right choice. For further information contact your authorized Capcom distributor or the AAMA. Counterfeits and parallels — you decide. Is it worth it?

CAPCOM, STREET FIGHTER, STREET FIGHTER II and STREET FIGHTER II CHAMPION EDITION are trademarks of Capcom Co., Ltd. The video game STREET FIGHTER II CHAMPION EDITION is copyrighted by Capcom Co., Ltd.

CAPCOM®

FACTORY KITS NOW AVAILABLE.

INCLUDES:

Full Set of Graphics.

Factory Warranty.

CPS $400.00 Return Program.

Call your authorized distributor or Capcom for full details.



Capcom USA, Inc. • 3303 Scott Blvd. • Santa Clara, CA 95054 • Phone (408)727-0400 • Fax (408) 496-5720

CAPCOM®



From left, AAMA's Liz Powell joins USOC swim team members Pablo Morales, Tom Jager and Crissy Ahman-Leighton and USOC official Jim Hadley at the ribbon-cutting ceremony offically opening the AAMA-sponsored gameroom at the Olympic Processing Center in Tampa, Florida.

BARCELONA, HERE WE COME

U.S. Olympic team & staff enjoy private free-play arcade; AAMA enjoys good relationship with U.S. Olympic Committee

Faster, higher, farther...and more quarters! America's Olympic athletes and U.S. Olympic Team staff enjoyed competing and relaxing with coin-op amusements here in the States, before jetting across the Atlantic to compete in the 1992 Olympic Games in Barcelona. (Actually, the games were set on free play, so nobody had to put "more quarters" into any of the machines.) Athletes were treated to their own private mini-arcade, sponsored by AAMA, in a game room at the Tampa Hilton Metrocenter during the three weeks prior to Olympic competition.

The game room opened with a ribbon-cutting ceremony, shown here, on July 10. Did the athletes enjoy the coin-op games? We'll let them speak for themselves. "*X-Men* was awesome!" said women's swim team captain Crissy Ahman-Leighton. "You could mutate each other. I really like the interaction with other players."

"I enjoy playing these video games," said gold medal swimmer Matt Biondi. "I have an Atari *Hard Drivin'* at home. I get up at 4:15 in the morning and play for half an hour before going to practice."

AAMA's Liz Powell said she was "pleased to see everyone having such a great time with the equipment. The athletes train really hard and this is a terrific way for them to relax before the tough competition."

Equipment was coordinated and delivered by Brady Distributing (Orlando) and Lawson Music Co. (Winter Haven, Fla.). Arachnid, Atari, Capcom, Dynamo, Konami, Midway, NSM and Strata all provided their current machines. For its part, AAMA enjoys a solid relationship with the U.S. Olympic Committee and has provided game rooms to America's Olympic athletes in various settings since 1988. AAMA raised money for the '92 U.S. team by selling vidgame-shaped lapel pins and colorful stickers to place on amusement equipment.

ATTENTION

CRANE OPERATORS

We've cooked up the Largest Selection of Halloween Plush

- over 100 items -

Available Now !



★★★

Call Early for Best Selection
Satisfaction Guaranteed

★★★

See us at AMOA EXPO '92
Nashville • Booth 3011 - 3015

★★★

YOUR HOLIDAY PLUSH PAK™ HEADQUARTERS

LARAMIE INTERESTS

HOUSTON, TX

1-800-237-5874

1-800-521-8697

Coastal Amusement's

FEATURED ATTRACTIONS!

Crowd-Pleasing Games and Rides!



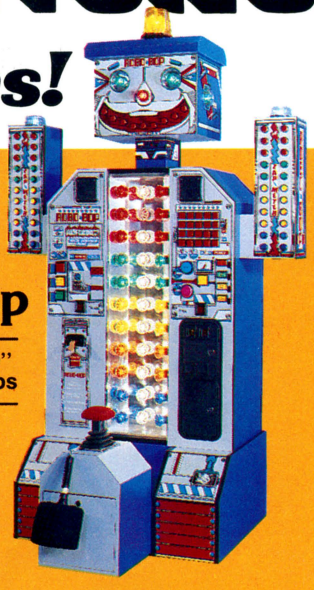
Jumbo Elephant

68" x 26" x 68"
Weight: 195 lbs



Pop-a-Tac-Toe

73½" x 26¼" x 30"
Weight: 375 lbs



Robo-Bop

93" x 56" x 39"
Weight: 495 lbs



Jungle Jive

88" x 49" x45"
Weight: 850 lbs

AVAILABLE IN
2 OR 4-PLAYER



Crazy Clown

27½" x 44" x 78"
Weight: 295 lbs



Jet-Mobile

61" x 27" x 39"
Weight: 165 lbs



Melody Mouse

79¼" x 29¼" x 24¼"
Weight: 325 lbs



Pop-A-Slot

73½" x 26¼" x 30"
Weight: 375 lbs



Top Gun

81" x 33¼" x 75½"
Weight: 525 lbs

2-PLAYER

Amusement Machine
Manufacturer & Distributor

COASTAL AMUSEMENT DISTRIBUTORS, INC.

601 PROSPECT STREET
LAKEWOOD, NJ 08701 ● (908)905-6662 ● FAX: (908)905-6815

NINTENDO EXITS

famed game maker officially leaves video manufacturing arena, but will continue supplying software updates

Nintendo of America "dropped the second shoe" at its July 31 distributor meeting in Seattle when Senior VP Howard Lincoln officially announced the firm's exit from coin-op equipment manufacturing. Lincoln's words confirmed rumors of their departure that have been rife within the industry since the majority of its coin-op sales staff left in June.

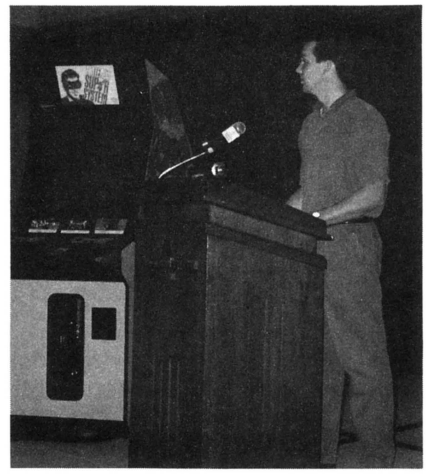
"Our coin division had not been profitable for some time and we have obligations to our shareholders to maintain profitability in all areas of our business," Lincoln declared. In all truth, the company that dazzled the video game industry with such titles as *Donkey Kong, Punch-Out!!* and the highly popular *VS. System's* programs like *Hogan's Alley* turned its interests toward the less-lustrous *PlayChoice* system in recent times. Apparently, their move into the 16-bit *Super System* didn't quite cut the financial mustard either.

The good news for operators is that software systems will continue to be offered "for the foreseeable future." Indeed, it was a bit strange to some of the distributors in the audience when Nintendo's software man Matt Davison followed Lincoln with a review of present and future titles for the *Super System.* This, in combination with Nintendo President Minoru Arakawa's prepared remarks hinting that a future new product development was always possible for coin-op, led some dealers to speculate, "Are they in or are they out?"

They're out. This was not an "au revoir" but a goodbye. The entire division is already shut down and remaining coin-op execs like Linda Weber and Kris Holley have moved into other jobs at the Redmond complex where home video systems and software titles are king. Coin distributors will now purchase software paks for the *Super System* and *PlayChoice* through Nintendo's parts department, not from a traditional salesperson.

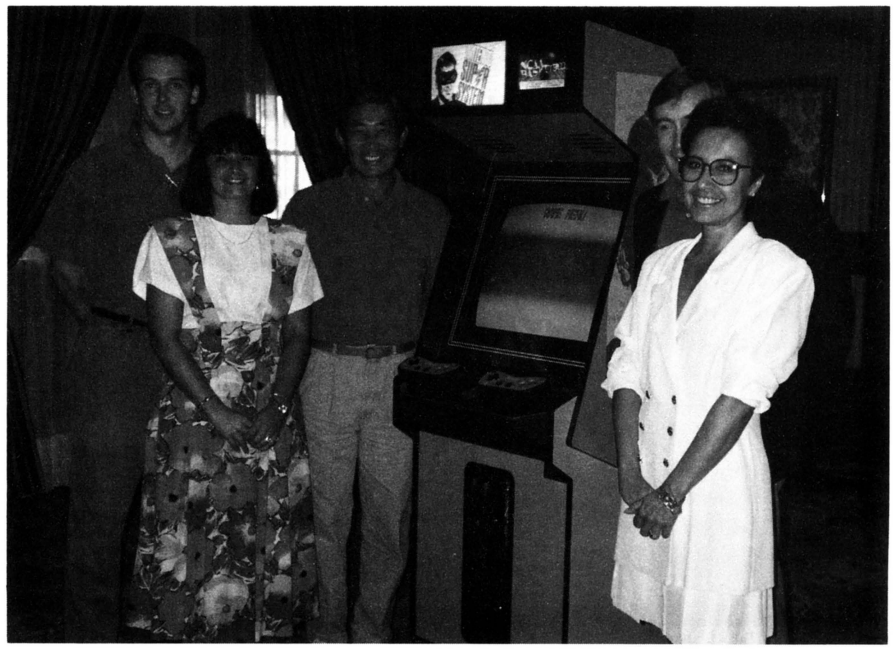
Nintendo has always been a class act and at this, their ninth and last, annual coin distributor convention, offered some nice discounts on remaining hardware inventory which include their Super System Upright, Super System Universal 3-Game kit and also their Super System Universal 1-Game kit. Without doubt, the inventory was absorbed by the distributors before the three-day convention ended Aug. 2 (the venue was the Seattle Four Seasons Hotel and the usual Nintendo side trips for dealers and family members were on tap as always).

"Nintendo" today is a household word...albeit to identify home video rather than coin-op products. Lincoln acknowledged that the roots of their fabulous success in the homevid business came from coin operators and distributors. "Many people in this room put us in the video game business in the first place," he declared.



As software exec Matt Davison explained, Nintendo isn't leaving the coin machine trade completely, promising future updates for their *Super System,* as well as new software from Ray Musci's Ocean game designers.

Was the distributor meeting necessary, all things considered? Yes, because people on both sides of the Nintendo experience don't just say goodbye over the phone. It's been a good and profitable ride for so many. "Thanking you for your support and your friendship was a primary



After formal announcement of their exit from the coinbiz, Nintendo execs form up at their *Super System* upright: Matt Davison, Kris Holley, Minoru Arakawa, Howard Lincoln & Linda Weber.



At a rooftop cocktail party across from the Four Seasons, Kentucky Coin's Jay, Scott & Karen Waldman join Nintendo's Howard Lincoln for a photo during this last coinbiz dealer meeting.

reason for staging this last convention," Lincoln stated.

SOFTWARE SIDE

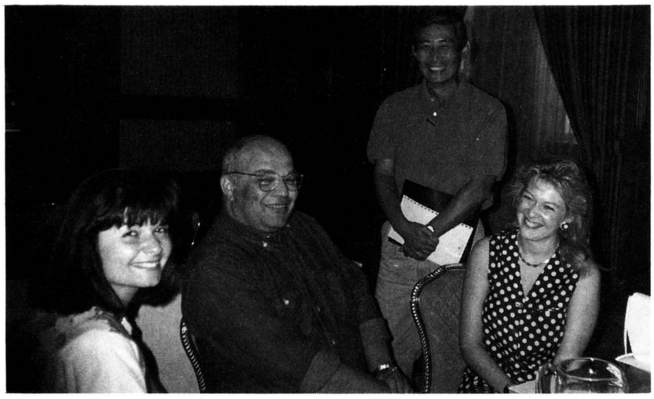
Linda Weber touched upon a subject that could end up to be "amusing" when she told the distributors "the *Super System* and the *PlayChoice* should continue to be around for a long time to come and we intend to support both with software." We say "amusing" because for all anybody knows, these products will be out on location earning bucks for years and years to come. The public doesn't know Nintendo's gone out of hardware manufacturing. All they know is what's on the monitor.

Matt Davison ticked off a number of programs for those "monitors" and that includes such brand new titles as *NCCA Basketball,* a golf game called *Skins, Amazing Tennis* and *Out of This World* for the *Super System.* Even *PlayChoice* has new things with *Ninja Gaiden 3* and the Sept. 1 *Bomberman.* On top, Ocean of America continues to develop games for Nintendo (e.g. *Lethal Weapon 3* coming in September).

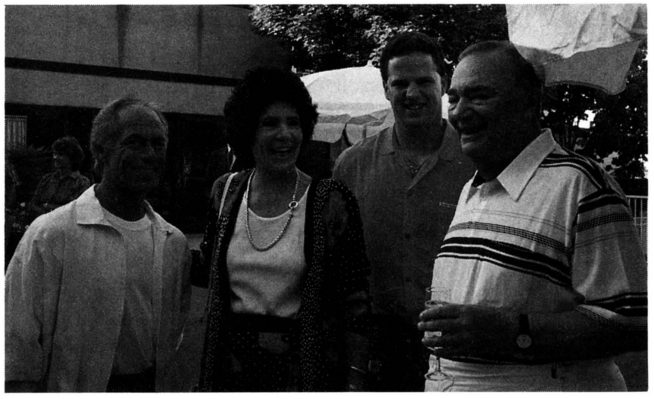
We liked the basketball game a whole lot. It's a one- or two-player with realism right down to squeeking sneakers. *Skins* (from Irem) looks good (choice of four golf games) and *Out of This World* could be a real winner with its movie-like weird settings. Watch for release date on this.

There are almost four dozen software paks now available for the *PlayChoice* operators, a half dozen (and building) for the *Super System* (including Ocean's *Addams Family)* and last but hardly least, *Super Mario* for the *VS. System* (Weber cautions operators to increase the difficulty level as players get good at this game). She also told *RePlay* that Nintendo does look at its coin-op software business as a profit center, especially if the new hardware sold during this convention moves into the field.

So, Nintendo's "manufacturing music" is over, but the software lingers on. As we said, their success in this quieter enterprise might surprise us, certainly if more companies than Ocean get interested.



Kris Holley (left), who's been piloting their export business, with German Nintendo dealers Bernd Donalies and Andrea Schatz (Stella), along with Minoru Arakawa, during the Seattle meeting.



Night is falling on the cocktail hour and these "stayouts" (from left to right) are: C.A. Robinson's Ira Bettelman with Peggy, Jon & Joel Kleiman of Pioneer/Wisconsin. Was a nice affair.



Yoko & Minoru Arakawa greet Scott Sammons (Game Sales/Memphis) and Susan Murrmann at the champagne reception the night before the meeting. The extended weekend was a nice goodbye to dealers.



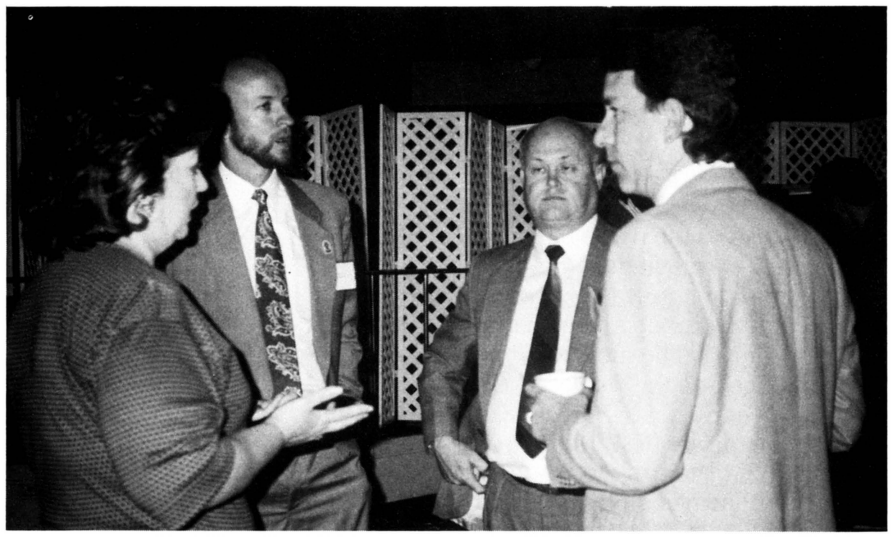
Chris & Kim Vecchione (left) of Mondial/Philly join Debbie & Johnny Bilotta Jr. (Bilotta/NYS) for snapshot in Four Season lobby en route to car trip around Seattle (with Johnny driving yet!!!).

SKYLINE SHINES

Seeburg's brand new CD box well-lit and well-appointed

About the prettiest Seeburg CD phonograph ever built made its market debut Aug. 6 at a distributor meeting held at the Wyndham-Hamilton in Itasca, Ill. Called the *720 Skyline,* the shape of the cabinet is similar to their classic *SCD-1* (the industry's first CD box), but the gorgeous lighting display and other new cosmetic features make the original pale by comparison.

Sony, makers of the CD players used in all Seeburg jukeboxes, was reluctant to allow Seeburg designers to place too many lights on the original *SCD-1,* fearing some interference with the laser player could result. Since then, lights have been found a-okay and therefore, the new *Skyline* looks like a "Christmas tree" with its flashing bulbs in the grill, little spotlights up by the album display and rising/falling light in the center column.

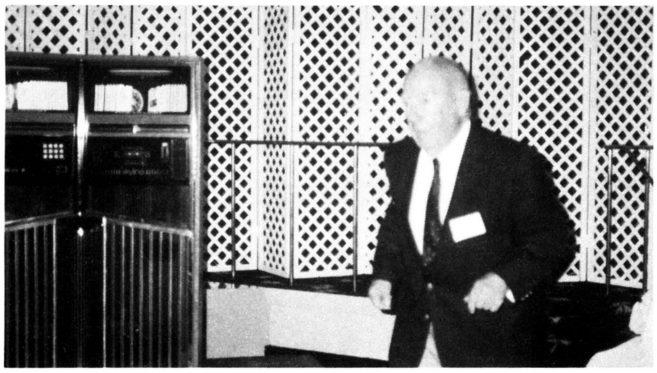


Jan Green, Tom Hacker, Manny Lawson and Jack Kapala discuss the *Skyline* after unveiling.

Location players will not only see this basically red machine but find it easier to play as well. Special title strips produced for Seeburg by Mobile Record Service now allow patrons to read the title and artist of 30 albums without needing to turn any pages (the whole jukebox holds 60 CDs; with each offering an average of 12 tunes, the number 720



Seeburg dealers and factory brass surround their brand new *720 Skyline* 60-CD jukebox. If you've got your eyeglasses on, you'll find Steve Brewer (Bilotta), Manny Lawson (Lawson), Don Hesch (AH), Dave Ruthruff (Digital), Royce & Jan Green (Green Games), Quang Mirideth (United), Doug Allebach & Pete Entringer (AVA), and in the back, Seeburg's Jack Kapala, Emrah Kasar, Ed Blankenbeckler and Tom Hacker.



Seeburg's Bob Breither proves he can't dance (though we knew that already!) at the firm's cocktail reception introducing their new phono.

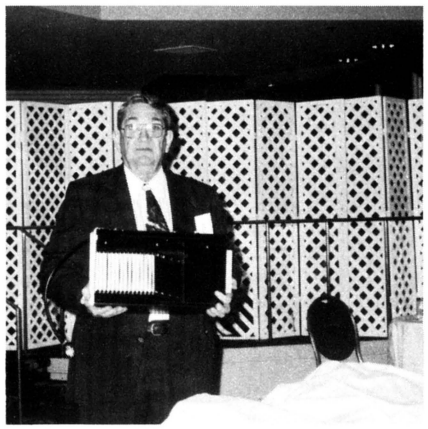


St. Louis' Doug Allebach & Pete Entringer (AVA) and Dave Ruthruff (Digital/Seattle) during the Itasca, Ill. product unveiling.

was attached to the name *Skyline).*

The previous machine, *Infinity,* is out of production now (but special builds could be made according to dealer orders). The new *Skyline* went onto the line the week of Aug. 17 and already distributors like Bilotta Enterprises (N.Y.) and Lawson Music (Fla.) were slated to show it off to their local customers within weeks. Others will have announced showing plans directly to operators in the usual fashion.

Seeburg's distributor network began building practically from scratch when Abbott Industries bought the rights to the name and jukebox last year. They have a dozen or so dealers now handling the product in the States (which they believe covers roughly half of the nation) with more to come. Among those represented at the Hamilton Hotel meeting were Green Games (Tenn.), Digitial Dist. (Wash.), Audio Visual Amusements (Mo.), AH Entertainers (Ill.), T&M Distributing (Conn.), Laser L.A. (Cal.), United Games (W.V.) Bilotta, Lawson and Roth Novelty (Penn.).



Blankenbeckler interspersed technical points during his thorough discourse on *Skyline.*

The Seeburg affair began the evening of the 5th with a cocktail party affording distributors the chance to meet each other as well as key executives of the factory. Nelson Carlo, president of Seeburg's parent company Abbott Industries, was on hand with daughter Toni, as was Seeburg International President Tom Hacker and other company brass.

The next day's meeting was conducted for the most part by Seeburg's Sales & Marketing VP Ed Blankenbeckler. . . the veteran jukebox man who claims to have been vaccinated by an old Seeburg stylus. After Tom Hacker explained company philosophies (e.g. commitment to dealing through authorized distributors), Blankenbeckler gave a lengthy and thorough review of the new *Skyline's* features.

On other matters, the company is seriously considering a program allowing operator-owners of older Seeburg CD jukeboxes to get them overhauled inside and out at a nominal charge. The overhaul would improve the exterior cosmetics of, say, the original *SCD-1* and update the interior at the same time. Whether distributor or factory personnel do this job remains to be seen.

Seeburg also offers update kits for operator technicians to install. These include lighted front panels for the *1* and *1A,* a 4-digital selection kit for the *1* and a roller page pointer kit (album selection guide). Complete installation instructions come with the kit; check your Seeburg dealer for availability and price.

So, the new Seeburg International is growing with roots wrapped around one of the most venerable brand names in the coin machine industry. They are committed to the industry and backed by an important defense contractor (Abbott). As they grow their distributor network and their products move into the marketplace, the veterans of this business will smile as this pioneer of the CD phonograph seeks out its niche again.

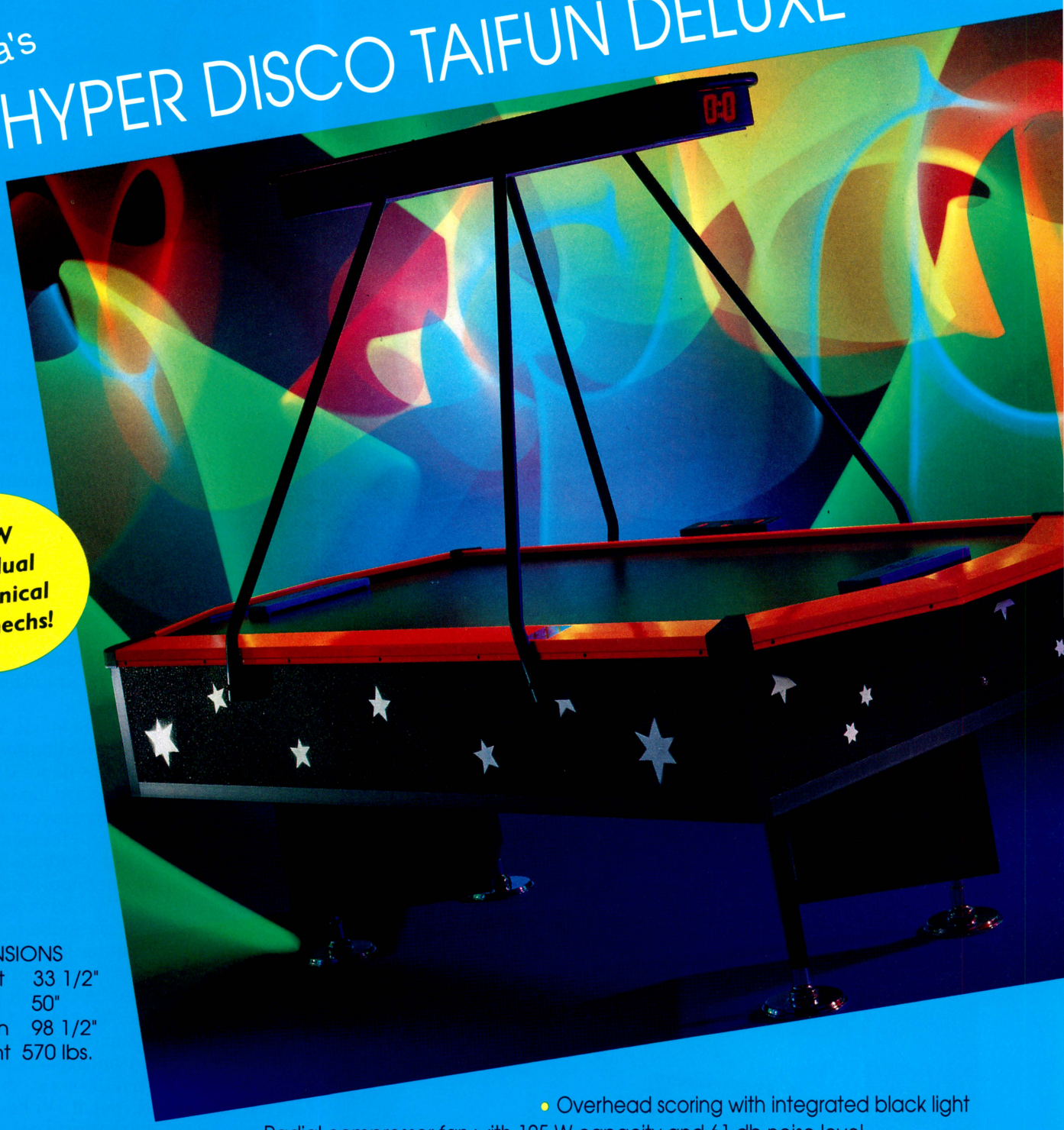


Snapshot over coffee finds Manny Lawson, Chris McSwain, Don & Chris Hesch (AH Entertainers).

Betson presents

Stella's

HYPER DISCO TAIFUN DELUXE



NOW with dual mechanical coin mechs!

DIMENSIONS

Height	33 1/2"
Width	50"
Length	98 1/2"
Weight	570 lbs.

- Overhead scoring with integrated black light
- Radial compressor fan with 125 W capacity and 61 db noise level
- Operator adjustable timer and "goals per game"
- Digital displays for goals scored and time remaining
- Playing surface plastic coated and easily exchangeable (8 screws)
- All around profile strip prevents the puck from flying off the table

Available at your authorized Betson distributor:

BETSON ENTERPRISES
DIV. OF H. BETTI IND., INC.
303 PATERSON PLANK RD., CARLSTADT, N.J. 07072-2307
IN N.J. (201)438-1300 • TOLL FREE 1-800-524-2343
FAX (201)438-4837

BETSON

VALLEY NAMED AN "EXPORT CHAMPION"

'World Trade Magazine' puts pool & dart maker on its Top 100 list; of $430 million in total sales, over 40% were exports in 1991

When it comes to international trade, Valley Recreation Products is one of the top 100 in the U.S. That was the verdict of *World Trade Magazine,* whose June 1992 issue named the coin-op manufacturing firm to its elite "roster of champions" list of outstanding global trade organizations. Valley, based in Bay City, Michigan, makes pool tables (which keep winning "best table" awards from operators) and electronic dart games.

Valley can frame that World Trade 100 award and hang it beside the President's "E" award which the company won earlier from the Bush Administration for excellence in marketing products overseas. Next to that can go Chuck Milhem's honors as the AAMA charity group's "Man of the Year" for 1992. An embarrassment of riches!

"Every member of the World Trade 100 puts the lie to the notion of fading American competitiveness," declared the magazine, which is published in California and circulated worldwide. "Each [winner] made increasing export sales a long-term goal, and set about strategically to realize that goal. Surprisingly, perhaps, product design rarely drives overseas sales. Rather, executives cite such characteristics as persistence, customer service, after-sale support and quality-oriented manufacture."

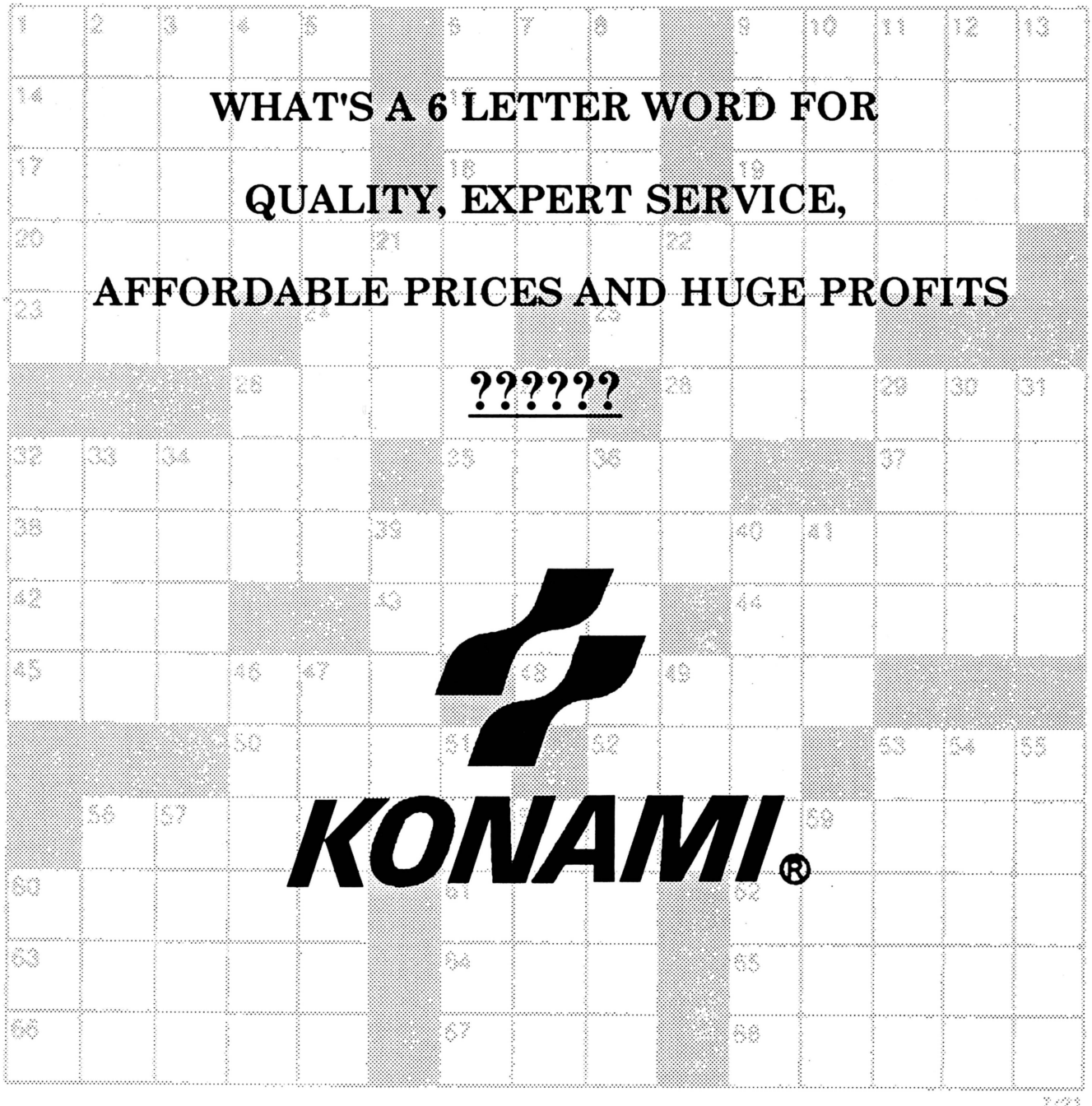
That sounds like a pretty good description of Valley's foreign sales approach. The company's international operations VP James Griffiths said, "We have made a commitment to our international markets by long-term strategy, quality of product and an unswerving attention to customer service. These remain our priorities." He added: "We have worked very hard to establish and grow our overseas markets, even where the competition sometimes has an advantage in lower cost, lack of sea or inland freight duties, and freedom from other landed costs to which our products are often subject."

Selling overseas is tough, Valley admits, but with dedication and know-how, it can be done. It helps that pool and darts are almost universally enjoyed by players everywhere. "We have not found cultural barriers to our products in the wide mix of international markets," Griffiths said. "We have learned and used our experience to cross over the marketing barriers that many companies find in their early forays overseas." As *World Trade* magazine put it: "Our World Trade 100 share a common, often unstated presumption that export sales are not the gravy but the main course." Or as Griffith put it, Valley's international marketing strategy includes a game plan that looks ahead "well into this decade" toward ever-larger overseas sales.

Yes, Valley has compiled a track record to be proud of, but they're hardly resting on their laurels. As Jim Griffiths said with a smile: "So long as there are 'the four corners of the earth,' we intend to be in every one of them...and that covers a very long time to come!"



Valley has been honored again . . . this time being named to the *World Trade Magazine's* "roster of champions." Pictured above are Valley's Jim Griffiths, Congressman Bob Traxler, Chuck Milhem and Asst. Secretary of Commerce Susan Schwab at an earlier awards ceremony, this one for winning President Bush's "E" award for outstanding export achievement.


WHAT'S A 6 LETTER WORD FOR
QUALITY, EXPERT SERVICE,
AFFORDABLE PRICES AND HUGE PROFITS

KONAMI®

Konami Inc. 900 Deerfield Parkway, Buffalo Grove, Illinois 60089
Phone: 708.215.5100 / Fax: 708.215.5144



NOW YOU CAN BUY TROLLS DIRECT!

These popular redemption items come in collectible assortments: 15 inch, 9 inch, 7 inch and 4 inch miniatures. And they are ready to ship anywhere in the world. COD or credit card payment only!

FROM THE LARGEST SUPPLIER OF REDEMPTION PLUSH PRE-MIXES

CALL OR FAX YOUR ORDER TODAY!

Classic Inc.

RT. 37 & GERMANIA STATION RD.
P.O. BOX 1697
TOMS RIVER, NJ 08754
1-800-833-4667 • 1-908-286-1120
FAX 908-341-3361

MasterCard VISA MASTERCARD & VISA ACCEPTED

AMOA - BIG SUITE - OPRYLAND HOTEL
Thurs., Fri., Sat., 10am - 5pm.

SPORTS CARD REDEMPTION GAMES

FROM THE LARGEST SUPPLIER OF REDEMPTION PRE-MIXES

FIELD OF DREAMS

And they will come!







SPORTS AUTHORITY

- **DIMENSIONS:**
  63½" (H) x 25½" (W) x 19¾" (D)
- **13" monitor size**
- **Sports trivia skill game**
- **Premium cards from Classic**
- **Buy direct from the source**
- **New Sports Card dispenser – FREE card with each play!**
- **Additional cards rewarded in game play.**

FEATURING AN ASSORTMENT OF PREMIUM TRADING CARDS INCLUDING TODAY'S MOST COLLECTIBLE AND TRADEABLE CARDS:
LIMITED EDITION WILD CARDS™
AVAILABLE IN SINGLES, 5, 10, 20, 50, 100 & 1000 DENOMINATIONS
PLUS "WILD" WILD CARDS – REDEEMABLE FOR SPECIAL PRIZES.

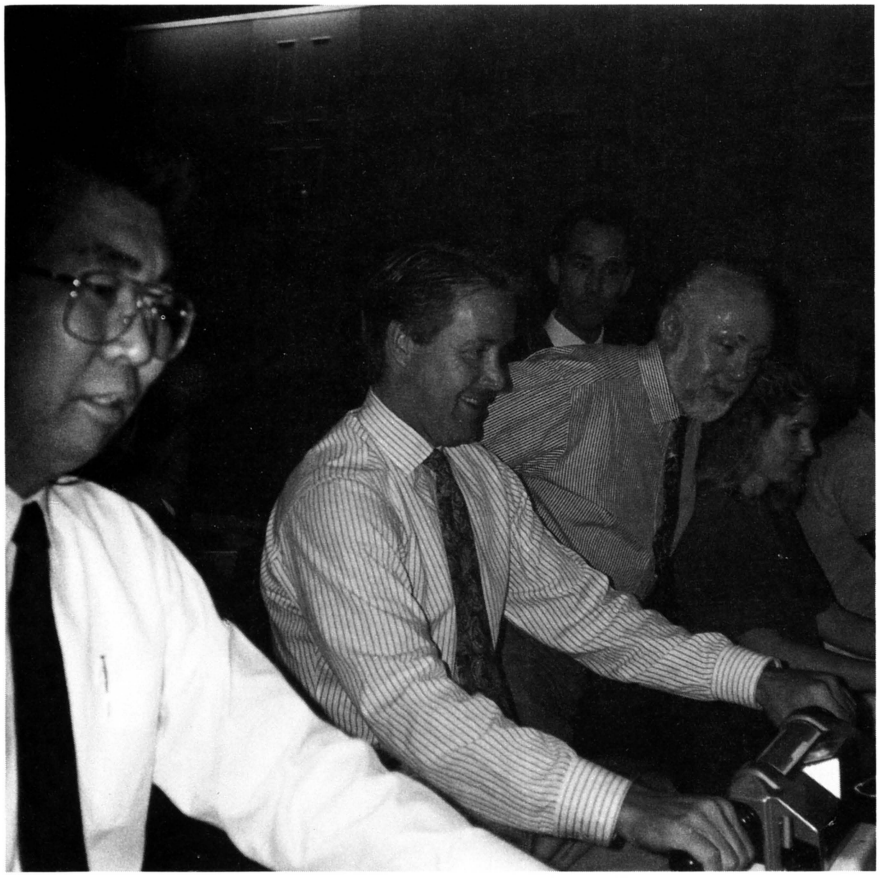
INCREASE PLAY WITH THE ATTRACTION OF SPORTS CARDS!
CALL OR FAX YOUR ORDER TODAY!

Classic Inc.

RT. 37 & GERMANIA STATION RD., P.O. BOX 1697 TOMS RIVER, NJ 08754 • 1-908-286-1120
1-800-833-4667 • FAX: 908-341-3361

MasterCard VISA **MASTERCARD & VISA ACCEPTED**

AMOA - BIG SUITE
OPRYLAND HOTEL - Thurs., Fri., Sat., 10am — 5pm.



M. Nakagawa and Tom Petit race the *Stadium Cross* track while Ken Anderson and Brian Kopf kibbitz at the Silverado Country Club meeting in Napa Valley. This is a super arcade attraction!



CleCoin's Herman Fox and Sega's Lisa Montelbano show off that awesome redemption lineup of inexpensive quick-changers that include *Awesome Rat!*

SEGA/ SILVERADO

The recipe for a great distributor meeting is: 1. pick out a beautiful location (and hope the weather shines), 2. introduce some new product with "legs", 3. hint at some future R & D innovations to come, and 4. round it all off with good fellowship and mobs of golf.

Sega Enterprises (USA) served up just such a dish at their Aug. 3-5 dealer conference at the plush Silverado Country Club in Napa, Calif. The weather outside sparkled upon green lawns and guest cottages while the mood inside the meeting hall was just as rosy, as company execs Tom Petit and Ken Anderson ticked off the features on a spread of new product that included things for both the arcade and the street.

The "main course" on the "product buffet" was a new motorcycle racing simulator called *Stadium Cross,* featuring two moving cycle seats and two monitors in one handsome cabinet. Then for both the street and the game room came *Golden Axe II,* a 4-player video that's different from the original hit kit and will be available in both dedicated and conversion formats.

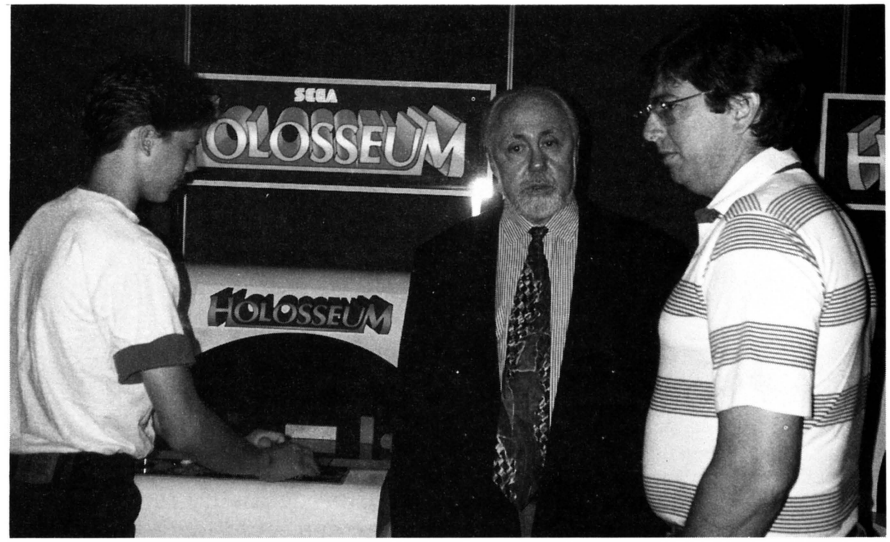
On the redemption side, Sega's scored a series of cunning games from a firm called Quick Silver Development that offer maze play with a live ball. Operators buy the main cabinet and cap swap playboards to offer *Awsome Rat, Awesome Loop* or *Hi Tension* (marquee artwork comes with each of the playboards). Not only for arcades, there's a "fit" here for street stops as well. Even without tickets, they can make great "booze barometers" at tavern stops, for example.

fine plate of new products served up to Sega dealers at Napa Valley meeting

And as promised, Sega's come forth with its newest hologram game. Called *Holosseum*, it displays 3-D like characters which players control in judo, karate and kick boxing matches. Coming to market dedicated at first, kits to convert Sega's pioneer hologame *Time Traveler* will also be available to operators of that item.

Said Ken Anderson of the game spread while addressing the distributors: "It isn't your responsibility to create product . . . it's ours. It's a challenge we accept. We always try to give you the goods you want (and we hope we've done it here today)." By the looks on many dealer faces, Sega's clearly pushed some positive buttons.

Here's the skinny on shipping: *Stadium Cross* (built in Japan) has already begun to hit the U.S. and Canadian dealerships with more coming this month; *Golden Axe II* dedicated games go out later this



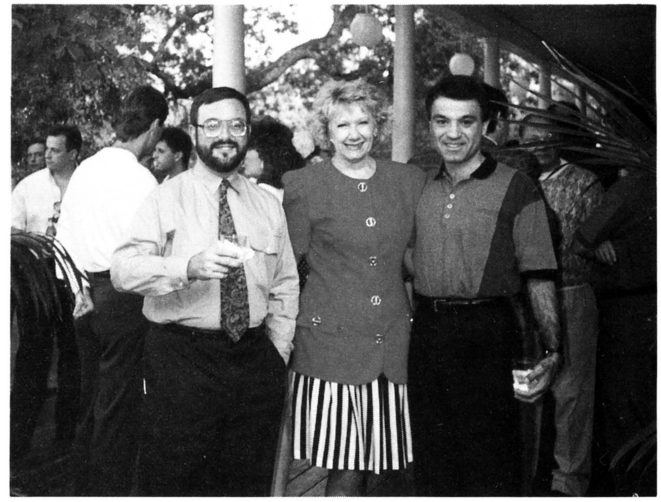
Ken Anderson & Marc (Belam) Haim by *Holosseum,* Sega's new hologram game which will be available in both dedicated form and as an update to their previous *Time Traveler* outing.



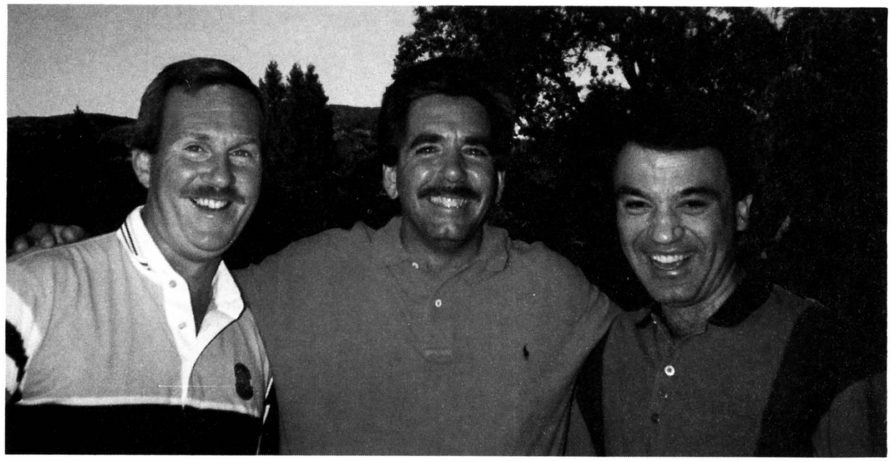
Stadium Cross is a star arcade outing that's available now. Johnny Lotz (Betson) and Jim Niblock (Canada) ride it at left while Ed Pellegrini tries *Golden Axe II* (standing off camera).



Enjoying the goreous Napa Valley during Sega's welcoming cocktail party are Betson NJ's Bob Boals and Sega USA chief Tom Petit.



One of the industry's all around favorite ladies, Angie Anderson, by CleCoin's Herman Fox and Atlas' Ed Pellegrini during cocktail hour.



All smiles out by the Silverado golf course (from left) are: NECO's Rick Kirby, Mondial's Tony Yula & Atlas/Chicago's Eddie Pellegrini. A lot of golf was played in clear weather.

month with kits due around mid-October; *Holosseum* dedicated games began shipping late August with *Time Traveler* conversions possibly set for early- to mid-October. The redemption pieces were already available.

OTHER MATTERS

Sega USA prexy Tom Petit gave the assembled distributors a generous earful of present and future company plans apart from this new product spread. For example, they have re-entered the arcade operating business with Scotty's Golf Park, a family fun center in Dallas featuring mini golf, car driving, food service and the necessary game arcade. Petit allowed that they intend to expand in the arcade arena.

They have also ratcheted up their gaming thrust under Barry Quick. For now, their concentration has been on such huge Sega machines as *World Derby* and *World Ascot,* two pricey horserace gambling attractions. They recently sold two such pieces to the Grand Casino in Minnesota (an Indian operation) and, through Bally France (distributors), one into Monte Carlo. They have also been concentrating on the Caribbean region and even touched upon South America.

But it's clear they've shied away from a serious attempt to set these pieces into legal American gaming areas thus far, but that could be in the offing. Video lottery terminals could also be in the offing for this most quizzical of American coin operations, but not quite yet for Sega.

The future of Sega in coin-op innovation should be bright. Petit allowed that a new driving attraction called *Virtua Racing* will be on display at the AMOA show in October that is a "precurser" to authentic virtual reality. Featuring high-grade polygon hardware telecasting some 6,000 polygons per frame on the screen, the illusion is almost life-like on this driver (as demonstrated on a video tape program Petit showed the dealers).

Virtua Racing will be presented in both deluxe and upright cabinets when in production as well as in a 2-station sitdown similar to *Stadium Cross* (and also linkable for up to eight stations). "Our R&D work on authentic virtual reality is highly confidential right now due to the competitive nature of this technology," Petit revealed. However, this fall's *Virtua Racing* is a solid step in that direction (this game's technology can also be the "platform" for other types of games like shooting and airplane flying).

"Sega's a technology-driven company," Petit declared, "as you've all seen proven with *Hang On* back in 1985 and the other attractions we've brought along to market since. And we're pleased to have presented our products in a fashion to protect both the coin-op and home video markets as well in order to grow both," he added.

STADIUM CROSS

Let's get more sepecific about the four new Sega products shown off at Silverado. *Stadium Cross,* the motorcycle racer said by Ken Anderson to "have more depth than the ocean," is very "non-Japanese" in cabinet appearance even though it's built over there.

The race course features eight motorcycles on screen, racing and bouncing over one of those dirt tracks you'll find at stadium racing. Players control their own bike against drones or the one controlled by the player next to them (link-up with six other stations is in the offing). They can do high jumps, wheelies, turn left and right all to the accompaniment of great sound effects and a moving seat. Quite a simulation! Strictly for the game room, of course, unless you want to buy four of them and put them in a dedicated store front.



Ah, the good life! Elsa Rodriguez (l) and Lisa Montalbano flank Portland's "man of letters" Mike (Dunis) Damtew. Nice company, Mike!



Good lookin' and enjoying the festivities are PGD's Dave & Georgia Stroud, AVA's Ron Bolger and Sega's service chief Dave Cantrell.

Williams®

The new standard in Video Lottery Terminals

For 50 years, Williams has had "the touch" when it comes to coin-op industry leadership through innovative engineering design excellence, quality manufacturing craftsmanship and marketplace responsiveness.

Once again, Williams steps to the forefront—this time as the #1 and only major manufacturer in the field to bring to market the benchmark of Video Lottery Terminals designed and built from the ground up.

Now, the leaders in the field are proud to present Williams' MIDAS TOUCH™, the only VLT with touchscreen technology, multi-game capability, single-board, state-of-the-art electronics, enhanced player appeal . . . and the Williams name!

- **High-clarity, performance-proven, all-glass TOUCHSCREEN technology**
- **COMPLETE PLAYER-SELECTABLE GAME LIBRARY including Poker, Keno, Williams' exclusive Quick-Pick™ Keno, Slots, Black Jack and more**
- **Chrome, CASINO-STYLE, ALL-METAL CABINET**
- **High-resolution, full-color, ANTI-GLARE VGA MONITOR with front-mounted controls**
- **Super-security, state-of-the-art, electronics-in-a-drawer SINGLE-BOARD SYSTEM**
- **Ultra-reliable STAR MICRONICS PRINTER exclusively designed for upright VLT operation and featuring custom graphics capability, enhanced receipt security, expanded paper capacity with audit copy, and easy paper loading/fingertip delivery system**
- **High-integrity, MULTIPLE DENOMINATION BILL ACCEPTOR with 1000 bill stacker**
- **Comprehensive ACCOUNTING AND DIAGNOSTIC CAPABILITIES**











WMS GAMING INC.

A subsidiary of WMS Industries Inc.

3401 N. California Ave. • Chicago, IL 60618 • (312) 267-2240 • Fax (312) 267-8435

©1992 WMS Gaming Inc.

The operation of these games and the features therein may be subject to various state and local laws or regulations. This is not intended as a solicitation of the sale of these games in any jurisdiction where the same may not be lawfully operated.

GOLDEN AXE II

The actual title is *Golden Axe, the Revenge of Death Adder,* but we'll use the Roman numeral. Different from its precurser, "number 2" has four new warriors who battle to the death to restore peace (don't you just love it?).

The battle arena on *Golden Axe II* has advanced to the "next generation" gamefield through the medium of Sega's System 32 which plows a lot of realism into this fantasy world's graphics. Dedicated versions will precede kits (remember, it's a 4-player, although singles, duos and trios can play as well). It offers both continuous play and buy-in features as well as its name recognition that ought to draw plenty of initial play all by itself. A goodie for rooms and street sites.

HOLOSSEUM

Sega's pioneering hologram attraction *Time Traveler* was fascinating to watch but quite lackluster when it came to game play. *Holosseum,* the second in this hologame genre, has more depth and play appeal but only time and the cash box will actually tell how much. But with "live actors" performing the kick, punch, jump routine in 3-D like action, it very well could kick this concept yards ahead.

This is a 2-player with both buy-in and continuous play features. Each player controls an actor-fighter with one joystick and two buttons. They can choose any one of our fighters, each of which has different martial moves. Idea is to whip your opponent two out of three rounds for the title of World Champion.

As mentioned, *Holosseum* debuts in dedicated format (samples already shipped last month to dealers) with kits to convert *Time Traveler* coming "maybe" in October. Stay tuned.

AWESOME THREESOME

A San Leandro, Calif. company called Quick Silver Development has designed three inventive redemption maze games for Sega, surely with more to come if the concept hits. Each of them *(Awesome Rat, Awesome Loop* and *Hi Tension)* come in mini-upright cabinets with artwork, big score numbers and ticket dispenser...and, a maze playboard which the player controls with a joystick to move the little ball all around the loops and barriers as far as he can go.

Of course, it's hardly easy to make it to the end, so there are drop holes along the various courses which trigger the scoring. A beautiful feature is that the basic cabinet can be changed from one game to another merely by swapping playboard and artwork. One set comes with each full game; conversions are naturally extra.

They also provide music and sound effects. Great fun for kids of all ages, and they might even work in a bar as well as some other more obvious types of street locations.

WINDUP

All told, it was a fine outing for Sega USA and its distributors up at the Silverado and special thanks go out to Elsa Rodriguez, Dave Cantrell, Lisa Montelbano and Brian Kopf for performing so many of the duties necessary to present a well-organized function like this.

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.

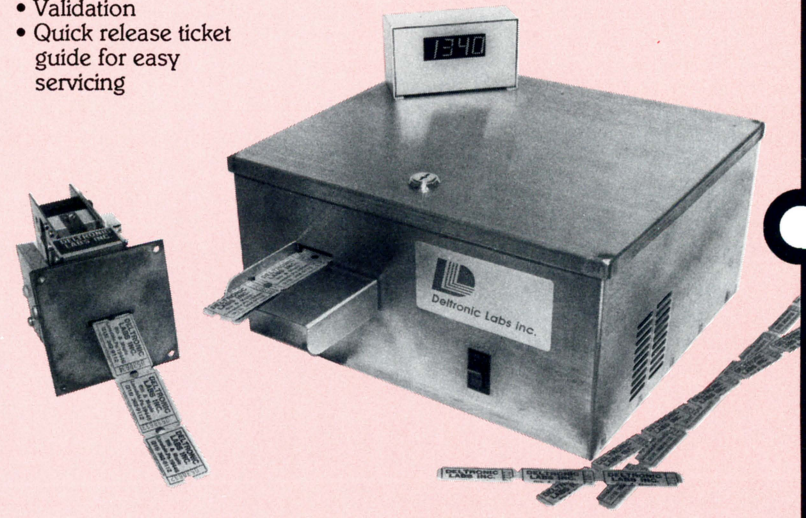
"The quality of your product is excellent. It has truly withstood the test of time."
Joseph W. Sladek, SKEE BALL Inc.

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

Redemption Machine

Ticket Dispenser

- Push button loading
- Validation
- Quick release ticket guide for easy servicing



- Counts and destroys redeemed tickets

Deltronic Labs inc.

120 Liberty Lane, Chalfont, PA 18914 • 215 997-8616 • FAX# 215-997-9506

PUTTING CHALLENGE™

A *PROVEN* MONEY MAKER - OVER 2500 GAMES SOLD!



- **NEW OPTIONS:**
  Choice of original or new championship course.
  Choice of front or back nine.

U.S. PATENT #5,087,045

INNOVATIVE CONCEPTS IN ENTERTAINMENT

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

1991 #1 SPORTS GAME

PICTURE THIS! 'PEOPLE POSTCARDS'

good earnings reported from state-of-the-art photo booth; customer can select background & put herself in a postcard

The old-fashioned coin-op photo booth is experiencing a comeback in our industry. However, today's photo booth is not the least bit old-fashioned . . . and it's more likely to run on dollar bills, than on coins. One great example of hi-tech, hi-profit photo booth wizardry is *People Postcards* from ImageWare Software, Inc. of San Diego, Calif. Their unit prints a full-color postcard which shows the customer against the digitized background scene of his choice. Customers get to pick the backdrop from among a menu which is customized to the location.

People pay around $3 per shot and we've had some operators cite pretty impressive earnings figures in the right locations. As you can see from the photo reproduced here, results are beautiful. Operators don't have to worry about messy chemicals of any kind, because the unit employs a state of the art video camera, thermal printer and advanced computer software to generate the image.

People Postcards takes up 21 sq. ft. of floor space. Booths are constructed of high quality, multi-color panels. ImageWare manufactures and markets the booths, the computer hardware, and the software as a complete package.

The company has about 100 units in operation around the USA, with locations including amusement parks, theme parks, airports, fairs and museums, hotels, casinos and shopping centers. "Name" locations include Sea World and Magic Mountain in Southern California, the Excalibur Hotel & Casino in Las Vegas, McCarran Airport in the same city, a museum and some casinos in Reno, Carlsbad Caverns in New Mexico, Northern California's Santa Cruz Boardwalk and San Francisco's Pier 39 arcade, plus the the UC Berkeley campus bookstore. *People Postcards* works well in virtually of these any high-traffic locations. (By the way, ImageWare used to be known as Practically Perfect Productions, Inc.)





For more information, contact Marketing VP Robert Kerrigan at ImageWare Software, Inc., 4330 La Jolla Village Drive, Ste. 270, San Diego, CA 92122; 619/457-8600.

MEXPO III: AAMA'S BEST YET

sales 50% bigger at third annual Latin American Music & Games Expo

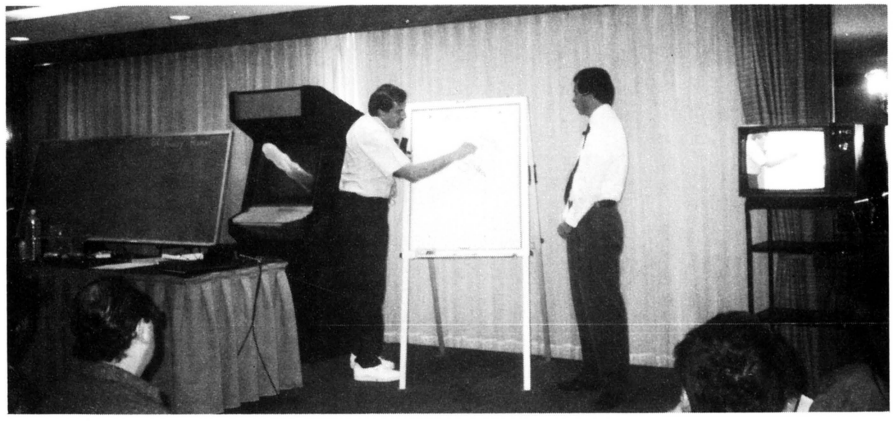
Third time's the charm . . . AAMA's third annual "Mexpo" (Latin American Amusement & Games Exposition) broke all previous show records. More booths! More visitors! More sales! More floor space! More everything! Held in Mexico City on July 22-23, the event pulled in over 2,000 people and featured a broad spectrum of 125 booths of coin-op equipment. AAMA said exhibit sales were 50% higher than at last year's Mexpo.

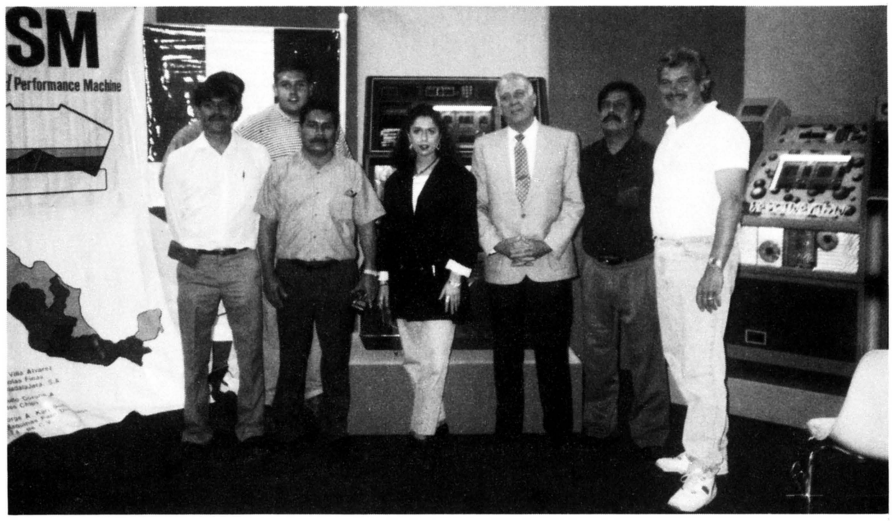
"It's refreshing to see such a high level of excitement from both attendees and exhibitors," said AAMA President Bill Rickett. "There is a genuine interest in our products in the Mexican marketplace, which reinforces the premise on which the exposition was developed: to help AAMA members promote their products in the Mexican marketplace. Now that AAMA has positioned its show as a leading trade event in Mexico, that fact — combined with the reality of the [pending] North American Free Trade Agreement — means our members can look forward to further expanding and developing business opportunities in this emerging new marketplace."

Mexpo III was sited in a building called "Exhibimex." Larger than the Maria Isabela Sheraton (which was used for the previous Mexpos), this site was selected last May because space demands were so great. Showing product were 77 U.S. and Mexican companies. Over 1,700 operators, distributors and trade guests attended. That translates into a 40% increase in showgoers in the "buyer" category, said AAMA's foreign business development chairman, Mark Struhs. Looking at all these healthy numbers, Struhs added: "We can expect an even larger exposition next year."

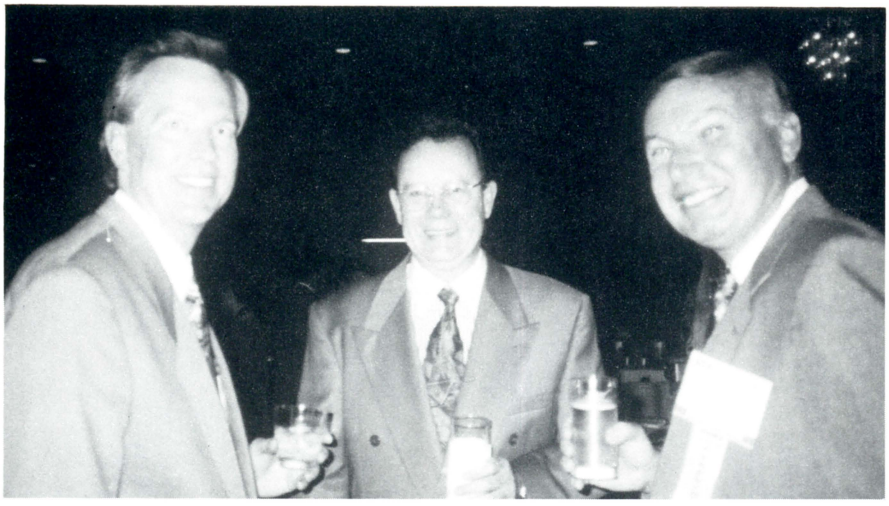
Mexpo highlights included the







Scenes from the third annual "Mexpo" . . . At top, the Wednesday press conference before the show's opening. Middle, technical wiz Randy Fromm conducts his seminar (he's pictured with Mexel's Henry Fong). Bottom, a look at the show floor, this photo taken at NSM's booth.



Scenes from the reception, including Mark Struhs, Bill Rickett and Bob Fay (above).





official show opening by the president of the Mexico Chamber of Commerce (Lic. Fernando Rius Abbd). A pre-show press conference drew 20 print and broadcast reporters, while AAMA's welcome reception at the Sheraton was attended by over 500 exhibitors and Mexican operators and distributors.

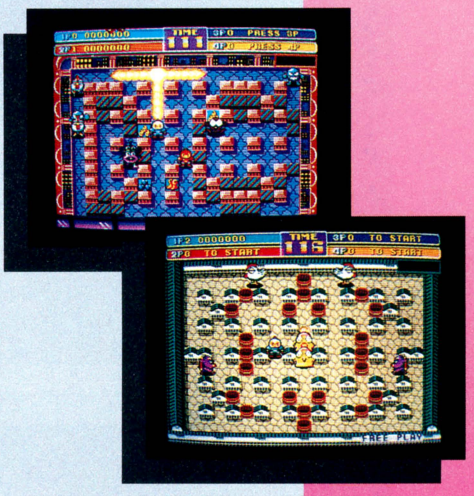
Education has become an increasingly important part of Mexpo. Over 400 "students" learned from Randy Fromm's technical seminars, which ran two days and covered his usual broad range of topics. Mexel's Henry Fong translated Randy's sessions. Randy and Tom Cahill of WMS chatted on pinball repair; NSM and Rowe also held service schools for their product.

Next year's Mexpo is currently being planned for July 28-29, 1993, once again at Exhibimex. AAMA Exec VP Bob Fay added: "We've made our mark here. We developed the idea of a show in Mexico to help our members make inroads in a virtually untapped marketplace. Since our first event (held 1990 at the U.S.



ATOMIC PUNK 2™

SURPRISE HIT OF THE YEAR!



IT'S A BLAST!

- ▲ 2 games in one, regulation play and VS mode against computer players.
- ▲ Challenging 2 or 4 player horizontal kit.
- ▲ Hidden power-up items increase player's fighting power.
- ▲ Great for all types of locations and players of all ages.
- ▲ Tremendous return on investment opportunity.

Ask your authorized IREM DISTRIBUTOR for details or call IREM at **206-882-1093**

IREM AMERICA CORP®

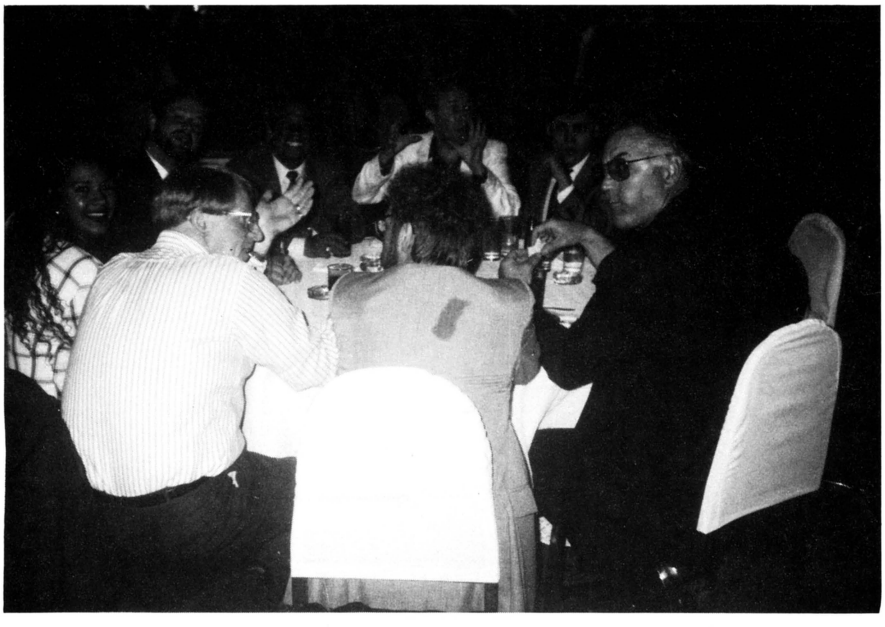
©1992 IREM CORP
Licensed from Hudson Soft





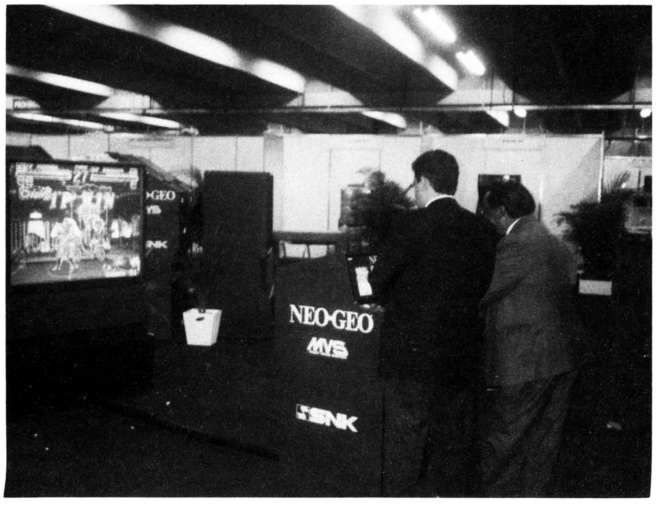


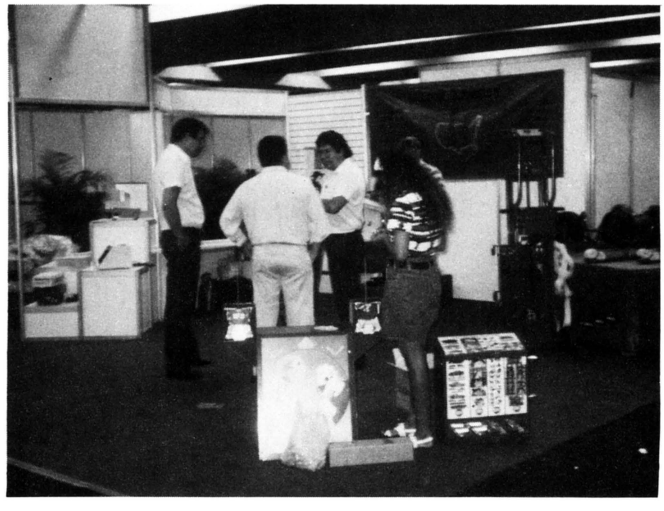
More photos from the 1992 "Mexpo" reception and convention.



Trade Center in Mexico City), the show has doubled in size each year. We've fulfilled our commitment to our members, as well as providing the coin-op industry in Mexico with an annual trade event to educate potential customers and introduce our products in this expanding market."

For more information on next year's show, contact Bill Glasgow at William T. Glasgow, Inc., 10666 So. Park Ave., South Holland, IL 60473-1500. The phone is 708/333-9292; fax is 708-333-4086.





Goodies FOR HALLOWEEN

VARIETY-PACKS

Holiday • Standard • Truck Stop • Arcade • Bar/Tavern • R/X Adults Only

Company Checks • COD • Mastercard • Visa •



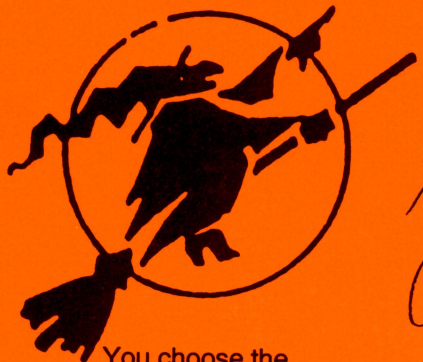
A.L.D. SERVICES, INC.

1-800-777-5874

1·800·77·PLUSH

We IMPORT DIRECT! and We represent over 120 TSO ~~160~~ 180 manufacturers and distributors. Our volume buying enables me to personally guarantee that you get your full dollars worth!

Alan L. Deutschmann



You choose the ave. price per piece (144 pieces/pack)



14-YEAR MEMBER OF THE AMOA

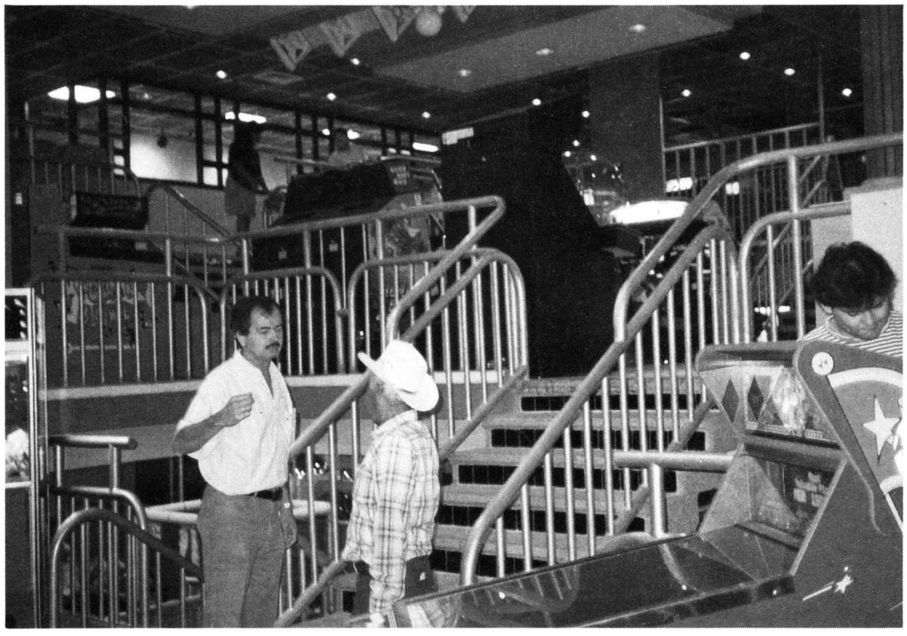
HONG KONG ★ CHARLOTTE ★ CHINA ★ NEW YORK ★ ST. LOUIS

LINE BOTTOM OF CRANE WITH DICE WITH SEASONAL COLORS TOWARDS PLAYERS VIEW

* CRANE TIP * • HOLIDAY MERCHANDISE SAVER •

FIRST-CLASS MEXICAN OPERATING

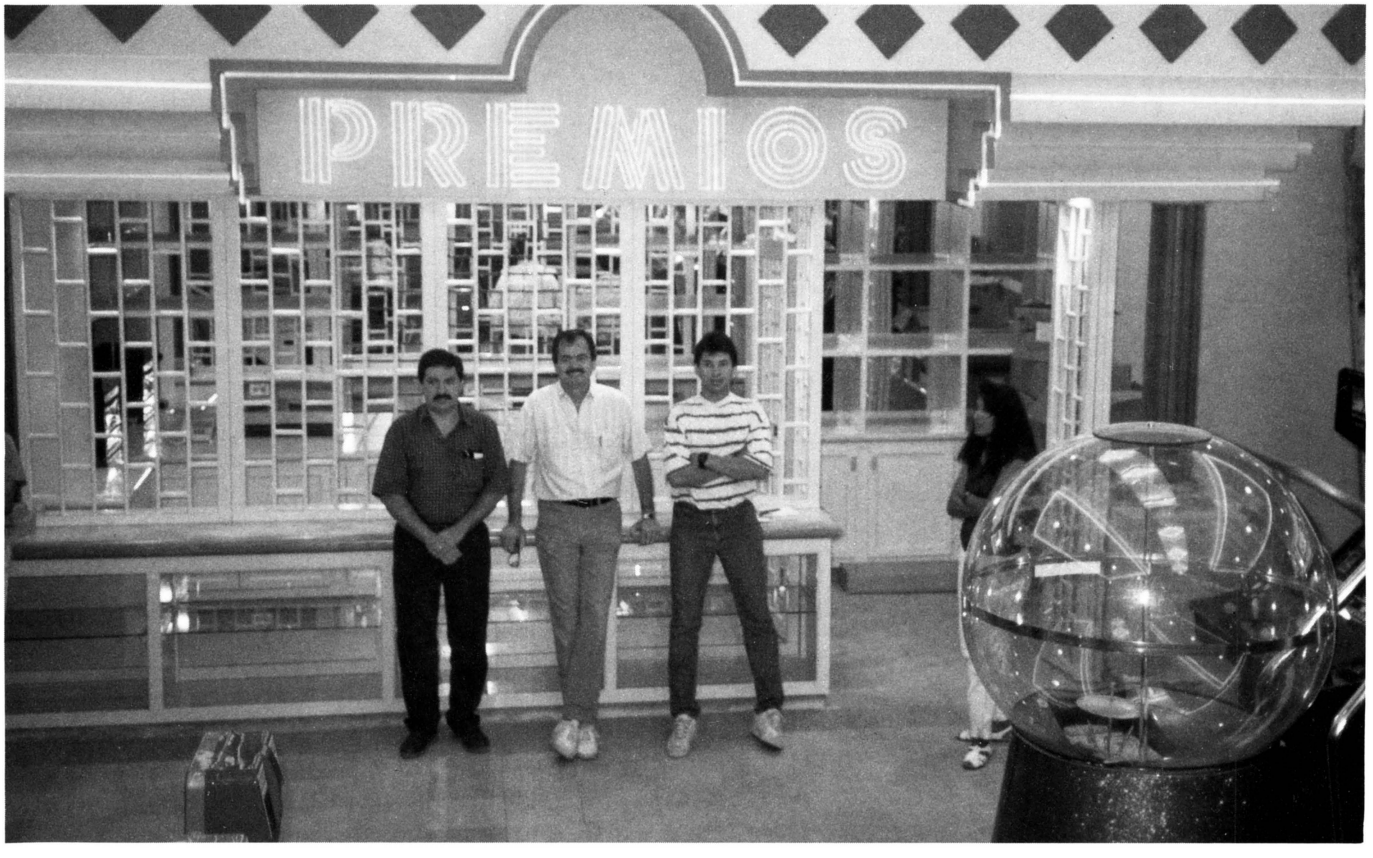
Mountain Coin finds professional customers South of the Border



Above: Mazon Y Diversion's General Manager Juan Alberto Vallejo, Partner Hector Seldner and Operations Manager Sergio Mercado at the Fantasy arcade. **Below:** Hector Seldner speaks with the Fantasy arcade project's architect prior to the opening.

The health of the Mexican market is plain to see in an arcade called "Fantasy"...in a place called Obregon, Sonora...owned by a company called Mazon Y Diversion (S.A. de C.V.). Open as of July 2, Fantasy is the firm's second deluxe arcade, with the video portion of its equipment supplied by the Phoenix, Ariz. branch of Mountain Coin Distributors. The dealer's Phil Morici helped with on-site setup, as did Amusement Mendors' Greg Hungerford. "Owner Hector Seldner really outdid himself this time," said Mountain sales rep Loreen Parker. The four-level, interconnected arcade boasts lots of neon, a snack bar, "softplay" area and rides for kiddies, redemption center and lots of videos. These photos show Fantasy getting ready for its grand opening.

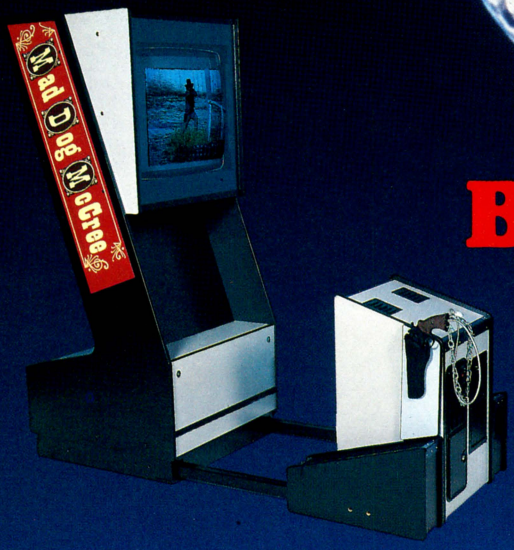
more photos on next page...



Welcome to the world of



BETSON



Stella's Hyper Disco Taifun DeLuxe



And the leading redemption games!

SKEE TOSS B.C.



CROMPTON PUSHERS
1, 2 & 6 player



ROCK N' ROLL
SKILL VERSION
Available in 1 & 4 player models

CLOWN AROUND
Also available in a 4 player game



Call the amusement, arcade and redemption specialists at 1-800-524-2343 for more information or the name of your authorized Betson distributor

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

BETSON ENTERPRISES
DIV. OF H. BETTI IND., INC.
303 PATERSON PLANK RD., CARLSTADT, N.J. 07072-2307
IN N.J. (201)438-1300 • TOLL FREE 1-800-524-2343
FAX (201)438-4837

BETSON











OUTSTANDING BUSINESS OPPORTUNITY: LATIN AMERICA

Major power with three generations of exporting and operating experience in the Latin-American coin machine industry seeks solid companies for joint venture or participation in the operation and/or sale of coin machines throughout Latin America.

Open market economies present opportunities in Puerto Rico, Brazil, the Dominican Republic, Argentina, Venezuala, Uruguay, Paraguay, Colombia and Peru, etc., that are virtually limitless.

We have set up factories and technical departments throughout Latin America, and maintain a staff of top management professionals.

WE ARE SEEKING ESTABLISHED COMPANIES ANXIOUS TO ENTER THE FOLLOWING:

OPERATION OF:
- **Gambling Machines (slots, horse games, roulettes, etc.)**
- **Casinos**
- **Bingo Halls**

OPERATION & SALE OF:
- **Juke Boxes (new CD only)**
- **New Flippers (and some very late models)**
- **All Types of Arcade, Video and Prize Redemption Equipment – New & Used**
- **Six Card Electronic Bingos from Belgium – New & Used**
- **Penny Fall Machines – New & Used**

We wish to hear only from serious factories, distributors, or major operators, and bona-fide coin machine dealers throughout the world who are prepared to supply equipment or capital for the opportunity to capitalize on the growing markets in Latin America.

Interested parties must also be willing to travel to Latin America with us to witness first-hand the extraordinary potential that exists in all the above-mentioned fields.

THE TIME TO ENTER THESE LUCRATIVE MARKETS IS NOW – AND THERE IS NO BETTER WAY THAN WITH OUR COMPANY. FOR COMPLETE DETAILS,

FAX: 516-472-0990.

TECHNICAL TIPS

FINALLY!
A MONITOR PATTERN GENERATOR JUST FOR US OPERATORS!

RGB pattern generator takes the guesswork out of monitor troubleshooting and setup

by RANDY FROMM

You've just walked into a location and your video game is displaying some kind of crazy, mixed-up, wacky picture on the screen. The picture is rolling and gyrating wildly and no matter what you poke, fondle or adjust there's just no stopping it. Is this a monitor problem or is your problem elsewhere?

Perhaps there's no display at all on the screen and your video game is just staring blankly back at you like some kind of evil Cyclops. Is this a monitor problem or is your problem elsewhere?

What you need is a pattern generator — a simple piece of test equipment that will produce a display on a videogame monitor. All you have to do is plug the pattern generator into the input connector of the monitor. If the monitor display is good, your problem is elsewhere.

At last! Someone is finally producing a practical RGB pattern generator designed specifically for testing the monitors in video games. It's about time, too. Like many operators, our shop's ultra-sophisticated monitor tester consists of a JAMMA connector, a power supply and whatever old PCB we happen to have available. Currently it's *Double Dragon;* the old PCB *Sidearms* having finally died after years of abuse from miscellaneous hardware being thrown on top of it.

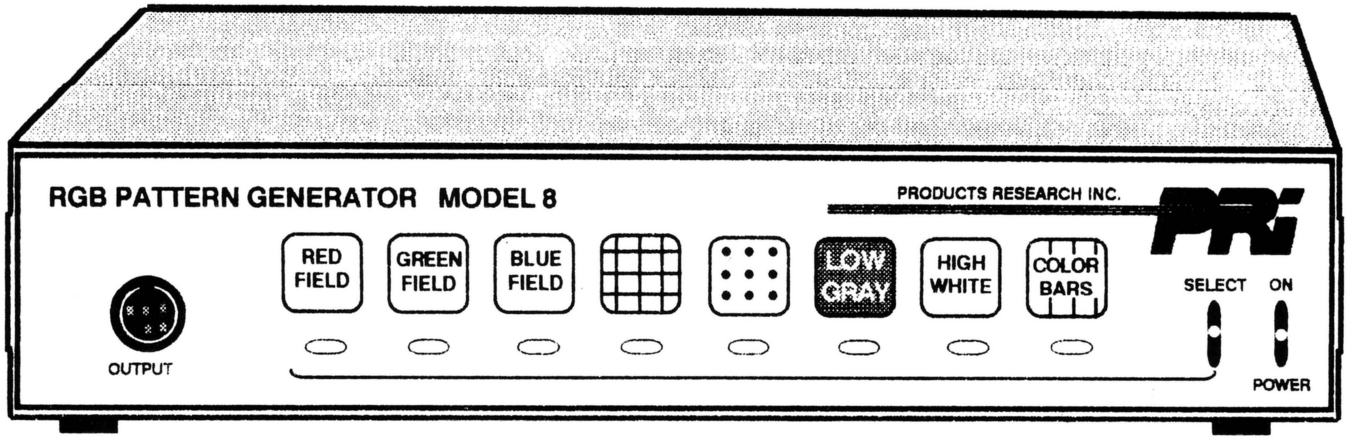
But if we want to test a monitor in one of the empty conversion cabinets back in the warehouse area, we have to extract the game completely, drag the PCB, power supply and harness out to the warehouse, string it all back together on top of a pinball and connect it to the monitor in the cabinet. What a hassle!

A pattern generator makes life a lot simpler. But more than that, a pattern generator will allow you to do a much faster and more professional job of setting up and testing monitors.

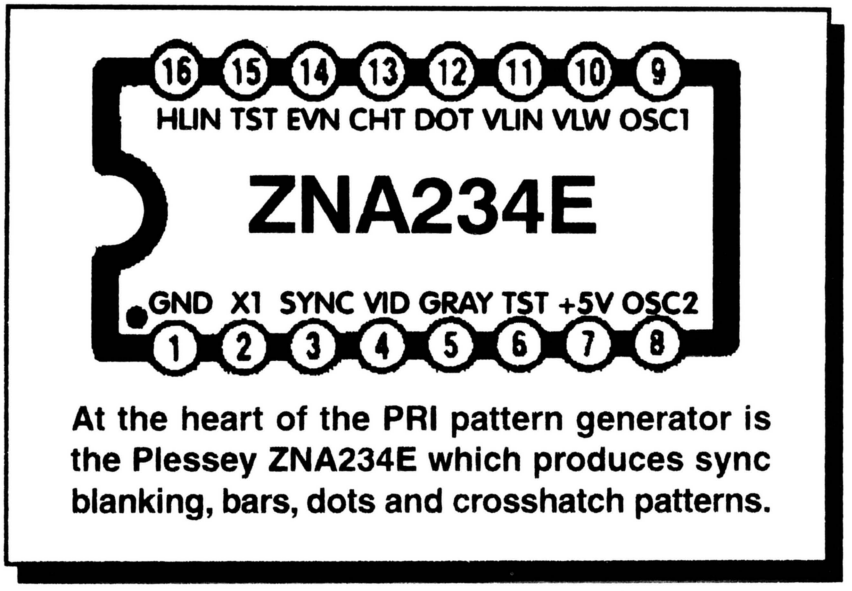
This RGB pattern generator comes from Product Research Inc. It measures 7'x5' by 1½' and weighs around one pound. The unit plugs into the wall so you never need to worry about leaving it on and draining the batteries. The RGB pattern generator does not provide the 120 volts AC that powers the monitor. This must be provided separately to the monitor through an isolation transformer.

The pattern generator produces eight different display patterns as well as industry standard, composite, negative sync. Three of these patterns are solid red, green and blue screens for checking and adjusting the color purity of the monitor. If you have some kind of degaussing problem, the 100% pure color screen will quickly point it out by displaying blotches of color that don't belong.

The crosshatch and dot patterns are used to check the linearity of the monitor. A quick glance at the display will tell you if the spacing is even between all the lines. If the lines are squished (squashed?) together at the top of the screen, but wide apart at the bottom, your monitor has a problem with vertical linearity. The lines should also be



RGB PATTERN GENERATOR FROM PRI INC.

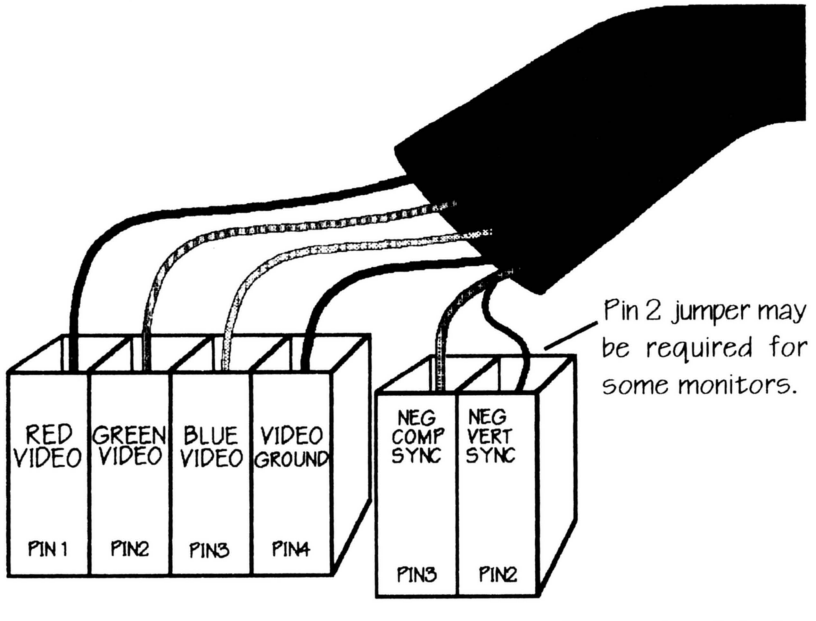


At the heart of the PRI pattern generator is the Plessey ZNA234E which produces sync blanking, bars, dots and crosshatch patterns.

evenly spaced from left to right. If the lines are closer together at one end than the other or if the lines are spaced evenly at the center of the screen but the line spacing changes toward the edges, you have a problem with horizontal linearity.

The crosshatch and dot patterns are also used to check and adjust the convergence of the monitor; the alignment of the three electron guns in the picture tube. If the picture tube is out of convergence, the crosshatch pattern will make it obvious. Instead of seeing white lines on the screen, you'll see the individual red, green and/or blue lines that are supposed to "converge" to make white. That's why it's called "convergence."

The RGB pattern generator is a required piece of equipment if you ever replace a picture tube in a monitor. New CRTs come without the yoke and convergence rings. When you change a picture tube, you must move the yoke and rings from the old tube to the new one. But the rings will have to be readjusted for the new CRT. You cannot adjust the convergence rings properly without a crosshatch or dot pattern. With the crosshatch pattern to guide you, you can adjust the convergence rings to line-up the red, green and blue electron guns properly.



Pattern generator comes equipped with industry standard video and sync connectors.

The PRI pattern generator also produces two different full raster patterns. One is a 'low gray' raster. The low gray pattern is used to set the minimum brightness level. When the low gray pattern is displayed, the raster should be just barely visible on the screen. The 'high white' pattern produces the maximum brightness on the screen. This enables you to adjust the color cut-off and gain controls for maximum color saturation without over-driving the video circuits. This pattern also allows you to check the balance the three colors. If the display is not pure white, the three color controls can be adjusted to obtain a good color balance.

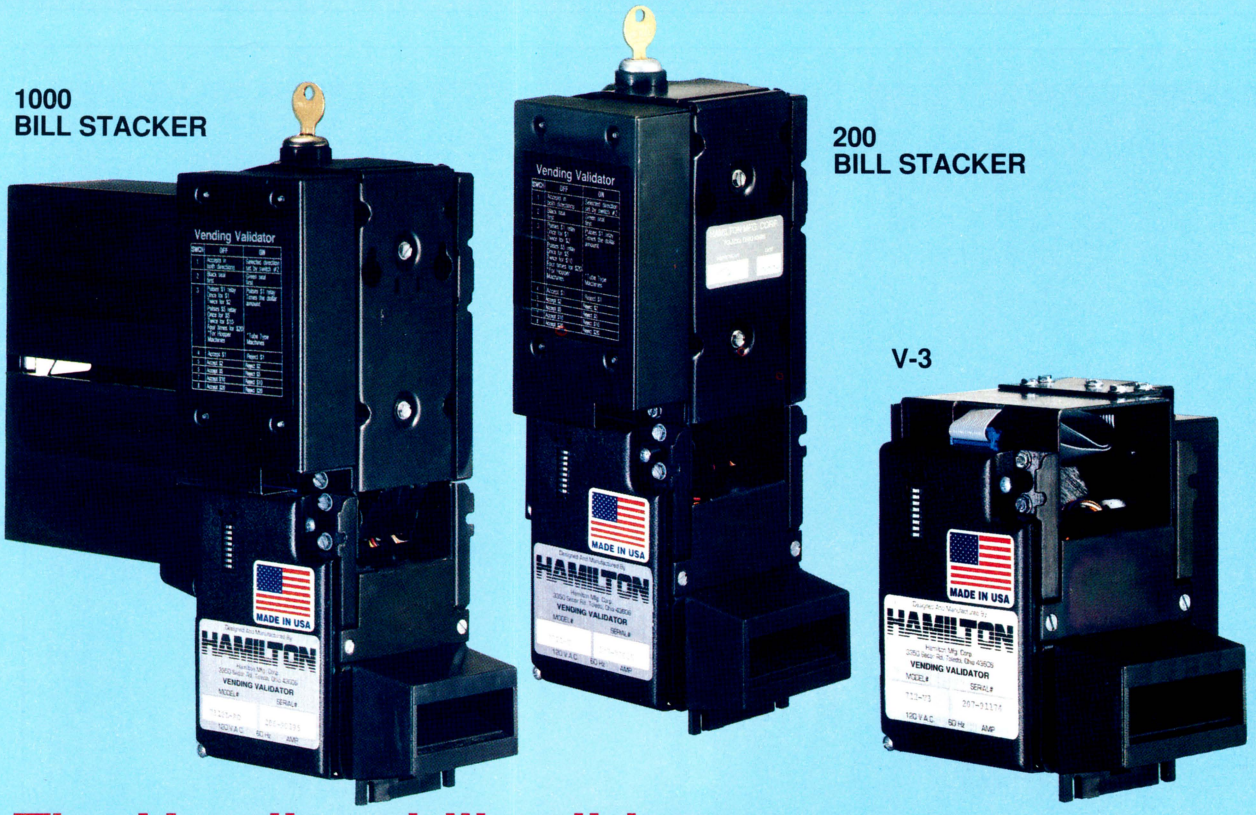
Of course, no pattern generator would be complete without color bars. The color bar pattern produces all three primary colors (red, green and blue) and all three secondary colors (magenta, yellow and cyan) as well as black and white. The color bars are great for an initial test of the monitor because you can quickly check that all three color amplifiers and, in fact, all the monitor circuits are working properly! Anyway, the color bars look great when displayed on a monitor on your work bench. Always leave this pattern displayed on your test monitor (especially during break time) so the boss thinks he's getting his money's worth out of both you and the RGB pattern generator!

Speaking of money, what's this little gem gonna cost you? The PRI RGB pattern generator is priced at $249.95. This includes shipping and handling. The only thing not included is a nifty little carrying and storage case that's an additional $15.00. The case is well worth the money for those of us who do field service but operators who plan on using the pattern generator exclusively in the shop may not want to get the case. The PRI pattern generator also comes with a 6-ft.-long AC power cord and a 6-foot cable to carry the signals from the pattern generator to the monitor under test.

The RGB pattern generator is available exclusively from Products Research, 1550-B Fullerton Ave., Addison, IL 60101; 708/627-3337 or 800/525-0093. Fax is 708-627-1126. Visa and Mastercard are accepted.

— Copyright September 1992 by Randy Fromm. All rights reserved.

BILL VALIDATOR / STACKER



The Hamilton bill validator...

It's customer friendly
The validator senses bill holding and continues operation...gently pulling bill from customer's grasp. Additional bills are locked out until the previous bill has been processed. Rejected bills are held for the customer rather than being ejected to the floor.

Bill acceptance is greater than *94% for $1, $2, $5, $10 and $20 bills, switchable to any single bill or combination. Face-up bills can be fed in either direction or just one, based on your choice of switch setting.

It's owner friendly too
The latest magnetic and optical technologies are coupled with innovative software to provide higher security AND acceptance than other bill acceptors - without gain or motor speed adjustments.

A heavy-duty drive motor and drum provide a more positive bill transport with less maintenance than belts. Strong reversing action will clear most bill jams. "S" shaped bill path helps restrict stringing attempts.

Troubleshooting is easy and automatic with the built-in diagnostic test mode and display.

Designed for longer field life and reduced maintenance. Easy access speeds cleaning of the bill path, permits quick removal of debris. No plastic cams to strip or break.

* Based on HMC Standard

It's versatile
The built-in power supply and control board simplify installation. Programmable pulses per dollar, and selective pulse widths and levels interface more applications. Choose from a stackerless version or a 200 bill or 1000 bill stacker.

Differentiate your product
The patented TOKENOTE® feature accepts high security paper tokens with your advertising printed on the note. Introduce your product or service, or promote sales through distribution of these enticements.

...It's the next best thing to an employee

NEW! HAMILTON TOKENOTE® PAPER TOKENS

The Hamilton Vending Validator



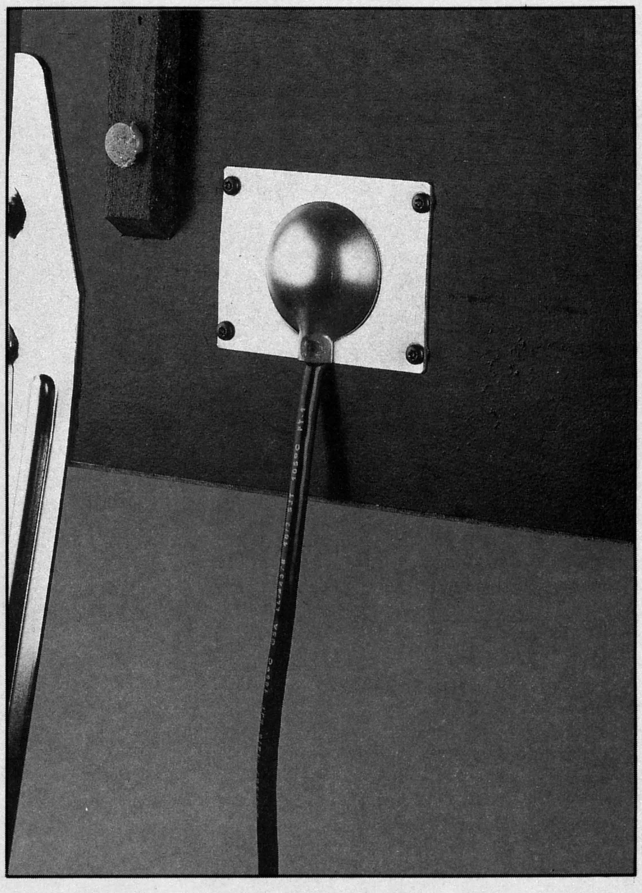
ACCEPTS

$1, $5, $10, $20 bills and Hamilton Tokenote Paper Tokens

HAMILTON

Hamilton Mfg. Corp.
3350 Secor Rd. / Toledo, Ohio 43606
Tel: (419) 535-7667 FAX: 419-535-0345

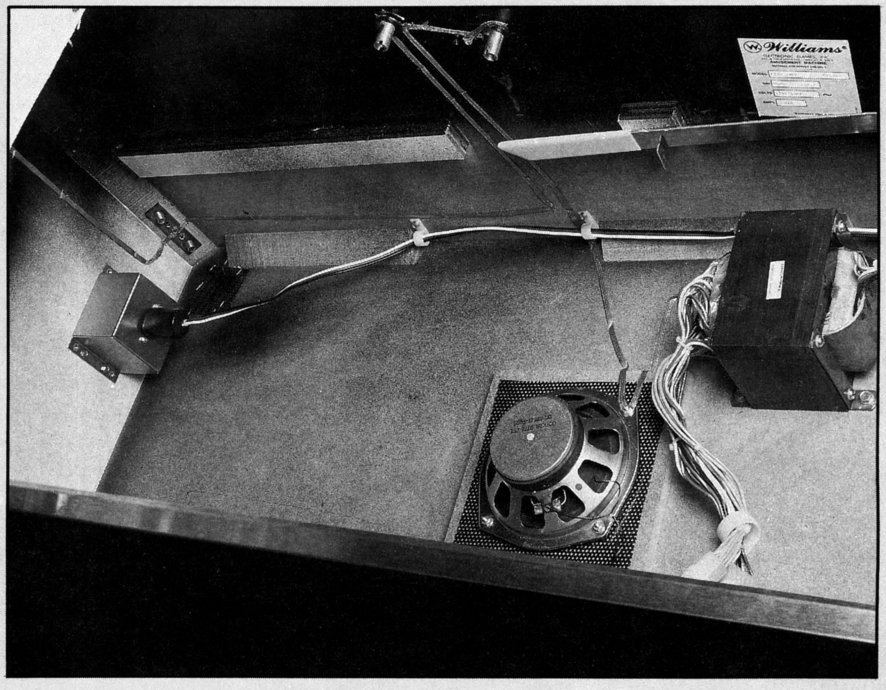




Williams/Bally Midway Pin Packaging & IEC Power Input

Williams Bally/Midway recently announced innovations in pin-game packaging which will help customers adhere to local recycling laws. Pin-game packaging materials will now be made of honeycomb cardboard blocks; polystyrene will no longer be used as cushioning material.

Additionally, all pinball machines are now being introduced with an IEC 320 power input connection; the same power input used on computers. International as well as domestic customers are now supplied with cord-sets which will plug into the appropriate electrical receptacle in the field.





Vital Titles



top-selling 45s and CDs at key one-stops as of Aug. 18, 1992 ★ = *significant crossover activity*

POP

★ **1. I'LL BE THERE,** *Mariah Carey, Columbia 74330*
2. UNDER THE BRIDGE, *Red Hot Chili Peppers, Warner Bros. 18978*
3. LIFE IS A HIGHWAY, *Tom Cochrane, Capitol 44815*
★ **4. BABY GOT BACK,** *Sir Mix-A-Lot, Reprise 18947*
5. THE ONE, *Elton John, MCA 54423*
★ **6. GIVING HIM SOMETHING HE CAN FEEL,** *En Vogue, Atco 98560*
7. NOVEMBER RAIN, *Guns N' Roses, Geffen 19067*
8. GOOD STUFF, *B-52's, Reprise 18895*
9. DAMN, I WISH I WAS YOUR LOVER, *Sophie B. Hawkins, Columbia 74164*
10. MAKE LOVE LIKE A MAN, *Def Leppard, Mercury 864038*

POP PICK HITS

ALL SHOOK UP
Billy Joel - Epic 74422

HUMPIN' AROUND
Bobby Brown - MCA 54343

SOMETIMES LOVE JUST AIN'T ENOUGH
Patti Smyth - MCA 54403

WHEN I LOOK IN YOUR EYES
Firehouse - Epic 74440

DIVINE THING
The Soup Dragons - Mercury 865764

CW

★ **1. BOOT SCOOTIN' BOOGIE,** *Brooks & Dunn, Arista 2440*
2. WHEN IT COMES TO YOU, *John Anderson, BNA 62235*
3. I FEEL LUCKY, *Mary-Chapin Carpenter, Columbia 74345*
4. THE RIVER, *Garth Brooks, Liberty 57765*
5. COULD'VE BEEN ME, *Billy Ray Cyrus, Mercury 866998*
6. WE TELL OURSELVES, *Clint Black, RCA 62194*
7. THIS ONE'S GONNA HURT YOU, *M. Stuart/T. Tritt, MCA 54405*
8. WRONG SIDE OF MEMPHIS, *Trisha Yearwood, MCA 54414*
9. WARNING LABELS, *Doug Stone, Epic 74399*
10. BILLY THE KID, *Billy Dean, Liberty 57745*

COUNTRY PICK HITS

NEXT THING SMOKIN'
Joe Diffie - Epic 74415

SEMINOLE WIND
John Anderson - BNA 62312

IF I DIDN'T HAVE YOU
Randy Travis - W. Bros. 18792

BE MY ANGEL
Lionel Cartwright - MCA 54440

NO ONE ELSE ON EARTH
Wynonna - MCA 54449

R&B

★ **1. BEST THINGS IN LIFE ARE FREE,** *L. Vandross/J. Jackson, A&M, 0010*
★ **2. GIVING HIM SOMETHING HE CAN FEEL,** *En Vogue, Atco 98560*
★ **3. I'LL BE THERE,** *Mariah Carey, Columbia 74330*
★ **4. JAM,** *Michael Jackson, Epic 74333*
★ **5. DO IT TO ME,** *Lionel Richie, Motown 2160*
★ **6. BABY GOT BACK,** *Sir Mix-A-Lot, Reprise 18947*
★ **7. JUST FOR TONIGHT,** *Vanessa Williams, Mercury 865888*
★ **8. WARM IT UP,** *Kris Kross, Columbia 74376*
9. REAL LOVE, *Mary Blige, MCA 54455*
★ **10. WHATEVER IT TAKES (TO MAKE YOU STAY),** *Troop, Atlantic 87475*

R&B PICK HITS

HUMPIN' AROUND
Bobby Brown - MCA 54343

I'M STILL WAITING
Jodeci - MCA 54451

THANK YOU
The Cover Girls - Epic 74438

CDs

1. BRAND NEW MAN, *Brooks & Dunn, Arista 18658*
2. SOME GAVE ALL, *Billy Ray Cyrus, Mercury 510635*
3. THE HARD WAY, *Clint Black, RCA 66003*
4. BLOOD SUGAR SEX MAGIK, *Red Hot Chili Peppers, W. Bros. 26681*
5. ROPIN' THE WIND, *Garth Brooks, Liberty 96330*
6. SOUTHERN HARMONY. . ., *The Black Crowes, Def American 12185*
7. TEN, *Pearl Jam, Epic 47857*
8. FUNKY DIVAS, *En Vogue, Atco 92121*
9. GREATEST HITS, *ZZ Top, Warner Bros. 26846*
10. SOUNDTRACK (from "Boomerang"), *Various, Arista 26006*

More income, less work the easy way!



Ready to cash in on profitable league play? Want to make your leagues easier to manage, more efficient, better profit producers? Valley has the answer...our new League Management System. This data base system:

- runs any league program – darts, pool and more
- facilitates complex scheduling to assure balanced home and away matches
- has the ability to add new players to the data base during score sheet entry
- accommodates VNEA, NDA – S.P.R.E., points-per-round, and most other handicapping systems

Other features that make this system work for you:

- tracks feats selectively, including consecutive feats
- customizes reports and statistics to your own specifications
- provides user friendly "Point-and-Shoot" selection and on-line help screen
- operates on MS-DOS or PC-DOS versions 2.0 or greater

The system includes the easy-to-follow User's Guide, ProTech key and technical support from Valley, and is available in your choice of 3 1/2" or 5 1/4" diskettes. Charter members of the National Dart Association or the Valley National Eight Ball Association receive a special 50 percent discount.

Valley COUGAR DART games and COUGAR ZD-5 pool tables are industry standards for play-for-pay action. And they're matched in every measure of quality by the Valley League Management System. Team this system and these games in your line-up and you've got it all!



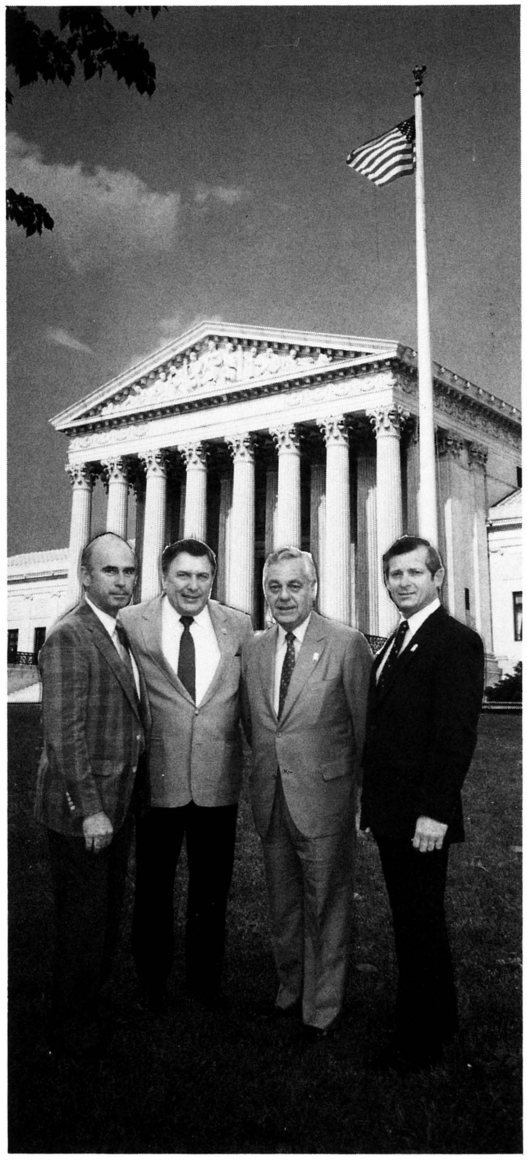


FREE OFFER! For a limited time the system is free with the purchase of Valley COUGAR DART games. Contact your Valley distributor or call Scott Schroeder at 1-800-248-2837 for full details!

VALLEY

Valley Recreation Products Inc. 333 Morton Street, P.O. Box 656, Bay City, MI 48707 / (517) 892-4536 / 1-800-248-2837





AMOA VETERANS SPEAK

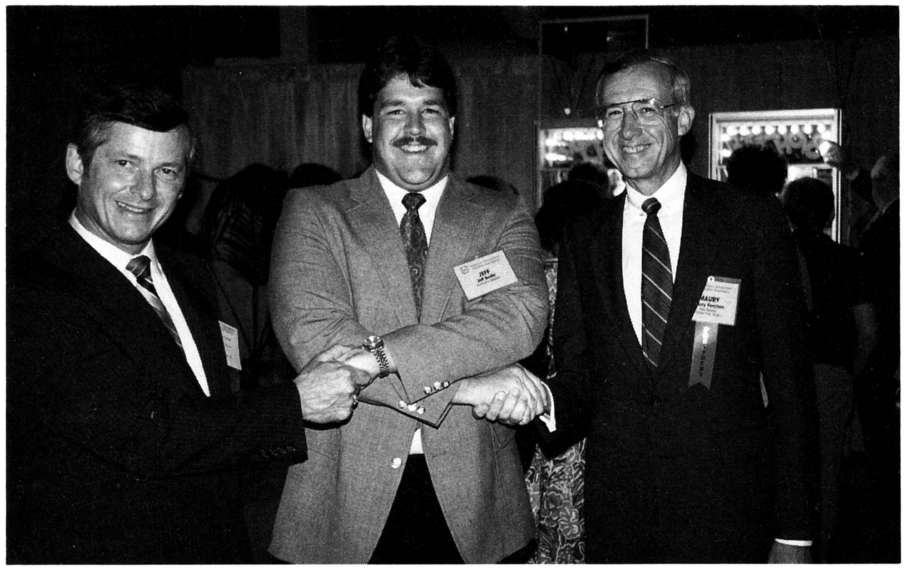
words of wisdom from the Past President's Council: Dick Hawkins, Clyde Knupp, Jack Kerner and Jim Trucano

In about a month, AMOA will install four members of the "under-40" generation as its top officer team. We plan to interview the new team next month, but this month we survey the wisdom of those who have gone before. The association makes good use of its former leaders' experience, by making them members of the AMOA Past Presidents' Council. After stepping down from the top job, a former association president serves on this advisory body for five years.

It's a distinguished line-up. From the fall of 1986 to the fall of 1987, AMOA's president was Dick Hawkins (D&R Star, Minn.). The man in charge for the 1987-88 term was Wally Bohrer (Hastings Distributing, Wisc.). During 1988-89, the reins were held by Clyde Knupp (Amuse-O-Matic, Iowa). The 1989-90 president was Jack Kerner (Melo-Tone Vending, Mass.). Manning the helm in 1990-91 was Jim Trucano (Collins Music Co., S.C.). Each of them made a valuable contribution to their association and their industry.

We asked these men to reflect on the industry, AMOA, current issues, and the future of coin-op. Regrettably, Wally Bohrer's demanding travel schedule prevented him from being able to interview in time for our deadline; however, we were able to chat with the other four council members. We began by asking them to think back to their own terms as AMOA President.

At top, two fun photos showing past AMOA presidents Wally Bohrer, Jim Trucano, Dick Hawkins and Clyde Knupp (also pictured is former association exec Bill Carpenter).



From 1987's lobbying trip to D.C., Dick Hawkins has fun with Washington Redskins player Jeff Bostic and Bally's Aladdin's Castle's Maury Ferchen at the congressional reception.

REPLAY: What was the most important thing you learned during your term as AMOA president?

DICK: I learned the value of the association, especially when it comes to dealing with government officials. When I was AMOA president, our relations with the United States Government needed some tuning up. The association has done that. We're putting a lot more time and effort into Washington, D.C. with issues like copyright, dollar coin, the parallel issue and others. These things would never have happened without an association working effectively.

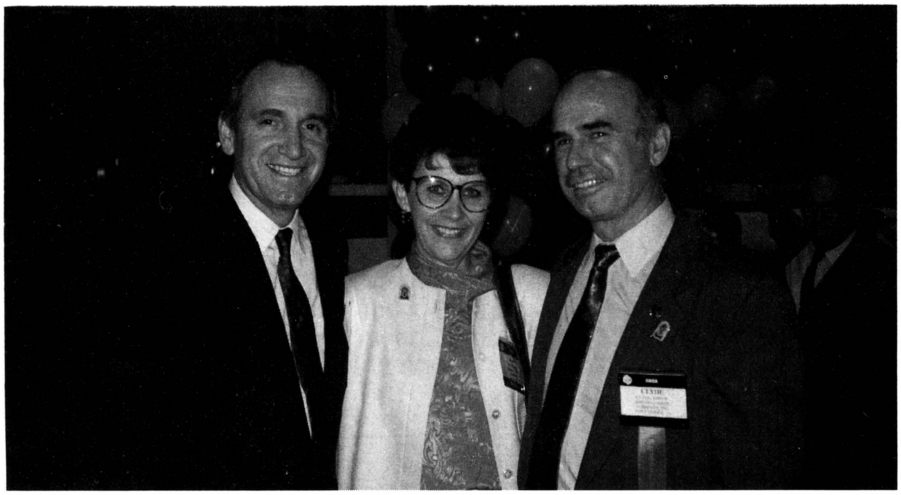
CLYDE: Our industry is quite varied, which makes it more difficult to deal with coin-op as a single entity. As a private businessman, you deal with your own neighborhood. As AMOA president, you look at the industry from a broader perspective. It's an eye-opener. You learn how different each state can be. For example, South Dakota runs gambling equipment. The Northeast has a different emphasis. Rural and city operators have to take a different approach, stressing different types of equipment, in order to survive.

'AMOA has a lot of credibility. The vast majority of operators look at AMOA as fairly and accurately representing their concerns on the national level.'
— Jim Trucano

JACK: The primary thing I learned when I was president, was to listen, to try to understand the problems out there. And you want to know something? The problems across the country are exactly the same as I have in my own back yard in Boston. I reported this to the AMOA Board of Directors and our executives. We started trying to help these people. I honestly thought a guy in Montana or Texas would have different problems but they're the same: the drop-off in cigarette sales volume, restrictive legislation from local health departments, trying to ban cigarette vending machines, gray area machines, the whole gamut. I was really surprised. It dawned on me: the local operator thinks the problem he has, is unique to himself. But it's not unique. Everybody would like a dollar coin, legalized gaming, and so on.

JIM: What was the most important lesson I learned? I guess the perception going into my year as AMOA President was, there was a lot of antagonistic feelings toward AMOA — we didn't do anything, didn't react fast enough, etc. But when you actually get out to state associations, you discover the feelings are a lot warmer and better. I discovered that AMOA has a lot of credibility. The thing is, the most vociferous people are the ones who have problems. The vast majority of operators may not speak up as much, but they look at AMOA as fairly and accurately representing their concerns on the national level. I enjoyed every minute of it.

REPLAY: What do you regard as your main accomplishment



Same place, but a different time . . . then-AMOA President Clyde Knupp (right) with wife Diane and Sen. Howard Harkin during AMOA's 1989 trip to Washington, D.C.

Catch the Hot New Sports Game!

UB QB Football Challenge

Don't Miss Out On Football Fever!



Earning Excellent Revenues...on the Street...and in Arcades!

Find out what these people are so *excited* about!

"We have had 100% satisfaction and 0% down time. UB-QB is a great game that provides an excellent return on investment."

Steven Levy
Music-Vend Distributing
Seattle, Washington

"Our UB-QB collections have exceeded the basketball collections during their heyday — and we're not even in football season yet! The games are also easy to move and assemble...UB-QBs are a great addition to our route."

Jim Comella
Cadillac Music
Cleveland, Ohio

"My hat's off to NSG. Customers have found UB-QB to be challenging yet easy to play and understand. Our UB-QBs have proven to be dependable and profitable."

Jeff Morton
Celebration Station Family Fun Centers
Pineville, North Carolina

"Our UB-QBs have added a new dimension to our redemption games and fit in great in our theme environment. We've also had excellent post-sale support from National Sports Games. Count us as very pleased."

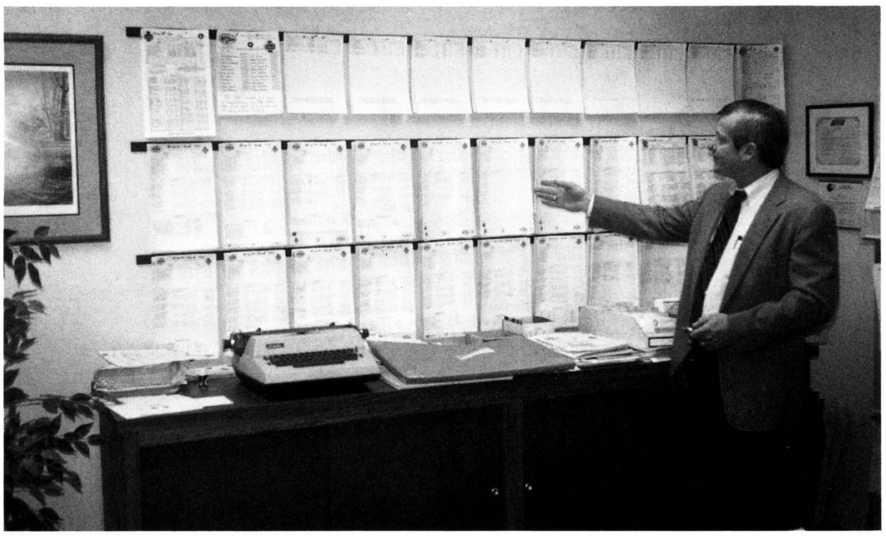
Warren Asing
Fun Factory
Ewa Beach, Hawaii

"UB-QBs are a great attraction. Not only have our operators placed UB-QBs in all 8 of our sports bars with excellent results, we've been most pleased where we have multiple UB-QBs per location."

Joyce McReynolds
America's Original Sports Bar
Dallas, Texas

NSG NATIONAL SPORTS GAMES

3669 E. La Salle St. • Phoenix, Arizona 85040 • (602) 470-1490 / FAX: (602) 470-1495



Former AMOA topper Dick Hawkins back in his D&R Star offices with a wall-full of league sheets. He has been and continues to be among the most active of the industry's league play boosters, playing a key role in the development of AMOA's National Dart Assn. program.

as AMOA president? Which of your actions did the most to affect the association long-term?

DICK: I turned AMOA into a marketing association. Prior to that, it had been more attuned to running a trade show. For years, AMOA was one of the few associations that didn't actively promote its own product. We promoted the industry to ourselves, but not to our customers. Now we have several programs geared to helping the operator's cash box at home. The National Dart Association is one example; our fledgling pinball association is another. The VNEA pool association, which so many AMOA members belong to, got it all started. I've been involved very extensively in all three of these groups over the years. They drive dollars right into the cash box. At this point I think promotion and marketing is the right way to go.

'I turned AMOA into a marketing association. For years, AMOA was one of the few associations that didn't actively promote its own product. Now we have several programs geared to helping the operator's cash box at home.'

— Dick Hawkins

CLYDE: I worked hard to try to unify the operators and the manufacturers. I think as time goes along, they must work together the way they used to. That's how AMOA began, but since then we have separated somewhat. We did quite a few things with AAMA on the trade show, the Ronald McDonald House program, the Kids' Village charity program in Florida. We worked with AAMA for the first year of supplying a game room to the Olympic Village. What we still want to accomplish is the realization that the industry must work as one.

JACK: When I was president, I did something I don't think had ever been done before. I called a meeting with NAMA, AMOA, AAMA, IAAPA and every tobacco manufacturer in the same room, at the same time. I tried to bring together every phase of our industry — tobacco, music, games. We sat down and I said: we are one industry, let's work together. When we go to Washington D.C., we should speak with one voice. We're closer to IAAPA as a result of that effort. AMOA leaders go to the Parks shows and have open communication with them. I also think that was the beginning of the reuniting of AAMA and AMOA. You don't heal old wounds overnight if they go back for years, but over time these will be resolved and we'll look at it as one industry: manufacturers, operators, distributors, food venders, everybody.

JIM: My most important accomplishment is something that probably would have happened regardless of who was president, but I think I raised the level of awareness of the video lottery issue. It certainly was the subject I addressed most, as I traveled to different states. I'd like to think I was able to bring up some concerns that not everyone was aware of, based on my experience with helping South Dakota achieve a legal VLT market some years ago.

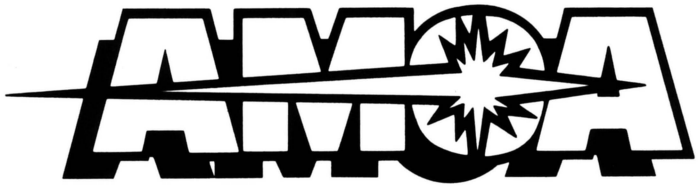
'When I was president, I did something I don't think had ever been done before. I called a meeting with AMOA, AAMA, NAMA, IAAPA, tobacco manufacturers — every phase of our industry. We sat down and I said: we are one industry, let's work together.'

— Jack Kerner

REPLAY: What is the greatest opportunity facing operators today?

DICK: Networking — using computers to tie together games in remote locations for interactive play — offers a lot of opportunity. To me it seems it must be the wave of the future. For the player in the field, who is continually looking for new, additional competition, networking means added excitement. For

Voice of the...
Coin-Operated Amusement, Music & Vending Industry



Amusement & Music Operators Association

Providing Industry Leadership with...

- Effective Government Relations
- Targeted Industry Promotion
- Continuing Education
- Timely Communications
- Industry's Largest Trade Show

▫ ▫ ▫

Expo '92, October 1-3 in Nashville!)

▫ ▫ ▫

For more information contact:

Amusement & Music Operators Association
401 N. Michigan Avenue
Chicago, IL 60611
Direct Line: 312/245-1021



Jack Kerner (with wife Shirley) was the first AMOA president to attend a Japanese trade show. He's pictured here with Taito's Mr. Naganishi and Capcom's Kenzo Tsujimoto at the 1990 AOU.

the operator, networking means greater efficiency and better marketing. Why do you want to send that truck down the road to deliver a game to a location, if you can send information over the phone lines instead? If I understand our laws correctly, networking will allow us operators to market our products together. I like that. In fact, if we approach networking properly, we should even be able to go back and compete with the home video industry, which has had a significant effect on our cash boxes. In recent years, some operators in this county have kind of turned up their noses at video, but there is nothing inherently wrong with the product itself. How operators feel about a particular type of equipment comes right down to dollars in the box.

CLYDE: The greatest opportunity, I think, is organized activities in pool, darts, and the league concept. If we really grab hold of it and treat this marketing tool like a bowling proprietor would, it's a plus that nobody can take away. Too many operators are not taking advantage of this as strongly as they should. As an industry, we need to keep putting more emphasis on this area.

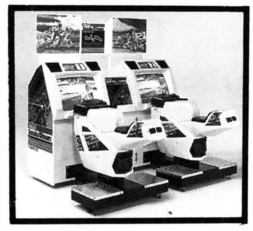
JIM: I think the greatest opportunity is the whole idea of the telco issue. Bill Stone was right two years ago when he brought it to our attention: it's important and we need to pay close attention. If it's approached in a unified manner, and if we get involved now while its in its infancy, then Craig Johnson is also right: it can help us.

'Hopefully we can work together with Japanese coin-op on a worldwide basis, because that's what the industry is becoming.'
— Clyde Knupp

REPLAY: What is the greatest threat facing operators today?

DICK: Video gaming scares me. There's so much money at stake, that competitors from outside our industry want to take it away from us. We can't blame

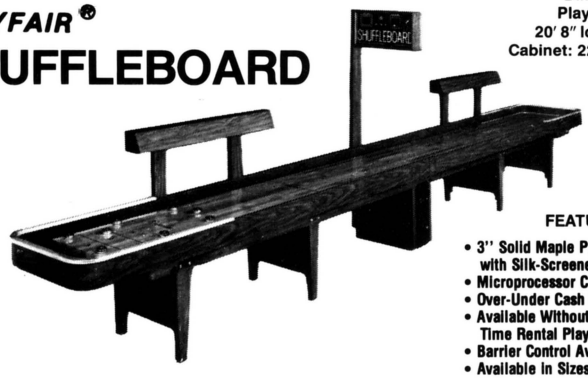
BELAM *is proud to announce...*
We Are The **EXCLUSIVE DISTRIBUTOR**
For **NAMCO** Products
FOR SOUTH AMERICA, CENTRAL AMERICA, AND THE CARIBBEAN AREA... We can help you with any of your needs. Contact us now for immediate service, prices & catalogs!



SUZUKA 8 HOURS

R.H. BELAM COMPANY, INC.
Nassau Plaza • 1 Fulton Avenue
Hempstead, New York 11550
SE HABLA ESPANOL
Tel: (516) 292-2670 Fax: 516-486-0957

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.
• Available Without Coin Doors For Time Rental Play or Home Use.
• Barrier Control Available.
• Available in Sizes: 10½', 13½', 16' & 18'.

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

Excitement and Profit...
Grayhound and You for '92

NEW FROM GRAYHOUND

JUMBO SKILL CRANE



FEATURES:
- Modern Design for More Locations
- Chaser Lights Enhances Cabinet
- Redesigned Sliding Glass Door for:
  - Increased Viewing of Prizes
  - Easy to Load Prizes
  - Added Security
- Removable Front Console for Easier Entry Through Doorways
- Separate Locked Cash Box
- P.C. Boards Mounted on One Board
- Adjustable Claw
- Joystick or Buttons
- Adjustable Cost Per Play
- Adjustable Time Per Play
- LED Read Out

OPTIONS:
- ***NEW*** Sports Card Dispenser
- Ticket Dispenser
- Bill Acceptor

Dimensions:
Height-76", Width-41", Depth-37"

SPORTS MANIA
with **SPORTS CARD DISPENSER**

Family Fun & Entertainment!

TEST YOUR SPORTS KNOWLEDGE and RECEIVE VALUABLE SPORTS CARDS

UPRIGHT GAMES & KITS ALSO AVAILABLE



Lowest Priced Sports Cards!



Dimensions: Height 21", Width 21", Depth 22"

Win collectible sports cards. Players love the challenge of the sports questions and the valuable sports cards. To keep interest high, software updates and different sports cards can be used.

SCOREBOARD: FEATURES & OPTIONS
- Programmable Dispensing of Cards
- A Card Every Time or In Bonus Round
- Adjustable Points to Receive Cards
- Number of Questions Per Play
- Number of Bonus Questions
- Display Answers or Not
- Response Time for Answers
- Multi-Player

Sports Mania combines redemption with the multi billion dollar sports card craze sweeping the country.

HIGH ROLLER
MULTI-GAME SYSTEM
THE LATEST in VIDEO ENTERTAINMENT

UPRIGHT GAMES AND KITS ALSO AVAILABLE



Dimensions: Height 21", Width 21", Depth 22"

FEATURING:

CASINO GAMES
- JOKER POKER
- BLACK JACK
- CASINO SLOTS
- BEAT THE SPREAD
- ROLLING BONES
- HORSE RACES
- DOG RACES

TRIVIA GAMES
- FACTS
- ADULT SEX
- NFL FOOTBALL
- THE SEVENTIES
- ENTERTAINMENT
- AND OTHERS

Software
- Custom Advertising
- On Screen Bookkeeping
- Thousands of Questions
- High Score Recognition
- Software Upgrades Available

Hardware
- Front Coin Drop
- 9" & 13" Color Monitor
- Large Security Hasp
- Separate Locked Cash Box
- Full Factory Warranty

Adjustable Features/Options
- Number of Questions Per Coin
- Number of Bonus Questions
- Response Time for Answers
- Display Answer or NOT
- Multi-Player

Sex Appeal
Adult Video Entertainment



HOW SMART ARE YOU SEXUALLY?
Take the Sex Appeal Test and See
Sex Appeal dispenses sexually provocative collectible cards. Players will have fun answering the sex questions and will go crazy over the sexy cards.



UPRIGHT GAMES AND KITS ALSO AVAILABLE



OPTIONS:
- Programmable Dispensing of Cards
- Cards every time or Bonus Round
- Adjustable Points to Receive Cards
- Number of Questions per Play
- Number of Bonus Questions
- Display Answer or Not
- Response Time for Answers
- Multi-Player

Dimensions: Height 21", Width 21", Depth 22"

Manufactured in the U.S.A. **(ASK ABOUT OUR NEW FINANCING PROGRAM)** VISA MasterCard MASTERCARD & VISA ACCEPTED

For Information Contact Your Local Distributor or...

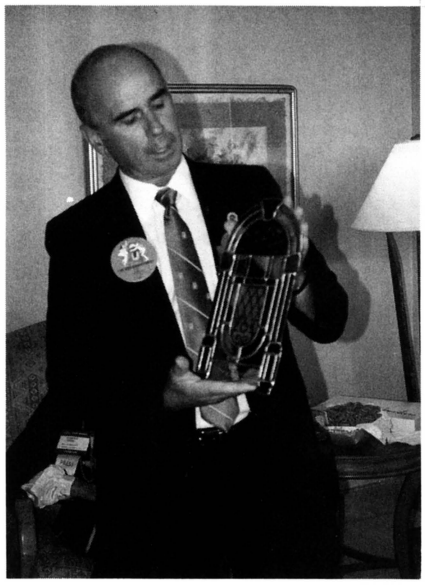
GEI **GRAYHOUND ELECTRONICS, INC.**

(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 • FAX 908-341-6560

them, but we must make sure we're smarter. If gaming (run by others) is allowed to hurt our customer base, then eventually we won't be around anymore. For example, casinos in my state of Minnesota have gotten to be a huge business. *[Editor's note: casinos are legal on some of Minnesota's Indian reservations.]*



Clyde Knupp with beautiful stained glass jukeboxes, which were presented to AMOA past presidents at the 1989 Expo. The jukebox centennial was celebrated that year.

Our locations in those areas are suffering dramatically. The hue and cry has gone up from bars, hotels and even the community. Why? Because money leaves town and doesn't come back. We have to stay in the video gaming market and work very hard to steer it properly so our industry survives.

CLYDE: The biggest threat to the industry is our "friendly" government: taxes, regulation and inflation. The devaluation of our currency, and the resulting need for dollar coins, is greater every day. Our pricing is too low; we're just not keeping up with cost factors. Dollar bills are fine, but coins are a lot more accessible as pocket change.

JACK: Networking and video poker are both the greatest threat and the greatest opportunity. Depending on how it comes out, it could be great or terrible. Either one could literally destroy the video and music business. Either one could give us a big shot of adrenalin. I just wish I had a crystal ball, so I'd know which way to direct the future of my business!

JIM: I think our biggest threat is video lottery. As an industry, we've been unsuccessful in duplicating the South Dakota experience, except in Louisiana. Everything I read and hear, coming from those states I visited as AMOA president, indicates it's a tough situation out there right now. I don't hear much optimism.

REPLAY: Can you comment on some other issues for us? We would like your opinion of the relationships between AMOA and the state associations who want financial help from AMOA, for example.

DICK: State operator associations are very necessary organizations. With advent of the video gaming issue in each state, the state associations are more important than ever. I've seen good associations go downhill, and I have seen poorly-run groups transform themselves into great organizations. It all depends on who's running them, and that comes back to the same problem: 10% of the people do 90% of the work. As I mentioned, you need a strong state association and you also need other associations as allies. Unfortunately in many states, our associations don't have enough allies to help us fight higher taxes, create an operator-run gaming market and so on.

CLYDE: We've come a long way in the relationship of AMOA to the state associations. As AMOA president, I had the op-



- STATE-OF-THE-ART GAMES
- HIGH PROFITS — LOW MAINTENANCE
- ADJUSTABLE HEIGHTS
- STEEL CONSTRUCTION
- EASY-ACCESS PROVEN ELECTRONICS
- PROVEN AFTER-SALES SERVICE

AMERICA'S HOTTEST BASKETBALL GAME...

POP-A-SHOT®

"THE ORIGINAL GAME"

★ **IT'S EXCITING!**

★ **IT'S ADDICTIVE!**

★ **IT'S PROFITABLE!**

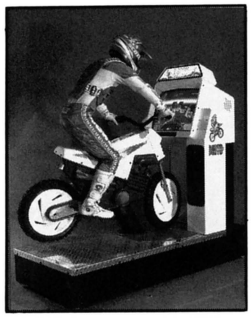
POP-A-SHOT, INC.
P.O. Box 1073 • Salina, KS 67402
(913) 827-6229 FAX: 913-827-6336

ALSO AVAILABLE...
FACTORY RECONDITIONED GAMES!

BELAM ***is proud to announce...***
We Are The **EXCLUSIVE DISTRIBUTOR**
For **ATARI** Products

FOR SOUTH AMERICA, CENTRAL AMERICA, AND THE CARIBBEAN AREA... We can help you with any of your needs. Contact us now for immediate service, prices & catalogs!

R.H. BELAM COMPANY, INC.
Nassau Plaza • 1 Fulton Avenue
Hempstead, New York 11550
SE HABLA ESPANOL
Tel: (516) 292-2670 Fax: 516-486-0957



MOTO FRENZY

portunity to put Jim Stansfield in as chairman of the state association committee. He's a tremendous individual and is still in that post. Maybe someday we'll have an AMOA organization that unifies each group, gets everybody singing out of the same hymnal. That's the ideal. The AMOA board has approved fighting some state issues, but it's difficult because each state has its own problems and priorities. AMOA really needs to address national issues, not state issues. I think the board does and will support state issues from time to time, when they threaten to become national problems. But overall, the best approach is for each of us to fight our own battles. If we in Iowa aren't willing to solve our problems, then why should we expect someone else to do it?

JACK: AMOA has always had constant calls for help from state associations. They'd like financial help to fight various battles. We simply cannot do this. Yes, AMOA does have a war chest. It was put into place years and years ago by the fellows who started the association. There's a great deal of money in there. However, it's reserved strictly in case something comes up that could put the amusement and music industry out of business. That fight is intended to take place only on the federal, national level. When it comes to state and local issues, there isn't enough money in the world to respond to all the bans and laws to fight all the battles in every city and town. We do help the operator by providing information. We have a central computer at AMOA headquarters which keeps track of the various laws in each state. If an operator or state association has a problem, they can call AMOA. Our staff will say: why don't you call this other state; they had the same problem and can tell you how they resolved it.



Opening the AMOA's 1989 Expo were incoming president Jack Kerner (pictured with his wife Shirley) and outgoing president Clyde Knupp (with his wife Diane).

JIM: (Chuckles) Why can't AMOA give money to state associations? The "official" answer is: if you give to one, you have to give to all. But behind that answer is one important fact: it's very difficult for AMOA to determine which state efforts are professional and legitimate, and which aren't. Some states have advocated legislation that, frankly, would have been bad for the industry. When many state associations come to AMOA for money, that's all they want. Too often the attitude is, we don't want your opinion, we just want your money. They don't ask for other kinds of help which we can provide — information, testimony, expertise, and so on. And those are the things you should be getting, long before you put your hand out for contributions.

REPLAY: What is your view of the relationships between AMOA and other trade associations like AAMA, NAMA, JAMMA, and IAAPA? How important are these relationships, and how strong are they?

DICK: You know, when you go visit a legislator at the state or



Taking the reins as president, Dick Hawkins holds the ribbon as outgoing prexy Al Marsh does the honors with the scissors, opening AMOA Expo '86. At right, new First VP Wally Bohrer.



AMOA President Jim Trucano with Masaya Nakamura and Bill Rickett at the first-ever, three-way summit meeting between JAMMA, AMOA and AAMA (it was held during Expo '91).

national level, you quickly realize that politicians make no distinction between the manufacturer, the distributor and the operator. In their eyes, we're all "the coin-op amusement industry"... period. Every time I talk to a politician, the main thing he wants to know what association I'm in, what our coalition is, and what other groups are behind us. That's the greatest value of associations. So I've always felt it was to the betterment of the industry to work together, not fight. JAMMA has made overtures to AMOA, and that's good. NAMA, AAMA and AMOA are good examples of associations working together for dollar coins. Political alliances like these are good for all of us and good for our ultimate customer, the location.

CLYDE: Dialog between AMOA and JAMMA was just beginning when my term as AMOA president ended. Jack Kerner followed me, and he had the opportunity to go to Japan as AMOA president. Our cultures and practices are different, so it's good and healthy that we talk. Hopefully we can work together on a worldwide basis, because that's what the industry is becoming. For instance, the Japanese may have a better chance to take advantage of rapid changes in telecommunications. We can work together if the factories and those with deeper pockets decide to provide some technology we can all use.

'If you're an average operator, AMOA membership makes money for you. But we haven't convinced enough people of that.'
— Jim Trucano

JACK: Dialog between all the different industry groups was the primary thing I wanted to keep going after my presidency. I came up with the AMOA Manufacturers' Council — a kind of "think tank" for operators and manufacturers to brainstorm about our problems and possible solutions. Since its initial formation, we've also added representatives from distributing and parts suppliers. We do some important work on anything and everything to taxes to show planning, standardization, advanced technology, and many other issues. In addition, the Manufacturers' Council has really opened up communications between several of the associations you mentioned.

JIM: I think our relationship with JAMMA is good, although it's still growing and has room for more progress. Our current AMOA president, Gene Urso, has made a real effort to build on what we started. He's done everything you could do to make the relationship move along as quickly as possible. Naturally, you don't merge the agendas of two associations overnight.

REPLAY: What's your view of parallels?

DICK: From my point of view, the parallel issue was for the betterment of the operating community. We hope the current situation brings product at prices we can afford. To me, all our industry asked for was a standard set of rules that applied equally in every major world market. Legalization of parallels has given us a choice between dedicated games or kits if we want them.

CLYDE: Parallels were hot and heavy during Dick's and Wally's terms, and this issue was still a hot potato during my term. We always said parallels were not the operators' problem; we felt the manufacturers must decide how to deal with controlling the flow of distribution and

Halloween's Proven Formula For Success
P.M.I. Toys = Play•By•Play



Pictured above is Michael Cardinali, Play•By•Play's Southwestern Regional Sales Manager.

Our name is new; but our formula for service, quality and the most competitive prices is the same. Play•By•Play has concocted the most innovative Halloween merchandise for games, cranes and redemption. And they are sure to be a howling success. So you see, we haven't changed a bit; we just have a new name. Call us at the same toll free number to receive the same great value you're accustomed to: **1-800-562-5266.**

Play•By•Play

TOYS & NOVELTIES

4310 Tejasco, San Antonio, TX 78218 FAX (512) 824-6565

Play•By•Play is a division of T.M.I., Inc.

policing their own markets. The crucial point for me was this: we as an industry still need the distributing sector. As president, my message on parallels to my fellow operators was that you must work with your distributor. You are dependent upon him. The manufacturer, distributor and operator are all vital to the industry's success.

JACK: The parallel controversy was going on while I was president in 1989-90. Like many operators, I had been brainwashed to believe that a parallel board was stolen. Nobody really wants to run knockoff boards, so I could not understand why anyone would want to operate a parallel. But I found the guys near the Canadian boarder could buy a legitimate parallel for half the price I paid. Wait a minute, I said. Is this legitimate or not? AMOA took a stance on that when I was president. We looked at what Red Baron and AAMA were doing, and we let the board decide. Today it's a settled issue. There are still some questions in my mind, because some companies do offer to sell so-called parallels to the operator . . . but after you buy one, it sometimes turns be an illegal knockoff. I believe nobody should buy, sell or use illegal equipment. However, some very respected people in both AMOA and AAMA are dealing in true parallels today. Because of their stature and reputations, I'm sure what they are doing is completely legal and above-board.

'I've often heard the question, why should I belong to AMOA, what have you done for me? That's a fair question. The answers are marketing, legislation, and education!'
— Dick Hawkins

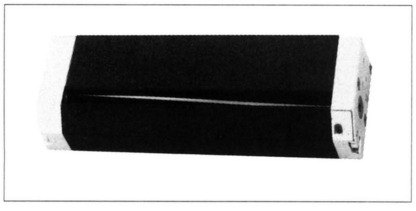
JIM: When I was AMOA president, the decision had already been made by Congress that parallels would be legal by January of 1992. Everybody I talked to felt it would be a non-issue, because the market was moving toward kits or high-end simulators. To my mind, parallels remains a non-issue. I don't see any knockoffs around (although maybe if you look hard enough, there are some). Nor do I see any great reason to buy parallels. It's just not worth it.

REPLAY: What is AMOA's greatest strength?

DICK: AMOA's strength is its leadership. They are doing a great job. Our leadership selection process is not quick. You spend two years as a member of the board of directors. Then three board members are moved

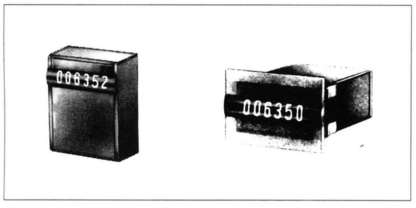
HECON
You can count on us

Call Us 1-800-524-1669



Compact Paper Cutter Series G0 685

- Self-Sharpening Rotating Blade
- Compact Design
- 500,000 Cut Guarantee
- 5 Standard Widths
- Easy Installation



E/M Mini-Totalizer Series G0 635

- Panel or P.C. Board Mountable
- Non-Resettable
- Small Size
- Shock and Vibration Resistant
- Tamper Proof
- Low Power

CUTTERS AND COUNTERS

Member HENGSTLER International

up to vice president. After that, if they move up the line of succession to finally become AMOA president, the total is a nine-year commitment. That's a long time.

CLYDE: The greatest strength is the number of people working together. Look at our dart league programs and how the number of charter holders is growing. The same is true with pool. These programs create more and more unity and singleness of purpose. The Washington Conference is also starting to jell: if we have serious problems, AMOA is ready to take action and fight bad legislation. We've come a long way since I first came on the AMOA board some 13 or 15 years ago!

JACK: There is no one, single strength of AMOA. Our strengths cover the entire association: the way it's organized, the hard work of the officers and board, the programs we offer, the staff which is running things day-to-day. Some operators may not realize it, but AMOA is really tuned in to all the problems. Sure, we'd like to have a magic wand to solve them instantly, but we do offer many, many programs to help the operator. In addition, I think AMOA has the best and most professional staff money can buy. John Schumacher, Cathy Carlson, Kim Rundle, Fred Newton and the rest are knowledgeable and dedicated. Their phone lines are always open. We added an 800 number so operators can call free of charge to ask for help. If the AMOA staff doesn't know the answer, they'll find out and get back to you.

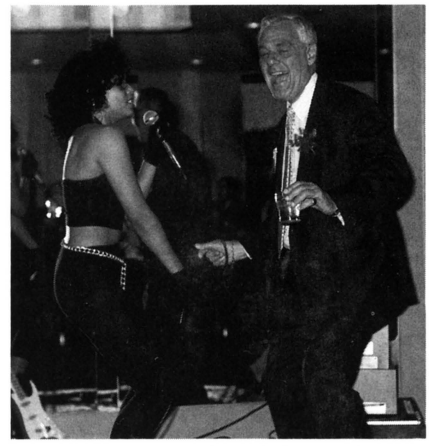
JIM: Our greatest strength is the organizational structure itself. We find ourself in good shape today, based on what was started in the 1940s and continued by every president since then. A second strength of AMOA is, we're very representative of the national population of operators. Third, I think we do a good job of representing their concerns.



Dick Hawkins and then Speaker of the House Jim Wright during the group's 1987 D.C. trip.

REPLAY: What is AMOA's greatest weakness?

DICK: That old saying that 10% of the people (or less) do 90% of the work, is the weakness of any association. . . and I've served in a number of them over the years. AMOA's weakness, if it has one, is the ability to recruit businessmen or women from our industry who want to take the time to serve in the association. We've got a tremendous amount of very bright people who could do heck of a job. Finding people to take the time to drive the association, is what makes it great.



RCA recording artist Tyler Collins performed a special dance for then-incoming AMOA prexy Jack Kerner (who did a dance of his own!). See, there's fun at the top, too!

CLYDE: What really needs to improve, is that we need to have a larger percentage of operators as members of our association. NAMA, for example, has a larger percentage of their venders who belong. We need and could use that larger member base. Distributors could really help us in that, and so could manufacturers.

JACK: I am also one who thinks AMOA's biggest problem is with the people who don't belong. Most of those trade members who don't belong to AMOA and don't attend our shows, can't possibly realize what AMOA has to offer. They're laboring under the misconception that AMOA is for the "big operator." The truth is, AMOA was really started for the small operator. I could talk for a half an hour about all the advantages AMOA has to offer — education, promotion, market development, our Washington conference, standardization — it goes on and on. Instead of complaining about AMOA, I wish the critics would come to one of our shows, and find out more about us! I invite everybody to come join us down in Nashville for our Oct. 1-3 expo.

JIM: Our greatest weakness is, we haven't effectively gotten our message across to those who aren't members. If you're an average operator, AMOA membership makes money for you. But we haven't convinced enough people of that.

REPLAY: How do you feel about the youthful new officer team that's coming in October? Did AMOA make a deliberate choice to create a new generation of leadership, or was the age factor simply a coincidence which reflects the individual talent of each officer?

DICK: I'd like to think it was a little of both. So many times, I've seen associations put the older generation in charge, because that leadership role can be a



Jim Trucano during one of his many road trips as AMOA president (an AMOA president sure earns a lot of frequent-flyer miles). This stop was the N.E. Regional Conference held in May 1991 where Frank "the Crank" Seninsky (N.J. association prexy) was honored as "Man of the Year." They are pictured with two other heavyweights: N.J. Gov. Jim Florio and Sen. Tom Foy.

nice way for older people to cap off their careers. Personally, I believe in giving responsibility and authority to the younger generation. They are not capping off careers; they are building careers and building the industry. It's our young people who will make us alive and healthy. We veterans can still guide them, but I've served my term at the helm. Now it's time for some fine new talent to step up and take charge. The four people who will become AMOA officers in October, were picked because of their talent and energy to pursue the issues before the association. Tremendous talent is definitely there.

CLYDE: I think installing a group of younger leaders atop AMOA is very healthy. We've got some really sharp individuals coming into our leadership, people with tremendous background and strengths. With them in positions of responsibility, we have some good years ahead. Of course, this isn't the first time we've had young leadership. Fred Collins must have been awfully young when he was president! The Past President's Council giving advice is fine, but you don't want to wear out your welcome. The four principle officers should be setting their own priorities. In fact, I think AMOA presidents should have a little more authority than our association gives them now.

JACK: I think it's wonderful to see the youth coming up. They've got the vim and vigor to get a lot of things done. We didn't make a deliberate choice to put the next generation into the AMOA officer slots; it's simply a consequence of what's happening in the business. Many of us have sons, daughters or other relatives in key positions in our own businesses, and they are very bright and capable. When you think about it, some of them have been in the business almost as long as we have: they grew up in it!

'Networking and video poker are both the greatest threat and the greatest opportunity facing operators. Either one could literally destroy the video and music business. Either one could give us a big shot of adrenalin.'

— Jack Kerner

JIM: I'm looking forward with eager anticipation to the new slate of officers. I think they bring a fresh perspective to the industry. This happened for a simple reason: our nominating process selects the best people on the AMOA board at the time, to be in those chairs. It also happened because, all around the industry, coin machine operating companies are getting into the hands of the second and third generation. So AMOA is just naturally experiencing that same changeover. And let me add this: if anyone is unhappy with our youthful officers and board members, they need to nominate some other candidates!

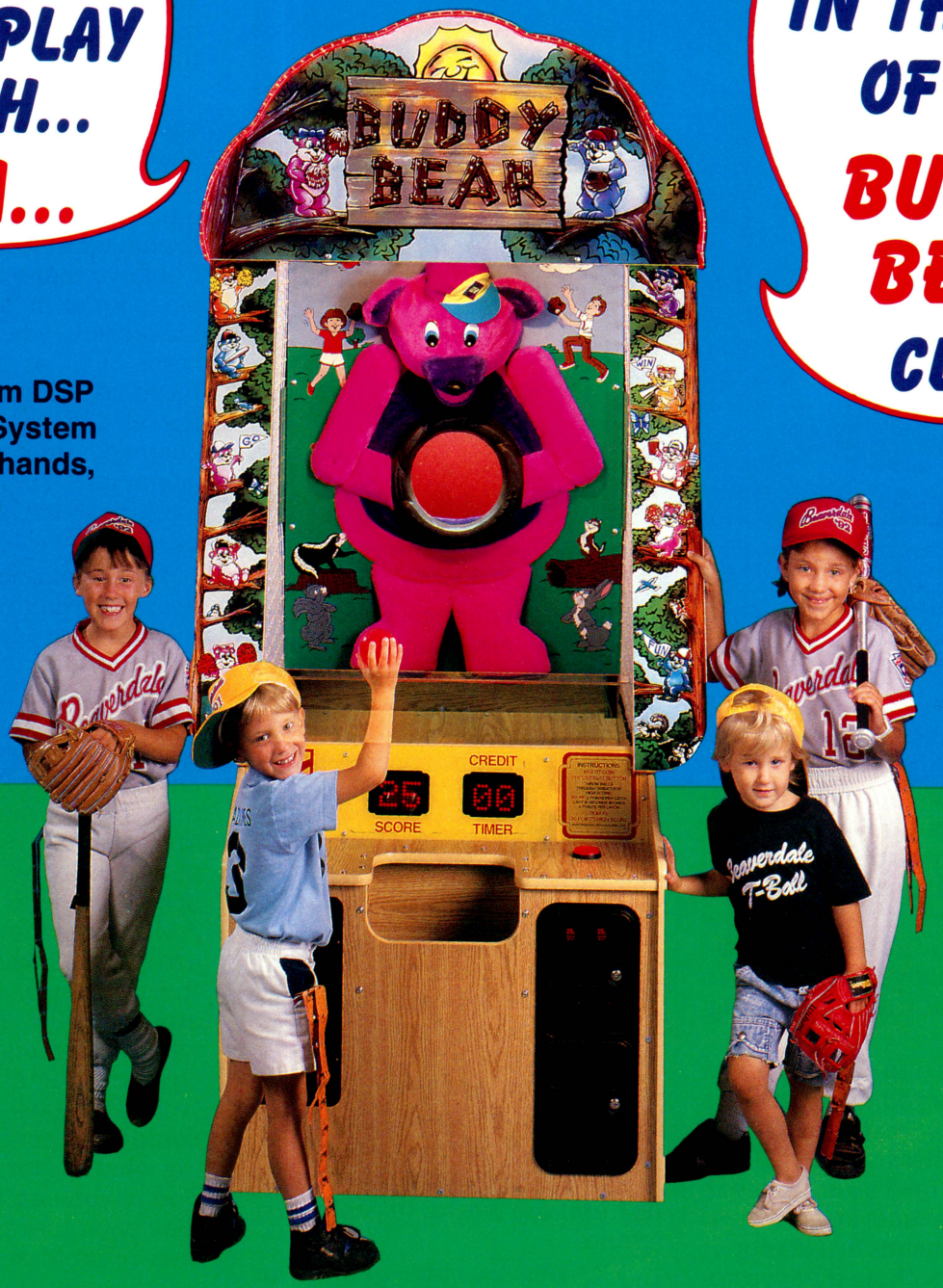
REPLAY: Where would you like AMOA to be in 20 years? What is its future?

DICK: I have a close personal relationship to AMOA and I hope it will continue to grow in education, marketing and legislation. In my view, those are its three focal points. If AMOA will do that, it will be a healthy association in the next 20 years. If it doesn't, some other association will do the job for the operator. That's the unique thing about capitalism: when you quit serving the needs of your people, somebody else will. I've often heard the question, why should I belong to AMOA, what have you done for me? That's a fair question. Answering that question is the job of leadership. The answers are marketing, legislation, and education!

CLYDE: If in 20 years we could be more like the bowling proprietors' association, that would be very positive. By that, I mean we should be a mature industry in the areas of marketing and promotion. Like the bowling industry, we should use leagues more to draw people into our places of business, to guarantee activity, and to generate income every night of the week. We should also have state and national promotions and advertising to get people signed up for our leagues

I TALK... I DANCE... I EVEN PLAY CATCH... I'M...

JOIN ME IN THE FUN OF THE BUDDY BEAR CLUB



FEATURES:

- BSMT 2000 Custom DSP Voice and Sound System
- Animated moving hands, feet and mouth
- Ticket Dispenser
- Double coin mechanism with locking cash box
- Credit/Timer digital readout
- Top net

"RIGHT IN THE PAW!"

"THROW ME MORE!"

DIMENSIONS:

BEFORE SET-UP

- 33¼" wide
- 72¾" high
- 72¼" deep

AFTER SET-UP

- 44" wide
- 94" high
- 72¼" deep

OPTIONS:

- Smart's CDV-550 Card Dispenser

MADE IN THE U.S.A.

"COME PLAY CATCH WITH ME"

Just a "Kid at Heart", *Buddy Bear* is a friendly, colorful bear, who loves to play catch. He'll make you laugh and smile, as he dances and moves his glove side to side, while playfully cheering you on.

WORLDWIDE EXPORT SPECIALISTS

"PUT ME IN YOUR LOCATION AND WATCH MY FAN CLUB GROW!"

CONTACT YOUR AUTHORIZED DISTRIBUTOR OR FOR REFERRAL CONTACT US.

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



Current AMOA president Gene Urso and Dick Hawkins enjoy watching a congressman play a game of pinball at the reception held during this year's D.C. conference.

. . . again, just like the bowling industry does. Bowling has long been our model and it still is.

JACK: I just think if we could unite every phase of the industry, we'd be better off. If a manufacturer has a problem, then so does the operator. If the jukebox people have a problem, then so do the pinball people and crane people. Everybody's in the same boat! Ideally, the day will come when everybody realizes this in their bones, and acts accordingly.

JIM: I'd like to see AMOA at the point where membership is mandatory for survival. I want AMOA membership to mean as much to the operator, as membership in the American Medical Association means to a doctor. It should be something that you absolutely must have, in order to be credible. And I really think we're going in that direction.

REPLAY: What is the future of operating? Will tomorrow's operator be larger, more professional, more comfortable with computer technology?

DICK: What's the future? Let's look at the past. There was a time when we operated battery-run jukeboxes. Today our CD jukes can offer 1,000 tunes. The future of our industry is bright, but we must change, go with the flow, offer new equipment. Telecommunications has got to be it. If Dick Hawkins isn't smart enough to figure out how to take advantage of the opportunities in new technology, I hope and believe I can find somebody else in my business who can do it for me. Advanced telecommunications means more cooperation between operators has got to be part of our future, too. I do not think each operator will sit around by himself and survive as his own little entity. Actually, cooperation between operators is already happening: VNEA, NDA and IFPA draw operators together from all over the country and the world, to promote a game.

CLYDE: An older gentleman told me once that successful operators do grow bigger, but sometimes these combined routes also break up. The small operator still has the most opportunities of anybody. He can do business in the area he lives in, much better than somebody can who is coming from afar. In this industry particularly, size doesn't mean everything. Sometimes cost escalates with size, so it can actually be a disadvantage. You see a lot of start-up operations in many other industries today. I think coin-op will always have a prominent place for the small operator.

JACK: What is the future of operating? There will always be a vending industry, but 25 years from now I think it will be completely different. I can't even dream what it will look like, but I believe there will always be a place for us in the entertainment business — whether we work on coins, bills, or debit cards. Our business can stay basically healthy as long as manufacturers keep spending a fair amount of money on R&D and offering new, exciting experiences to the public.

JIM: Personally I think the operating environment is going to change dramatically. A technological shift is coming that will throw us into a crazy time. Of course, I've been predicting this for three years and it hasn't arrived yet! But it's getting close now. Those who are willing and able to adapt, will survive with new tools in their arsenal. Those operators will be, first of all, AMOA members because they are the ones who are exposed to the necessary information. At any rate, the environment we work in is going to be different. Operating is already different from 15 years ago, when you could run a route without knowing what the term "ROI" meant. Today you can't. We've come a long way: there is a vast difference of professionalism between today's operator and the operator of a generation ago. I'm confident that trend will continue.

REPLAY: Any final comment or personal statement you'd like to make?

DICK: When I finish serving on the Past Presidents' Council, it will be my 15th year of active work in AMOA. That's a long time! But it's been a very good time and I've enjoyed it. For the future, we've got some great people coming into our association leadership, and some great ideas

Profits You Can Sink Your Teeth Into.





Collections Worth Smiling About.

When it's time to sink your teeth into Big-Top profits, there's only one redemption machine that doesn't clown around . . . *Lippy the Clown*.™ Combining the best redemption elements of skill and action, *Lippy the Clown's* earning potential makes it a perfect match for every location. You'll smile all the way to the bank as crowds line-up to take their best shot at Lippy's teeth—and trade tokens for tickets all night long.

DATA EAST

Bringing You The Best!

Data East USA, Inc.
1850 Little Orchard Street
San Jose, CA 95125
Tel: (408) 286-7080
Fax: (408) 286-0842

©1992 Data East USA, Inc.

coming to the marketplace. Let's hope we're smart enough to take advantage of both.

CLYDE: I have a comment about the requirements for success in our industry. Like everything else, it often depends on human relations...on learning something about the person you "thought" you didn't like. Once you get to know him a little better, then you find out he's not such a bad guy after all. Based on the idea that people in our industry should get together more on a social basis, I'm a big supporter of an annual manufacturer-operator golf tournament we hold in Chicago. Don Hesch and Gil Pollock organized it a few years ago. About a dozen operators and a dozen manufacturers usually attend. It gives industry people from different avenues a chance to get to each other, and that's good. It's an informal event, not directly organized or approved by the associations, but it's a good time and we hope to keep it going.

JACK: On a personal note, I would like to say this business has been very good to me. If I can give something back, it's my pleasure. At this point in their careers, some people might prefer to fish or play golf, but I like what I do. I can't wait to get to work every day and I'm here at 5:30 every morning. So I feel very fortunate.

'The small operator still has the most opportunities of anybody. He can do business in the area he lives in, much better than somebody can who is coming from afar. In this industry particularly, size doesn't mean everything.'
— Clyde Knupp

JIM: I'd like to say I think the trade press has done a very good job of accurately representing what's going on in this industry. It's been very faithful to advertisers and subscribers alike. Unlike the press in certain other industries, coin-op journalists have not trashed our industry in print. Instead, *RePlay* and its competitors have helped us present the most positive image of our industry to the outside world. At the same time, you have preserved your own credibility by telling the truth as best you could, to those inside our industry. I think this approach has been very helpful to everyone.

REPLAY: Thanks for that vote of confidence, Jim. And thanks to all of you for your dedication and service to the industry. Thanks to your efforts, AMOA and the entire coin-op trade are better off today!

BELAM *is proud to announce...*
We Are The **EXCLUSIVE DISTRIBUTOR**
For **DATA EAST** Products
FOR SOUTH AMERICA, CENTRAL AMERICA, AND THE CARIBBEAN AREA... We can help you with any of your needs. Contact us now for immediate service, prices & catalogs!


LETHAL WEAPON 3

R.H. BELAM COMPANY, INC.
Nassau Plaza • 1 Fulton Avenue
Hempstead, New York 11550
SE HABLA ESPANOL
Tel: (516) 292-2670 Fax: 516-486-0957

The *Cutting Edge* in Video Entertainment from STRATA™

Coming Soon...



See us at AMOA Expo '92 in Nashville
STRATA GROUP, INC.
709 W. Algonquin Rd, Arlington Hts, IL 60005
(708)437-2704 - FAX (708)437-2473

MIDWAY IS ACTION-PACKED

Mortal Kombat *vidgame has ultra-realistic digitized graphics*
Black Rose *flipper has miniature cannon that fires a pinball*

The only thing better than a great-playing game, is a great-playing game that earns a ton of money. Well, two strong candidates are just out from Midway Manufacturing Co. (a division of WMS Industries, Chicago). Stunning graphics (and stunning test earnings) highlight *Mortal Kombat,* a sensational new street-fighting video game.

Over on the flipper side, Midway's new Bally pinball *Black Rose* features the swashbuckling adventure of piracy on the high seas. Both new games should take operators into the fall season with powerful lineup of coin-op entertainment.

VIDEO: MORTAL KOMBAT

Dedicated versions of *Mortal Kombat* began shipping last month; kits will come later. This video uses the ultra-realistic digitized graphics that Midway pioneered and perfected on earlier games like *High Impact* and *Terminator 2.* The storyline features seven of the world's best martial artists (each with his/her own unique powers, plus a colorful name, personality and detailed resume worthy of a Marvel Comics hero). The seven gather at the secret island fortress of an infamous warlord. On the island, they take on all comers (and each other) as they stage a "fight to the finish" street tournament.

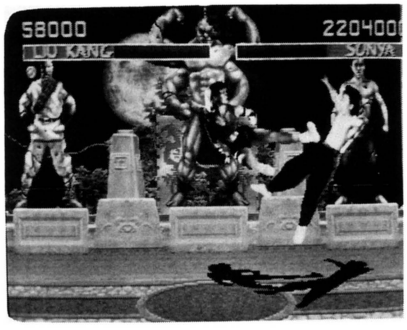
Characters include a karate movie star; a high Shaolin priest; a mercenary with political world-dominating ambitions; a mystery character; a ninja; a female U.S. Special Forces fighter; a godlike mystical warrior; and a half-human, half-dragon who is the current title holder.



Midway says the game offers "more fighting than ever before" with head-to-head player competition, 8-way microswitch joystick and five button controls for kicks, punches, blocks, combination moves and death-defying secret moves. In the two-player mode, the game provides a best two-out-of-three match to determine winners. Single players can pit themselves against all six other adversaries before advancing to a special "mirror" match against their own character. Victory here means a battle against a











four-armed mutant, then a final showdown with the island's treacherous warlord. After every five matches, a "test your might" sequence lets players smash through boards, stone, steel, rubies and diamonds.

Players will love the action and operators will appreciate the exclusive diagnostic package ad full range of dip-switch settings. These can be used to tone down the violence — which reportedly goes beyond the typical range — so the



game will be more acceptable in certain locations.

PINBALL: BLACK ROSE

Black Rose, the latest flipper in the Bally line by Midway, conjures up all the excitement of swashbuckling pirate lore. To us, this looks like one of the most creative and imaginative pins from the Williams-Bally/Midway dynasty in a long time (and that's really saying something, when you recall their long list of winners).

In *Black Rose,* the silver ball actually becomes a cannonball, and players become the "Errol Flynn of the flippers," as they push a special fire button on the front control panel to set off a miniature cannon (a silvery model which can come up to playfield level and is positioned just above the flippers). Firing at flashing "jewel" and "treasure" targets lights the letters "SINK SHIP," thus



setting up a 10-million-(and up)-point broadside shot.

The ball can come "cannon-balling" right back out at you as it's fired out of the mouth of a black tube in the back wall of the playfield box. This tube is the "cannon" of an enemy ship target which is painted on the wall. The ball shoots out, rolls down twin guide rails and deposits on the playfield just above the lower flippers.

As if that's not wild enough, players can venture to the "Pirate's Cove" where balls are locked up for two- or three-ball play. Run up the Jolly Rodger as you spiral through the "Whirlpool Ramp," where scoring levels can advance all the way to Extra Ball or Million-point opportunities. The player can cross swords in the power-packed jets, plunge to the depths of "Davy Jones' locker" where hitting targets banks will let the pinball drop below the playfield and go inside the cannon to load it and bring it "above deck."

For more information, contact your authorized distributor. For referral, call Midway at 312/267-2240.

HMS MONACO
135 W. 20TH STREET • NEW YORK, NY 10011
1-800-777-0901
FAX: 212-727-1382
ALWAYS THE HOTTEST NEW ITEMS!
CALL US FOR THE BEST PRICE IN:
★ COSTUME JEWELRY
★ WATCHES
★ HOTTEST NEW NOVELTIES
★ LICENSED PRODUCTS
★ PLUSH PRE-PACKS
AND THE HOTTEST NEW ITEMS...
LICENSED NFL PRODUCTS
and
DREAM TEAM MERCHANDISE
PERFECT FOR YOUR CRANES, ROTARIES. AND REDEMPTION OPERATIONS!
SEE US AT THESE SHOWS:
National Variety Merchandise • Sept. 12-15 • Booth 1642
FUN EXPO • New Orleans • Sept. 17-19 • Booth 240
AMOA EXPO • Nashville • Oct. 1-3 • Booth 708

LASERSTAR AMERICA



Nothing is more spectacular than Rowe's new LaserStar America® CD jukebox. Designed with elegant lines and Rowe's world-acclaimed title display, the LaserStar America® is built with dependable technology and uncompromised quality.

The LaserStar America® is a dramatic addition to the Rowe/AMI Family of Music. The LaserStar® is recognized by operators as the most played jukebox; the proven cash box leader, year after year.

For operators who demand the best – reliability, ease of performance and exquisite styling – the most beautiful place to invest is in America.

The LaserStar America® from Rowe/AMI.

ROWE/AMI

75 Troy Hills Road Whippany, NJ 07981 U.S.A.
(201) 887-0400 Fax (201) 887-2851

ARACHNID: STILL OUT FRONT

dart game manufacturer 1st to offer modem-based amusements; they're already saving time and making money for operators

The leader is still out front! Arachnid, Inc. (Rockville, Ill.) was the first company to manufacture electronic dart games. They were first to create a nationwide system of leagues and tournaments for soft-tip darts. They were the first to introduce "Cricket" to electronic darts.

Now, Arachnid has another first: they are the first coin-op manufacturer to offer modem communications for non-gambling equipment. Across the country, some 4,000 Arachnid *Galaxy* dart games are in the field... and *Galaxy* operators received communications software in July to make the units modem-capable. It was a free upgrade, something Arachnid had promised to provide when they first introduced *Galaxy Darts* last year. Arachnid has kept that promise.

"THIS IS THE FUTURE"

"In our view, *Galaxy* is the only smart game in the world to buy," declared Arachnid President Bill Ward. "If I were an operator, I wouldn't consider buying anything else."

Apparently plenty of operators agree with him. "I've had customers place good orders for our model 6300 or 6500 games," said Sales VP Marcio Bonilla. "I told them: 'I'll sell that to you if you want, but I think you're making a mistake. Think about buying a *Galaxy* game and getting our league master system.' Once they understand that this is the future, they change their order."

Arachnid likes to stress that *Galaxy* is the most obvious component of an integrated operator support system. "We're not just selling a machine," said Marketing VP Sam Zammuto. "It's a complete package: gameplay, leagues, tournaments. The beauty of *Galaxy Darts* and our computerized league master system, is that it allows you to drastically minimize league administration."



"We're pioneering in some new areas that haven't been approached by other manufacturers," said Arachnid's chief engineer Gene Harlan. "It's been a challenging year, but we've learned a lot from our operators who have been testing our system and giving us feedback. Now that the modem communications are up and running, operators say it's working great. This requires some new things to happen in the operator's office and on location, but all of these new things are good!"

EASY TO LEARN, EASY TO RUN

The modem software is just the latest in a long series of free upgrades to *Galaxy Darts*. Arachnid has honored numerous requests by operators to modify the game. "We have given free updates as we've gone along because league play formats have changed," said Bill Ward. "For example, operators went to combine leagues that play different games in sets — such as 301, 501, Cricket, etc. These games used to be played by different, specialized leagues. Or when a brand-new game like 301 Masters is created, operators asked for new chips to let players do that."

Modems, the latest upgrade for

TOP GUN CHALLENGE SCREEN SEQUENCE



Insert required amount of credits and position pointer to Top Gun Challenge and press "Enter".



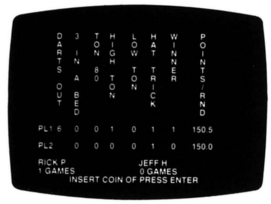
Select the game to be played in this challenge. Screen will also indicate how many games in a challenge.



On this screen the challenger will select his name first and then opponent will follow.



The challenger (lower ranked player in the challenge) will throw first.



After the first game is complete Galaxy will display statistics for that game.



The loser of the first game will throw first in the second game.



The challenger has defeated his opponent and taken over his position on the ladder.



The winner of the challenge will take the losers position (if it is higher) on the Top Gun Challenge ladder and date of last challenge.

Galaxy, are pretty simple to run, operators said. Arachnid's entire "league master system" consists of a modem, memory cards and office computer software called "Dartman II." Several operators told *RePlay* the "learning curve" for locations, players and operator employees to get the hang of all this, is one week or less. (If you like, Arachnid will gladly send somebody to your office to help get you, your staff, your locations and players up to speed.)

Basically, this newest upgrade for *Galaxy* means installing a piece of free software into the ready-made slot on the dart board; buying and installing a modem; and plugging a phone jack into your dart games. Using the location's phone, modem-equipped *Galaxy* games can automatically transfer league statistics over normal phone lines to the operator's computer.

MODEMS HELP THE OPERATOR'S BOTTOM LINE

For league operators, it's a welcome revolution: less work, more money! Modems on location mean more fun, less work for players, too. Some operators may be able to charge higher price per play on this basis alone, Arachnid said. Matches can be played faster with *Galaxy's* automatic scoring, which means more games can be played in less time. Again, more money goes into the cash box.

Back in the operator's office, modems also mean greater productivity. Employees spend much less time doing league administration. No more driving to locations to collect league data. No more tedious hours of entering league stats into the office computer, etc. The employees' valuable time can be spent on other tasks.

That's another savings that goes straight into a healthier bottom line. Without computer help, some operators need one full-time person just to perform data entry for every 150 league machines. With *Galaxy* and the league master system, one employee could run up to 2,000 games, Arachnid said. If you're an operator with, say, 100 *Galaxy* games, a part-time person could handle all league administration chores.

Finally, modems mean operators can post current player standings on location, almost overnight. This attracts players back to the location even sooner, and encourages even more play and more liquor consumption, generating more revenues for operators and locations alike.

THE LEAGUE MASTER SYSTEM

Modem capability is the crowning component of Arachnid's state-of-the-art "league master system" — a total league administration package which uses software in the game itself, more software in the operator's computer, and a set of plastic wallet-sized cards to record all needed statistics for individual players, teams and whole leagues. By using these "memory cards" which are inserted into the game, players don't have to find pencils and forms. They don't have to keep up with statistics as they go along. The computer records all data, leaving players free to just relax and enjoy the competition.

The cards are pre-programmed to "tell" the machine which team is playing, who the players are, and in what order team members will play. The machine takes all of this information and (besides recording stats) creates personalized messages on the game's CRT screen: "Your turn, Joe."

With or without the modem, the league master system means no more worries about record-keeping errors and lost score sheets. With or without the modem, the computer in each *Galaxy* game accurately records stats on each player in 12 or more categories (feats, score per round, final game score, SPRE), etc. The game also records the performance of each team.

As stated, operators can collect this data via modem. But again, even without the modem, the operator can visit each location and extract league data by using his own operator "memory card." Either way, the operator can flawlessly transfer that information into his office computer . . . which contains Arachnid's "Dartman II" league software package. This software will incorporate all league data



Arachnid's Marcio Bonilla (left) shows his firm's *Galaxy* dart game to Dave Fonder.

THE VERY BEST
• TOKENS •
Toll Free Phone 1-800-553-3134

VAN BROOK ©
Phone (606) 231-7100 • FAX (606) 231-7108

from modems or memory cards, then update individual and team standings automatically. Results can be printed and distributed as usual.

OPERATORS GIVE ENTHUSIASTIC ENDORSEMENTS

About two-thirds of *Galaxy* operators are already using the memory cards and office computer software from the Arachnid league master system. Another third of *Galaxy* owners made "an investment for the future," knowing the game represented coming technology they would want to take advantage of. Now that modems are available, the full system is complete. This year and next, Arachnid hopes to train any and all remaining *Galaxy* operators who haven't started using the computerized data system yet.

Operator Dwaine Kramzar (Kramzar's Amusements, Springfield, Ill.) told *RePlay*: "I'm really happy with the *Galaxy* system. It is the first exciting thing that's happened in years. It really puts new life into your leagues. We just purchased several *Galaxy* games and have one of our summer leagues up and running on it already.

"The learning curve (for the woman in our office who administers the league) was just one week," Dwaine noted. "Now she's really comfortable with it. We've got absolutely accurate stats, which we never really had in the past due to player entry discrepancies on the score sheets.

"Reception from the players is great, too," Dwaine continued. "Arachnid's Dave Shultz came down and spent a week with us, introducing the computerized scoring to each location. Players were used to doing the old score sheets by hand, but they had immediate confidence in the new computerized system. Now the machine does the work. I think it's the greatest thing that ever happened. My favorite part of it is, a player can go in and just play darts and drink beer. They have no paperwork obligations."

Dwaine noted money-in-your-pocket advantages of the new system: "It reduces time for league play, taking an average of 20 to 30 minutes off the time required from a match," he said. (That's a 25% time reduction per match.) "Eventually this means you can increase the amount of games played in an evening, which means more revenue," Dwaine pointed out. "It also means more liquor consumption, so locations are tickled with it too."

MORE HAPPY OPERATORS

Mike Dawson (Lawson Music, Winterhaven, Fla.) is another very satisfied customer. "The *Galaxy* modem communications works great," he smiled. "We have about 25 machines on line at this point, and we're looking to have everything outside a 20-mile radius on line within probably six months. There were a few little bugs at first, including getting our office staff up to speed, but we licked that in about a week. In fact, guys with very little technical background were able to pick it up in about two days.

"This innovation is extremely important for dart leagues," Mike declared. "The *Galaxy* modem opened



Quick change.

SEGA revolutionizes redemption.

"Awesome Rat"! "Awesome Loop"! "Hi Tension"!

The first three of SEGA's interchangeable, totally programmable redemption games. They're revolutionary. And very profitable.

Here's why.

You buy a single cabinet, with one of these three exciting games. Each packed with skill-oriented, non-violent, family fun.

Want to change the game? All you need is an affordable conversion kit, a screw driver—and about 30 minutes.



It's unbelievably fast, easy and economical.

Plus, these games are totally programmable. You have complete control over just about everything, from the number of coins required to ticket schedules. The system even tells you what your profits are.

And you won't need a degree in computer engineering.

So if you want to maximize your ROI with the latest innovation in redemption, contact SEGA today.

And let the revolution begin.

SEGA™

SEGA Enterprises, Inc. (U.S.A.) • 2149 Paragon Drive • San Jose, CA 95131 • Telephone: (408) 435-0201 • FAX: (408) 435-0294

SEGA is a trademark of SEGA Enterprises, Ltd. Awesome Rat, Awesome Loop and Hi Tension are licensed exclusively to SEGA by Quick Silver Development Co., San Leandro, California.



Arachnid's Bill Ward, Sam Zammuto, Marcio Bonilla, Mike Tillery and John Martin.



Members of Arachnid's engineering staff out in front of their facility.

up some outlying areas so we didn't have to send somebody there every night collecting score sheets. This helps players get that information back. Arachnid has been very good about working with us on suggestions we make for additional capabilities. *Galaxy* is a great way for operators to get their feet in this new era of communications technology."

A small operator we spoke to was also quite pleased with the league master system. David Lethert and his son Bill are the whole staff at their Mendota Valley Amusement, Inc. (Inver Grove Heights, Minn.). "We've been very pleased with Arachnid's new technology," he said. "They've been very good about keeping their commitment to provide software updates without a quibble or a question. That's unique in this industry. Manuals are good too. The modems are very simple to install, and games are very simple to maintain.

Galaxy has helped us take over two more locatons," David added "It's a great selling point to locations because it means they don't have to do anything any more except get their share of the coins. We plan to change all our dart games in league locations to *Galaxy* by fall and have all of our leagues on the modems system."

ARACHNID'S PEOPLE

Located in Rockford, Ill., Arachnid has been around for well over 12 years. Their plant has just increased to 185,000 sq. ft. in four different buildings. About 40% is devoted to manufacturing, 30% to office space and 30% to warehousing. After starting with just a couple of folks, today the company employs some 200 people. Owners John Martin, Mike Tillery and Steve Tillery are busy behind the scenes, giving their expert input on products and marketing.

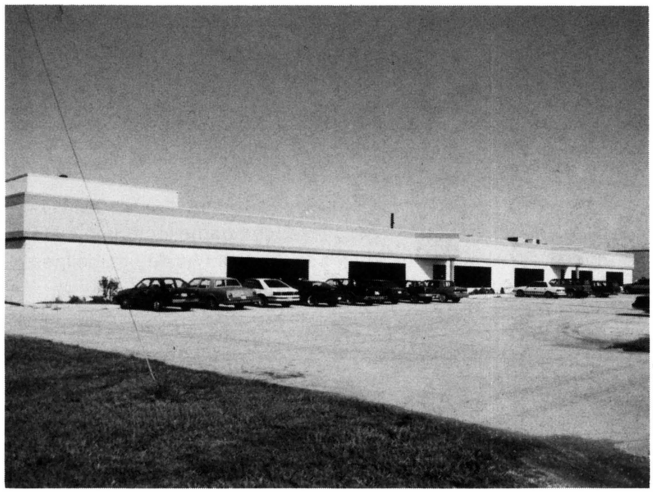
Out front is the "A Team" of Arachnid's famous faces. President Bill Ward, Sales VP Marcio Bonilla, Marketing VP Sam Zammuto and Engineering Chief Gene Harlan are familiar sights at trade shows (they keep getting called up on stage to accept awards from operators).

The "A Team" is also familiar from their extensive road trips to support and educate their customers. "We're still teaching dealers and operators how to run leagues and our league software," stated Marcio. "We've hired a new engineer to travel to operators' offices, spend one day with the customer and physically set up the software in their computer and link it to the games on location. We teach them how it works, here's how to run the modems, here's how to enter or manipulate the data and administer the leagues. If they've never run darts or leagues before, we start with that and stay there for sometimes two weeks or even a month. We're doing this program in the United States, of course, and now we're starting to do it in Europe and Mexico. It's just part of how Arachnid works."

Added Bill Ward: "We also have guys out in the field teaching dart promotion. They've become proficient in operating the system too and they give refresher courses or teach the system. So we've added one more lesson to our lesson plan — not just games and leagues, but









how to operate computers and link them into a network!"

ARACHNID'S PRODUCTS

The company's product line embraces both amusements and — coming soon — gaming. *Galaxy Darts,* also known as model 8000, is their leading product today. Also available in darts are the model 6500 (English Mark Darts and Coors versions). The model 6300 "T" (with top monitor for easy viewing by bar patrons) comes in three versions: English Mark Darts, Coors, and oak cabinet. Also available are model 6300 conversion kits (updates models 4500 and 5000). Coming in time for the AMOA Expo is a *Galaxy* conversion (updates model 6300). On the consumer (non coin-op) side, Arachnid's dart line includes home electronic wall mount units, non-electronic soft-top dart games, and dart accessories.

In the gaming market, Arachnid's video lottery terminals aren't for sale yet, but are being completed for availability by year-end. Three models are expected: a woodgrain upright; a black cabinet version; and a casino-style. Arachnid is a licensed VLT manufacturer in Louisiana and is licensed by the Atlantic Lottery Corp. (which handles much of Canada's VLT market).

YOU AIN'T SEEN NUTHIN' YET!

Arachnid plans to keep on innovating . . . and to keep leading the industry to higher game earnings and better game operating. In the future, *Galaxy* modems may also be linked to non-dart equipment at the same location — maybe videos and jukeboxes made by other companies. This will allow operators to collect data from all these types of equipment in the same money-saving, time-saving, effort-saving way.

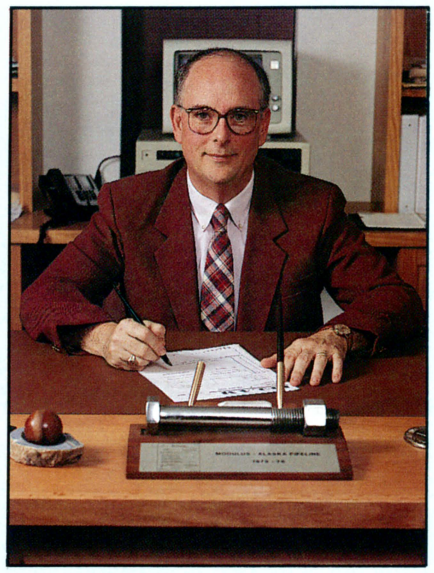
Operator Mike Dawson forecast: "Modems will open up unbelievable areas for our business. I can't wait for jukeboxes to get with the program, so we can send a man out with the exact CDs or parts he needs to reprogram or repair the box, the first trip. I'm also looking to tie location alarms into the same modem communications. It will cost the location money, but it also protects their building and our equipment. Nobody else can provide that service like an operator. And there are thousands of other things our industry can do with modems, too."

Arachnid is well aware of the possibilities. "Many new things are coming in the future," promised Bill Ward. "We can see our equipment interlinked with others. There's no need for several modems in a single location. We plan to offer hardware that will allow communication to that equipment, through the Galaxy system. This would be particularly useful in areas like jukes where data is being generated on popularity programming. In fact, another manufacturer has already asked Arachnid if they can make their game compatible with the Arachnid modem. We're looking into that."

As Gene Harlan said with a smile: "The Arachnid engineering department will be busy for a while!"

For more information, contact your authorized distributor, or for referral, call Arachnid at 815/654-0212 or toll-free at 800/435-8319.





Above, Skee-Ball's Chalfont, Penn. headquarters where the firm builds *Skee-Ball* alleys in various lengths (including a mini), *Skee-Toss, B.C.* and *Barnyard Babies*. Below, a look inside the factory shows the products in various stages of completion.

Company President Joe Sladek. He purchased the game factory in 1985 and holds to the strict quality guidelines Skee-Ball, Inc. is known for.



SKEE-BALL, INC.

Chalfont, Penn.-based manufacturer of popular Skee-Ball *takes pride in producing redemption products of quality and innovation*

Skee-Ball, Inc. president Joe Sladek is one lucky guy. Running a company he describes as an "old-time firm with progressive ideas," Joe enjoys the best of two worlds — tradition and innovation. The combination has made *Skee-Ball* the longest-lived classic game in all of redemption. Today, their famous game remains one of the "must-buys" in the industry.

Skee-Ball was invented and patented by J.D. Estes of Philadelphia in 1909. The first *Skee-Ball* alleys were sold and distributed in 1914 through such companies as Wurlitzer Co., the Philadelphia Toboggan Co., and finally Skee-Ball, Inc. itself starting in 1977 (which really had existed all along in the Philadelphia Toboggan Co.). Then in 1985, Joe Sladek bought the company from its original owners.

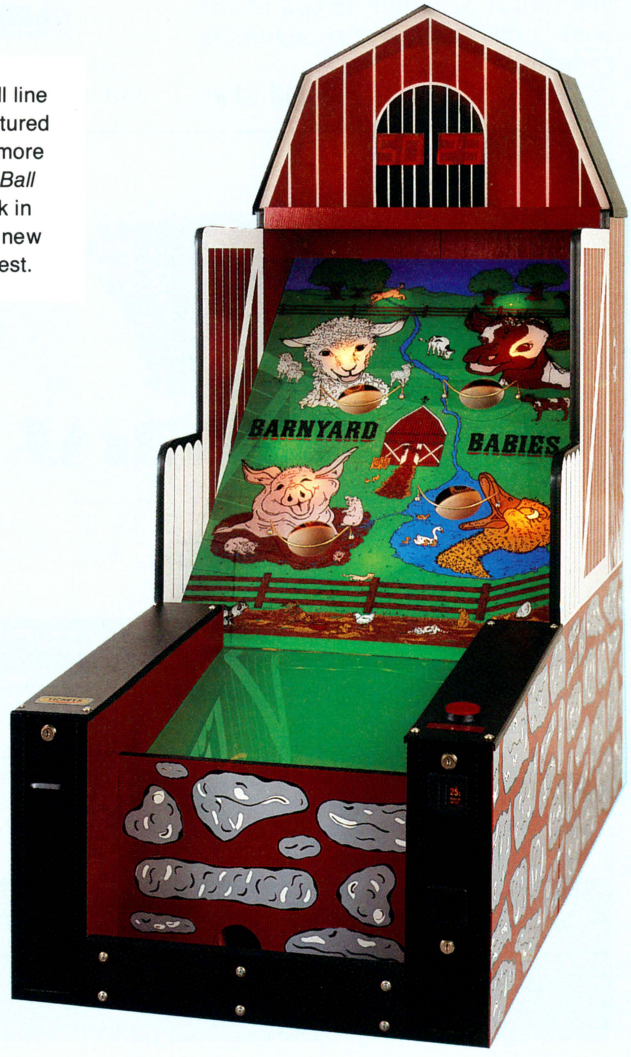
Based in Chalfont, Penn., Skee-Ball, Inc. is home to its namesake classic ski alley game, *Skee-Ball,* and fun kiddie ball-toss pieces *Skee-Toss, B.C.* and *Barnyard Babies.* They're also currently testing two new games which will be introduced in the fall — one at AMOA and one at the Parks Show.

"We've always manufactured our products within the strict guidelines of quality," Joe Sladek asserted. "And you can expect that tradition to live on in each new game we bring to the market." He continued: "Skee-Ball, Inc. is always striving to make great skill games, and to that end, we are working with other companies in designing new games, much like we did with Betson for *Skee-Toss, B.C.* That worked real well, and we're not closed to similar joint efforts."

To accommodate its growing



Current products in the Skee-Ball line include, of course *Skee-Ball,* (pictured at left), and *Barnyard Babies* (a more recent addition). The first *Skee-Ball* alleys came to market way back in 1914. Coming at AMOA are two new products that are currently on test.



product line — and operator demand for its games — the company recently expanded its factory into a sprawling 40,000-sq.-ft. area made up mostly of manufacturing space. Overseeing production is administrative staff starting with Joe himself, and including manager of engineering Dennis Keeny, production manager Irv Abbot and manager of specialty products Alec Sprouse.

"Our key staff is lean and mean," laughed Joe. "We work well together. Our shared motto is that quality plus innovation equals a great product. And with our expanded space," Joe said proudly, "we are offering our customers a state-of-the-art production line."

SKEE-BALL

Many times referred to as the "granddaddy of redemption equipment," *Skee-Ball* has enjoyed enormous respect through the years. It was the AMOA redemption game of the year winner in 1991, and many industry redemption pros will tell you that a *Skee-Ball* is one of the first "must-buys" for a beginning redemption operation.

"You've played it," Joe said, "I've played it, our parents played, and very probably, our grandparents played it. It's got a history and is recognized by operators as a steady money-earner with longevity."

This classic is still available in three different lengths (13', 10', and 6'3"), though the firm has added all the electronic bells and whistles that make for 1990s-style excitement. "We've brought *Skee-Ball* through electronic and design enhancements and created a game that belongs in the '90s," said Joe. The games now are all shipped with a field-programmable control unit. "This gives the operators total flexibility in how he sets up the game," explained Joe. "By going through a menu-driven program, he can select the number of balls, number of tickets dispensed, skill levels, etc. The unit also has self-diagnostic capability." Joe reports that options include a ticket dispenser, 100-pt. bonus pockets and front netting.

SKEE-TOSS, B.C. & BARNYARD BABIES

As stated, Skee-Ball, Inc.'s main aim is to continue their tradition of quality in bringing new skill games to the market. Other games produced by the company include *Skee-Toss B.C.*, and *Barnyard Babies*. Both are made for the smallfry set and are fun ball-toss games. *Skee-Toss, B.C.* was produced in conjunction with Betson Enterprises. It features the appeal of the original *Skee-Ball*, highlighted by the popular prehistoric/dinosaur theme. Colorful graphics enhance the game, along with action sound effects and synthesized voice.

Introduced at last year's AMOA, *Barnyard Babies'* kiddie appeal is in its cute farmyard theme and easy-to-play ball-toss format. Like *Skee-Toss*, the unit features great graphics, music and audio effects.

THE REDEMPTION MARKET

Redemption has definitely been on the upswing and Skee-Ball, Inc. is happy to rise with it. "Redemption is a healthy market," Joe enthused. "This year we've seen a realization by operators that redemption is a viable avenue to pursue for profitability. This is mainly because the operators are understanding how redemption works now. The more information that's out there, the more it's beginning to sink in."

He went on: "I think we've only seen the tip of the iceberg, though. In the next three years, redemption will become more and more successful as operators become more and more knowledgeable. With the great reports redemption has been enjoying, I see many people entering the industry. To them, I would suggest they thoroughly evaluate the equipment that's available, as well as understand about how the games work. After that, make informed conclusions about what will work for the location."

With any industry, the key to success is giving the market a quality product. "Skee-Ball's reputation for quality has stood the test of time," Joe proudly noted. "For three-quarters of a century, our company has existed in one form or another to produce a game of skill and entertainment that appeals to people everywhere. And we will continue to do so into the future. Here's to a great year!"

Skee-Ball is located at 14 Liberty Ln., Chalfont, PA 18914; 215/997-8900.





COLOR VIDEO GAME MONITORS . . .

★ 13'' MONITORS

★ 19'' MONITORS

★ 25'' MONTIORS

CALL NOW FOR GREAT PRICING!

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 ESPECIAL DIRECTO A MEXICO
Y CENTRO AMERICA LE ATENDEMOS EN ESPANOL

VISA

SPACE AGE ELECTRONICS

MasterCard

26524 Golden Valley Road, Suite 507 • Saugus, CA 91350

1-800-822-0280

(805) 252-4400

FAX: 805-252-9380

FOR RELIABLE COIN HANDLING EQUIPMENT INSIST ON ASAHI SEIKO



Advanced Technology

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

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

Integrity

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

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

Reliability



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

Worldwide Acceptance

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

Custom Configurations

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

Asahi Seiko USA INC.

The Future of Quality Coin Handling Equipment

4029 S. Industrial Road Las Vegas, Nevada 89103

PHONE:(702)794-2920•FAX:(702)794-0644

WHAT I THINK

by Bob Rondeau

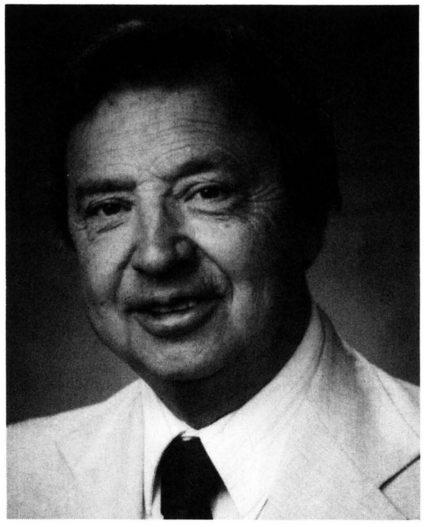
HOW TO IMPROVE COIN-OP TRADE SHOWS

endless factory-distributor meetings should finish up early; let operators talk more to their dealers and manufacturers!

In recent years, the U.S. coin-op industry has added a new item called the "Distributor Hour" to the daily schedule of its AMOA Expo and ACME Show. Organizers set aside an hour or two at the start of each day for "distributors only" to have the run of the exhibit floor, see the product and chat with factory people. Not surprisingly, distributors love it. A lot of manufacturers seem to like it a lot, also.

But would you be shocked to realize that "Distributor Hour" is a real sore spot with quite a few operators?

Operators feel that *they* are, or should be, the main audience for the ACME and AMOA shows. National coin-op exhibits are, or should be, "operator shows." After all, who ultimately ends up buying the equipment to put it on the street?



Accordingly, some operators really resent the fact that they don't get to see the exhibit floor, until *after* the distributors and manufacturers "have their secret meetings" or "do all their plotting." Yes, that's how many operators talk about the Distributor Hour. I realize that saying this in print could get you kicked out of a Dale Carnegie course — but I believe it has to be said.

Operators strongly dislike standing in a crowded line, waiting for Distributor Hour to end so they can get onto the exhibit floor. They dislike being held back by guards, while the products they came to see are leisurely examined in an uncrowded hall. Whenever I walk around our two trade shows, I hear many comments like the following:

"These trade shows are for the



biggies (the big operators)."

"I'm too much of a small potato for these shows. It's for the volume buyer."

"Every time I go to a product booth and want to see one of the factory principals, he's at a meeting with his distributor."

"Every time I want to talk to my distributor, he's in a meeting with the factory."

"Standing behind that damn line, makes me feel like a second-class citizen."

"I've seen guys walking around the floor during that special showing who are no more distributors, than I am the King of Siam."

"I used to spend my entire time looking at the product exhibits. Now I just go see what I want to see, spend a few hours, maybe take in a seminar. If I get lucky, I'll get to see someone from the factory...or a distributor who has time for me, because he's not in a special meeting. The rest of the time, we just take in the area (city) where the show is, enjoy the local tourist attractions, and charge it off to the business."

"I just don't go to national trade shows. I can see it at the distributors."

"I feel like I'm intruding on the manufacturer and distributor when I talk to them. They always seems to be in a hurry to go somewhere. They don't have time to listen to any problems or questions I have."

Now, that's strictly the operators talking. But operators are not the only ones who are unhappy with the way things are going at coin-op trade shows. Distributors and their sales teams tell me that national trade shows "could" be an opportunity for them to meet their customers, spend time with operators, go over product, etc. But the dealers' sales staffs have so many meetings scheduled, they miss seeing half their operator customers. Or, just about the time the distributor wants to show a new product to his operator customer, he looks at his watch and discovers he's due at (another) meeting.

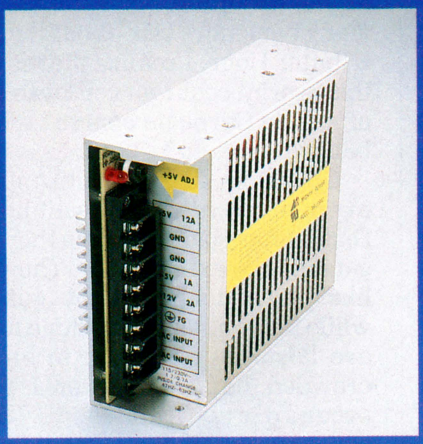
Hey, I have been an operator, a distributor and represented a factory for over 40 years in this business. Traditionally, both of our national trade shows have provided a chance for the distributor to get together with the factories he reps, so the dealer can obtain product knowledge (pricing, delivery, etc.). This is one of the few times that factory people can meet eyeball to eyeball with their dealers. After spending a ton of money setting up meeting booths and bringing in people and equipment, manufacturers place a great deal of importance on making the most of this opportunity. So do distributors.

The question is, have factory-dealer meetings squeezed out other key functions which should happen at trade shows? If trade shows bother to schedule a Distributor Hour, isn't that when most of the factory-dealer meetings should take place?

Today's best operators are very

NEW

U.L. LISTED POWER SUPPLY



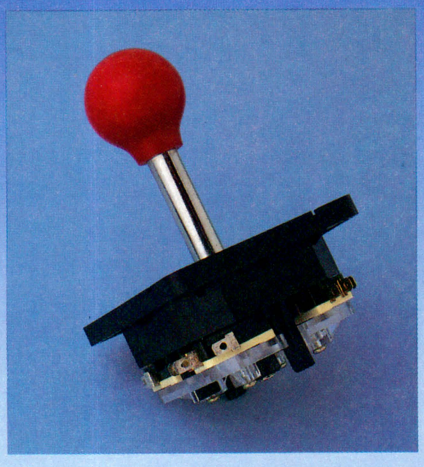
- Excellent heat dissipation
- Over current/over voltage protection
- Built-in EMI filter
- Low ripple and noise short circuit protection

Specifications

- +5V 12A
- +12V 2A
- −5V 1A

PAL SUPER JOYSTICK

- Superior control, 4- and 8-position movement in one joystick
- One-piece insert molded ball handle and shaft assembly
- Heavy-duty base for high impact protection
- Superior molding, using super tough engineering plastics
- Excellent device to provide smooth, quiet movement against wear
- Quick replacement of switch for operator
- Patent pending



For further information contact:

PAL

234 Devon Avenue, Bensenville, IL 60106 • 708-616-9499 • FAX: 708-616-9610

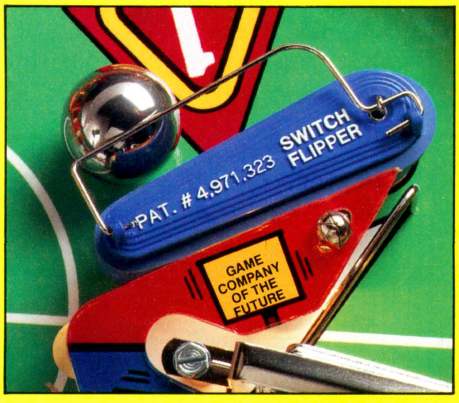
Alvin G. & Co.™

"THE NAME FOR ORIGINALITY & QUALITY"

A.G. SOCCER-BALL™

FOR EXPORTS–A. G. FOOTBALL™

Destined to Become An Industry Classic Like Pool Tables, Air Hockey Foosball and Darts!



*INTRODUCING **NEW** REVOLUTIONARY*

"Switch-Flipper™"





© 1992

Alvin G. & Co.
905 West North Avenue
Melrose Park, IL 60160
USA

To Purchase–Call Direct
(Distributor Inquiries Welcome)

1-708-345-9000 **FAX 1-708-345-2222**

professional businessmen. They understand that factory-dealer meetings are good business practice . . . not "secret plotting." However, even good businessmen can, and do, resent the fact that many of these meetings seem to intrude on what the operator views as "his time."

Must factories and their distributors must spend long hours in group presentations or one-on-one private meetings? If so, then many tradesters would like to see both parties take care of these functions the day before the show itself begins. After all, most of the dealers and factory people arrive in the show city a couple of days before exhibits open anyway. The few who don't already make a practice of arriving early, might have to spend more money for another night's hotel stay, but it would be worth it. And, distributors don't have to meet factory leaders in a beautiful booth. They don't have to see manufacturers in their Sunday best.

For their part, top factory execs (who must attend these dealer meetings) don't physically do the booth set-up work themselves. It seems they should be reasonably free to schedule their dealer meetings before showtime. Why not spend a day and an evening getting these distributor meetings out of the way . . . *before* the operators arrive?

Manufacturers who set up suites for distributors only could also take advantage of this timing. You see, the "distributors only" suite is another practice which rubs some operators the wrong way. If it were restricted to the day before operators arrive, no hard feelings would have to be created. And, nothing would be taken away from "operator time."

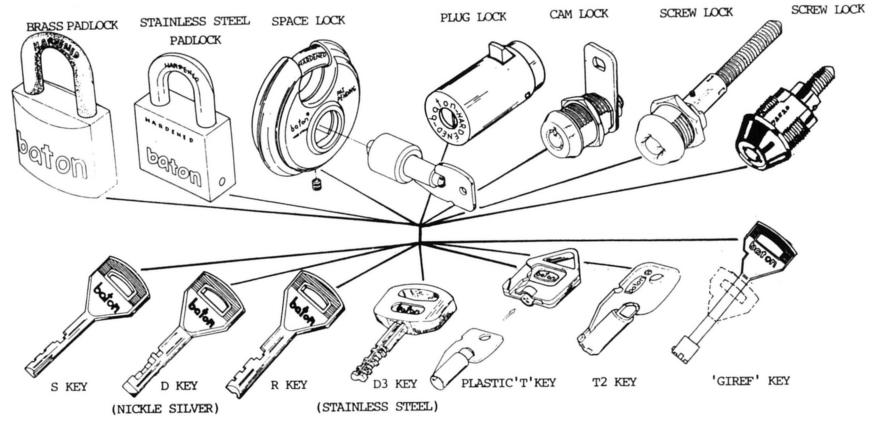
These suggestions are like a coin-operated fire extinguisher: maybe it's not the perfect answer, but at least it's one way of dealing with the problem! The beauty of moving factory-dealer meetings back one day, is that the sales force on both levels would then be free to spend more time with their ultimate customer — *the operator.* The guy or gal who buys the machines and puts them on location, would have more chances to meet with factory and distribution people. The operator would have a chance to learn a little more.

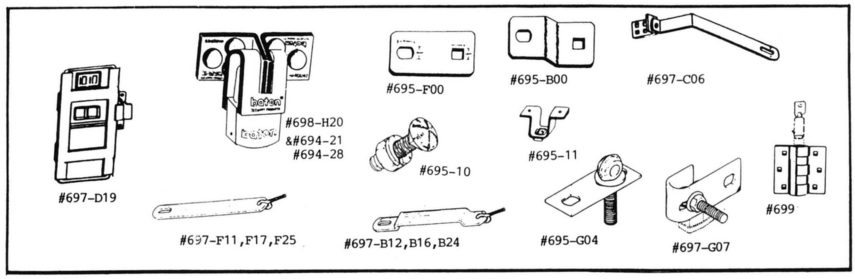
Manufacturers and distributors would reap obvious benefits from spending more time with their customers. Like, maybe, more sales. At the very least, they would be sending a strong signal that they truly care about their customers. Hey, the factories might receive valuable input from the operators, which could lead to new or better products!

Probably the most important benefit would be that, by knocking down petty barriers like scheduling conflicts, the trade could graduate from petty complaints about what's wrong, to genuine communication and sharing of knowledge. And that goes back to the original idea of what a coin-op trade show is "supposed" to be all about.

THE CONVENIENCE OF VARIETY — THE QUALITY OF baton®

SELECT ANY COMBINATION OF LOCKS AND KEY PROFILES





BATON LOCK AND HARDWARE COMPANY
11521 SALINAZ DR. • GARDEN GROVE, CA 92643

1-800-395-8880



the Big Ticket

Adults: Are They Playing Too?

Family Fun Centers Need True "Family" Appeal

Art's back! With fall approaching, Art Warner's column returns to the pages of RePlay *with more tips and insights about the growing world of redemption. This time, Art (president of redemption manufacturer Coin Concepts, Inc.) reminds us that if you're running a "family" entertainment center, you really should provide attractions for the entire family, not just the kids. This is true for the game room floor and the prize counter as well. — editor.*

The summer season is supposed to be high-earning time for a certain type of operator, especially the ones who cater to the family trade. But this summer, as I traveled up and down the East Coast, quite a few of the "seasonal" operators mentioned they had gone through a slow start this year. Weather may have played a part. Spring was very late in coming, and summer was very rainy and cooler than usual. Combine that with high gasoline prices, and you have the makings for a less-robust vacation schedule by the average American family.

But if initial earnings were slower than some might have hoped, outside factors can't take all the blame. Sometimes the marketing strategy of the fun center needs to be sharpened. In at least one fun center I visited, the owner was quite pleased by his location's family appeal, but he wasn't taking anywhere near full advantage of his customer base.

"Look at all these customers," the owner said proudly. "See how almost all the adults are giving their tickets to the kids? The parents are really enjoying watching their children play my games and win prizes."

All of these observations were perfectly true. That particular fun center did attract families... not only a child and both parents, but often, one or more additional siblings came along and in some cases, grandparents too.

It was also true that the adults (those who were playing) were giving their tickets to the kids. Yes, the tendency is for parents and grandparents to want to make the children happy by giving them tickets so they can get the prize they want.

Still, I'd like to suggest another perspective on this happy scene. Looking around, I noticed two things. First, there were no adult games. Second, so far as I could see, the prize counter did not contain one prize that an adult would want for himself or herself.

The result was that most parents were simply watching their children enjoy themselves. That's fine as far as it goes... but it also means that many potential customers are there with money to spend, yet they are *not spending it.* Does it really require both parents to watch the kids play? Of course not! With parents and grandparents just standing around instead of playing, potential revenue was being lost. The fun center was missing out.

A quick count confirmed that over 100 adults were in attendance during my two-hour visit. Could a space be provided for adult games? I visualized an adult section somewhat isolated from all the noise by glass partitions. The glass would allow the grown-up players to look up, now and then, and see their children at a glance.

Besides an adult game area, a "mom and pop" prize area would also have increased the center's earn-

NEW HAPP Switching Power Supplies

OUR FAMILY HAS GROWN!

- Complete Protection...
  - Overload
  - Short Circuit
  - Over Voltage
  - Over Current
- Built-in EMI Filter
- High Power Efficiency
- Switchable 110/220 Volt
- Low Ripple and Noise
- 100% Burn-In Tested



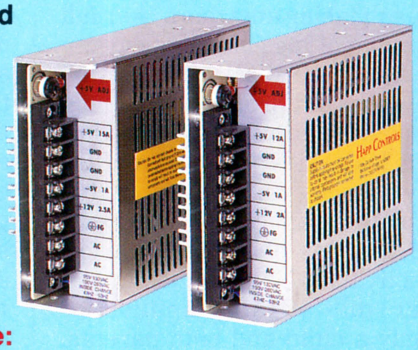
The Newest and Best Switching Power Supplies...

■ **HAPP Ultimate "XT" Style** ■ **HAPP Super "PS2" Style**

...Both Offer Super Protection and These Special Features:

- Built in DC Fan and Power Switch
- 5 amp Circuit Breaker
- Power Cord Included
- UL Listed

The HAPP Standard 12 and 15 Amp Switching Power Supplies have a new extruded aluminum case design for maximum heat dissipation. The power supplies are shipped complete with mounting brackets and hardware.



Standard Features Include:

- High Power Efficiency
- Low Ripple and Noise
- Over Current and Voltage Protection on +5V Output
- Short Circuit Protection
- Built-in EMI Filter

CALL OR WRITE FOR A FREE CATALOG!

HAPP CONTROLS, inc.

106 Garlisch, Elk Grove Village, Illinois 60007, Fax: 708-593-6137, Telex: CONTROLS UR

Tel: 708-593-6130

ings. The display case could have been filled with a "wish list" of prizes, the kind of things adults would like, but wouldn't go buy for themselves. These include gift items you see in department stores: popular, but not necessarily practical merchandise like fishing rods, binoculars, a wok, and maybe an electric garage door opener.

If the location had done this, what additional revenue could have been generated? Is $250 to $500 (generated by 100 adults, during the typical visit duration) within the range of possibility? The answer is yes, easily. This could be achieved even if only 50% of the adults spent as much as $5 each. In fact, the numbers could go even higher. Think about it: if a location has adult appeal, the grown-ups are less likely to get bored. They stay longer, which means they spend more. Their kids, who also get additional time to play, also spend more. The investment in grown-up entertainment can actually result in higher earnings all over the store.

The lesson here is simple...Good operators take advantage of the total range of opportunities represented by their customer base. Help yourself expand your player base by taking some common-sense action!

The lesson here is simple. When you walk into an entertainment facility, you can quickly see who frequents the location. Good operators take advantage of the total range of opportunities represented by their customer base. Help yourself expand your player base by taking some common-sense action! Provide games and prizes for every age segment of the people in your fun center, not just a narrow demographic "slice." Make sure your family fun center really lives up to its name, and is fun for the *whole* family.

As always, think redemption!

THE BEST GAMES

TREASURE ISLAND







VICTOR 5





CHINA GHOST





POKER CARNIVAL







VICTOR 21





VICTOR 7







FOR AMUSEMENT ONLY!

SUBSINO CO., LTD.

FAX: 886-2-786-1566
TEL: 886-2-782-8915
3F, NO.61, CHENG-KUNG RD., SEC.1



SINDBAD'S LATEST & GREATEST

family fun centers get deluxe treatment by this Middle Eastern chain







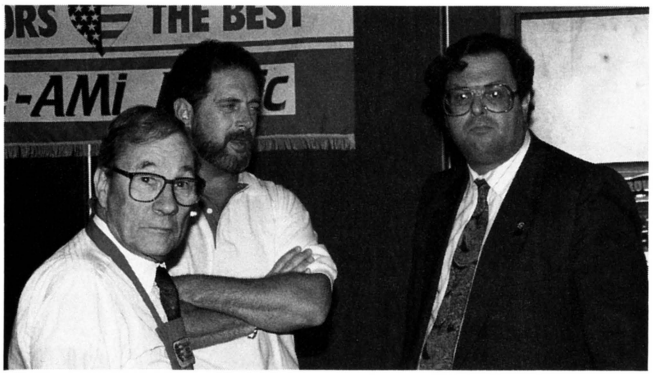


American tradesters have been talking about "family fun centers" for a few years now, as if they had invented the concept. Well, take notice: a Middle Eastern arcade outfit called Sindbad's has been running this type of place for years, and doing a beautiful job. Their newest 5,000-sq.-ft. location just opened in the Bur Jurman Centre (the most glamorous shopping mall located in the United Arab Emirates) and it could give plenty of U.S. arcades a few pointers. Sindbad's spent $1.5 million to achieve "the perfect atmosphere." Said General Manager Ishwar Chugani: "It's a substantial investment, but that's how Sindbad's likes to do it: in style and with pleasure for the whole family."

The new site is divided into two sections: the area for teens features all the simulators, shooting galleries, video uprights, CD jukebox, pool tables, soccer table games and novelties you'd expect in a first-class operation. The kiddie/family area includes big pieces like a merry-go-round (topped by a likeness of the arcade's theme character), as well as kiddie rides and a private party room for birthdays. Parents also enjoy thoughtful touches such as the "liberal seating arrangements" so kids can rest between games, or the parents can watch as kids play. Walls are decorated with colorful paintings of kiddie characters, and there's even a funhouse mirror or two. A fine coffee shop is adjacent to both areas.

Congratulations to this chain which has been setting an industry example since 1980.







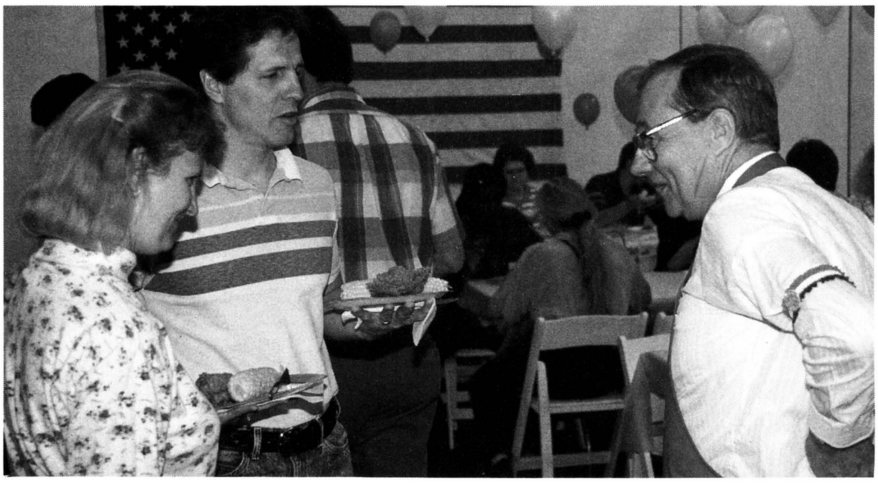
At left, Eastern's Mel Sonier, John Fisher (Lovco Amusement) and Rowe's Joel Friedman at the June 23 event. At right, a look at the crowd and patriotic decorations assembled to celebrate the arrival of Rowe's new *LaserStar America* phonograph.

EASTERN & ROWE CREATE "FIREWORKS"

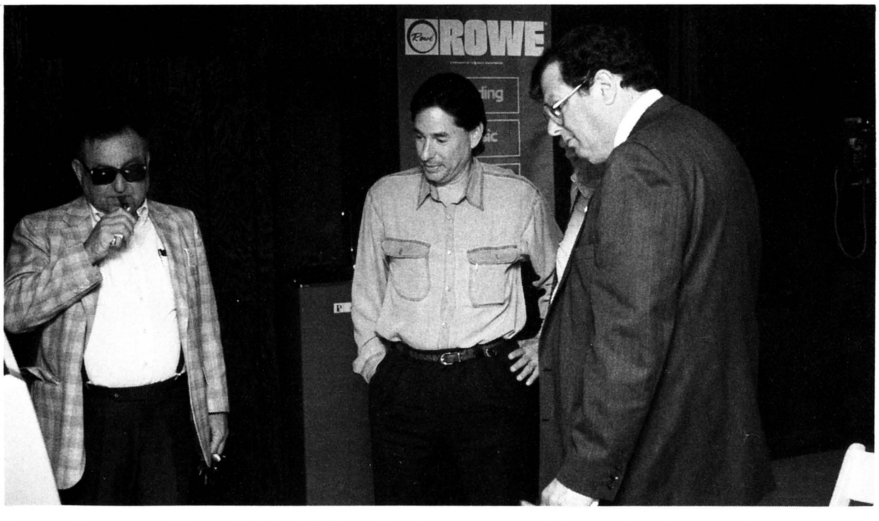
July 4th theme adds excitement as Eastern Distributors debuts the new Rowe 'LaserStar America' CD phonograph

Talk about red, white and blue! All the patriotic elements were in place recently, as Eastern Distributors Co. bowed Rowe's new jukebox to area operators. First, we have the flagwaving theme of the musical machine: it's called the Rowe/AMi *LaserStar America.* Next, don't forget the historical city of Philadelphia, home of Ben Franklin, the Liberty Bell and site of the signing of the Declaration of Independence . . . it's also the city where Eastern maintains its showroom. Finally, consider the date of the open house event, just shortly before the 4th of July!

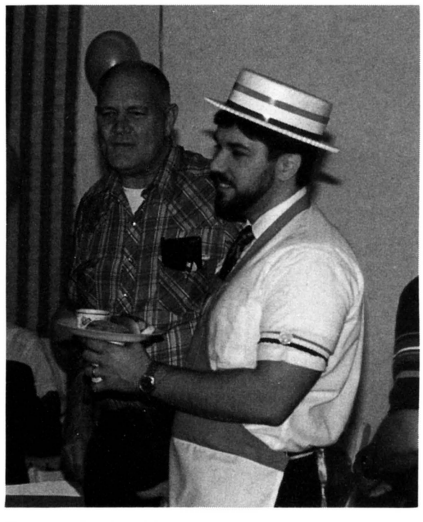
Actually, Eastern bowed the new Rowe juke to ops on June 23, but the Independence Day spirit still dominated the proceedings. "The all-American theme offered a buffet with hot dogs, apple pie, ice cream, and barbecued chicken," smiled Eastern's Phil Sternberg. In addition, Rowe's own "Mr. America" himself, Music VP Joel Friedman, attended the event. Hearing him chat about the new phonograph were operators from three states: Pennsylvania, Delaware and New Jersey. "*LaserStar America* was well received by all," concluded Eastern.



Mel Sonier (at right) greets Mr. & Mrs. Gary Papa of Zap Vending at Eastern's Rowe product show.



Ronald Bershad of Penn Triple "S" and Arnie Aronovitz of Apple Vending check out the new Rowe machine with the able assistance of noneother than Rowe's Joel Friedman himself.



Eastern's Ken Kavalkovich (wearing the hat) and customer Don Hamblin of Hamco.

SEEING IS BELIEVING

- REPLACEMENT CHASSIS
- MONITOR KIT
- SWITCHING POWER SUPPLY
- CLIENT DESIGN IS WELCOME

SEE US AT THE:
WORLD GAMING CONGRESS EXPO
Las Vegas • Sept. 22-24
★ *Booth #271* ★

NEW

FANCY T.V. GAME



NEW DESIGN
EGA, VGA CHASSIS
FQ: 24KHZ—31.5KHZ
FOR 14'' & 20'' TUBE

- OPEN RACK FOR EASIER CARRYING ASSEMBLING
- EASIER ADJUSTING & DISASSEMBLING CHASSIS
- FULL PROTECTION FOR CRT SOCKET

U.S.A. OFFICE
NEOTEC GRAPHIC INTERNATIONAL, INC.
20468 Carrey Rd. • Walnut, CA 91789
TEL: (714) 595-0509 FAX: 714-594-1968

FAN SHAING ELECTRONICS CO., LTD.
NO. 297, 2FL, CHUNG CHENG N RD.
SANCHUNG CITY. TAIPEI HSIEN,
TAIWAN, R.O.C.
TEL : 886-2-9827183 FAX : 886-2-9857827

A "LETHALLY" GOOD TIME AT WORLD WIDE

Chicago distributor hosts area ops to Data East pinball showing; service seminar & party informs, entertains on 'Lethal Weapon 3'

World Wide Distributing (Chicago) hosted a special showing of Data East's *Lethal Weapon 3* pin on July 15. The hot new flipper game is based on the top action movie sequel of the summer '92 season. The welcome mat was really out for area operators and service personnel, with a cocktail party, a service school, and prizes given away every 30 minutes, ranging from clock radios to CD players.



At the July 15 event with *Lethal Weapon 3* are World Wide's Joe Carone, Howie Freer (who's now in retirement but never misses a World Wide event) and VP Doug Skor.

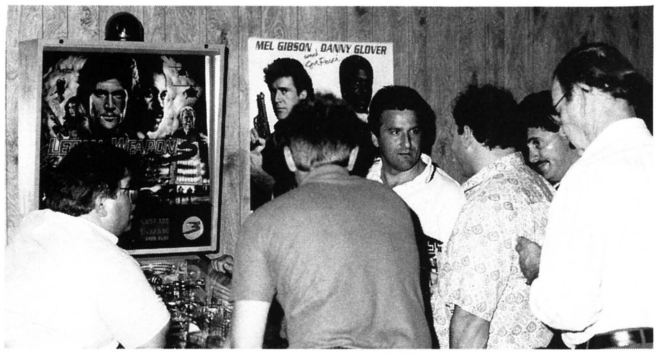
World Wide's service seminar on the machine was conducted by Jim Gorman, a member of the pinball's design team. Introduction of player features followed, with design chief Joe Kaminkow walking players through the various eye- and ear-popping sound and light sequences, which capture all the excitement of the Hollywood movie itself. Reps and technicians from Data East Pinball were present throughout the daylong event.

"We had a very good turnout," said World Wide's Bob Danko. "Operators were very impressed with everything about the game — design, diagnostics, service features, the works. Jim Gorman and Joe Kaminkow did a very good job of explaining the game inside and out, and left no questions unanswered."

Thanks to World Wide and to *Cashbox's* Camille Compasio for the photos.



World Wide staffers (from left to right): Joe Carone, Kitty Skor, Howie Freer, Gad Traube, Carla Saunders, Todd Saboff and Bob Danko.





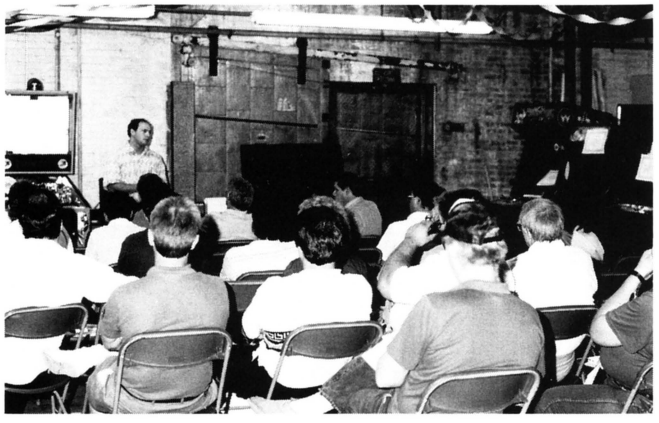
At left, Joe Kaminkow (back to the camera in the crowd) goes over some of the play features of new *Lethal Weapon 3* with World Wide customers. At right, a look into the showroom during the event which included a service school, cocktail party and product showing.



World Wide's Bob Danko with Data East's Jim Gorman.



Alan Miller and Ray Krottner take a break from play for this photo.



During the Data East service school, Joe Kaminkow covered design and machine features while Jim Gorman covered the technical stuff.



World Wide customers at the bank of *Lethal Weapon 3* machines.





Left: another look at some game-playing customers. Right: more play including Kristina Donofrio and Lonnie Rapp of the Data East design team.

FRANK TALK



by Frank "the Crank" Seninsky

What I Learned From Joe's Summer Vacation

Everyone's entitled to a vacation, and last week my partner Joe Camarota (head of operations here at Alpha-Omega Amusements) took time off. Boy, did I get an education while he was gone! I fielded all the service calls, visited locations I don't usually see, managed maintenance crews and schedules, etc. At the same time, I helped our accountants catch up on semi-annual paperwork and helped them create a massive, two-company integrated financial statement, requested by our bank. And of course, I still had to do all my regular management and marketing work.

Needless to say, it was a hectic week. The phone never stopped ringing. Between calls, a dozen employees were coming up and constantly asking for guidance and instructions. My daily schedule book was full of chores and appointments even before the week began, so every time I got an urgent call from a location or new business, I had no choice but to schedule them for an evening visit. Every night I dragged home around 11PM. . . or later!

Here are just a few highlights from an extremely busy week. At the end of this column, I'll share some lessons I learned from all this.

Monday morning, first thing: we must make a big delivery. We're sending out an $18,000 six-player pusher and some other redemption pieces to a location. I check the packing, paperwork, etc. and send them on their way. Two hours later, the account calls to ask "Where's the manual? We can't run this game without a manual! If you don't get me one, I'm not paying for the machine!"

I promise to get or find a manual. A call to the factory reveals the game is an overseas import. No manual is available. I tell my people that we need to create an $18,000 manual ourselves, with hand-drawn schematics if need be. If it takes all night, so be it. Naturally, we don't have any other units of this pusher on hand. Thank goodness our distributor was able to help us draw the circuits!

Also first thing Monday morning, the accountant walks in. She and our controller Karen have to spend the next two days working on our year-end tax return and six-month statement, as described above. This means I will get no help from Karen on the hour-by-hour problems that arise. One of the office staff is also on vacation that week. Add Joe to the list, and three key people are out of the loop! As the week goes on, I realize it's too many gone at once.

Later Monday morning: one of our top-grossing accounts phones. The manager (one of our most helpful partners at any location) is quitting in a couple of weeks, and doesn't know what kind of shape the place will be in without him. Great news. Nothing we can do about it, except wait and see.

One of our trucks delivers a brand-new Atari *Moto Frenzy* to an arcade, which we've been promising for weeks. No response from the arcade.

"GET SMART"
IN REDEMPTION

MADE IN THE U.S.A.

WORLDWIDE EXPORT SPECIALISTS



BIG BERTHA



BUDDY BEAR

SUPER PRO QUARTERBACK



JUNIOR

SHOOT TO WIN JR.
CHUCKLES THE CLOWN



2 HOOP 1 HOOP

SHOOT TO WIN BASKETBALL



JUMBO 34″ JUMBO 42″



SINGLE DOUBLE

CLASSIC JUMBO



1 HOOP 2 HOOP



SINGLE SUPER SINGLE



DOUBLE
1/2 AND 1/2

CLEAN SWEEP CRANES



TRIPLE

10 FOOT



13 FOOT

SMARTBALL SKILL ALLEY
1 AND 4 PLAYER



JACKPOT ROTARY
4 PLAYER



CONTACT YOUR AUTHORIZED DISTRIBUTOR OR FOR REFERRAL CONTACT US.

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

My dispatchers say the delivery was accomplished; the truck has gone to the next location. The location calls to complain that the game should have been placed in a better spot on the arcade floor; the crew should come back and move it. Fine, I send the guys back and keep the customer happy.

Monday afternoon: the phone rings. It's the VP of a college account that we've had for 17 years. He says students have voted to have a pub on campus. Never mind the fact that, under the state's age-21 drinking limit, any such pub could only be patronized by seniors and grad students. The students have voted and that's it.

How does this affect us at Alpha-Omega? Well, says the college VP, our campus game room is the only possible site for the new pub. Nobody consulted us about the situation. Meantime, the school has already applied for, and received, a liquor license from the town. But in their wisdom, the city fathers have decided to take back the college's grandfathered-in arcade license. The VP says he's sorry, but he has no choice: the school will give up $60,000 revenue from our game room, and we have to pick up our games. We also have to immediately reschedule all our trucks and service calls. What about my multi-year contract? "Our attorneys will be in touch with you to work it out."

Later Monday morning: I'm working with the XYZ entertainment center, a 30,000-sq.-ft. site that's under construction and needs about 110 games. Earlier, I had ordered from 20 different sources around the country, in time for XYZ's originally-scheduled July 1 opening. Before Joe went on vacation, XYZ delayed its opening dates twice, to Aug. 1 and then again to Aug. 15. Meantime, games are in transit, games are arriving, games are in storage, and bills are coming due and being paid by us out of cash flow.

Naturally, my client at XYZ does not want to pay until he takes delivery. This leads to an interesting dilemma when a different one of my park locations calls. The park manager says his bank of 50 computer-linked games are down. If he can't fix his system, he may need 50 more pieces from us right away (mostly redemption) to fill the room . . . but only for the four weeks remaining of the summer season! A quick calculation shows that even if I could get the games, it could cost more than $150,000!

So here's the situation: with just a month left in the summer season, they are asking for $150,000 worth of equipment on three days' notice! I start praying that his computers will get fixed. A call to the park location later that day reveals their VP has decided, yes, to remove their equipment and ask for Alpha-Omega to supply the redemption pieces. He realizes he's asking for the near-impossible. So do I, but I say I'll try.

Sweating, I decide to take a shot that the XYZ Entertainment Center would have another delay. I decide to take all the pieces we're holding

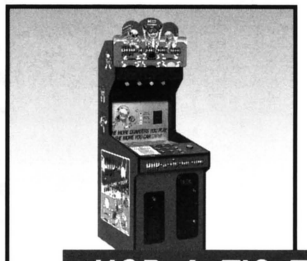
Innovators in Redemption

LAZER-TRON



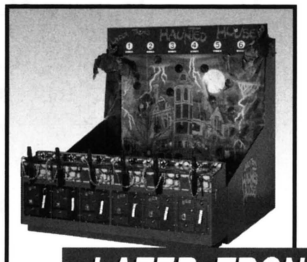
BANK-IT™

- 1992's Best New Redemption Game
- Coin catapult basketball game
- 100% skill shooter with pusher playfield as a second chance to win
- Exciting double value Bonus Round
- Family oriented graphics and sound package



HOP-A-TIC-TAC-TOE™

- Voted "Best Redemption Game of 1991" by U.S. operators
- Bouncing balls grab player's attention
- Great sound and graphics package
- Exciting Bonus Jackpots



LAZER-TRON HAUNTED HOUSE

- Great Attraction
- Exciting laser gun shooting gallery
- Haunted house theming package included
- 6, 9 and 12 player models
- Custom themes available

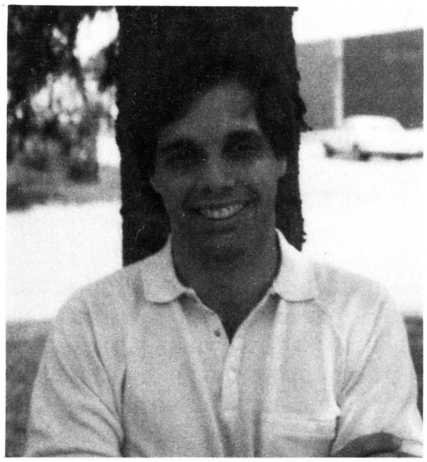


VINE CLIMB™

- Exciting Laser gun race game with moving monkeys
- A proven winner !
- Great for family entertainment centers
- 2 player units may be banked together

LAZER-TRON
7042B Commerce Circle
Pleasanton, CA 94588
Fax: (510) 460-0365 Phone: (510) 460-0873

Bank-It™ is exclusively distributed by Capcom USA. Hop-A-Tic-Tac-Toe™ is distributed by Data East USA
Patented & Patents Applied for



JOE CAMAROTA

for XYZ, and give them to the park. I know Joe will have a heart attack when he comes back and has to set up a center with no equipment.

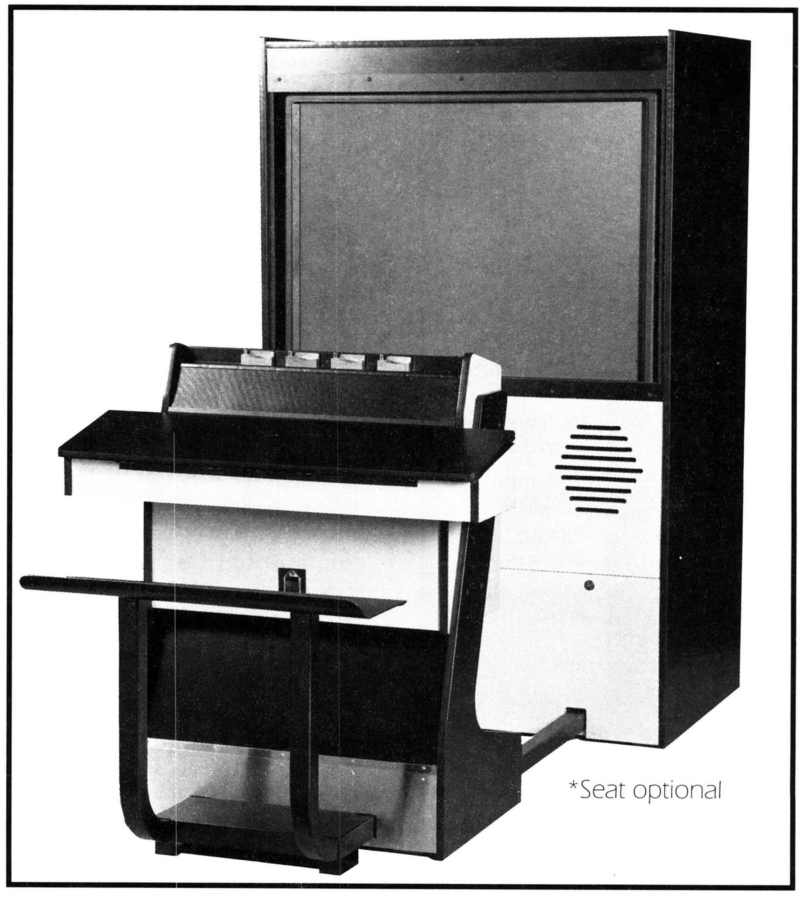
An hour later, the owner of XYZ Entertainment Center phones with "bad news" — he can't open for still another month. I told him what I did with his new games and said I would give him a discount on his equipment, which would be "used" for only a few weeks. He was very happy. The park was very happy. I was happy, too, but totally drained. This was still Monday! What else could happen?

Tuesday I had to handle dock receipts for a container of games (sitdowns, uprights, etc.) going to Jamaica. The games had to be delivered to the shipper by Wednesday, in order for our shipment to make the Friday boat. The export agent promised to fax me the needed dock receipts, as soon as I faxed her the needed paperwork (noting weights and precise cubic measurements of 12 boxes). I have a 5PM deadline before the export agent goes home. One hour after I finish the paperwork, as the day is waning, my foreman shows up and says "One game was not on your list; we have to crate a 13th game. We'll do it ASAP." I call the export agent and alert her that another box is coming, size and weight unknown. I go home.

Wednesay morning, the truck is loaded and ready to go to the docks, but it doesn't have the needed receipts from the export agent. I look at my "in box." No dock receipts! I call the agent, who says she faxed it Tuesday night, but will do it again. Everybody scrambles around, looking for what we need. We get the second fax and make our shipment on time. (Eventually, we find the original dock receipt. Somebody had put it in Joe's in-box, behind dozens of his other papers. Normally this is the proper procedure, but doesn't everyone here know that Joe is on vacation?)

Other events that week: Wednesday night, I had to drive to see an investment broker who wanted to operate a 50,000-sq.-ft. indoor entertainment center. Usually when I set up an appointment, I walk in knowing we've already sent the prospect a background information kit about Alpha-Omega and myself. Then we can start the meeting without me (a "shy guy") having to talk about myself. This approach also lets me take the initiative in the meeting, talking about the client and

BIGGER IS BETTER



Dynamo, the industry leader in video system technology, has harnessed a massive 50" Mitsubishi color monitor in a system cabinet that's sure to generate BIG profits for you.

The HS-13 has all the features you would expect in a Dynamo system including JAMMA standard wiring harness, four player control panel, high quality speakers and the most vivid 50" monitor available.

For more information on BIG profits, call today **1-800-527-6054.**

Dynamo

2525 Handley-Ederville Rd. ▪ Richland Hills, Tx 76118 ▪ FAX 817-284-7606

his needs instead of defending myself and my company.

I go into the meeting, meet the investment broker and am very impressed. As usual, I take charge at once. I look over his projections and estimates and discover they're seriously off. On the spot, I totally redo his six-months' effort. After 45 minutes, the broker looks at me, confused, and says: "What does your company do?"

I ask if he read the background material we sent. He says he never got anything. The guy hasn't got the vaguest idea who I am! What an awkward position! I try to explain quickly, and promise to send him our background info kit (which will give me some badly-needed credibility). I haven't heard from him by the end of the week.

Last week, I had previously gotten a call from a nice guy with a large nearby arcade, whose revenues had dropped by half in recent years. The arcade owner claimed he only knew his vendor by first name and says he didn't have a contract. He wants to let the current vendor go, and wants us to provide and run the games.

I visit his place and see great potential, but I pry the current operator's name out of the guy. Back in my office, I phone this operator and tell him I'm interested in the location, if he and the owner can't work out their problems.

While Joe's gone, the operator calls to set up a meeting with me, him and the location owner. I set it up for early Thursday morning. It's a touchy situation — we all three know I could walk out with the account — but I explain how I'd add redemption, what it would cost, and how it would help revenues. The vendor asks me to go back and type up a proposal, and says he plans to buy the equipment from me. The outcome is still pending. At best, I will have made two good friends and have a good sale, without having to take a location from a competitor. We'll see!

Another event that week: my attorney calls to say a location (which I sued for breach of contract, six years ago) wants to settle. I say go ahead. My lawyer does most of the face to face negotiations with the defendant, but I'm on the phone with him nearly every hour discussing offers and counter-offers. This goes on for two days. Finally we agree in principle on a settlement. I think this should have been settled six years ago, but believe the outcome will ultimately be satisfactory.

Also that week, the attorney for AMOA of New Jersey calls me (I'm president of this state operator association). The town of East Brunswick has filed an appeal on their ordinance that bans cigarette machines, even though it was ruled unconstitutional last month. Our attorney says he wants to negotiate his fee for his work on the appeal... and he'd like to be paid right away. Our association has just come off a big, successful fundraiser but we have big expenses, too (lobbying for video lottery, etc.). I reflect how the scramble for funds is an ongoing battle that's never permanently won by a state association.

Friday morning, I get a call from the owner of a pool hall where we have about 20 games. I knew that revenues weren't good, but didn't expect to hear what I was told. "I've decided to close the business and this will be the last day. I'll wait around today for you to come collect, and pick up all the games." I said I was glad he had called me, and would have a truck there around 6PM. (If he hadn't called, we would have mostly likely found the place padlocked the following week and had to wait months to get our games back.)

Friday afternoon, the regional manager of a large bowling chain calls. He says he has both "good news and bad news" for me; which do I want first? I tell him that I'd appreciate the good news first, as it might make the bad news easier to deal with. The good news was that he has decided to offer us six additional locations for games. The bad news is that we must install the

GREAT GAMES





We give you:
Money making games
Redemption Centers
Redemption Systems
Design Services
and much more.

Bob's Space Racers, Inc.
427 15th Street
Daytona Beach, Florida 32117
Telephone: 904-677-0761
FAX 904-677-0794
Since 1970 ©Bob's Space Racers, 1992

BELAM *is proud to announce...*
We Are The **EXCLUSIVE DISTRIBUTOR**
For **SEGA** Products
FOR SOUTH AMERICA, CENTRAL AMERICA, AND THE CARIBBEAN AREA... We can help you with any of your needs. Contact us now for immediate service, prices & catalogs!


STADIUM CROSS

R.H. BELAM COMPANY, INC.
Nassau Plaza • 1 Fulton Avenue
Hempstead, New York 11550
SE HABLA ESPANOL
Tel: (516) 292-2670 Fax: 516-486-0957

The First Choice for Generations of Players!

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

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



Enjoyment For the Entire Family

"The Most Played Redemption Game" Award at AMOA Expo '91



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

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

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

SKEE-BALL

The Game They Keep Coming Back To

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

games by Aug. 21, just two weeks away. I said "no problem" and took a deep breath. This is the way to close out a hectic week! Six great new locations and half of the games will be here tonight from the closed pool room. All the pieces are coming together very nicely.

By Saturday, Joe is still on vacation and I've gotten through the week. Everything seems to be running smoothly. The office is closed and it's another busy weekend.

But nothing ever goes that smoothly. Saturday afternoon, our technician Patrick is at a park location, working on a *Terminator 2* video. He's got the top of the game open and he's leaning over, reaching inside it. Suddenly, some kids run by and bump into him. His arm gets caught and twisted inside the game. He gets out and is rushed to the emergency room, where they diagnose a herniated disc in his back, poor guy! He's still in lots of pain and is getting more medical diagnoses, etc., but meantime I have to reschedule everyone around him (not to mention fill out workers' comp forms, etc.) Wait until I tell Joe that Pat may be out for quite some time!

These are just a few of the highlights (and lowlights) of my week. I could go on with more "war stories," but there's not room in this column! Let me just say this: from all the ups and downs, I learned plenty. My normal working day (management and marketing) is pretty hectic, but Joe's responsibilities (day-to-day operations) makes for more than a full-time job around here. To do his job, plus mine and also handle association responsibilities was a 24-hour non-stop merry-go-round. The experience reinforced something I've long believed: to be a good manager, you must operate under Murphy's Law. "Anticipate everything that can go wrong, then assume it will and take steps to prevent it."

I also got to practice my favorite management technique: walking around with a notebook in hand, writing down everything I ask my people for, and everything they ask me for. Then I check back and follow up, to see that everything gets done. I learned that my employees need to write these items down, making checklists on paper, just as much as I do. Otherwise, we all get busy or forget too much, too often. (I guess we're all getting older.)

While Joe was gone, I got to know a group of managers and route men I don't usually work closely with. We got to know each other better, solved all the problems, and put systems into place to head off the same problems in the future. It was a good experience.

I also learned, all over again, that service remains a supremely important element of what we operators do. I learned, all over again, that super service means paying superclose attention to the tiniest details.

Finally, I learned that — in order to be our best — we really need Joe back from vacation! The week I had, just this once, is the kind of week he goes through 50 times per year. He deserves a lot of credit.

So do you other hands-on operators and employees out there. You are responsible for service, maintenance and ordinary location problems every day of the year and it's no easy task. My hat is off to you (and I'm ready for a vacation myself!).

TOP HITS OF JAPAN

from Game Machine Magazine, Sept. 1, 1992

TOP 25 VIDEO COCKTAIL

Model (manufacturer)

1 St. Fighter II: Champ. Ed. (Cap.)
2 Quiz Makyu's Advent. (Namco)
3 World Heroes (SNK)
4 Street Fighter II (Capcom)
5 Aero Fighter (Video System)
6 Super World Stad. '92 (Namco)
7 Undercover Cops (Irem)
8 Seibu Cup Soccer (Seibu)
9 Fixeight (Toaplan)
10 X-Men (Konami)
11 Where's Wally (Sega)
12 Atomic Punk 2 (Irem)
13 Super Shanghai (Taito)
14 Super World Stadium (Namco)
15 Truxton II (Toaplan)
16 Shanghai II (Sun Electronics)
17 Varth (Romstar)
18 Quiz TV Variety Show (Dynax)
19 Sand Scorpion (Tecmo)
20 Andro Dunos (SNK)
21 Cosmo Gangs (Namco)
22 Raiden (Seibu)
23 Ultraman Club (Banpresto)
24 King of the Monsters 2 (SNK)
25 Quiz DNA's Revolt (Tecmo)

TOP 15 UPRIGHTS & COCKPITS

Model (manufacturer)

1 Suzuka 8 Hours [del.] (Namco)
2 Suzuka 8 Hours [s/d] (Namco)
3 Mad Dog McCree (ALG)
4 Double Axle (Taito)
5 Driver's Eye (Namco)
6 Grand Prix Star (Jaleco)
7 Rail Chase (Sega)
8 Final Lap 2 [standard] (Namco)
9 F1 Exhaust Note (Sega)
10 Terminator 2 (Midway)
11 Final Lap 2 [del.] (Namco)
12 X-Men (Konami)
13 StarBlade (Namco)
14 Steel Gunner 2 (Namco)
15 Super Monaco GP [del.] (Sega)

TOP 5 FLIPPERS

Model (manufacturer)

1 Addams Family (Midway)
2 Hook (Data East)
3 Hurricane (Williams)
4 Batman (Data East)
5 Terminator 2 (Williams)

TORNADO TABLE SOCCER

the manufacturer of the game also works side by side with Tornado Promotions to provide operator tourney support while simultaneously promoting own national events

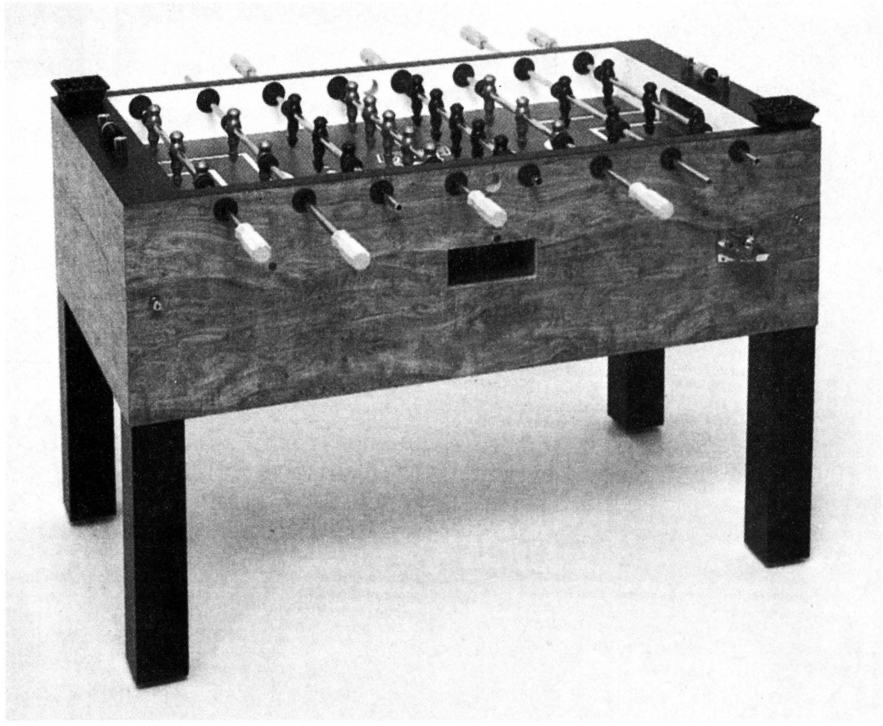
It's a whirlwind of excitement! A cyclone of fun! It's table soccer, and Tornado Table Soccer, along with sister company Tornado Promotions, are out to prove its tournament play can be a storm of success. The twin companies not only make table games, but also run national tournaments with prizes up to $100,000 at the world championship level. Result: player interest is growing year by year. The total program is a "profit twister" that can race across your balance sheet and blow your bottom line sky-high!

The first domestic table soccer manufacturer, Tornado Table Soccer, Inc. had its beginnings in 1970 with namesake product *Tornado Table Soccer.* Sponsoring its first national tourney in 1972, the company realized the success of organized tournament play and they took off from there. Since 1988, Tornado Table Soccer tournaments have been organized through Tornado Promotions and the events have progressively grown into big money and big draw competitions.

TOURNAMENT SET-UP

"We host five events a year," Tornado's Dave Courington explained. (Dave's two-tiered title is VP of Promotions for Tornado Promotions and salesman for Tornado Table Soccer.) "We assist operators in setting up tournaments at the local level and provide them with publicity for their competitions via printed promotional materials and an announcement on our tour calender. We also take care of mailing publicity for their event to interested parties," he went on. "It's really a mutually beneficial relationship. We promote their local events and they generate interest in our big-money tournaments."

According to Dave, all of Torna-



Above: Tornado's "The Survivor" soccer table. **Below:** The firm's Mike White and Dave Courington talked with operators about table features and promotions at their AMOA show booth last fall.



do's tourneys use their five-level classification system (players are ranked from rookie to pro). The program allows players to compete within their skill class, but also awards the players who beat someone in a class higher than theirs. This way, everyone can compete and even win!

"It's important to have skill categories like ours," said Dave. "That way, we nurture the younger and beginning players into pro status, and they'll become lifelong enthusiastic players."

At the present time, Tornado doesn't have a qualifying tournament system, though they hope to by the 1994 season. "We're working on establishing a state championship format where players will qualify for our tournaments and national championship. Right now," Dave explained, "players can attend our tournaments without qualifying (though rookies need to qualify on the local level before advancing to the national level) and that's great. But we want to have an operator-run qualifying tournament program all set up within the next year or so."



Another show stop for Tornado's Dave Courington and Mike White — ACME this spring. (They flank Bob Donnelly.)

OPERATOR SUPPORT

Tornado keeps steady contact with operators just the same by supplying them with their tour calendar in hopes that players competing at the local level will see it and attend some of the events. "It's really a great deal for operators," Dave observed. "They get free publicity for their events and we even provide them with the administrative paperwork they need to run their own tournaments. We also give their players something "bigger" to try for in our tournaments."

Another promotional tool working wonders for Tornado is their quarterly newsletter, *Table Talk*. "This is a terrific vehicle to get local operators and players involved," Dave shared. "The grapevine these players keep is overwhelming. There's an extensive network of communication going on between them. When they see their name in print, it adds that much more to Tornado tournament hype." He went on: "We also have a finger on the people who promote table soccer and through *Table Talk* and our other promo pieces we give them national exposure. If an operator wants to submit an article about a successful tourney he's run, all the better. Then we're really helping each other, and that's the name of the game."

ROSETTE INC.

THE *Best* IN

STUFFED TOYS

BEST IN DESIGN! BEST IN QUALITY!

CALL FOR LATEST FREE CATALOG!

1-800-426-6665

ROSETTE, INC.

OFFICE AND SHOWROOM

29 BALA AVE., BALA CYNWYD, PA 19004 (PHILA.)

215/668-8392 • 800/426-6665

FAX: 215-664-0125

GALAXY

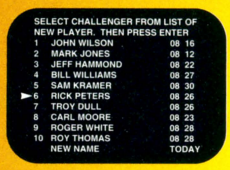
FROM THE ORIGINATOR OF ELECTRONIC DARTS

TOP GUN CHALLENGE

AUTOMATIC LEAGUE SYSTEM



The ONLY game to display the Top 10 location players on screen for everyone to see.



The ONLY game that ranks players by challenges played against other top location players.

The ONLY game that keeps your machine earning strong after league play and during the off season

The ONLY game that Declares a "Bar Champ" and the nine best location players on screen.

Top Gun Challenge is operator selectable for best of three up to best of seven games.

The ONLY game with a patented Arachnid Super Spider with thin ribs, square entry holes and Arachnid's traditional red, black and yellow colors.

The ONLY game that Records and stores all player league statistics automatically.



NDA S.P.R.E.
AND
POINTS-PER-ROUND

The ONLY game that displays team names and individual player names on screen during league play.



The ONLY game that shows up-to-date league statistics for individual games and current match information.

The ONLY game capable of transfering league statistics over phone lines directly to the league managers office.

The ONLY game that makes running leagues truly easy.

THE ONLY GAME

Arachnid Inc
6421 Material Ave. Rockford, IL 61132
815-654-0212 800-435-8319 fax 815-654-0447

GROWING PLAYER INTEREST

Tornado is pleased with the reults of their promotion efforts. "The participation and prize package has increased a lot since Tornado Promotions began running the show in 1988," said Dave. "Back then, a $10,000 tourney was a major event. Now, we run $25,000 to $100,000 events and the progress we're making is amazing."

Player interest is increasing right along with everything else. "All our competitors must be sanctioned by the U.S. Table Soccer Assn. (USTSA), and classifying players are just under the 7,000 mark," Dave reported. "Women, too, are participating more. I'm reasonably satisfied with the amount of women playing in our tourneys. We've included a Women's A and B division and participation is at about 15% and growing."

Table soccer doesn't draw just one type of player, either. Everyone finds something about playing that they enjoy. "We see players that range in age from 12-50," said Dave. "The average age seems to be about 24, but more and more people are becoming interested in the sport. New players are coming and older players are returning. In fact," he laughed. "For about 20-30 of our competitors, these tournaments are their livelihood."

"People are finding that table soccer is a good alternative recreational fix," Dave reported. "A lot of play is in bars and taverns but more and more arcades are picking up on the game, along with church groups, etc. I expect the games' appeal to grow and grow and grow. The future will see an increase in interest," Dave said positively. "Tornado is running tournaments like a business and they pay for themselves. With our promotions and operator support, no one loses."

1992 WORLD CHAMPIONSHIP

In the immediate future, Dave is looking forward to the Tornado $100,000 World Championship of Table Soccer scheduled for Sept. 2-7 in Dallas/Ft. Worth. The event culminates the '92 season and is expected to draw in excess of 3,000 players. "Last year over 2,450 people attended," said Dave, "and since we've added two new player classifications (17 and under and 35 and over), we anticipate a new pool of competitors."

With the close of the 1992 season, heads are turning toward 1993. The season kicks off on President's Day weekend (February, '93) in Oklahoma City, with other tour stops to include Long Beach (U.S. Open), Atlanta (Masters Tournament), New Orleans (Nationals) and a return to Dallas for the World Championship.

As the years roll on, Dave's personal goal is to see table soccer reach new heights. "Table soccer has always been appealing," he smiled. "It's not a fad, it's a true staple whose time has never run out. . . and never will."

If you'd like more information on Tornado's promotional and tournament program, contact Dave Courington at 817/483-6646.

Lift Bulky, Heavy Loads With ONE Finger!

And then move them around with one hand.

Interested in how?
We thought you would be.

By using the power of a 1/2 HP electric motor on a hardened drive screw, the Lectro Truck® from Woodward Mfg. allows ONE man to move and lift bulky heavy loads (like refrigerators, safes, vending machines and copiers — up to 1500 lbs.) with ease. The battery powered lift mechanism is controlled by 2 all-weather safety switches, and allows the operator conplete control over the load at all times.

$500 TRADE IN

offer on any hand truck taken in trade on a Lectro Truck
Offer Expires 10/31/92

The power lift mechanism allows the operator to lift the load to its best balance point, move to his destination, lower the load, raise the wheels to a truck bed, loading dock or other destination, and then easily lift the load to the wheel height. ALternately lifting the load and wheels allows a single operator to walk heavy loads up flights of stairs safely, quickly and easily! And, of course, there are many other ways to use the Lectro Truck®.

Quit lifting heavy loads by hand. Do your back a favor and use a Lectro Truck® instead!

Woodward
LECTRO TRUCK®
Made In U.S.A.

Call us at **414-564-2323** and we'll send you more information on the amazing Lectro Truck®.

Woodward Mfg. & Sales, Inc.
P.O. Box 217 • Oostburg, Wisconsin 53070
Phone: (414) 564-2323 • FAX: (414) 564-2322

LOCK AMERICA
7251 Garden Grove Blvd. • Garden Grove, CA 92641 • **1-800-422-2866**

GLOBAL CONSUMER SERVICE
3607 W. Pacific Ave. • Burbank, CA 91505 • **1-800-233-6228**

SUNBELT UNIVERSAL NETWORK
P.O. Box 10545 • Clearwater, FL 34617 • **1-800-869-0528**

IDEAL LABOR SERVICE
1325 Irving Park Rd. • Bensenville, IL 60106 • **(708) 766-6933**

ROBERT STEVENS ASSOCIATES
P.O. Box 236 • Sheridan, OR 97378 • **(503) 843-3460**

AMOA -NDA

AMOA's operator-run National Dart Assn. is dedicated to the promotion and expansion of electronic dart leagues; operators invited to become a part of it all



Various AMOA-NDA dart teams pose in front of the extensive trophy platform after the association's Team Dart VII championship, which took place in Vegas April 28-May 2.





"Darting means business!" proclaims AMOA's National Dart Assn. (NDA), and no one knows that better than operators who run dart leagues. Organized and run by operators themselves, NDA is here to assist other ops in league development. Now starting its eighth successful year, NDA is surely "where the smart start to dart."

And where to they end up? The group's Team Dart VIII international darting championships will take place in Las Vegas over the dates of April 26-May 1, 1993. The excitement starts here!

As we mentioned, NDA is a professional, friendly, operator-conceived and -run marketing and promotional program. Their special appeal is that they combine big-time glamour with that all-important personal touch: *fun!* And the results have been fantastic.

DARTS ARE HOT

NDA's biggest asset is the game itself. Darts are a growth market — have been for years now. They're simply a *huge* phenomenon in the Midwest, of course, where a single operating firm can boast 6,000 members in its leagues. But darts have taken root as far East as New York and as far west as California. "Electronic darting," said NDA's Exec. Director Joe Conway, "is the fastest-growing indoor sport in the world."

Why is darting so hot? It's a "social" sport that has revived tavern

business considerably. Darts are easy to learn and easy to play, and the game promotes consumption of brews (makes the locations happy) and social chit-chat (makes the players happy). The game never becomes boring because there is always another level of skill to be achieved. Looking for an entry to that 51% of the market which happens to be female? Darts are the ticket.

THE NDA PROGRAM

NDA's top leaders, from the president on down, are operators. NDA's operator-staffed board of directors and committees shape the philosophy, policy and goals of the entire program: membership, rules, services, publicity, tournaments, finances, industry relations, international affiliates, new dart games, etc. The operators "at the top" make sure they carry out the wishes of the "front line soldiers" who operate leagues down in the every-night trenches of the local tavern or other location.

Operators who wish to join NDA must be members of AMOA. They pay $200 for first-year dues (it's $150 per year thereafter). Qualifications are simple: own your own dart machines (at least six) and put them on location. The brand of machine doesn't matter. Submit your application, get approval, pay the fee and you're in. Your dart player will enjoy superb support in every direction, and so will you.

NDA will help you learn how to set up, promote and expand dart leagues. They'll help you "sanction" your players — i.e., rate them for skill level which will be officially recognized by the national organization, and used to match them with similarly-skilled players anywhere, anytime, so as to maximize player enjoyment. (Players only pay a $5 fee for this service.) They'll help you provide your players with rewards and recognition, including patches, write-ups in their own player magazine "Throw Lines," and other honors. NDA will give your player the pride and excitement of knowing they're part of a world-wide league with more than 10,000 fellow dart players all over the U.S., plus several foreign countries. Perhaps best of all, NDA will offer your player a chance to travel to Las Vegas for an international championship at the end of the darting season. They're sure to love the fun and excitement, whether they pick up a trophy and some prize money (last year it was $100,000) or not.

MANUFACTURER MEMBERS

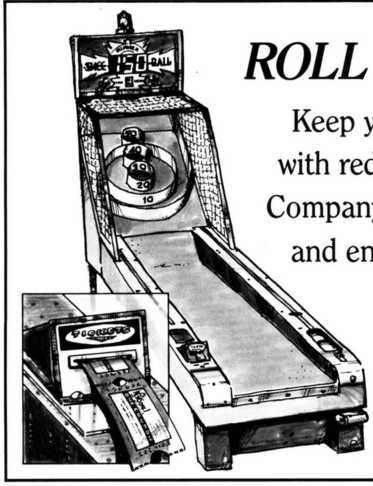
Another key NDA asset is the help and support it receives from its manufacturer members, Arachnid, Valley and Merit. These firms produce a range of innovative dart machines which cater to all sorts of players in league and non-league formats, ranging from the occasional "drop in" player to the dedicated, three-matches-per-week competitor. All firms provide their games for competition in the annual NDA finals; both recruit and finance guest teams from overseas. In addition, they generously provide tournament funding and expertise.

Arachnid, Merit and Valley also sponsor their own state and regional U.S. darting contests starting in the fall and continuing throughout the winter and spring. Arachnid's dart tour climaxes with its own Bull-Shooter World Dart Championship taking place in Chicago next May, Valley's dart tour ends in their annual Vegas championship and Merit's season feeds players into the NDA finals also next May. All three programs can be combined seamlessly with the NDA umbrella for operators who want to organize their league play on local, state, regional and national levels.

"We're extremely grateful for the continuing support and contributions from the manufacturers," stated NDA's Joe Conway, "they're the people who really make this program work."

TO LEARN MORE

This fall's dart tournament season is just getting started, so now is the perfect time to join NDA and receive the whole spectrum of member benefits. Throw your dart in the ring! Contact the group care of Joe Conway, Exec. Director, AMOA National Dart Assn., 141 W. Vine St., Milwaukee, WI 53212. Or call Joe at 414/263-2444.



ROLL WITH OUR ***TICKETS***

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

National TICKET CO.

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

BELAM *is proud to announce...*
We Are The **EXCLUSIVE DISTRIBUTOR**
For **JALECO** Products

FOR SOUTH AMERICA, CENTRAL AMERICA, AND THE CARIBBEAN AREA... We can help you with any of your needs. Contact us now for immediate service, prices & catalogs!



GRAND PRIX STAR

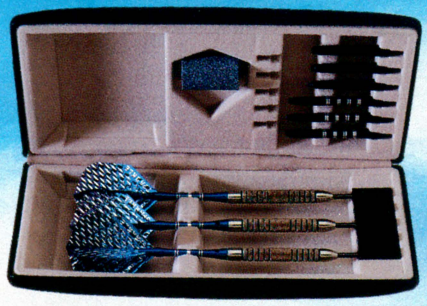
R.H. BELAM COMPANY, INC.
Nassau Plaza • 1 Fulton Avenue
Hempstead, New York 11550
SE HABLA ESPANOL
Tel: (516) 292-2670 Fax: 516-486-0957

Great Darts

Great Choice

Great Value

GREAT LAKES!



Your sales will SOAR when you choose Great Lakes Darts! Our high-quality product line is known for its craftsmanship and maximum performance. With an in-house machine shop, printer and leather goods operation to offer you unlimited design options for your most discriminating customers, Great Lakes Darts supports today's demand for "Made in America" products. And you'll like our quick, personalized service.

Great Lakes Darts is your one-stop source for a complete selection of electronic and steel-tipped darts, dart boards, cases and accessories. Let your profits reach new heights with Great Lakes Darts' products! Call today for a free catalog.

GREAT LAKES DART DISTRIBUTORS, INC.

SPECIALISTS IN CUSTOM DESIGNS AND LOGO IMPRINTING

3125 S. 108th ST. • WEST ALLIS, WI 53227

1-800-225-7593

UPS Second-Day and Next-Day Service Available • VISA, MasterCard, American Express and Discover Card Accepted
DEALER AND DISTRIBUTOR INQUIRIES ONLY

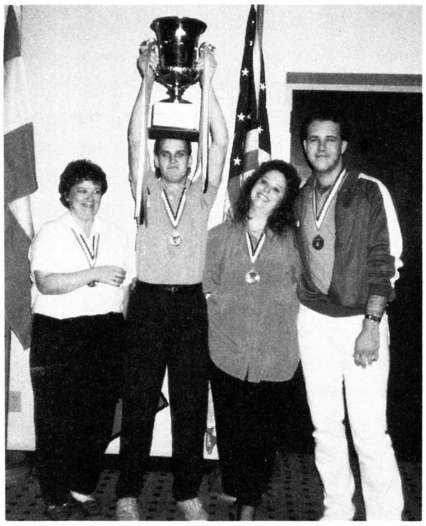
VALLEY DARTS

Valley's three-tiered dart program begins with local operators; ends with world competition in the World Cup Championships

From your neighborhood tavern to a European pub: it's the Valley Recreational Products 1992-93 Dart Tournament Program! The maker of *Valley Royal Dartes* and *Cougar Darts,* Valley is kicking off their annual season of dart tournaments in October, with 60 anticipated regional events which then feed into a three-level, worldwide tournament structure.

"Valley knows that electronic darts is a sport on the move," stated Valley's Sales VP Alan Schafer, "and Valley is committed to keeping the sport moving!" For those operators who want to profit from the rocketing electronic dart market — and from the professional Valley touch — now is a great time to get involved. Local tournaments begin Oct. 1.

Organized play is essential to advancing and promoting coin-op competition skill games, said Valley. For proof, officials of this Bay City, Mich.-based firm point to the success of their VNEA program (Valley National 8-Ball Assn.), which makes



Team USA winners of the 1990 World Cup Championships cheer their victory.

operators a winner with pool. That success gave Valley plenty of experience which it put into the creation, support and promotion of growing dart leagues.

As stated, Valley's tourney structure is three-tiered. The first level of play takes place at the local level as individual *Cougar Darts* operators run regional, qualifying tournaments. These events are held from Oct. 1992 to Feb. 1993. Entry fees are determined by the local operator, and all fees are paid back to participants as prizes.

This local level of play ultimately qualifies two winners per qualifying tournament in both men's and women's singles. These winners receive airfare and room accommodations from Valley for the second tier of competition: Valley's World Cup competition in Las Vegas. That event takes place from March 12-13, 1993.

The winners of the World Cup tourney qualify to represent North America in the Valley World Cup Championship, which will take place in a European venue sometime next fall. This is the third tier of Valley dart competition. The North American team wins a free trip to the World Cup (as grand prize) where they will compete against other countries' teams for the World Championship titles.

How can you, the operator, get involved? Valley operators are supplied, at a nominal charge, with a complete tournament kit which includes everything needed: announcement posters, schedules, tournament flow chart, rules, registration forms, as well as Valley hats, t-shirts and mugs. All local competition may be held on any brand of electronic dart machine, provided the game is owned by the operator. Once players reach the Vegas finals, they'll play exclusively on Valley dart games, provided by the manufacturer.

Operators who want to become "world citizens of darting" can contact Valley's Dave Kristal at 333 Morton St., Bay City, MI 48706; 517/892-4536.



Representing the United States at Valley's World Cup Championships in England Oct. 8-10, Team USA is (from left): Larry Clark, Karen Zimmerman, John Gray and Marie McMahon.

TOP DARTS

TOP Dart Systems helps operators set up local dart league competition; offers consultation, promotional materials and manufacturer support



TOP Dart's steel-tip dart board.

Darts, leagues and operators: a classic combination! And believe it or not, coin-op games and leagues are also an "event" in the world of steel-tipped darts. Based in Rochester, N.Y., TOP Dart Systems makes coin-op electronic dart games for steel-tip play. The firm also helps operators set up local league competition (called Dream Leagues) on those games. TOP Dart will consult with the operator on league start-up and maintenance, as well as provide promotional materials, league sign-up, rule sheets, etc. (TOP Dart Systems does not run its own regional or national tournaments, but it does pave the way for sanctioned local players to compete in the American Darters Organization annual North American Open, annually held in Las Vegas.)

Operators love the TOP Dart league program, says the company, and it gives them a chance to add some creative twists of their own. Last season, Oswego, N.Y.-operator Putnam & O'Brien sponsored (with co-sponsor Bud Lite Beer) their own regional tourney, drawing over 500 darters. Winners walked with money and trophies, and all players had a chance to enter a drawing, with a car given away as grand prize. TOP Dart reports Putnam and O'Brien will be back this season with an even bigger lineup, to top last year's 64-team roster!



The TOP Dart gang at AMOA '91 with their electronically-scored steel tip game.

Strong TOP Dart Dream Leagues are also supported by Albany Amusements (Albany, N.Y.), Primages International (Detroit, Mich.), and Rochester, New York's Western New York Dart Assn. (WNYDA). "We try to set up a league package in each city," explained TOP Dart VP Jeff Tarantelli, "then cater it to each location and for each operator."

New league start-ups are also scheduled for the Fall in Massachusetts, Virginia, Florida and the Bahamas. "Our program is working great!" reported TOP's marketing director Dave Kopack. "In areas where our operators run TOP Dart Dream Leagues, revenues have increased by as much as 25%. We're looking forward to a great 1992-93 season."

If you own and operate TOP Dart boards, and are interested in how they can help you set up leagues of your own, contact the TOP Dart Systems at 739 Linden Ave., Rochester, NY 14625; 716/586-1100.

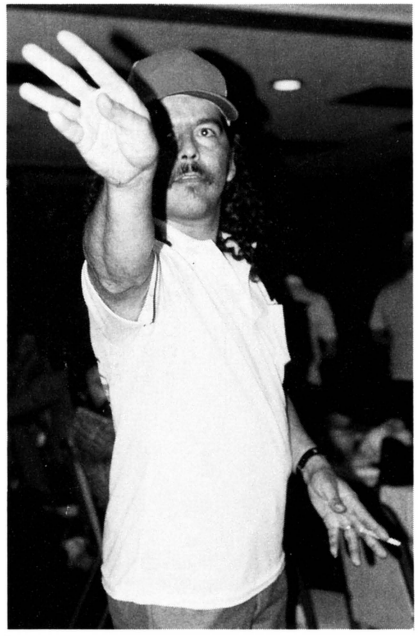
MERIT'S WORLD SERIES

Merit readies itself for another year of dart fun with their annual tournament program

Still flying high from their super-successful 1991-92 dart program, Merit is taking off again with the World Series of Darts sixth annual season. The '92-'93 tournament roster launches with seven blockbuster North American Regional tourneys before heading overseas for world competition. The manufacturer and all those involved with the tournaments are excited about this year's competition and its added bonuses: Great Lakes Dart Dist. as co-sponsor, and an innovative new computer program enabling the tourney crew to run more efficient events.

And let's not forget about the purse! "This year," said Merit marketing pro Bob Wiles, "the average guaranteed payout per tournament will be $10,000 plus trophies and awards."

Darts make sense for operators because they're a growth market . . . and Merit is helping that market — and individual operators —



grow. The Bensalem, Penn.-based manufacturer of the *Scorpion, II Plus 2,* and *Premier* electronic dart games has experienced tremendous growth with their regional tournaments expanding into new markets, and with existing markets enjoying a steady increase in player participation. "This season," shared Bob Wiles, "the emphasis will be to encourage more local league players to get involved in darts at the regional level."

As mentioned, this year marks the sixth annual tournament season for Merit. The series kicks off Oct. 30-Nov. 1 with the Sunshine Classic in Tampa, Fla. and will end with the Connecticut Classic April 16-18 in Trumbull, Conn. In-between sites will include Butler, Penn.; Ontario, Calif.; Indianapolis, Ind.; Sacramento, Calif.; and Portland, Ore.

Merit Industries' promotional team has developed a comprehensive, step-by-step program to assist operators in becoming involved in organized dart leagues. At the heart of this program is a series of kits which explain every aspect of organized leagues. Kits include clear, easy-to-read handbooks, plus support materials needed to help the operator reap the benefits of organized dart competition.

Merit explains that these promotional strategies are invaluable in strengthening the relationship between themselves and operators. And of their dart program, the company reports that since the Series' inception in 1987, the tournaments have been a great boon to the areas surrounding each of the regional tourneys. "Following a Series event," noted the company, "there is an incredible growth in interest, and profits to operators of our games."

To learn more about Merit's program, contact the firm at P.O. Box 5004, Bensalem, PA 19020; 800/523-2760 (in-state phone is 215/639-4700).



Here's a pic from Merit's 1991-92 World Series of Darts season kickoff in Bloomington, Ill. Pictured (left to right) are: event winner Ray Terroniez, Merit's Bob Wiles, Midwest Electronics' (the event's co-sponsor) Lois Soeldner, Merit's Bill Gay and Midwest Electronics' Tim Jones.

HOLLYWOOD'S ARE BACK AND BACK TO THE BASICS OF YEARS AGO

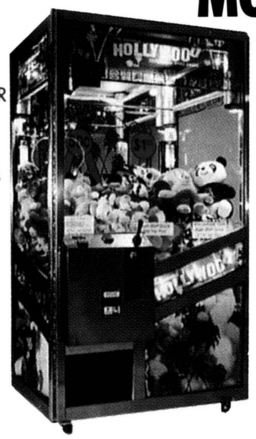
INTRODUCING THE FINEST, MOST DEPENDABLE CLAW MACHINES ON THE MARKET.

HIGH QUALITY, HIGH SECURITY ALL STEEL CONSTRUCTION. BUILT FOR YEARS OF TROUBLE FREE SERVICE WITH EXTRA LONG WARRANTIES AT GREAT NEW LOW PRICES

OUR #1 BEST SELLER OUR TOP OF THE LINE PLATINUM JUMBO ON SPECIAL

~~$4995~~

$2995



YEAR-END SPECIAL ON THIS SUPER HIGH VOLUME SUPER JUMBO

~~$5995~~

$3495





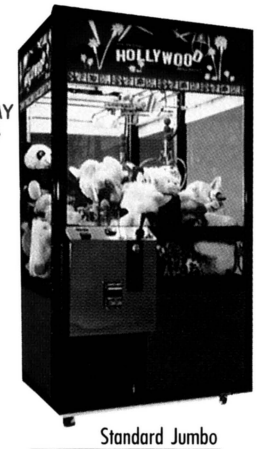
Newly re-designed and tested for year's of trouble free operation. Maxwell Creations. The new maker of Hollywood Claw Machines.

SPECIAL $1895

ECONOMY JUMBOS ON SPECIAL NOW

~~$2995~~

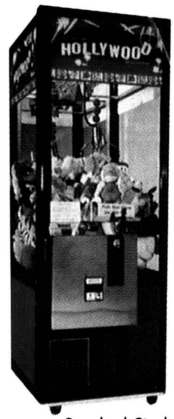
CALL



Standard Jumbo

ECONOMY MODELS AT SUPER ECONOMY PRICES

INTRODUCTORY SPECIAL $1695



~~$2995~~

CALL

Standard Single



SPECIAL CALL

~~$3495~~

Flash Jumbo



CALL

~~$2995~~

Flash Single

OPEN NEW DOORS WITH OUR COCKTAIL CLAW SERIES.

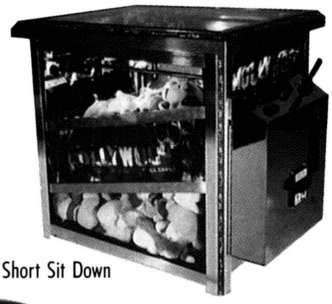
Greater visibility equals higher profitability in high volume places such as; restaurants, pizza parlors, lounges and bars.

FANTASTIC EARNINGS FOR LOUNGES, RESTAURANTS, AND PIZZA PARLORS

Platinum Series INTRODUCTORY SPECIAL $1495



Tall Sit Down



Short Sit Down

Designer Series



Tall Sit Down



Short Sit Down



Comes with 2 Year Plug In and Run Warranty.

MAXWELL
CREATIONS
The New Maker of Hollywood Claw Machines.

329 Mira Loma Avenue Glendale CA 91204 ☎ **818 247 0019**

HOLLYWOODS ARE BACK TO THE HIGH QUALITY & BASICS OF YEARS AGO

BUD LIGHT LEAGUES

Bud Light League does all the work for operators; darting pro Glenn Remick runs it with backing from Anheuser-Busch

Darts and beer are a "natural" combination, as any tavern owner can tell you. So "naturally," the Bud Light dart league has enjoyed tremendous member enthusiasm and growth since its inception in the fall of '91. Organizers call it "America's first national dart league," since technically it makes every player a competitor in one giant "league" rather than knitting together local leagues for the occasional tournament. The Bud organization boasts over 6,000 members from 32 states who are gearing up for the '92-'93 season beginning this fall.

The national dart program was created by Anheuser-Busch (A-B) as a means to promote their Bud Light brand beer, and they do everything from recruiting the location owners to setting up the matches and tourneys. The leagues are run on operator-owned equipment (any brand of steel tip or dart tip electronically-scored dart game is OK), so operators enjoy the benefits of tournaments without all the hassle. In addition, the professional A-B League Operators work with the coin machine operators to prevent any conflict of interest (i.e., no location jumping, no location ownership of games, etc.).

The whole shebang is run through the American Darters Assn. (ADA) headed up by well-known industry dart pro Glenn Remick. Along with A-B, the association carefully qualifies and intensively trains the league operators. After they've been trained, they manage leagues in their local markets and do everything from schedule player orientation meetings to holding weekly competitions. Sponsor A-B is there to help with its promotional materials, including cards, table tents, league flow charts, posters, hats, etc.

As we said, the '92-'93 season starts this fall with weekly competitions in local markets, where players dart for cash prizes and season-end trophies. At the end of the season, every team qualifies for the Bud Light National Championship held each August. This year, the action took place in Las Vegas.

For more information, contact the American Darters Assn., 1000 Lake St. Louis Blvd., Lake St. Louis, MO 63367; 314/625-8621.



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

California residents please add 8.25% sales tax!

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

NEW PRODUCTS

NECK 'N' NECK from Bundra Games

Neck 'N' Neck is a video redemption game for up to six players.

Theme: Steeplechase/horserace theme.

Gameplay: The player presses a button to make his horse jump. The cleaner the jump, the faster the horse runs on one of the game's 64 random-length and -style tracks. Only the fastest player is able to win tickets (the more players, the higher the payout, although the computer will always compensate for lack of players). Completely operator-adjustable.

For more information, contact Bundra's new office at 1081 Country Club Rd., Plaza Level, Lake Zurich, IL 60047; 708/540-6400.

Product Updates from Nortech

Nortech introduces second-generation improvements to its **Time Machine** pool table controller. The battery-operated controller still converts existing pool tables into rack and/or time-play tables, but new features include the dual denominational coin mech (for dual pricing) and a programmable minimum buy-in to enter time-play mode. The company reports that the dual coin-mech system offers greater flexibility in pricing options, while the minimum buy-in requirement eliminates the possibility of players "beating the clock" and getting a free game.

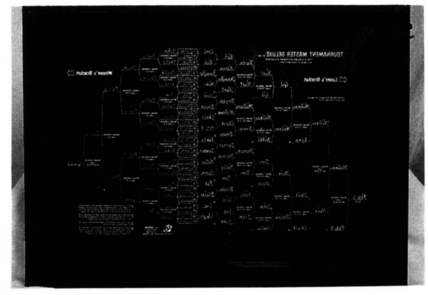
For more information, contact Nortech, Inc., P.O. Box 338, Virginia, MN 55792; 800/521-6372 or 218/741-6075.



SPORTS AUTHORITY from Classic

Classic introduces the sports trivia skill game, **Sports Authority,** for use in the redemption market. Stocked with Classic sports cards, the *Sports Authority* measures 63½" high and 25½" wide and comes equipped with a 13" monitor and sport card dispenser.

For more information, contact Classic, Inc., Rt. 37 & Germania Station Rd., P.O. Box 1697, Toms River, NJ 08754; 908/286-1120.



TOURNAMENT MASTER DELUXE from D.L. Johnson

The **Tournament Master Deluxe** is a lighted write-on display board capable of controlling tournament play. The product provides all that's needed to smoothly run events with up to 32 competitors in either a single or double elimination format. The operator simply enters the players' names and the *Tournament Master* does the rest, while allowing players to track their way through the competition and watch the progress of friends. The board can be hung on an easel or a wall, and features include scratch-resistant acrylic (easy to write on and easy to clean). It also has force five lighting, an intense "short-throw" lighting system containing light within the sign face, to give minimum light loss and maximum brightness. Four wet erase markers and an attractive ebony frame come with the unit.

For more information, contact D.L. Johnson Marketing Group, 7311 Warblers Way, Roscoe, IL 61073; 815/623-8360.

New from Telco

Telco introduces two models of low-cost high-return coin-op phones designed for small businesses. The **727** and **767** both feature a three-coin

HA HA
HA HA
HA HA
HA HA
HA HA

If this is your token manufacturer's response to your request for complete, on-time fulfillment of the token contract, it's time you called

ROGER WILLIAMS MINT

Fast, low-cost dependable service to accompany our superior quality tokens.

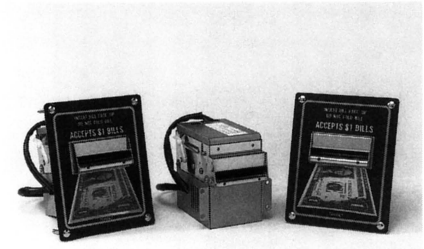
Call Roger Williams Mint today. Because poor service is no laughing matter.

Roger Williams Mint™

79 Walton Street, P.O. Box 2350
Attleboro, MA 02703-0350
Toll-Free 1-800-225-2734
In Massachusetts call (508) 226-3310

mech and volume control. The phones require no electricity and install in standard jacks in less than a minute. Both models operate on a countertop or wall (with the optional lock-up banker). The units comply with all FCC and UL regulations.

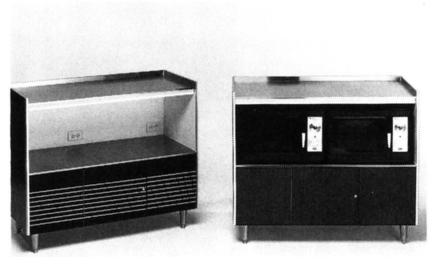
For more information, contact Telco Intercontinental Corp., 9812 Whithorn Dr., Houston, TX 77095; 713/855-2218.



NV110-GA1 Dollar Bill Acceptor from Tekbilt

Available to retrofit existing pinballs and video games, Tekbilt's dollar bill acceptor is offered with programmable pulse outputs allowing the operator to select 1, 2, 3, 4, 5, 10, or 20 pulses per dollar.

For more information, contact your distributor or Tekbilt, Inc., Huntingdon Valley Industrial Center, 3983 Mann Rd., Huntingdon Valley, PA 19006; 215/322-3232.



METALMASTER JR. from Vendors Exchange

Metalmaster Jr. is a condiment counter designed especially for the needs of professional vendors. The *Metalmaster Jr.* features a stainless steel workshelf, a backsplash, and locked storage space. The counter can operate as a coffee station and is



Window Art from Solar Graphics

Solar Graphics offers a great way to transform your arcade or business store windows into an advertising art form with their window art. The art is applied using transparent colored and solar reflective films (they even block 80% of the sun's rays) and are a terrific means to create custom graphics minus the cost of traditional signage. Available art is anything from logos to custom decoration.

For more information, contact Solar Graphics, 3337-22nd Ave. S, St. Petersburg, FL 33712; 813/327-4288.

TEKBILT

DROP IN REPLACEMENT FOR ALL VFM-4 — VFM-5 LEISURE & CBV

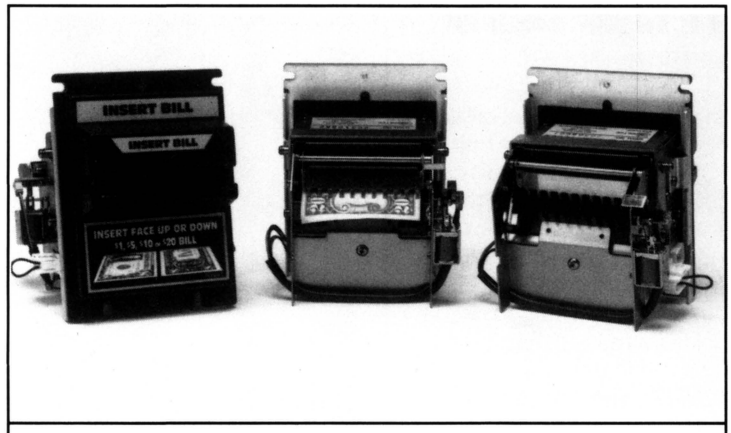
PREMIUM *DBV 35 PB* **STACKERLESS**

BILL ACCEPTORS

$1-$5-$10-$20

$1-$100 ALSO AVAILABLE

★ SECURITY ★ SERVICE ★
★ PERFORMANCE ★



INDUSTRY'S EASIEST ACCESS TO CLEAR BILL PATH
(no tools required)



FEATURES

- 4-Way Acceptance Face Up or Face Down
- Electronic & Mechanical State-of-the-Art Security
- Over 95% Acceptance of Street Money

★

24-HOUR SERVICE

★

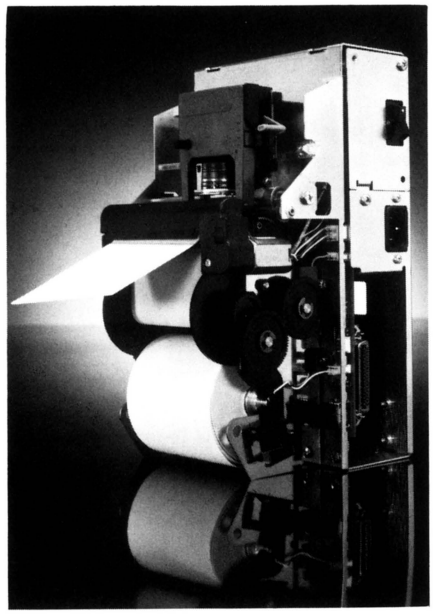
COMPLETE INSTALLATION KITS INCLUDED

TEKBILT
1-800-666-7776

Huntingdon Valley Industrial Center
3983 Mann Rd., Huntingdon Valley, PA 19006
215-322-3232 • FAX: 215-322-3238

capable of holding two microwave ovens. Available in all vending stylings, the unit contains two 20 amp electrical outlets with eight-inch service cords. Measuring 49" wide, 23½" deep and 41¼" high, the counter is mounted on 6" legs.

For more information, contact the Vendors Exchange, 4020 Payne Ave., Cleveland, OH 44103; 800/321-2311 or 216/432-1800.



MODEL 70 VLT PRINTER from Ithaca Peripherals

The **Model 70** is a compact-sized VLT printer (although custom configurations are available). The printer is capable of printing bar codes on winning tickets and has a print speed of up to six lines per second with "fast logic seek" and a ribbon life of six million characters. A built-in power supply is included and the printer comes with a standard one-year written warranty on parts and labor.

For more information, contact Ithaca Peripherals at 767 Warren Rd., Ithaca, NY 14850; 607/257-8901.



MODEL 71-V3 Bill Validator from Hamilton

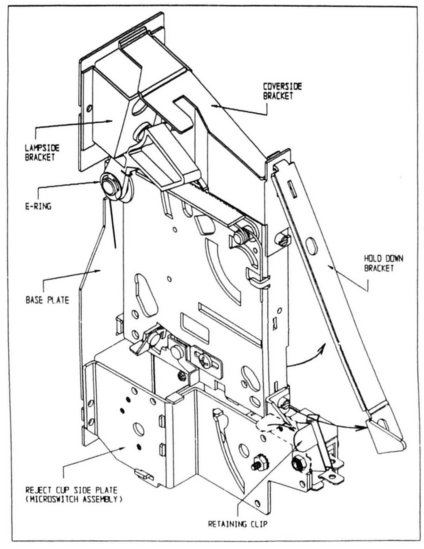
Hamilton Mfg. Corp.'s latest bill validator is a compact, stackerless unit for VLTs and OEM applications with confined space. Designed with a high torque motor and drum to provide positive bill transport, the validator reduces bill jamming and provides better bill acceptance. And, according to Hamilton, security is increased thanks to an S-shaped billpath and proprietary software. The validator accepts $1, $2, $5, $10 and $20 bills, switchable to any single bill or combination. Built-in diagnostics and display provide easier troubleshooting.

For more information, contact Hamilton Mfg. Corp., 3350 Secor Rd., Toledo, OH 43606; 419/535-7667.

DIAMOND BRIGHT from Nu-Look Products

Diamond Bright is a pinball playfield cleaner and polish. Specially formulated for the new acrylic playfields, the product polishes as well as removes scratches, haziness and abrasions. *Diamond Bright* is non-toxic and non-flammable. Each polish is available in 16 oz. bottles.

For more information, contact Nu-Look Products, 1340 Stirling Rd. #10B, Dania, FL 33004; 305/922-8877.



Enhanced Metal Kit Parts from Coin Controls

Coin Controls International have modified their kit parts (mounting assembly) for doors and front plate assemblies to provide greater versatility. The modifications include a redesigned base plate which allows the reject lever and spring to be replaced without replacing the whole base plate assembly, the removal of the lockout coil bracket from the reject cup side plate (allowing more space for coin acceptors) and stronger metal parts designed for high tolerance. The modified kit parts also now accept 3½" industry standard electronic and mechanical validators.

For more information, contact Coin Controls Int'l., 1850 Howard St., Elk Grove Village, IL 60007; 800/323-8174.

BELAM *is proud to announce...*
We Are The **EXCLUSIVE DISTRIBUTOR**
For **KONAMI** Products
FOR SOUTH AMERICA, CENTRAL AMERICA, AND THE CARIBBEAN AREA... We can help you with any of your needs. Contact us now for immediate service, prices & catalogs!

R.H. BELAM COMPANY, INC.
Nassau Plaza • 1 Fulton Avenue
Hempstead, New York 11550
SE HABLA ESPANOL
Tel: (516) 292-2670 Fax: 516-486-0957


X-MEN

Legal Questions

by Laurence Merritt and David Hagen

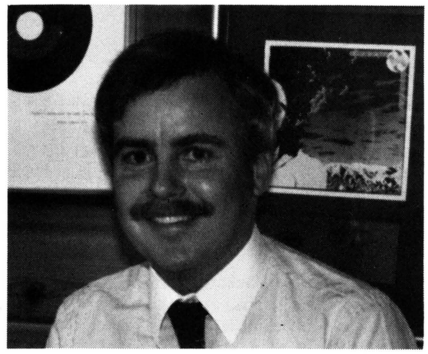
Do You Really Need a Written Location Agreement?

On at least nine different occasions during the past several years, this column has discussed the advantages of having a location agreement. These articles included: *Back to Basics on Contracts* (Feb. 1991); *More on Location Agreements* (Oct. 1986); *Know Who You're Dealing With and Put it in Writing* (July 1989); *When Competing With Other Operators, Respect their Contracts* (Aug. 1989); *Location Refuses Contract? Try an Expanded Delivery Receipt* (Oct. 1988); *Cover Attorneys' Fees in Advance: Get it in Writing* (Nov. 1988); *Teach Your Locations to "Rollover"* (July 1991); *How Long is Too Long for a Contract to be in Force?* (May 1991); and *Calculating Damages for Breach of Location Agreement* (Oct. 1987).

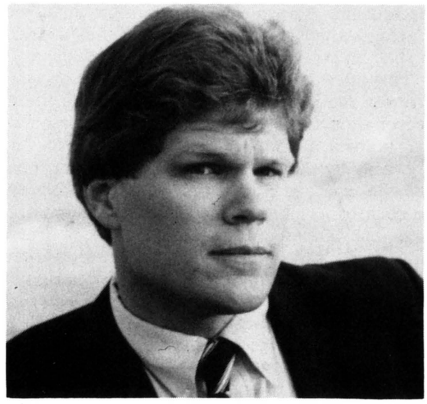
Even though we have spent so much time and effort emphasizing the importance of written location agreements, we still do not feel we have emphasized it enough! Further, we get numerous requests for copies of our standard Location Agreement. In response to both these issues, we thought it would be a good idea to simply print a copy of our Location Agreement in the column. You'll find that sample agreement immediately following this month's column.

After reviewing the Location Agreement, pull out your old copies of *RePlay* and review the articles listed above. This will give you an excellent working knowledge of how to use the standard vending contract.

Warning. The standard vending contract which is reproduced here, has been prepared according to *California law*. The law in other states may be different. The sample agreement should work in most situations, in most states. However, you should have your local attorney review it, prior to putting it into use.



LARRY MERRITT



DAVID HAGEN

Laurence Merritt has been helping operators with their legal problems for almost 20 years, taking many matters to trial and obtaining large judgments. However, he feels his greatest accomplishments are the times when he has been able to obtain successful results without going to trial. Mr. Merritt is on the panel of arbitrators for the Los Angeles Superior Court and has served as a Judge Pro Tem in the Santa Monica Municipal Court. He has also taught several paralegal courses at Waterson College.

David Hagen has represented operators for a number of years. He has taught paralegal courses at Waterson College as well as been an instructor in the MBA program at California Lutheran University. Laurence Merritt and David Hagen have worked together for many years and both welcome comments and questions. You can reach them at: Merritt & Hagen, Attorneys at Law, 6400 Canoga Ave. #311, Woodland Hills, CA 91367; phone: 818/992-1940; fax: 818-992-3309.

Incidentally, many people have called us, asking why the sample agreement states at the bottom that it is the "Vending Industry Standard Form." The reason that it is called this, is because it is the only agreement which we know of, that is used nationwide. There are probably many other form agreements which operators use. However, we know of no other agreements which are used as often as the one which we prepared. This sample agreement has been handed out at numerous conventions, lectures, etc., and we believe it has now become the "norm." Further, when a location sees that it is a "standard" agreement, they are less inclined to ask for a modification of any of its terms.



In today's business climate, you need more than this to secure location agreements. See the next page for Merritt & Hagen's standard Location Agreement form, though note that its terms are based on California law.

Once again, the use of location agreements in your business is critical to its ongoing success. The use of one similar to that which follows this month's column, is strongly advised.

LOCATION AGREEMENT

This Agreement is made between _____

(hereinafter referred to as the "Operator") and _____

(state whether sole proprietorship, corporation or partnership--if partnership, all partners must join in agreement (hereinafter referred to as the "Location").

1. The Location hereby gives Operator the exclusive right to maintain and operate coin-operated equipment at the business premises known as:

_____ and located at _____

2. The proceeds derived from the coin-operated amusement machines placed at the business establishment shall be divided between the parties hereto as follows:

Phonograph: Location _____%; Operator _____%; Minimum $_____ per week to Operator.

Amusement: Location _____%; Operator _____%; Minimum $_____ per week to Operator.

Cigarettes: Commission to Location in the sum of _____ cents per package sold in premises, payable quarterly, balance to Operator.

In the event of any increase in the cost of cigarettes or other articles dispensed through Operator's equipment, or in the event of any increase of any tax, royalty or other charge on the dispensing or on the sale of such articles, or on the ownership or operation of coin-operated equipment, which increase is not reflected in the increased retail price derived from the machines, Operator may reduce Location's commissions and compensation by the amount of the increased cost of operation so caused. Unless otherwise expressly agreed by the parties, no allowance for "houseplay" or "machine promotion" shall be permitted to Location.

3. The term of this Agreement is sixty (60) months. Thereafter, this Agreement shall renew itself automatically for like periods upon the same terms and conditions, unless either party gives the other, by registered or certified mail posted not more than sixty (60) days nor less than thirty (30) days prior to the expiration of this Agreement or any renewal thereof, written notice of the intention to cancel this Agreement.

4. The Location agreed to provide adequate and appropriate space for the Operator's placement of its machines in the business premises, readily accessible to the public, and will keep the same connected and in operation during all normal business hours. The Location will protect the machines from tampering, injury and damage, and will provide electrical current for the operation thereof, without expense to Operator. The Location shall be responsible for any damage or loss caused to the amusement machines by reason of any cause whatsoever. The Location shall not be responsible for the ordinary maintenance and repair of the amusement machines. Operator agrees to stock vending equipment provided hereunder on a regular basis, and to restore defective and inoperative equipment to operating condition as rapidly as circumstances will permit after receipt of notice from Location. The expense of routine service and maintenance for the equipment (except for parts and supplies) shall be borne by Operator. The Location shall promptly notify Operator of any machine malfunction. The equipment and the contents thereof, are and shall continue to be the property of Operator, and Location shall in no way pledge or encumber the same, or in any manner interfere with Operator's ownership.

5. The Location agrees that it will not purchase, rent, install, permit to be installed, or to be used in its business premises, similar equipment of any other person, firm or corporation, including competing equipment not operated by coins, and when cigarette machines are included hereunder, that the Location will not sell or dispense or permit the selling or dispensing of cigarettes at the business premises, except through Operator's equipment.

6. The Location agrees that upon any sale, conveyance or assignment of its business establishment, that the Location will procure the written acceptance and assumption by its successors and assignees of this agreement. This Agreement shall be binding upon the heirs, assignees and successors in interest of Location.

7. If the Location shall breach any provision of this Agreement, the Operator shall be entitled to recover as damages, all of the profits which it would otherwise have earned during the term remaining as of the breach of this Agreement. Those future gross profits shall then become immediately due and payable by the Location. The Operator's expenses are fixed and its damages shall not be reduced by its expenses, or any part thereof, or by any amounts that it may earn from other Locations. In calculating the loss of profits, it shall be assumed that the average weekly profits earned by the Operator prior to the breach would have continued during the remaining term of the Agreement. However, the loss of profits shall not be less than the minimum weekly commission provided for herein, if such a sum has been stated in paragraph 2. If legal action shall be instituted by either party to enforce the terms or conditions contained herein, then the prevailing party in any such action shall be entitled to recover from the other the reasonable attorneys fees and costs incurred.

8. The expense for any city, county, state and/or federal licenses, permits and taxes required for the amusement machines shall be borne and paid by Location. The expense for parts and supplies shall be borne equally by the parties except as stated in paragraph 4.

9. Operator shall have the sole right to select and rotate the type and number of machines it places at the Location's business premises. No minimum guarantee provided for herein shall be affected by removal or change of any machine unless the guarantee expressly applies to a specific item, and such item is not replaced by another machine or device of similar value. The minimum guarantee shall no longer apply if the Operator voluntarily removes all of its machines from the business establishment.

10. Should either party terminate or close their respective business for any reason whatsoever prior to the end of the term of this Agreement, whether such act be voluntary or involuntary, such act shall be deemed a breach of this Agreement by that party.

11. The Location warrants that during the term of this Agreement the business establishment will remain open for normal business hours for not less than forty (40) hours per week, and that there are no existing agreements for the installation or operation of any competing equipment in the business premises and that no such agreements will be entered during the term of this Agreement.

12. Should any part or clause of this Agreement be declared by a court of competent jurisdiction to be void or unenforceable, then that part or clause shall be deemed to be severable and the remainder of this Agreement shall be carried into effect. This instrument sets forth the entire agreement of the parties with respect to the subject matter. No amendment, extension, supplement or modification hereof shall have any force or effect unless reduced to writing and executed by Operator and Location.

13. Any controversy or claim arising out of or relating to this Agreement or any breach thereof shall be submitted to arbitration in accordance with the rules of the American Arbitration Association, and judgment upon the award may be entered by any court having jurisdiction thereof. The decision of the arbitrator shall be binding upon the parties. This clause shall not limit the right of any party hereto to obtain any provisional remedy, including, without limitation, writs of attachment, injunctive relief, writs for recovery of possession or similar relief, from any court of competent jurisdiction. In any controversy submitted to arbitration, the parties shall have the same right to take depositions and to conduct discovery as they would if the matter had been tried in a court of law.

EACH PARTY ACKNOWLEDGES THAT HE HAS READ AND UNDERSTANDS THIS AGREEMENT AND HEREBY EXECUTES THE SAME:

Dated: _____

Location: _____ Operator: _____

Address: _____ Address: _____

Telephone: Telephone:

Home (_____)_____Business (_____)_____ Office: (_____)_____Service: (_____)_____

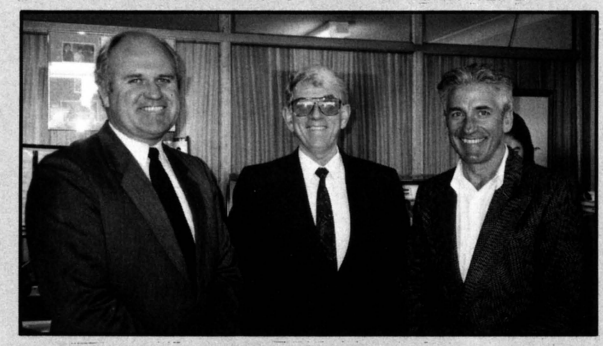
_____

Social Security # or Federal I.D. #

Vending Industry Standard Form Copyright Winter 1989 Prepared by Merritt & Hagen, Attorneys At Law 818-992-1940

GRAPEVINE

international



AUSSIE SHOW PLANNING — The 1992 South Australia AMOA coin-op trade show takes place Dec. 7 at the Ramada Grand Hotel in Adelaide. An important visitor recently dropped by the city's AMD to discuss show plans. From left, we see SA AMOA director Gerald Morgan, guest Malcolm Steinberg (chief of Leisure & Allied distributing) and SA AMOA prexy Frank Sebastyan.

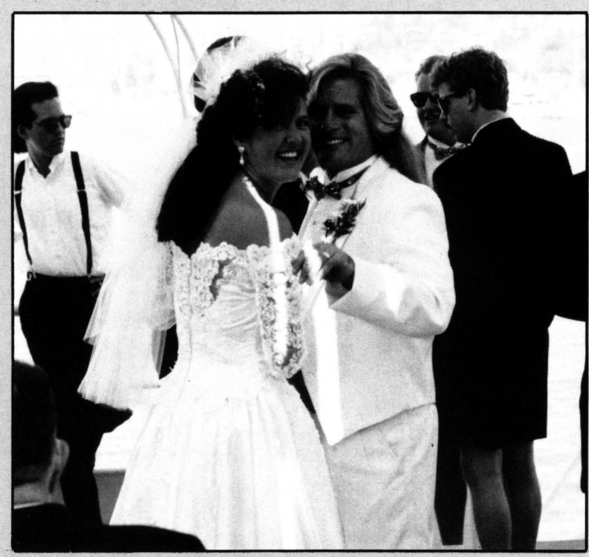
EXPO-GAME '92 — From September 4-13, the first exhibition of amusement games will take place in Buenos Aires, Argentina at the Palermo Fair Center. The show is being sponsored by the publishers of *Guia Machines,* a three-year-old reference guide for amusement machine industry people in Argentina. The magazine is now expanding to include the markets of Brazil, Paraguay and Uruguay (the MERCOSUR); Chile and Bolivia are also to be added to the magazine's readership and coverage. With the increasing attention given to these markets, a convention is certainly timely. For additional information on Expo-Game '92, contact Clio Publicidad Empresaria at 011-01-311-6133.

PLAYING FOR A CAUSE — The Starlight Foundation and operator Wayne Fromm's Video Invasion (Ontario, Canada) have organized a "Dinner and Video" fundraising event with all proceeds to go to the Starlight Foundation (a group for ill children, something like the Make A Wish Foundation). The $50 ticket gets two people a dinner and over three hours of video play, and the whole shebang takes place Oct. 19 at Video Invasion. Nice going!

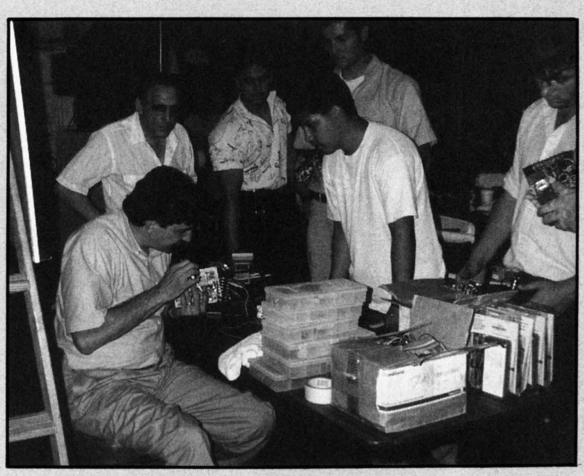
TUNING ELECTRONIC (a subsidiary of Hamburg, Germany's TV-Tuning GmbH), has announced that their *Seibu Cup Soccer* video game is "new and improved" with product updates. Additional features include a join-in at any time, new referee and linesmen characters, and color changes. The company also reports that game winners can continue play free of charge (though the computer will guard against long playtime) and a penalty kick competition mode is available in tie situations. Called *Olympic Soccer '92* in some areas, the game's name has been changed permanently to *Seibu Cup Soccer.* For more info, call Reymond Safft at 011-49-406-0602.

PLM '93 — Japan's leisure management exhibition, otherwise known as the Professional Leisure Management and Resort Development Expo (PLM, for short), will take place Jan. 31-Feb. 3, 1993 at the Harumi Trade Fair Grounds in Tokyo. PLM planners report that the leisure show has received the official support of all the major trade associations in Japan, as well as recognition from associations internationally. "Our original announcement brought a flood of inquiries," said the show's chief exec organizer Terutaka Tsuboi. "And I am confident that the convention and seminar program will quickly become the annual showcase for the Japanese leisure industry." For information, contact Stephen Luff at 011-44-71-486-1951 or within Japan, call 81-33-3814-8655.

southwest



MR. & MRS. JOE BATES! Yes, the Plush-4-Play topper wed his beloved Kathy Askew August 9 during a wonderful cruise around Newport Beach, Calif. The couple exchanged vows and rings aboard the "Spirit of Newport" during a moving ceremony full of love and laughter. (The guys in the wedding party even wore tuxedo shorts!) Following the cruise, the couple entertained at a luau-style reception. We join with their many friends to wish them a lifetime of happiness! Congratulations!



CENTURY VENDING hosted a July 10-11 service school at their Gardena, Calif. office complete with a full classroom and popular tech teacher Randy Fromm. With over 18 companies represented, the two-day hands-on session covered "Using Digital Multimeter," "Power Supply and Rebuilding," "Monitors from A-Z," "Conversion Advice" and Troubleshooting." According to sponsors Century Vending and AAC, the feedback was enormously positive. Pictured above is Randy Fromm (sitting) with some students and equipment in need of help.

THE BUZZ IS UP! Atari's called its dealers into the Westin Hotel by O'Hare Sept. 2 to see their brand new *Space Lords*. There's a buzz reportedly up about the game, based on test collection scuttlebutt. The factory will also show off a final version of their *Moto Frenzy* mini-deluxe that previewed to dealers at their Cannes meeting.

ATARI EXECS EXIT — At the "other Atari" which makes home games exclusively, former CEO and President Lawrence Siegel, along with COO and Exec VP Dana Plotkin, have left to concentrate on the formation of a new company to create entertainment software. The company is up and running this month and is based in the Chicago area. "We are negotiating with two large California-based venture capital firms," Larry Siegel said. "We'll be designing, producing and marketing multimedia, interactive software for video games and several computer platforms." The company name is not yet official, but for further info, you may contact Larry Siegel at 708/985-3182 or Dana Plotkin at 312/280-0776.

SO YOU WANNA BE A STAR — You may have read in our August cover story that Pioneer Laser Entertainment (PLE) has opened a karaoke retail store called the Star Factory located in Gurnee, Ill. The unique store rents out multiple private music studios complete with PLE's *Laser Karaoke* systems. Customers pay an hourly room rental fee, then sing in a recording studio atmosphere. They leave with a cassette of their performance. With its first retail location complete, PLE is planning ahead with new Star Factory sites.

EXIDY NEWS — The folks at Exidy (Redwood City, Calif.) report that they're "hoppin' and jumpin'" with new game *Daterbase* which is currently in full production. Exidy's marketing arm BullsEye is also "in full production" and has "enjoyed non-stop growth," according to Exidy's Virginia Kauffman. Finally, the Kauffmans took time out of their busy schedule to march Pete Kauffman's daughter, Amber, down the aisle last June. Congratulations Amber, Pete and Virginia! Congratulations, Exidy! What a schedule!

L.A. VINTAGE COIN MACHINE & ADVERTISING SHOW — This bi-annual show will feature merchanise and advertising pieces from all areas of coin-op promotion. Scheduled for Oct. 10-11, the first edition of the convention will take place at the Fairplex in Pomona, Calif. Organized by Bill and Rosanna Harris, owners of Arvada, Colo.-based Royal Bell (makers of rebuilt slots), the show will concur with Toyrific, a toy show to be held at the same time in an adjacent building. Both organizers say the two expos will highly complement each other. For more info, please call Rosanna Harris at 303/431-0799.



H.A. FRANZ (Houston) hosted an early July distributor open house featuring a special showing of Rowe's new *LaserStar America* juke. H.A.'s sales manager Jerry Johnston writes that the event was a great success, drawing more than 300 of their customers to the open house and Texas BBQ feast. Rowe's sales VP Joel Friedman also attended the celebration as did Texas state rep Al Edwards and AMOT's (Texas) Dock Ringo. During the festivities, Rowe held a drawing with lucky winner Jim Patton of Southwest G&A (Lake Jackson, Tex.) winning a brand new *Laserstar America* CD phono. In all, a great time! Pictured above are (left to right) Joe and Hoddy Franz with Joel Friedman.

midwest

IN MEMORIAM — Tom Seaver, the son of prominent Wisconsin amusement operator Ken Seaver, died late June in Santa Cruz, Calif. of cancer of the brain. Tom was 43 years old and owned and operated the Land of Oz game room in Stockton, Calif. at the time of his death. Tom leaves behind a seven-year-old son and his wife, as well as three brothers, his mother and father. His father, Ken Seaver owns Central Vending Service (Lake Geneva, Wisc.). Our condolences go out to everybody.

NORTH DAKOTA NEWS — The North Dakota Coin Machine Operators Assn. (NDCMOA) has postponed this month's convention due to the "need for intense work on governmental affairs which we must give our full attention to." Instead of the convention, NDCMOA will hold monthly membership workshops/meetings for the duration of the legislative session. The association also has plans in the works for a "Day on the Hill" during which they may schedule a show. If you'd like additional information on NDCMOA's future plans or membership requirements, contact them at 2700 — 7th Ave., P.O. Box 3123, Fargo, ND 58108.

WAMO'S BEST EVER — This year's dart tourney sponsored by the Wisconsin group WAMO was termed "positively one of the best." That on the heels of "probably the best ever in dart history" for WAMO made for big smiles at the April 24-26 finals, held at the Tri County Ice Arena in Neenah. Some 5,000 entries competed for over $70,000 in cash and prizes. This year's event makes eight in a row with more players and record-sized purses. The photo shows members of the WAMO Dart Committee accepting clock plaques to honor their hard work. From left, that's Dave Fonder, John Speers and Mike Bohrer. Not shown are committee members Tony Urso, Eric Jacobson, Ralph Fleege, Mike Mellen and Dale Saunders. WAMO thanked Arachnid, Merit and Valley



for generously donating about 60 machines used during the event. Participating operators could buy them afterwards with a $100 rebate. Congratulations, WAMO!

OHIO 8-BALL recently enjoyed its largest turnout in OCMA history! The Ohio Coin Machine Assn. held its 11th annual Valley 8-Ball League state championship tourney April 30-May 3 at the Richland County fairgrounds in Mansfield. Lorain Music & Vending hosted once again, with 17 OCMA operator members providing 150 men's teams, 32 women's teams and 12 Master Division teams. Players competed for $24,000 in cash, prizes, trophies and a shot at the VNEA international championships. Lots of hoopla went along with the

THE TIME MACHINE®

PATENT PENDING

Nortech's Pool Table Controller



Revitalize old, rack-only tables
- Installs in minutes
- Kits available for Valley and Dynamo tables
- Open up old, rack-only tables to 9-Ball league play
- Compete with pool halls

Battery operated
- No cords to trip over
- Built-in real time clock

Menu driven operator interface
- Easy menu interface includes: non-resettable coin, rack and time counters, diagnostic, clear buffers, set clock
- Set up to 5 special rates
- Set up to 7 special times

Back-lit LCD display
- Users view a clear, informative display for rack or time selection

Dual coin, dual pricing available
- Programmable minimum buy-in for time play

Kit includes:
- Coin door with coin mechanism
- Dollar bill acceptor interface
- Ball drop assembly
- Complete wiring harness
- Motor
- Batteries
- Control module
- Battery charger
- Mounting template
- Operator's manual

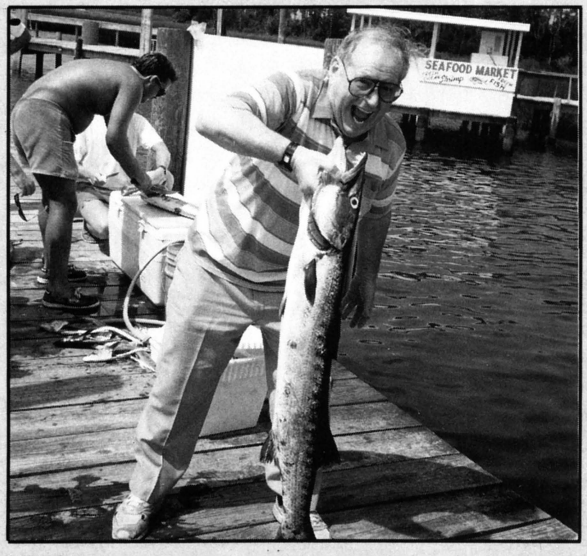
To order or for more information, write Nortech Mfg., P.O. Box 338, Virginia, MN 55792.
In USA and Canada call 1-800-521-6372. All others 1-218-741-6075.



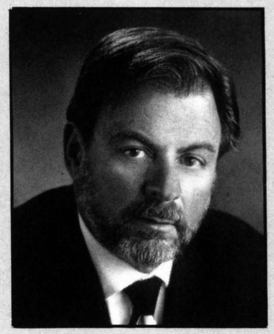
event, including good media coverage, ceremonies, and ribbon-cutting by a beauty contest winner (who went on to be Miss Ohio). Seen here are (from left) tourney director Jerry Dunbar, tourney president Toni Dunbar and several winning players. Not shown is John Ramberg who won the 1992 Meritorious Service award.

SUN PROCESS HIRE — The Elk Grove, Ill.-based adhesive coater, laminator and converter of plastic films has announced the addition of John Rhoads to their staff. As director of manufacturing, John will be responsible for all production operations. With 22 years manufacturing experience, the company is pleased to have him on board.

southeast



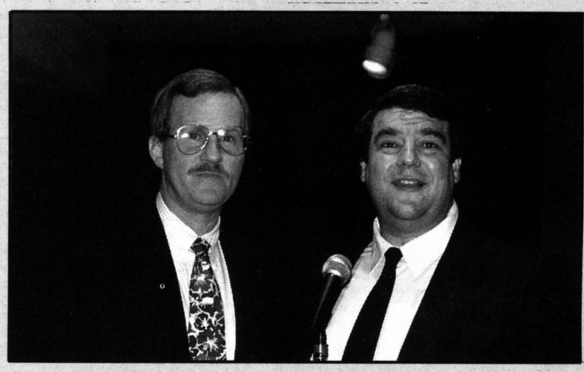
GOTCHA! — "I've met this guy before!" jokes ex-Bronx operator Sam Morrison, displaying the barracuda he caught in July during his fishing trip near Myrtle Beach, S.C. Indeed, certain Bronx bar owners (the barracudas) Sam dealt with the many years he ran jukeboxes and games in the city are distant memories now that he's retired (he makes his home in Yonkers). But, one never forgets those who want this game and/or that loan "or else!" While in Carolina, Sam ran into Billy LaHart (who's been running a route for Fred Collins) at a fishing pier bar Collins Music has. The two New York Staters reminisced about the old days, about Billy's late father Jack, and probably about Millie McCarthy (how could you not?).



HIGHLY HONORED — Robert Cassata, the "Bob" in Bob's Space Racers, has been named Manufacturing Entrepreneur of the Year (for the Florida region) by *INC. Magazine.* He will now be considered for national honors, in competition with winners from 38 other U.S. regions. Bob entered the amusement industry as a concessionaire in Daytona Beach (where his present factory is) back in the mid '60s. Within a few years he was running his own road operation and was one of the early innovators of trailerized games. He introduced his first *Space Racer* game in 1970 and it was a success. Soon after, he began to manufacture games for other operators and a period of growth began which has continued to the present. Bob's Space Racers, Inc. is a major gamesmith today, specializing in such redemption attractions as *Whac-A-Mole, Roll-A-Ball, Bully Buster, Super Shifter* and their new *Rising Water.* Congratulations for this well deserved honor!

LEISUREXPO II — Catering to the needs of the fun center, mini-golf and food service industry, Leisurexpo '93 will take place Jan. 22-24, 1993 at the Ocean Center in Daytona Beach, Fla. Whether you call it a fun center, a family amusement center or an entertainment center, convention organizers promise Leisurexpo will have something for you. To register for the event and its 14 seminars, contact show planners at 800/848-1651.

northeast



CMIA FUNDRAISER — The Coin Machine Industries Assn. of New England (CMIA) recently held a fundraising dinner to raise money for their legislative efforts in combatting the area's 5% receipt sales tax and cigarette bans. Held at Joe Tecce's restaurant on June 27 in Boston, the dinner and auction (with equipment donated from coin-op manufacturers) raised approximately $21,000. Shown above is CMIA incoming prexy (left) Bob

LeBerge (Teddy Bear Amusements) making a "thank you" presentation to past president Rick Kirby (NECO).

KRAMER MANUFACTURING has developed the only legally-approved 8-line redemption game for the state of Iowa. Designed in conjunction with Tokyo's Wing/Eagle Co., the *Fruits and Bells* game features a "Bell Fever" mode and a one- or three button skill stop. Exclusive distributorship of the game is in the hands of H-Z Sales (Omaha, Neb.).

northwest

COIN-OP COURAGE — On a recent business trip taking him from Butte to Missoula, Mont., Merit's Lamar Forque encountered a car accident. His car was second in a line of three vehicles whose drivers witnessed the crash . . . but Lamar was the only one who pulled over to help. Seeing the car in flames, Lamar rescued two children and the father driving the car. Unfortunately, the mother died in the accident and the father is not expected to survive, but the odds would have been much worse if Lamar had not been there to help. A deep bow to a man of courage and compassion, Lamar Forque!

PUGET SOUND BUSINESS JOURNAL

VOLUME 13, NUMBER 6 — JUNE 19-25, 1992

Reprinted from PUGET SOUND BUSINESS JOURNAL

Copyrighted © 1992 by Puget Sound Business Journal 101 Yesler Way Suite 200 Seattle, WA 98104 (206) 583-0701

1992 Entrepreneurs Of The Year

Ace Novelty's Mayers proves fun things can be big business

Benjamin Mayers' interest in toys and licensed merchandise started decades ago when he sold balloons on Seattle street corners while still in high school.

Today, Ace Novelty Co., the Bellevue-based company he founded, is a multinational corporation with offices around the world.

Ace enjoys annual sales of over $100 million, maintains credit lines of over $35 million, employs over 1,000 people worldwide and owns factories, warehouses and offices totaling over a million square feet.

Exposure to Ace products is almost unavoidable. The firm was the exclusive supplier of souvenirs for the 1990 Goodwill Games and Expo '86 in Vancouver, B.C., and boasts an extensive family of licenses for Disney products, the PBS-TV show "Sesame Street," over 30 universities, the National Football League, Major League Baseball Players Association and Nintendo's Super Mario Brothers, among others.

Benjamin Mayers, the firm's chairman, is the winner of this year's Northwest Wholesale/Retail Entrepreneur of the Year award.

His rivals in the final round of judging were J. Jeffrey Meder, chief executive officer of Drug Emporium Northwest of Kirkland and Linda Burton, president of Max Burton Enterprises Inc., a Tacoma-based manufacturer of stove-top grills.

Ace remains a privately held, family-run business. Mayers started the firm in 1953, the year he graduated from the University of Washington with a bachelor's degree in accounting. Son Ronald Mayers, the firm's president, followed his father to the UW and also majored in accounting, graduating summa cum laude in 1979.



MAYERS

The younger Mayers has served in key management positions within the company since 1979 and assumed the presidency in 1990.

Ace claims to be the largest domestic manufacturer of plush toys, including the popular Plush Parade line. Among its retail customers are J.C. Penney, K mart and Toys "R" Us.

The firm has been involved with world's fairs and expositions since the Seattle World's Fair of 1962. Its souvenir program at Expo '86 created new standards for event merchandising by generating in excess of $26 million in royalties for the exposition.

Ace is credited with reviving that 1960 creation, the Troll doll. These elflike creatures with wild, colorful hair became a children's favorite after Ace spent some $10 million on a national television advertising campaign that successfully resurrected the old toy line. □

©1992 Puget Sound Business Journal

WHAT AN HONOR! The *Puget Sound Business Journal* recently named plush manufacturer Ace Novelty (Bellevue, Wash.) its "1992 Entrepreneurs of the Year" (the award's full title is Northwest Wholesale/Retail Entrepreneur of the Year). In their article, the *Journal* praised the company for its accomplishments, ranging from annual sales in excess of $100 million to crediting the company with reviving the "Troll trend." A privately-held, family-run business, Ace has been around since 1953 and is extremely pleased with this 1992 honor. Congrats!

AMOA Jukebox Top 30

FOR MONTH ENDING JULY 1992

COMPILED FOR THE AMUSEMENT & MUSIC OPERATORS ASSOCIATION'S JUKEBOX PROMOTION COMMITTEE

THIS CHART	LAST CHART	TITLE / SONGWRITER(S)	ARTIST / LABEL/DISTRIBUTING LABEL
		★ ★ No. 1 ★ ★	
1	3	**ACHY BREAKY HEART** D. VON TRESS (BMI)	BILLY RAY CYRUS MERCURY 866522-7
2	1	**FRIENDS IN LOW PLACES** D. BLACKWELL, E.B. LEE (BMI/ASCAP)	GARTH BROOKS CAPITOL 44647
3	2	**SHAMELESS** B. JOEL (BMI)	GARTH BROOKS CAPITOL 44800
4	7	**BOHEMIAN RHAPSODY** F. MERCURY (ASCAP/PRS)	QUEEN HOLLYWOOD 7-64794
5	4	**WHAT SHE'S DOING NOW** P. ALGER, G. BROOKS (ASCAP)	GARTH BROOKS LIBERTY 57733
6	13	**JUMP** J. MAULDIN (ASCAP)	KRIS KROSS COLUMBIA 38-74197
7	5	**RODEO** L. BASTAIN (BMI)	GARTH BROOKS CAPITOL44771
8	11	**TWO OF A KIND** B. BOYD, W. D. HAYNES, D. ROBBINS (ASCAP)	GARTH BROOKS CAPITOL 44701
9	12	**I CAN'T DANCE** T. BANKS, P. COLLINS, M. RUTHERFORD (ASCAP)	GENESIS ATLANTIC 7-87532
10	8	**THE THUNDER ROLLS** P. ALGER, G. BROOKS (ASCAP)	GARTH BROOKS CAPITOL 44727
11	17	**EVERYTHING ABOUT YOU** K. B. EICHSTADT, W. W. CRANE IV (ASCAP)	UGLY KID JOE MERCURY 866632-7
12	9	**UNDER THE BRIDGE** A. KIEDIS, M. BALZARY (BMI)	RED HOT CHILI PEPPERS WARNER 7-18978
13	—	**LET'S GET ROCKED** P. COLLEN, J. ELLIOT, R. LANGE, R. SAVAGE (ASCAP)	DEF LEPPARD MERCURY 866568-7
14	25	**OLD TIME ROCK & ROLL** T. E. JONES, G. H. JACKSON (BMI)	BOB SEGER CAPITOL 57797
15	6	**PAPA LOVED MAMA** K. WILLIAMS, G. BROOKS (ASCAP)	GARTH BROOKS LIBERTY 57734
16	16	**JUST TAKE MY HEART** E. L. MARTIN, A. PESSIS (ASCAP)	MR. BIG ATLANTIC 87509
17	10	**NEON MOON** R. DUNN (BMI)	BROOKS & DUNN ARISTA 12388
18	18	**UNCHAINED MELODY** ZARET (ASCAP)	RIGHTEOUS BROTHERS COLL 4214
19	—	**CRAZY** WILLIE NELSON (BMI)	PATSY CLINE MCA 53525
20	14	**TO BE WITH YOU** E. MARTIN, D. GRAHAME (ASCAP)	MR. BIG ATLANTIC 7-87580
21	24	**STROKIN** C. CARTER (BMI)	CLARENCE CARTER ICHIBAN 108
22	20	**STRAIGHT TEQUILA NIGHT** K. ROBBINS, D. HUPP (ASCAP)	JOHN ANDERSON BNA 62140
23	—	**THE REAL LOVE** BOB SEGER (ASCAP)	BOB SEGER CAPITOL 44761
24	—	**MY LOVIN** T. McELROY, D. FOSTER (BMI)	EN VOGUE EAST/WEST 7-98586
25	30	**SOME KIND OF TROUBLE** M. REID, B. MAHER, D. POTTER (ASCAP/BMI)	TANYA TUCKER LIBERTY 57703
26	19	**NOTHING SHORT OF DYING** T. TRITT (BMI)	TRAVIS TRITT WARNER 7-18984
27	—	**WITHOUT YOU WHAT DO I DO WITH ME** R. PORTER, L.D. LEWIS, D. CHAMBERLAIN (ASCAP)	TANYA TUCKER CAPITOL 44774
28	—	**MAMA I'M COMING HOME** O. OSBOURNE, Z. WYLDE, L. KILMISTER (ASCAP)	OZZY OSBOURNE EPIC ASSOC 74093
29	—	**GONE AS A GIRL CAN GET** JERRY MAX LANE (BMI)	GEORGE STRAIT MCA S7-54379
30	—	**MAYBE IT WAS MEMPHIS** M. ANDERSON (BMI)	PAM TILLIS ARISTA 12371

NATIONAL SAMPLING BY RECORD SOURCE INTERNATIONAL (RSI) BASED ON BOTH 45 RPM AND CD POPULARITY.

© 1992 AMOA



BIG DO UNDER BIG SKY — The Montana association MCMOA held its annual in White Fish in their usual laid back fashion. Taking the airs above (from left) are Clint Lohman (Glendive), Dave Hall (Rowe), Stan Larsen (Struve), Phil Benson (the prez from Mazda), Cris Warren (Helena) and Jeff Flatness (Bozeman). Now, why is Dave hiding his kees?



IT'S A FIRST! The very first Rowe *CD-100C* sold in the northwest went to operator Tony Morlins (shown on the truck at left with Rowe's Dave Hall). Unit came right off the showroom floor at Music-Vend's jukebox showing in Seattle. No grass grows under Tony's feet!

DATEBOOK

SEPTEMBER 10-13
NCAMA (North Carolina) convention, Stouffer Winston Plaza Hotel, Winston-Salem. For more info, call Bobby Earp at 919/584-4833.

SEPTEMBER 11-13
The following dates have been changed for the NDCMOA (Nth. Dakota) conv. and show: Aug. 14-16. The new dates are as shown above. For site info, call the assn. at 701/235-3892.

SEPTEMBER 17-19
FunExpo (int'l family fun center and mini golf show), New Orleans Convention Center. For info, contact Bailey Beeken at 914/682-2027.

SEPTEMBER 22-24
World Gaming Congress & Expo, Las Vegas Convention Center. For more information, call 800/223-9638.

OCTOBER 1-3
AMOA Expo '92, Opryland Hotel and Convention Center, Nashville, Tenn. For more information, call AMOA at 312/245-1021.

OCTOBER 1-6
International Assn. of State Lotteries Congress '92, Miami. For information, call 301/330-7600.

OCTOBER 15-18
ENADA '92, (Italian trade show), Rome Fair, Rome. For more information, call SAPAR-AGIS (Italy's trade assn.) at 011-39-6-440-3686.

OCTOBER 21-23
Fer '92 (Spain), Recinto Ferial, Barcelona. For more information, call 011-93-416-1466.

NOVEMBER 5-7
NAMA National Convention, Trade Show and Education Sessions, Washington Convention Center, Washington, D.C. For more information, call 312/346-0370.

NOVEMBER 12-15
Pinball Expo and Flip Out Tournament, Ramada Inn O'Hare, Rosemont, Ill. For more information, call 800/323-3547.

NOVEMBER 17-21
IAAPA (amusement parks and attractions) 74th annual convention and trade show, Dallas Convention Center. For information, call 703/836-4800.

DECEMBER 8-11
ForainExpo/AmusExpo '92, the int'l exhibition for the entertainment industry, Paris Le Bourget Airport Exhibition Center. For details, contact Francoise Regnier at 011-33-1-47-42-92-56.

JANUARY 20-23, 1994
INTERSCHAU (German trade show), Hamburg, Germany. More details to be announced. For more information, call Dusseldorf Trade Shows at 312/781-5180.

MARCH 11-13, 1993
ACME '93, Sands Convention Center, Las Vegas. (Quarters hotel: Las Vegas Hilton). For info, contact Bill Glasgow, Inc. at 708/333-9292.

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.

Now you can attend Randy Fromm's Arcade School without taking a week off the route. This videotape series covers each subject as presented during the live class. All you miss are Randy's famous "hands-on" labs!

All-You-Need Beginning Electronics for Operators 2 tapes	$79.95
Basic Videogame Troubleshooting	$49.95
Diodes, Transistors and other semiconductors 2 tapes	$79.95
Easy Pinball PC Board Repair	$49.95
Videogame Monitor Repair Made Simple 3 Tapes	$109.95

Cinta de Videos En Español

Electronicos Basico	$49.95
Atendendo Diodes y Transistors	$49.95
Buscando el Problema de Juegos de Video	$49.95
Reparacion del "Fuentes" (Peter Chou)	$49.95
Reparacion de Maquinas de Pinball 2 Centas	$79.95
Williams WPC Sistema de Maquinas de Pinball	$49.95

MORE INSTRUCTIONAL VIDEOTAPES

Using a Digital Multimeter	$39.95
Basic Electronics	$39.95
Semiconductors	$39.95
Linear Power Supplies	$49.95
Switching Regulator Power Supplies	$39.95
Raster Scan Monitors	$49.95
X-Y Monitors	$39.95
Videogame Conversions	$49.95

Add $4.00 Shipping & handling to all orders



For *RUSH* Delivery or a *FREE* info package

(619) 593-6131 FAX 593-6132

RANDY FROMM'S ARCADE SCHOOL



VIDEOTAPE TRAINING SERIES

Recorded Live at Randy Fromm's Arcade School!

If personal, hands-on training is important to you, join us at Randy Fromm's Arcade School.

All classes are taught by Randy Fromm.

San Diego	Sept 14 - 19	Chicago	Nov 2 - 7
Nashville	Oct 5 - 10	Las Vegas	March 15 - 19



Randy Fromm's Big Blue Book of Really Great Technical Information

This popular book is full of useful information, including troubleshooting shortcuts, parts sources etc. Includes schematic diagrams for monitors and power supplies.

$34.95 (add $4.00 Shipping & Handling)

Disponible en Español Pricio el mismo

Randy Fromm's Arcade School 1944 Falmouth Dr. El Cajon, CA 92020-2827

VIDEO GAME SOFTWARE

Ms. Pacattack

New mazes for your Ms. Pacman	$100.
Supercharger for 1942	75.
Yankee DOodle & speed-up for Mr. DO!	75.
Ducks targets for Centipede or Millipede	50.
Heartburn for Pacman or Ms. Pacman	50.
Terrorist or Rapid-fire for Galaga	25.
Speed-up for Pac, Ms. Pac, or Jr. Pac	25.

VIDEO GAME HARDWARE

Kit to convert Pacman to Ms. Pacman	$100.
Ms. Pacman U/R control panel overlay	30.

PINBALL REPAIR DIAGNOSTIC AIDS

Bally-Stern Pinball Test Fixture	$300.
Williams repair set with manuals	200.
Data East pinball repair w/ manual	100.
Manual & Schematics for any pinball	40.

SPECIAL 3.6 volt Nicad battery packs. AA size with solder tabs. Minimum 10/ $3.@
FREE ESTIMATES on all pinball circuit boards sent to us for repairs. Call for details!

TWO-BIT SCORE

4418 Pack Saddle Pass
Austin, TX 78745
512-447-8895 FAX
512-447-8888

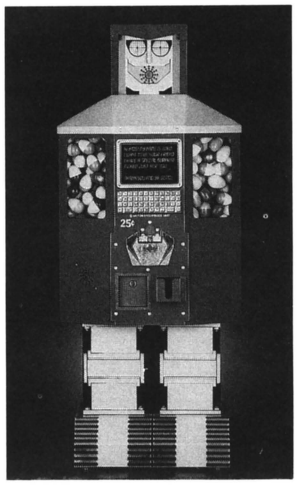
YORBANK VISA

mastercard

Invest in the BEST

Now Zord is even better!
The single or dual Zord bulk vender can vend most product sizes with minimal adjustments. Call today for more information.

- 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

WANT TO GET YOUR DRAW 80's MAKING MONEY AGAIN?

Tired of trying useless EProms and alarms?
Call us for the last fix you will ever need!!!!

★ Total Random Play
★ Full Adjustability
★ Works with all $ Acceptors

INSTALLS IN LESS THAN ONE HOUR!

1—800-262-2434

ASK FOR BOB OR MIKE

FACTORY DISTRIBUTORS FOR:

DEDICATED GAMES:

KONAMI: X-Men, Lethal Enforcer
SEGA: Stadium Cross, Golden Axe 2
Holosseum
NAMCO: Suzuka 8 Hours,
DATA EAST: Lethal Weapon 3 Pin
TAITO: Operation Gun Buster
PREMIER: Super Mario Bros. Pin
JALECO: Grand Prix Star
MERIT: Countertops, Pub Time Darts
NINTENDO: Super System

CONVERSION KITS:

TAITO: Arabian Magic
KONAMI: TMNT II
STRATA: Rim Rockin' Basketball
ROMSTAR: Varth: Operation
Thunderstorm, Pop Shot
LEPRECHAUN: Aero Fighters
SEGA: Golden Axe 2
NINTENDO: Act Raiser, Super Soccer



WE PROUDLY REPRESENT:

★ PIONEER CD JUKEBOX ★
★ DYNAMO POOL TABLES, CABINETS & AIR HOCKEY ★

REDEMPTION EQUIPMENT:

Sega Awesome Rat, Namco Cracy Crab
Data East Wacky Gator, Hop-a-Tic-Tac-Toe,
Cosmic Gang
Coin Concepts, Hollywood Cranes
Bob's Space Racers, Skee Ball
Seidel, Meltec. . . *and others!*

WE HAVE A SMALL INVENTORY OF:

CAPCOM: Bank-It, SFII Champion
ATARI: Moto Frenzy
SNK: Neo-Geo Hardware &
Software

RENO GAME SALES, INC.

5301 Longley Lane, #47 • Reno, Nevada 89511

Phone (702) 829-2080

OR FAX US AT:
702-829-2083

PUBTIME DELUXE CRICKET DARTS

$675.00

QUANTITY PRICING AVAILABLE

ALSO AVAILABLE:
Pubtime Premiers & Arachnid 6000's

AMUSEMENT DEVICES, INC.

Menasha, Wisconsin
CALL KURT OR ROLLIE:
(414) 731-2425

NSM MUSIC BOXES

NEW • USED • RECONDITIONED
MOST MODELS IN STOCK!

★ **PERFORMER GRAND** ★
FIREBIRD ★ FIRE COUNTRY
SILVER SKY ★ GALAXY
All are CD Models and in Stock!

100's of VIDEOS & FLIPPERS Available!

★

NATIONAL CIGARETTE MACHINES
Very Reasonable!

★

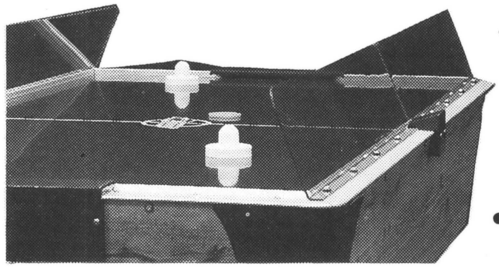
Columbia Vending Service

1-800-262-2434

ASK FOR THE PUCK STOPS HERE *BY NAME*

The Original Air Hockey Safety Shield

- PRACTICALLY ELIMINATES TABLE-SIDE INJURIES & COSTLY PROPERTY DAMAGE
- ARCADE TESTED
- DOESN'T AFFECT TABLE PLAY
- INSTALLS IN 15 MINUTES WITH ONLY A SCREWDRIVER



1000's IN USE THROUGHOUT THE USA, UK, CANADA, MEXICO AND AUSTRALIA

CURRENTLY IN USE AT:
• PUTT-PUTT® GOLF 'N GAMES
• MALIBU CASTLE • GREAT AMERICA
• FUN FACTORY • GREEN GAMES

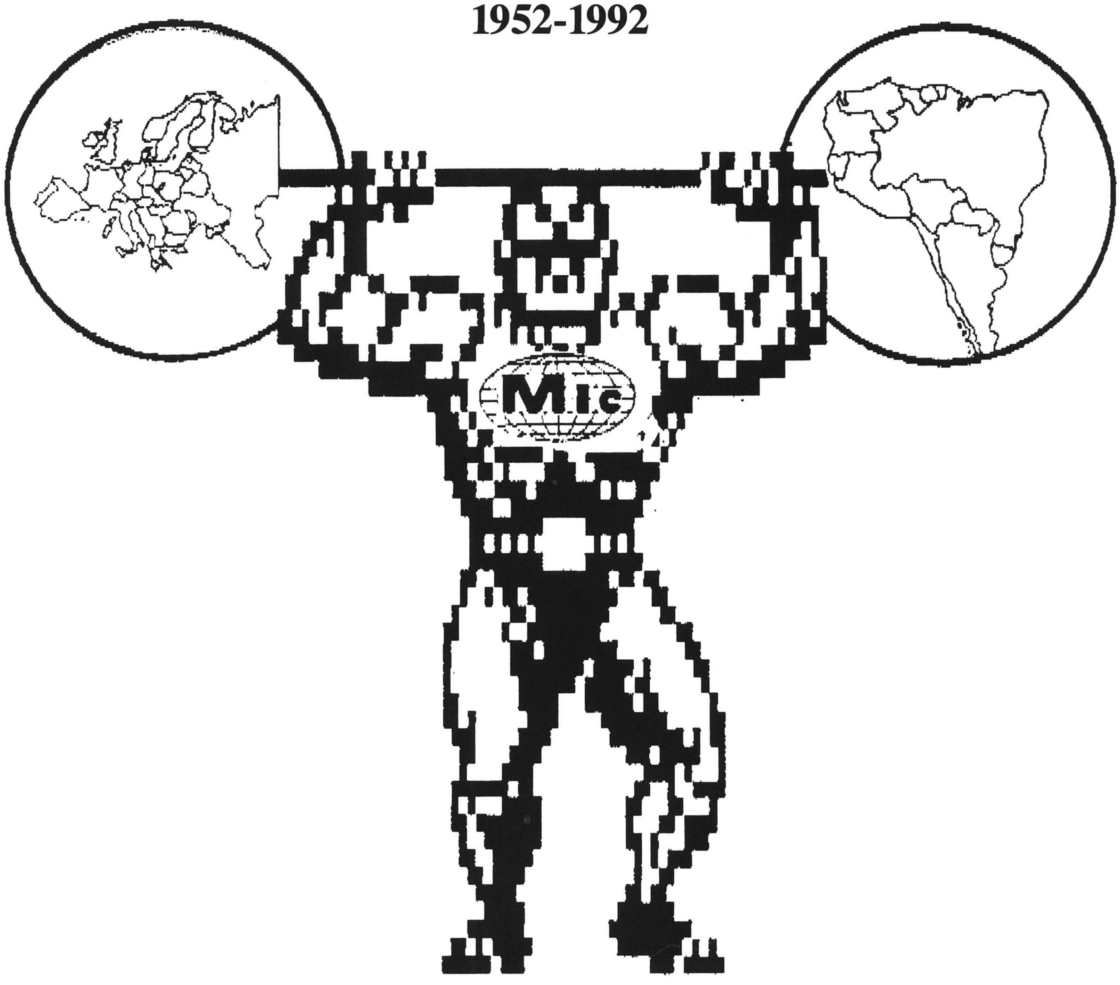
★ **IMAGINATION LEISURE** ★ **DYNAMO** ★ **U.S. BILLIARDS**

- Increased player appeal!
- Demand the 9-inch shields with the angle!
- Made from virtually indestructible space age material!
- Increase Revenue . . . Decrease lost pucks and expense from downtime!
- Ask your distributor for "THE PUCK STOPS HERE" by name!
- Insist on the original or call direct and save the sales tax!
- When your customers' safety and your liability are at stake. . . specify the quality product!

PLASTITECH PRODUCTS, INC.

(903) 757-0543 P.O. Box 2387 Longview, TX 75608 **1-800-933-0145**

MONDIAL INTERNATIONAL CORPORATION
1952-1992



The World's Strongest Exporter for over 40 Years

Los Exportadores Mas Fuertes En El Mundo Por Mas de 40 Años

FOR ALL YOUR EXPORT NEEDS, CONTACT:

Executive Offices:

MONDIAL BUILDING
661 Hillside Road
P.O. Box 889
Pelham Manor, NY 10803

FERNANDO GALEB
Export Sales Manager

LOUIE RUMMENIGGE
Export Sales

BRUCE SARKISIAN
Export Sales

Tel: (914) 738-7411

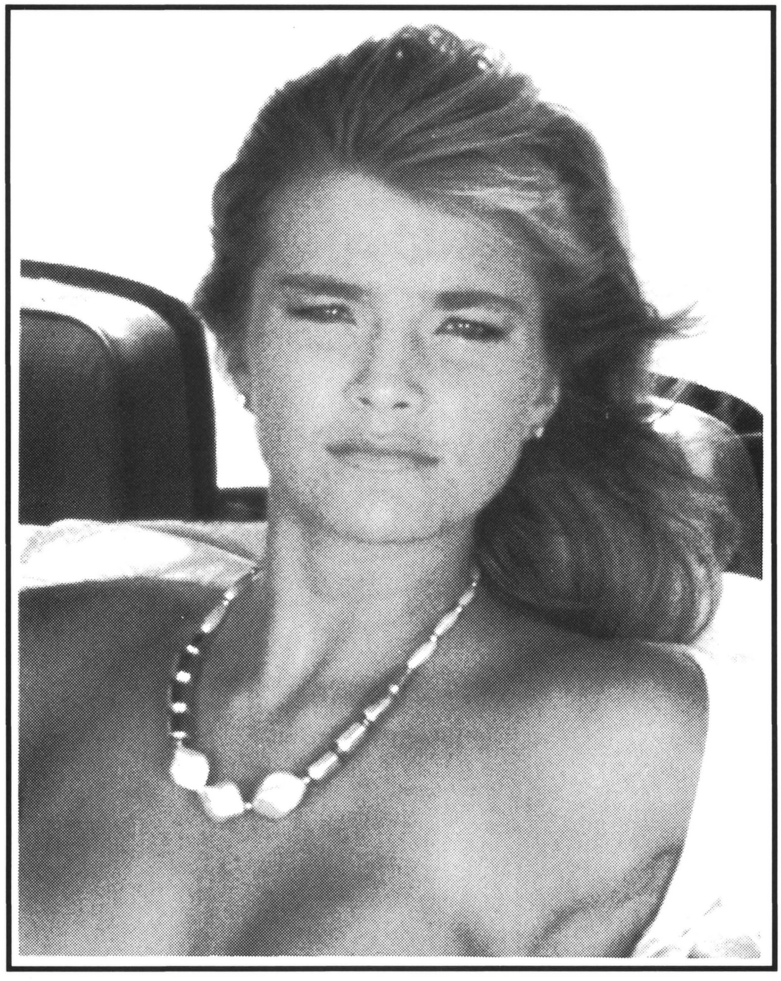
FAX: (914) 735-7521

THIS IS IT!

AMERICA'S *HOTTEST* TRADING CARDS!

FEATURING 50 BEAUTIFUL GIRLS
FROM AMERICA'S FINEST GENTLEMEN'S CLUB

CONTAINS NUDITY - ADULTS ONLY!



★ INTRODUCTORY OFFER ★
Purchase 3 Cases & Receive a
— CARD DISPENSER FREE —
($350 Value!)

CASH FLOW PROBLEMS?
WE WILL GLADLY TAKE LATE MODEL REDEMPTION EQUIPMENT IN TRADE FOR CARDS & DISPENSERS

- Tastefully done R-rated trading cards which fit in all electronic sports card dispensers.
- Turn any game into an instant adult redemption piece with incredible R.O.I.
- Ideal for truck stops, taverns, night clubs, sports bars, all adult locations.
- Available in bulk packaging (for dispensers) or attractive individually wrapped foil packs (for resale).
- LIMITED SUPPLY of Series I available, so act promptly!

Southeast Amusement & Vending Corporation



7909 Professional Pl. • Tampa, FL 33637
PHONE (813) 980-0024 • FAX: 813-980-0097
ASK FOR PAUL OR GLENDA

FOR FREE SAMPLE - CALL 1-800-393-8363 NOW!
V-E-N-D

Southeast Amusement & Vending Corporation



7909 Professional Pl. • Tampa, FL 33637

PHONE (813) 980-0024 • FAX: 813-980-0097

ASK FOR PAUL OR GLENDA

WE DESPERATELY NEED...

★ USED TERMINATOR 2 VIDEO GAMES ★

★ USED MAD DOG McCREE GAMES (33" & 50" MODELS) ★ MAD DOG McCREE DISCS & SOFTWARE

★ LATE-MODEL SKEE-BALL & OTHER REDEMPTION EQUIPMENT INCLUDING SHOWCASES

★ LATE-MODEL S/D & U/R DRIVING GAMES ★ LATE MODEL POOL TABLES

★ LATE-MODEL MERIT/U.S. GAMES COUNTERTOPS ★ LATE-MODEL KIDDIE RIDES

— TOP $$$ PAID —

★ ROUTE TRUCK ★

Fully Equipped 1988 F-150 • With Liftgate, Rails, Toolboxes • $7500 or WILL TRADE FOR EQUIPMENT

REDEMPTION:

LAX 4-Player Rotary (New) $5795
LAX 4-Player Rotary (Used) 4895
LAX Jr. 1-Player Rotary (New) 3095
ARMS Ticket Shredder/Stand/ Scale (1 Month Old)...all for 750
Smart Ind. Clean Sweep Double ½ & ½ (Like New).....2750
Bank-It.....Call
Ghost Town.....Call
Wacky Gator.....5395
Grayhound Double Crane.....2195
Double Roller Bowler.....Call
Double Wac-A-Mole.....Call
SMS Poker Rolls (1 Pair w/Bench).....3995
Smart Ball 13' (6 Months Old).2495
Lazer-Tron Space Shuttle.....3495
Grayhound Single Deluxe Cranes w/dbv.....1195
Grayhound Single Deluxe Cranes without/dbv.....995
Seidel Rolldown 2-Player w/bench.....1995
Wedges/Ledges 3495

VIDEO GAMES:

All American Football (dedicated) $995
Capt. America (ded.)1995
High Impact (Ded.).1895
Indy Heat.....2095
Pitfighter (Dedicated)1395
Rampart.....695
Road Riot (in HS4 cabinet) 2295
St. Fighter II: Champion Edition (Ded.).....Call
St. Fighter II (25" cabinet) 2195
Time Traveler.....1695
X-Men (6 Player Dedicated) ..... Call

P.C.BOARD & HEADER (ALL FACTORY):

Ataxx (complete kit).....$99
Arkanoid.....395
Atomic Punk (complete kit).695
Capt. America (complete kit)695
Captain Commando.....895
ESWAT.....150
Final Fight.....595
Golden Axe.....395
Guerrilla War (complete)..100
High Impact.....695
Karate Blazers (complete kit)695
Legionnaire (complete kit)..995
Ninja Gaiden.....150
P.O.W.....150
Pinball Action (R-Rated)...295
Pitfighter.....495
Rambo III.....495
Rampart.....350
Shinobi.....150
Snow Bros.....350
Spiderman (complete kit)...895
Street Fighter II (complete factory kit)..1195
Super High Impact (complete kit).....995
Tumble Pop (complete kit)..595
Turbo Force (complete kit)..695
WWF.....395

PINBALLS:

Addams Family....Call
Black Rose.....Call
Getaway $2750
Party Zone.....2095
Simpsons 1695

MISCELLANEOUS:

Space Pirates Disc/Software/Gun

will trade for:

Mad Dog McCree Disc/Software/Gun

H5 13 - Dynamo 50" Cabinet.....$4295
CD's (Misc. Used) (Min. 20) ..... ea.$5.00
Tornado Foosball (New).....995
Tornado Foosball (Used 3 Months)....795

TRADES WELCOME!

TO OUR OVERSEAS FRIENDS:
WE EXPORT! PLEASE TRY US!

SPECIALS OF THE MONTH:

- **X-MEN FOUR PLAYER DEDICATED, LETHAL WEAPON 3, & HOOK PINBALL**
- NEO GEO TWO SLOT DEDICATED . . . **Call**
- CHAMPIONSHIP STREETFIGHTER II DEDICATED . . . . . **Call**
- HOLLOSEUM-Sega's new hologram available as a kit for your Time Traveler . . . . . **Call**
- CHAMPIONSHIP STREETFIGHTER KITS – Factory Authorized . . . . . **Call**
- SUPER OFF ROAD w/Track Pack Kit (Includes Steering Wheel & Pedals) . . **Call**
- MERIT SUPERSTAR PITBALL Update Kits – New Questions and Better Colors – A Genuine Improvement

AERO FIGHTERS	**Call**
ALIENS	**$400.**
AMERIDART	**195.**
ARABIAN MAGIC	**Call**
AURAIL	**150.**
BOWL O'RAMA	**150.**
COMBATRIBE	**295.**
D.D.CREW	**795.**
G.I.JOE	**Call**
GOLDEN AXE II	**Call**
GOLDEN TEE GOLF II	**Call**
GROWL	**495.**
HAMMERIN' HARRY	**295.**
HOT SHOT TENNIS	**395.**
M.V.P. (USED)	**Call**
MERIT SOLO CHALLENGER	**Call**
OFF THE WALL	**Call**
RELIEF PITCHER	**Call**
RIM ROCKIN' BASKET BALL	**Call**
ROAD RIOT KIT	**Call**
ROLLER GAMES	**395.**
SEGA ARABIAN FIGHT	**895.**
SILENT DRAGON	**895.**
SUPER 6+2 ARACHNID	**Call**
SUPERMAN (USED)	**495.**
QUIZ AND DRAGONS	**Call**

NINTENDO PLAYCHOICE PAKS $89:

GAUNTLET, NINJA GAIDEN I
SUPER CONTRA,
SUPER MARIO II & III,
DOUBLE DRAGON, PUNCH OUT

PLAYCHOICE PAKS *Call:*

FESTER'S QUEST, DR. MARIO
MEGA MAN 3, NINJA GAIDEN II,
WORLD CUP SOCCER,
YO! NOID

SNK PAKS *Call For Price:*

BASEBALL STARS II, FOOTBALL
FRENZY, LEAGUE BOWLING
ROBO ARMY, SUPER 2020
BASEBALL, FATAL FURY
CYBERLIP, BASEBALL STARS
LAST RESORT, BURNING FIGHTER
NINJA COMMANDO, SUPER SPY
KING OF THE MONSTERS II,
ANDRO DUNOS & WORLD HEROES

SUPER SYSTEM PAK:

ROBOCOP 3, ACT RAISER,
THE ADDAMS FAMILY

PARTS SPECIALS:

- Pool Table Cloth. **$15.95**/½ bolt (Mali 19 oz. backed)
- Valley Cue Sticks . . **$7.95**/doz. **$6.25**/3 doz.
- Bill Acceptor Cleaning Kits **$14.95**
- We Stock Tornado Foosball Parts

USED CD LASERSTAR (Fully Reconditioned)
TORNADO FOOSBALL – *CALL!*
LUCKY 8-LINER, SKEE BALLS, MERIT PIT, BOSS SUPERSTAR–*Available Now!*
★ ★ ★ WE HANDLE ALL LINES – *Call!* ★ ★ ★

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. McLeod Rd. • Orlando, FL 32811

(407) 425-1505

FLORIDA WATTS: 1-800-330-1233

National Watts Line: 1-800-288-7635

FAX: 205-322-6639

SELLING OUT ALL BOARDS, CALL FOR GAMES & CABINET PRICES

*** indicates board with marquee.**

APB w/cabinet & seat	$395
Aliens *	170
Arch Rivals	250
Blood Brothers *	425
Cadash *	195
Clutch Hitter	395
Double Dragon 3 (have 3 to sell)	ea. 125
Drift Out Racer	155
F-1 Dream Racers	135
Gun Dealer	175
Magic Sword *	390
MVP	195
Mutant Fighters	395
Raiden *	595
Rim Rockin' Basketball	395
w/marquee	495
Tetris (w/convers. harness SAGA to JAMMA)	195
Super High Impact	455
w/marquee	560
Tank Force	365
WWF WrestleFest *	695

A.L. LAMBERT

1314 Fulton Ave. • San Antonio, TX 78201-5112

Ph.: (512) 349-5730

Fax: 512-349-8714

WANTED: LOCATOR $100 PER LOCATION

TO LOCATE BAR COUNTERTOP
POKER GAMES
LA, ORANGE, RIVERSIDE COUNTIES

(818) 705-1496

* EPROMS *

4 Meg	*	17.95
2 Meg	W	9.85
1 Meg	e	3.95
27512		2.75
27256	E x p o r t	1.95
27128		1.49
2764		.99
2732		.99
2532		2.75
2716	*	.99

phone 219-256-1138
Fax 219-256-1144

PROGRAMMER AVAILABLE
195

Just Kiddie Rides Inc.

KIDDIE'S

The #1 Source For All Of Your Kiddie Ride Needs

Dear Customers,

Thank you for helping us become the #1 Kiddie Ride Company in the USA. Beware of cheap imitations. Now you have the chance to buy the originals for less.

For a limited time we are offering a special grouping of rides for the discounted price of

$1350.00



We challenge comparison, no other Kiddie Ride company can offer you the services we offer:

1. We guarantee complete customer satisfaction.
2. **We will never be undersold.**
3. We offer free technical support for the life of the ride.
4. We offer prompt delivery.
5. We offer the largest inventory of rides & components in stock for immediate delivery.



For the ultimate in sales and service please call 1-800-858-RIDE for a Free information packet.

Join Our Frequent Purchasers Club

Just Kiddie Rides Inc.

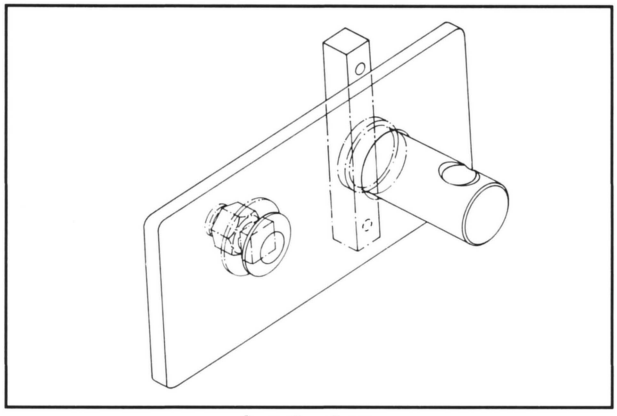
59-19 CENTRAL AVENUE
FARMINGDALE, NY 11735
1-800-858-RIDE
FAX 516-293-1268

Buy 10 Rides Get 1 Free

(Limited time only. Not to be combined with any other offer.)

Southeast Game Brokers, Inc.
5606 W. Crenshaw St., Tampa, Florida 33634
(813) 885-1080 **FAX: 813-888-7452**

THE ULTIMATE HASP



Only **$10.95** each

You can't afford not to have this hasp protecting your top games.

THIS IS THE ORIGINAL.
BEWARE OF CHEAP IMITATIONS THAT DON'T WORK!!!
We invented this hasp out of necessity after becoming frustrated with hasps that did not work. $5.00 watches do not work and neither do $5.00 hasps!
• Simple and Quick to Install • Inexpensive • Attractive
• And... *IT WORKS!!!*
(Same day shipping FOB: Tampa, Florida)
100% Satisfaction or Your Money Will Be Refunded.

— WANTED —

- **LATE-MODEL KIDDIE RIDES**
- **JUMBO GRAYHOUND CRANES**
- **REDEMPTION GAMES**
- **POOL TABLES**

COMPLETE FACTORY KITS

IKARI WARRIORS	**$95.**	TIME SOLDIERS	**$150.**
CABAL (Board & Header only)	**95.**	ARABIAN	**45.**
KARATE CHAMP	**45.**	RAMPART	**125.**
TRACK & FIELD	**45.**	NINJA GAIDEN	**125.**
VICTORY ROAD	**95.**		

We represent Noel Industries, the premier manufacturer of ROTARY GAMES in the world.
- The original 4-Player Rotary...LAX
- The new 1-Player Upright Rotary...LAX, JR.

Both models are self loading with LAX, JR. capable of self loading oversized prizes.
CALL TODAY FOR PRICE & DELIVERY INFORMATION

In our 12th year of business proudly serving the coin-operated amusement and vending industry
"If it takes a coin to play, we have it."

RAM STAR

IS THE PLACE TO GET POKER KENO 8 LINES PULLTABS

800-228-0958

CMOS EPROM
27C512 . . . . . $2.50
P.I.I. DISTRIBUTING
(813) 574-3164

WANTED:
Used
KIDDIE
RIDES
PACHINKO PALACE
(818) 772-0393

★ WANTED ★
DEAD OR ALIVE
★ ★ ★
MERIT BOARDS
- Phraze Craze
- Trivia Whiz
- Tic-Tac-Trivia

CAL OMEGA BOARDS
- Models 903-905

(815) 268-7715

New Jumbo Cranes
$1,295.00

INTRODUCTORY PRICE – LIMITED TIME

Introducing our new Jumbo Crane at such a special price sounds crazy, but we believe that after you buy you'll become a regular customer.



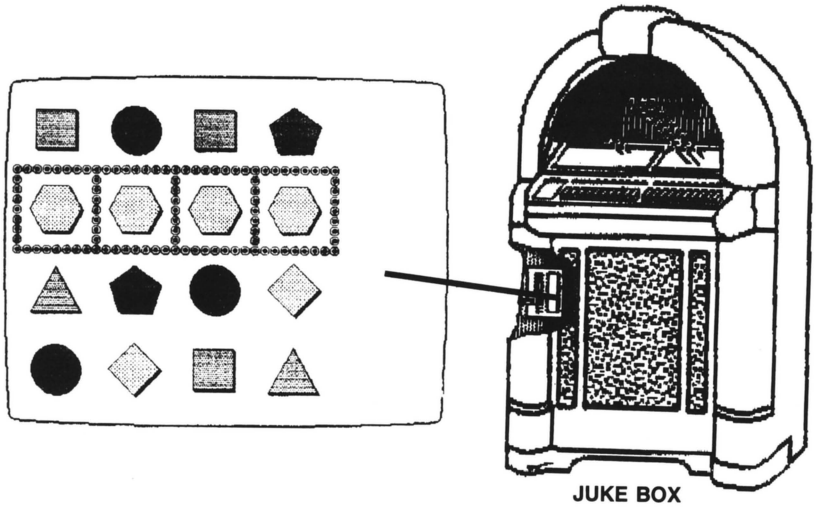
42"x 30"x 77"

Features;

- LED Display
- 1/4" Temp Glass
- Small or Large Claw
- One-Year Warranty on P.C. Board
- Extra Large Toy Capacity
- Dollar Bill Acceptor (Optional)

Dynasty Entertainment
(818) 727-7700 or (814) 696-9192

INCREASE YOUR JUKEBOX REVENUE WITH JUKE BLOCKS©



JUKE BOX

JUKE BLOCKS© IS DESIGNED AS AN ENHANCEMENT TO JUKEBOXES BY OFFERING A CHANCE TO WIN A BONUS BY PLAYING A SONG!

- **Simple to install – plug in; no soldering.**
- **Adapts to all major brands of jukeboxes.**
- **Many settable options.**

★

FOR MORE INFORMATION OR FOR THE NAME OF THE DISTRIBUTOR NEAREST YOU, CALL:

Specialty Coin Manufacturing

1-800-988-7396

★RAM STAR★

says, "Thank you. We appreciate your business."

Call us for POKER, KENO, 8 LINES & PULLTAB. 24hr. SERVICE ON OMEGA BOARDS (in most cases)

☎800-228-0958☎

FAX 303-737-2443

CD/STORAGE BROWSER BOXES

Holds 100 CD's. White Color-Stackable-Lift Off Lid - Tote Grips - Triple Thick Front and Back Walls - Double Thick Sides and Bottom 200 lb. Test Corrugated - $7 ea. (Minimun order 6) Add $8 Shipping & Handling. *Visa/Mastercards/AM.Ex./Diners/UPS COD*

TITLE STRIP PROGRAM COMPANY
P.O. Box 333, Riva, MD 21140

CALL TOLL FREE (VOICE OR FAX)
1-800-950-5853

★ BC-9 ★
CONVERSION KIT

SAVES HUNDREDS OF DOLLARS FROM BUYING NEW CHANGERS

CONVERTS A BC-9 to BC-35

- $5 Acceptance
- Solid-state, self diagnosing computer
- Installs in minutes

TO ORDER, CALL:

(616) 245-8235

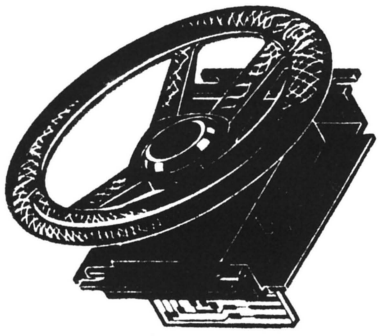
★ WANTED ★
ARCADE LOCATIONS MUSIC & GAME ROUTES

Palm Beach, Broward Dade Counties, Florida

★ ★ ★

Mr. Kaye

1-800-336-0321



360º STEERING WHEEL ASSEMBLY (NEW!)

- Includes all Optics & Hardware
- Fits all Leland & Atari Games

SPECIAL SALE PRICE: $99.00

COMPLETE FACTORY KITS:

All kits contain; Legal P.C. Board, Marquee, Overlay, Wire Harness, Stick, Buttons & Instructions!

Street Fighter II: Champion Edition....Special Price
Strata Bowling (Top Bowling Pin Buster)....Special
Neo•Geo One Slot & World Hero Cartridge..Special
Road Riot (Hot Racing w/Steering Wheel)....$1650
Knights of the Round (2-3 Pl. Medieval Fight)..1050
Super High Impact (Ultimate Football Masterpiece)995
Rim Rockin' Basketball (2-Pl. Hoop-Shot Deluxe)995
Sunset Riders (2-4 Pl. Western Shootout).....995
Captain America (2 or 4-Pl. Super Hero Classic).695
High Impact (2-4 Pl. Excellent Football Action)..695
WrestleFest (2-3-4 Pl. Outrageous Wrestling)...695
Final Fight (2-Pl., Excellent Top Earner!).....650
The Simpsons (2-4 Pl. Bart, Homer, Marge & Lisa)595
Tetris (2-Pl. Top Russian Novelty Piece).....595
Dynasty Wars (2-Pl. Evil Hooded Horseman)....495
Magic Sword (2-Pl. Top Medieval Swrodfight)...495
Smash TV (2-Pl. Williams Shooting Masterpiece).450
Arch Rivals (2 Pl. Hot Basketball Action).....450
Caveman Ninja (2-Pl. Battle of the Dinosaurs)...450
Super Pool 3 (Excellent Pool Game for u/r for Tables)450
WWF (2-Pl. Wrestlemania Superstars).....450
Air Buster (2-Pl. Classic Airplane Shooter).....395
Pit Fighter (2-3 Pl. Digitized Graphics).....395
Pigskin (2-Pl. Bone Crunching Football).....395
Shadow Dancer (2-Pl. Superb Kung Fu Action)..395
Super Buster Bros. (2-Pl. New "Panic" Mode)..395
MVP (2-Pl., Top Baseball Excitement).....395
Rampart (2-Pl., Medieval Fortress Strategy)....375
Desert Assault (2-4-Pl. Save the Oil Fields)....$375
Ameri Darts (Roller Ball Dart Action).....295
Gate Of Doom (2-Pl. Medieval Masterpiece)....295
Two Crude (2-Pl. Post-Nuclear War).....295
P-47 (2-Pl. WWII Fighter Plane Action).....295
Hellfire (2-Pl. Space Blasting Thriller).....295
Arkanoid (Complete with Paddle Controller)....295
Midnight Resistance (2-Pl., Excellent Combat)..295
Perfect Billiards (Pool Shark Special for u/r or Table)295
ESWAT (2-Pl., Police Enforcer Action!).....250
TMNT (2-4 Player; Cowabunga Radical Dude!)..195
Robocop (The 6-Million Dollar Robot Cop).....195
Heavy Barrel (2-Pl. Rescue Nuclear Plant).....195
Bio-Ship Palladin (2-Pl.; Starship Cruisers).....195
Pushman (R-Rated Topless Strategy Maze).....195
Ataxx (2-Pl. Top Novelty Teaser).....175
Ghost Busters (2 or 3-Pl. Clean Ghosts Out)....175
Sly Spy (James Bond & Golden Gun Adventure).175
Ninja Gaiden (2-Pl., Fast Action Ninja Combat)..150
Shinobi (Top Kung Fu Throwing Stars).....150
Double Dragon 2: The Revenge (Now A Kit 2-Pl.)150
Vs. RBI Baseball or Vs. Super Mario Bros.....150
Vs. Freedom Force, TKO Boxing or Golf.....49
PlayChoice 10 Software.....$25 to $45
PlayChoice 10 Hardware...195Complete Countertop
Games: Crowns Golf.....595,
Pro Sports....595 Status Super Trivia....695
(100) Clean Conversion Cabinets.....195-250

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:

Pushman or Gold Medalist New Factory Kit or get $100 off of Desert Assault!

WE SHIP WORLDWIDE • SE HABLA ESPANOL

VISA **BUY - SELL - TRADE** MasterCard

VIDEO CONNECTION

1150 Industrial Place #110 • Dixon, CA 95620

1-800-44-HOT-KITS • (916) 678-5189

(1-800-444-6854) FAX: 916-678-1313

DEALS INC.

Daily Electronic Amusement Liquidation Sales

FALL SC
For The
Finest An
Equipmer

September 12

Detroit, MI

24540 Capitol, Redford Twp, North of Plymouth Road, West off of Telegraph; 313-537-2700
Hotel: Ramada Inn,
30375 Plymouth Rd.,
313-261-6800

September 26

Milwaukee, WI

East Wing, Wisconsin State Fair Park
Greenfield and 81st Street
Cellular: 414-254-7626
Reorder Tone Dial: 313-515-2700
Hotels: Holiday Inn Express,
11111 W. North Avenue,
414-778-0333
Best Western Midway Hotel,
251 N. Mayfair Road, 414-774-0333

October 17

Detroit, MI

Michigan State Fairgrounds
Michigan Mart Building Woodward
and 8 Mile Road, 313-515-2700
Hotels: Holiday Inn of Southfield,
26555 Telegraph, Lodge Hwy
and I-696; 313-353-7700
Courtyard by Marriott
27027 Northwestern Highway
Between Telegraph and Lasher
313-358-1222

October 31

San Jose, CA

Fiesta Building, Santa Clara Co.
Fairgrounds Cellular: 408-234-7626
Reorder Tone Dial: 313-515-2700
Hotels: Presidential Inn, minutes from
airport and fairgrounds,
Monterey Highway
408-972-2200

FUTURE AUCTIONS

November 7
Anahiem, CA

November 14
Phoenix, AZ

November 21
Detroit, Mich.

December 5
Houston, TX

December 12
Detroit, Mich.

1993

January 9
Detroit, Mich.

January 16
San Jose, CA

January 23
Houston, TX

February 6
Milwaukee, Wis.

February 13
Phoenix, AZ

February 20
Detroit, Mich.

March 20
Anahiem, CA

March 27
Detroit, Mich.

April 3
Houston, TX

April 24
Detroit, Mich.

May 8
Phoenix, AZ

May 22
Detroit, Mich.

For further information contact:

DEALS Inc.
24540 Capitol
Redford, MI 48239-2446
Telephone: 313-537-2700
Fax: 313-537-0917
Sales Manager: Dave Wenner

Auctioneers: Jim Amonette

Visit
AMOA E
Oct. 1st
Booth

All Auctions Begin

Video Games • Pinbal

Pool Tables



Redemption Games • I

Auction Information

- All auctions begin at 10 am local time.
- Removal of all equipment by Saturday, midnight.
- Inspection: Saturday 9-10 am.
- Please, no cigarette or candy machines older than 2 years.
- Phone numbers listed for auctions are for Friday and Saturday only.
- Mention USAA & DEALS for special hotel rates.

HEDULE
World's
ıusement
ıt Auction

US Amusement Auction

Us At
EXPO '92
Thru 3rd
#100

For further information contact:

Auctioneer: Bill Hughes, P.O. Box 4819 Louisville, KY 40204 – 502-451-1263 Licensed by Div. of Licensing, Ohio Dept. of Commerce and bonded in favor of State of Ohio, OH/IA4065, OH/AC2208; in Florida, FL/AU882, in Penn, PA/AV002644; in Kentucky, KY/P1597; in Indiana, IN AU08700280; in California, A-2586; and in Texas, TX10171.

Sales Manager: Jeff Schwartz
502-456-1600
24 hr. Fax: 502-897-7771

Ric Stephen
812-332-0568

At 10am Local Time

l Games • Crane Games



Gameroom Collectibles

Darts-Kits • Kiddie Rides

To consign games for sale: bring to the auction site on the Friday before the auction between 9 am and 9 pm.

Terms & Conditions

Terms: Full payment day of auction: cash, cashiers check, or company check only with current bank letter of guarantee. No exceptions. 3.5% surcharge for VISA and MasterCard. All state sales taxes will apply unless you provide a copy of current sales-and-use tax permit.

FUTURE AUCTIONS

November 14
Tampa, FL

November 14
Pinball Expo '92
Collectors Auction
Chicago, IL

December 5
Indianapolis, IN

December 12
Columbus, OH

1993

January 9
Louisville, KY

January 30
Indianapolis, IN

February 20
Tampa, FL

March 6
Louisville, KY

March 27
Columbus, OH

March 28
Collectors Auction
Columbus, OH

April 3
Philadelphia, PA

April 17
Indianapolis, IN

April 24
Orlando, FL

May 1
Dallas, TX

May 15
Columbus, OH

June 5
Indianapolis, IN

June 12
Louisville, KY

September 12

Indianapolis, IN

East Pavilion Bldg.
Indiana State Fairgrounds
across from grandstand
Cellular: 317-432-7626
Reorder Tone Dial: 502-551-1866
Hotels: Howard Johnson's I-70E
and Shadeland, 317-352-0481
Budget Inn 317-353-9781

September 19

Columbus, OH

Buckeye Bldg., Ohio State Fairgrounds
17th & Clair Avenue
Cellular: 614-271-7626
Reorder Tone Dial: 502-551-1866
Hotels: Holiday Inn,
328 W. Lane Avenue
614-294-4848 or 1-800-HOLIDAY
Days Inn on Fairground,
614-299-4300
Howard Johnson's, I-71 and
Granville Road, 614-885-4484

October 17

Atlanta, GA

Lakewood Exhibition Center,
Bldg. #3, 5 miles north of Atlanta
Airport. East on Highway 166
(Lakewood Freeway) off Interstate
75/85. Cellular: 404-372-7626
Reorder tone dial: 502-551-1866
Hotels: Days Inn, Exit 18, I-85
404-761-6500
Ramada Inn, Exit 19, I-85
404-768-7800

October 24

Indianapolis, IN

East Pavilion Building
Indiana State Fairgrounds.
See September 12 listing for Hotel
and Phone information.

LHS

"HARNESSES OF QUALITY"
Amusement and Industrial

LOUISE'S HARNESS SHOP, INC.

NEW! *NEW!*

NEW!

WIRE CUTTING — SKINNING — TERMINATING — MARKING

Wire cutting/skinning/terminating service available for custom needs. Wire AWG 12 thru 22 in wide range of colors. Terminating performed as required. Hot stamp wire marking available. All services under Quality Control. Call for estimates.

"HARNESSES OF QUALITY"
Amusement and Industrial

JAMMA/GENERIC HARNESSES
CUSTOM & 8-LINE HARNESSES
W-4 • W-6 • W-8

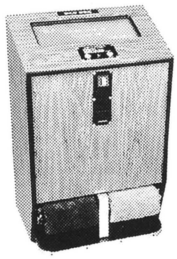
CONVERSION MADE SIMPLE WITH INTERFACE BOARDS

- 8-Line Conversion Kit Plugs Directly Into Existing Cabinet Harness
- 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

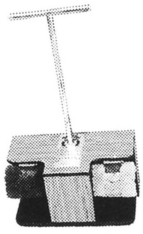
We specialize in custom manufacturing all types of amusement wiring harnesses. Each harness made to your specifications. Price quotations based on quantities.

LOUISE'S HARNESS SHOP, INC.
712 County Road 58 • Prattville, AL 36067
Tel: 800/365-1941 • 205/365-1841
FAX: 205/365-4435
Prices subject to change without notice
Duns - 62-628-6702

SHOESHINE VENDING



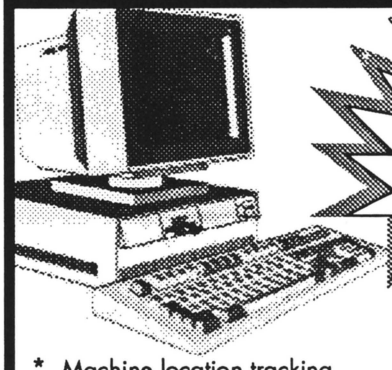
- Steady Earnings
- Quick Payback
- Low Maintenance
- Sturdy Construction



Great for restaurants, hotels, truck stops, office buildings, airports, etc.

O-SUN COMPANY
(20 YEARS EXPERIENCE)
P.O. Box 334 • Mequon, WI 53092
(414) 242-6200
Fax: 414-238-1647

Game*Trak
Management Software for the IBM PC



NOW 10 TIMES FASTER!

$399.95

***Trial Version available - $45.00**

***640k & hard disk required**
***Visa, Mastercard accepted**

- Machine location tracking
- Meter tracking
- Unlimited number of machines
- Income reports
- Game and location history
- Commission calculation
- Collection & move forms
- Mailing labels, commission checks
- Menu-driven, easy to use, fast data entry

TEAMWRITE CORPORTION
1403 N. Batavia St., Suite 203
Orange, CA 92667
Tel: (714) 744-1496 / Fax: (714) 744-1497

RED BARON BOARD EXCHANGE

6540 W. Central
Toledo, Ohio 43617

1-800-331-3766

VALID IN ALL 50 STATES, MEXICO & CANADA

FAX: 419-841-6484

ALL P.C.B.'S LISTED BELOW CAN BE SOLD WITH A COMPLETE DEDICATED UNIVERSAL CABINET, INCLUDING ALL GRAPHICS, FOR AN ADDITIONAL $500.

WHEN YOU THINK OF BUYING OR SELLING A VIDEO GAME PRINTED CIRCUIT BOARD. . . THINK OF THE **RED BARON BOARD EXCHANGE**. WE DON'T HANDLE DEDICATED GAMES, PINBALLS, PARTS OR JUKEBOXES. BECAUSE OF THIS SPECIALIZATION, WE OFFER THE LARGEST SELECTION OF VIDEO GAME BOARDS AT THE BEST PRICES!

THIS MONTH'S BEST BUY:

STREET FIGHTER II Champion Edition

Call for Price!

1942	175
1943	195
64th Street	Call
Acrobat Mission	345
Aero Fighter	Call
After Burner II	395
Air Buster	205
Air Wolf	195
Ajax	250
Aliens	295
Altered Beast	245
AmeriDarts (kit)	225
Aqua Jack (joystick)	395
Arabian Fight	Call
Arkanoid	195
Asterix	625
Astyanax	180
Bay Route	185
Bells & Whistles	375
Big Event Golf	2225
Blades of Steel	95
Block Block	275
Blood Bros.	395
Bomber Man	495
Bottom of Ninth (kit)	195
Bubble Bobble	285
Buster Bros.	225
Cabal	95
Cadash	195
Cadash (kit)	245
Capcom Bowling	325
Captain America	595
Captain Commando	875
Caveman Ninja	295
Champ. Wrestler	195
Cobra Command	245
Columns II	250
Combatribes	195
Crime City (kit)	175
Crime Fighter	250
Crude Buster	235
Dangerous Seed	195
Dark Seal	225
DD Crew	395
Desert Assault (kit)	295
Double Dragon	225
Double Dragon II	195
Double Dragon III	175
Dragon Breed	265
Drift Out	350
Dynamite Dux	285
E-Swat	295
Edward Randy	295
E.D.F.	195
Fighting Fantasy	175
Fighting Hawk	175
Final Blow	445
Flipple	175
Football Champ	835
Full Throttle	350
F-1 Grand Prix	545
Galaga	175
Gallop	265
Gang Wars	225
Gaplus	180
Gemini Wing	180
Ghox	275
Golden Axe	195
Golfing Greats	545
Gradius 2	310
Gradius 3	265
Growl	395
Guerrilla Wars	195
Gun Force	350
Hacha Mecha Fighter	195
Halley's Comet	225
Hammerin' Harry	195
Hatris	95
Heavy Barrel	185
Hellfire	195
Hippodrome (kit)	145
Hit the Ice	295
Hit the Ice (kit)	495
Hot Shots (kit)	175
Image Fight	265
Inspector X	195
Karate Blazer	485
Knight of the Round	880
Last Duel (kit)	195
Legionnaire	595
Magic Sword	525
Magic Sword (kit)	595
Midnight Resistance (kit)	145
Monsterland	185
Mustang	225
Mutant Fighter	475
MVP	225
New Zealand Story	225
Ninja Gaiden	95
Ninja Spirit	95
Operation Wolf	275
Outzone	455
Pac-Mania	325
Pang	225
Passing Shot	265
Perfect Billiards	180
Pinball Action	180
Pipe Dream	165
Pocket Gal	180
Pole Position II	275
Pound for Pound	250
Prehistoric Isle	250
Punk Shot	195
Puzznic	195
P.O.W.	95
R-Type	195
R-Type II	195
Raiden	675
Rainbow Island	195
Rally Bike	245
Rastan Saga II	215
Revenge of Doh	195
Rhoga	445
Rim Rockin' (Am. kit)	Call
Robocop	95
Robocop II (kit)	345
Rollergames	225
Rollergames (kit)	325
Saboten Bombers	445
Saint Dragon (kit)	145
Secret Agent	125
Shinobi	265
Side Pocket	185
Silent Dragon	Call
Sky Shark	175
Sky Soldiers	145
Slap Fight	175
Snow Bros.	265
Spiderman	745
Spinal Breakers	185
Strato Fighter	260
Street Fighter II	1045
St. Fighter: C.E.	Call
Strike Gunner	175
Sunset Riders	745
Super Burgertime	250
Super Contra	225
Super Formula	265
Super High Impact	595
Super Pang	255
Super Pinball Action	275
Super Space Invader	435
Super Volley '91	605
Super Volleyball	195
Superman	475
Surprise Attack	195
Tank Force	350
Task Force Harrier	225
Tetris	275
Thunder Cross II	395
Thunder Dragon	325
Thunder Force	395
Thunder Fox	395
Thunder Zone	475
Thunder & Lightning	425
Thundercade	195
Toki	395
Top Secret	95
Truxton	225
Truxton II	895
Tumble Pop	395
TMNT	295
Twin Cobra	195
Twin Eagle	195
Twin Hawk	175
Ultraman	225
Undercover Cops	Call
U.S. Classic	195
U.S. Navy	625
Vapor Trail	375
Varth	Call
Vendetta	645
Vimana	425
Violence Fight	565
Volified	310
Volleyball	95
WGP (joystick)	195
Wizard Fore	635
World Cup '90	325
Wrestle War	275
WrestleFest	495
WWF Superstars	265
X Multiply	265
Zero Wing	195

★ We ship C.O.D. We also accept VISA, MASTERCARD & A.E. (please add 4%)
★ 30-day warranty on all boards. ★ Repair service available. ★ Trade-ins welcome.

$495: PUT 4 GAMES IN 1 CABINET!
4-PLAY by **FREE ENTERPRISE**
plugs right into your JAMMA cabinet! Plug up to 4 p.c. boards into subharnesses!

•

BUFFALO BILL JOHNSTON
11 Greenfield St. • Buffalo, NY 14214
(716) 838-3038
Fax: 716-834-3233

ROWE
WRF WALLBOXES
Like New ★ $450 ea.

■

(407) 425-1229
Ask for Hutch

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

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
Space age material . . . Virtually indestructible!

LIFETIME REPLACEMENT GUARANTEE

PLASTITECH PRODUCTS, INC.
P.O. Box 2387 • Longview, TX 75606
***CALL TODAY:* 1-800-933-0145**



Professionally Made at "do-it-yourself" prices!

MASTERCARD VISA MONITOR
GET WELL KITS
SAVES TIME AND MONEY ON MONITOR REPAIRS!

Monitor repair kits take care 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 easy to install.

★ **WICO DISTRIBUTES GET WELL KITS** ★

- **KIT #101:** For Electrohome G07-CBO 19"color monitor. 17 parts - $7.95 ea. Wico #36-0243
- **KIT #102:** For Electrohome G07-FBO 13" color monitor. 16 parts - $7.95 ea.
- **KIT #201:** For Wells-Gardner K4600 Series color monitor. 14 parts - $6.95 ea. Wico #36-0244
- **KIT #202:** For Wells-Gardner K4900 Series color monitor. 15 parts - $7.95 ea. Wico #36-0248
- **KIT #203:** For Wells-Gardner K4800 Series color monitor. 16 parts - $7.95 ea.
- **KIT #204:** For Wells-Gardner K7000 series color monitor. 15 parts - $6.95 ea. WICO #36-0249
- **KIT #301:** For Nintendo Sanyo 19" color monitor. 16 parts - $6.95 ea. Wico #36-0245
- **KIT #302:** For Nintendo Sharp 19" color monitor. 24 parts - $8.95 ea.
- **KIT #401:** For Atari Disco 19" color monitor. 18 parts - $6.95 ea.
- **KIT #701:** For Matsushita color monitor. Model #TM 202G. 17 parts - $6.95 ea.
- **KIT #801:** For Hantarex color monitor. Model #MTC-900. 21 parts - $7.95
- **KIT #910:** Nintendo Sanyo color video inversion kit. Convert Nintendo cabinets with non-Nintendo game boards. 15 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.

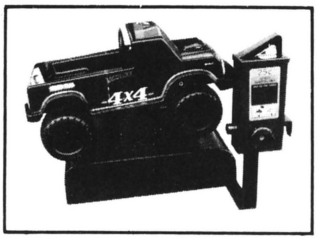
Electrohome Flyback A29951-B	$44.95
2SC1106	4.89
2SC3039	1.79
2SD870	4.49

ZANEN ELECTRONICS
(806) 793-6337

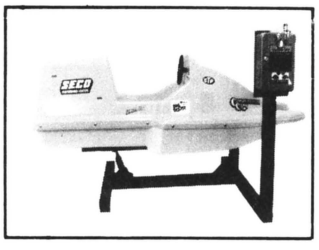
***NEW* KIDDIE RIDES**
MADE IN THE U.S.A.

Solid State Engineering • Lightweight • Durable
Weatherproof • American made replacement parts
Universal base for all rides • High-security coinbox
Heat-treated strips for construction

SPACE SAVER RIDES
These newly designed small rides still offer solid state sound and mechanics, heat-treated steel strips on coin post, and American made replacement parts. Yet, the scaled-down size (Little Foot truck 26 x 44 inches, Carousel Horse 18 x 36 inches) *saves you money as well as space.*



HYDRO BOAT
This all new speed boat will be a favorite of all water-loving children! It has the same solid state sound and mechanics, and high security features of our other rides. It is available in eye-catching yellow, blue, or red.



KIDDIE AMUSEMENTS
P.O. Box 939 • Florence, MS 39073
1-800-647-6460 • Fax: 601-845-8338

WHY NOT TRADE IN YOUR " MONITORS AND GET

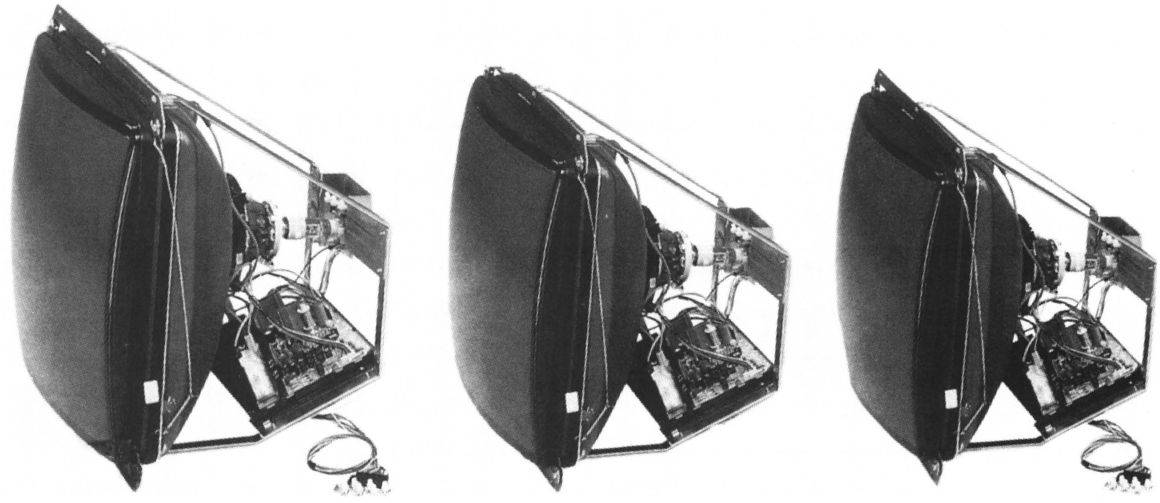
24"- 27" MONITORS

Quality Products . . . *Call now for a great deal!*

SATISFACTION GUARANTEED...
FULL WARRANTY!

INSTALL MONITOR FOR ONLY $15.00!

Top Quality Monitors with Great Low Prices!



27"PT90208 **25" PT90109** **24" PT90070**

SYSTEM CABINET

7 SYSTEM CABINET STYLES NOW AVAILABLE
24"-33" UPRIGHTS . . . 19"-25" TABLES

INCLUDES: Monitor, Power Supply, Coin Mechs, Formica Cabinet, P & T High Security Bar

SPECIALS: 2-3 SCREENS IN 1 SYSTEM (UPRIGHT AND TABLE) CABINET

KIT CONVERSION: Full Cabinet... **$110.00**

CONVERSION SUPPLIES

USED P.C. BOARDS	**Call**
POWER SUPPLY	**Call**
P&T SECURITY BAR	**Call**
DYNAMO CONTROL PANEL	**$34.95**
STREET FIGHTER II (Dynamo Panels)	**38.95**
JAMMA HARNESSES	**9.99**

NOW OFFERING SEPTEMBER SPECIALS!!

P&T Electronics Co.

438 W. Arrow Hwy., Suite 9
San Dimas, California 91773

Phone (714) 599-1396

FAX 714-622-8782

We design SYSTEM CABINETS for arcades!



★ SHUFFLEBOARD SUPPLIES ★

QUALITY PRODUCTS and SERVICE

Liquid Wax • Silicone Spray • Glaze/Cleaner & Polish • Dance Wax • T-Squares • Board Wipes • "quality" weights • Quality Shuffleboard Speed Powder, 3 speeds Yellow Ice, 2 speeds Brown Ice and "Ultra fast" White Ice speed regulator.

TRIPLE CROWN SHUFFLEBOARD SUPPLIES, INC.
WHOLESALE — RETAIL
CALL TOLL FREE — 800-827-0316 or 402-896-0468

"CHAMPION EDITION"
P.C.B. W/FACTORY GRAPHICS OR WHOLE KITS!

•

"THE BOARD MARKET"
PHONE: (305) 447-8708
FAX: 305-447-8879

USED KITS!

KITS INCLUDE: Board and Marquee (& Monitor Glass if available!*)
Buy $1000 (or more) Worth of Boards and get a 10% Discount!

$49
Bump & Jump, Birdie King, Break-Thru, Challenger Commando, Donkey Kong, Elevator Action Gauntlet, Gold Medalist, Ikari Warrior Jailbreak, Joust II, Kangaroo, Kung Fu Karate Champ, Mach 3, Mag Max, Make Trax Marble Madness (Rom Bds.), Punch-Out Rampage, Ring King, Roc 'N Rope, Seicross Shoot-Out, Star Wars, Tag Team, Time Pilot '84 Track 'N Field, Tut, World Series, Xenophobe Zarzon, Zaxxon

$99
Am. Horseshoes, Ataxx, Cadash, Centipede Combatribes, Double Dragon 2, I-Robot Grayhound Trivia, Ninja Gaiden, 1942, Pyros P.O.W., Robotron, Sente Mother Bds., Status Trivia, Super Mario Bros., Vs. Mother Bds.

$150
Champ. Wrestler, Double Dragon III Heavy Barrel, Klax, Moonwalker Rolling Thunder, Search 'N Rescue Super Contra, Wrestle War, Xybot

$250
All Amer. Football, Brute Force, Buster Bros. Crime City, Dynamite Duke, Escape Robot Monsters ESWAT, Gang Wars, Golden Axe Merit Phraze Craze, Midnight Resistance, Pigskin Pound for Pound, Punk Shot, R-Type, Skull & Crossbones, Sky Adventure, Sly Spy, Snow Bros. Spinal Breakers, Street Smart, Task Force Harrier Thundercross, TMNT, Two Crude

$325
Aliens, Arch Rival, Caliber .50 Final Blow, Growl, Strikeforce Superman, WWF Superstars

$495
Blood Bros., Caveman Ninja, Demons World Narc, Off the Wall, Outzone, Pit Fighter Simpsons, Smash TV

★ SPECIAL OF THE MONTH ★
Time Traveler.....$2495

• • •

NEO•GEO SOFTWARE AVAILABLE!!!

MASTERCARD **ALPHA AMUSEMENTS** VISA
580 Ajax • Madison Heights, Michigan 48071
TOLL-FREE 800-33-GAMES • (313) 583-1000 After 5pm EDT
FAX: 313-583-1005

WANTED!
Atari "TETRIS" PC Boards
(818) 772-0393
Ask for Sean

STREET FIGHTER II and CHAMPION EDITION

ORIGINAL P.C.B.★ LOWEST PRICE
Plus... all the latest NEO GEO Games and P.C. Boards e.g. VARTH, AERO FIGHTER, CARRIER AIR WING, 64TH STREET, ARABIAN FIGHTER, ASTERIX, SPLASH, UNDERCOVER COPS, STRIP MAHJONG etc. etc. etc.

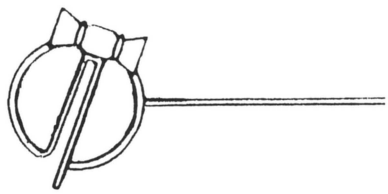
VIDEO GAMES CONNECTION (Canada)
Tel: (416) 577-0006 or (416) 593-9642
Fax: 416-340-7237

★ FOR SALE ★

18 HOLE MINI GOLF COURSE AND FULL ARCADE. MUST SELL DUE TO PARTNER WAR. ESTABLISHED

★ ★ ★ ★

MONEY MAKER FOR 20 YEARS. FIRST $30,000 OFFER BUYS... EVERYTHING!



(310) 523-9870

DUKE DISTRIBUTING

★ SELL ★ 210 CHERRY STREET • FRANKLIN, KY 42134 ★ NEW ★

(502) 586-1663 • (502) 586-1773 (also our fax #)

★ TRADE ★ **(502) 586-9058 • (502) 586-9066** ★ USED ★

CALL FOR INFORMATION ON FREE DELIVERY.

NEW & USED POOL TABLES	NEW & USED JUKEBOXES	NEW & USED POKERS & 8-LINES
Valley – Dynamo	Rowe – NSM – Rock-Ola	All Programs. Call!!

★ ★ ★ RECONDITIONED P.C.B.'S ★ ★ ★

W-4 • W-6 • F-5 • Cherry Bonus • Cherry Master
Eldorado • Pokers • *AND MANY MORE!!!*

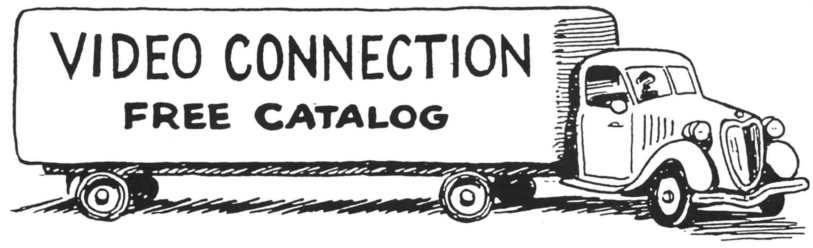
30 DAY WARRANTY – Prices Starting at $150. each

W-11	**$475.**	Poker Kits	***Call***
Cherry Master	**200.**	Game Covers	**45.**
Yamate W-4 PCB	**250.**	Power Supplies	**30.**
Cherry Bonus III	**300.**	Mars VFM4	**325.**
Aladdin	**300.**	Mars VFM5	**340.**
All Other Programs	***Call***	Mars w/Stackers	**450.**
W-7	**325.**	EEI-HSV-300	**250.**
W-8	**325.**	CBV 1-2-5-10-20-50-100	**325.**
Empty Cabinets	**275.**	Sharp Image 13″	**205.**
Wells Gardner Monitor 19″	**235.**	Sharp Image 19″	**215.**
Wells Gardner Monitors 13″	**225.**	Klopp Coin Counters	**650.**
TommyGate w/7″ Extension	**945.**	8-Line Buttons (set)	**24.**
Wiring Harnesses	**38.**	Plexis	**30.**
EEI DBV-26	**225.**	Flipper Pinballs	***Call***

WE'RE BUYING: POOL TABLES, FLIPPERS, RIVIERAS, TOP DRAWS, OMEGAS, SMS DRAW 80'S, SHUFFLE BOWLERS

★ ★ ★ ★ ★ LUCKY-8-LINES ★ ★ ★ ★ ★

Complete w/EEI & Sharp Monitor	**$1295.**
Complete w/Mars & Wells Gardner	**1395.**
Complete (no bill acceptor) w/Sharp Monitor	**1095.**
Complete (no bill acceptor) w/Wells Gardner	**1150.**



New Address: 1150 INDUSTRIAL PL. #110
DIXON, CA 95620 Fax (916) 678-1313
New Phone: 1-800 44-HOT-KITS (1-800-444-6854)

CDS JUKEBOX CONVERSION KITS

Convert your Jukeboxes from 45 Records to Compact Discs.

FEATURES:

- Programmable Pricing.
- Bonus Pricing.
- Bookkeeping.
- Cash Management.
- Popularity Meters.
- All Disc Play.
- Special Disc Play.
- Attract Modes
- Diagnostics.
- E-Z Installation (installs in less than an hour.)
- 120 Volt A.C. Operation
- All Features: Operator, Optional.



INCLUDES;

- 50 Disc, JVC C.D. Player.
- Large (Lite) Select Buttons, with L.E.D. Readouts.
- CPU Board (Made in USA).
- Automatic Title Strip Display. (Optional)
- Warranty.
- Installation and Service Manual.

C.D. PLAYER DIMENSIONS:
19″Tall, 12″ Wide & 11″ Deep
Shipping Wt. 40 Lbs. or 10 Kilos

★ **THE CDS KIT IS UNIVERSAL.** (Works with all phonos). Select Buttons and LEDS (Requires an area 4½″x5½″ for mounting.)

★ The only components you keep in the Jukebox, you're recycling, are the Coin Mechanism, DBA (if available), Amplifier, Speakers and Lights.

★ **E-Z Installation** – Four (4) simple connections: Coin and DBA, Reject, and the Amplifier. The C.D. Player operates on 120 Volts A.C., the +5 D.C. Volts for CPU Board is built in (No Power Supply required).

★ **E-Z Programming**, with Service Switch and Select Buttons

SEE US AT THE AMOA 1992 EXPO . . .
Booth #2902

CDS Jukebox Kit Co., Inc.

P.O. Box 747 •• Dresden, Tennessee 38225

Telephone (901) 364-5140 • Fax (901) 364-5654

West Coast Sales: UNITRONIX • Sebastian Juarez • (714) 399-0595
Southeast Sales: UPSTATE GAMES • Chuck Corne • (803) 879-0725

USED COMPLETE GAMES

Call or Fax us with your needs and most likely we can fill your competitive order from our 2000 game route. From fillers to Champion Edition Street Fighter 2.

PINBALLS

Call for low low Competitive prices. Quantity and container discounts.

Terminator 2, Fun House, Machine
Simpsons, Earthshaker, Cyclone
Gilligan's Island, Pinbot, Jokerz
Get-a-Way, Addams Family
plus hundreds more!

NEO-GEO (min. $100)

King of Monsters	$99
Super Spy	39
Magician Lord	39
Nam-75	39
Burning Fight	99
Cyberlip	39
Ninja Combat	79
Sengoku	99
Fatal Fury	149
Baseball Stars	149
Football Frenzy	149
Crossed Swords	99
Last Resort	149
Eight Man	99

USED P.C.B.s (min. $100)

Teenage Turtles	**$149**
Pit Fighter	349
Operation Thunderbolt	299
WWF Superstars	249
ESWAT	149
Golden Axe	149
Vapor Trail	149
Combatribes	149
Cabal w/track balls	149
Ataxx	149
Perfect Billiards	149
Ninja Gaiden	129
Sky Shark	129
P.O.W.	99
Shinobi	99
DJ Boy	99
Time Soldiers	99
Robocop	99
Double Dragon	79
Kid Niki	79
Heavy Barrel	79
Yie Ar Kung Fu	49
Son Son	59

FAMILY AMUSEMENT CO.

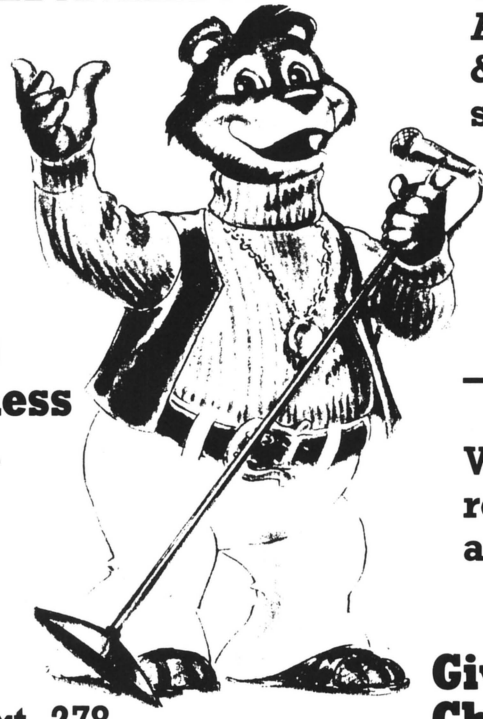
876 N. Vermont Ave.
Los Angeles, CA 90029

(213) 660-8180

FAX: 213-660-8976

SE HABLA ESPANOL

ENTERTAINMENT FOR SALE



THE BEST PRICES in Animatronic theme theatres & characters custom built to suit your business.

MEC

MCINNES ENTERTAINMENT CORP.

Show Business

2530 W. 237 St.
Torrance, CA
90505

We are designers of custom redemption equipment and amusement park attractions.

— Call —

1-310-539-1530 ext. 278

Give Your Business Character.

NEW FACTORY KIT CLOSEOUT

RAMPART	**$295**
ATAXX	**$150**
BOWL-A-RAMA	**$150**
VENDETTA	**$695**

USED PCB CLOSEOUT

SPIDERMAN	$595
CAPTAIN AMERICA	$495
SIMPSONS	$395
VENDETTA	$650
PIT FIGHTER	$295
MUTANT FIGHTER	$450

LIMITED QUANTITIES!

USED PCB'S CALL FOR PRICES

ALIENS, ALL AMERICAN FOOTBALL, ATAXX, BAD DUDES, BOMB JACK, CHAMPION BASEBALL, CONTRA, DEVASTATORS, DOUBLE DRAGON 1 & 2, DOWNTOWN, DRAGON SPIRIT, E-SWAT, EMPIRE CITY 1931, GALAGA, ESCAPE PLANET ROBOT MONSTERS, FIRETRAP, GANG WARS, GAUNTLET, GOLD MEDALIST, GUN FORCE, HAMMERIN' HARRY, HEAVY BARREL, HEX POOL, HIGH IMPACT, IKARI WARRIORS, KAGEKI, KANGAROO, KARNOV, KICK & RUN, KID NICKI, LED STORM, MANIA CHALLENGE, MAT MANIA, MICHAEL JACKSON MOONWLAKER, MIDNIGHT RESISTANCE, NINJA GAIDEN, OUTZONE, PLOTTING, P.O.W., PYROS, RAMPAGE, RING KING, RUSH 'N ATTACK, SCRAMBLE, SEICROSS, SHANGHAI KID, SHOOTOUT, SLY SPY, SMASH TV, STREET FIGHTER, SUPER CONTRA, SUPERMAN, TIGER ROAD, TIME SOLDIERS, TNK III, TOUCHDOWN FEVER, TWIN COBRA, VIGILANTE, VS. BASEBALL, WORLD SERIES BASEBALL, WORLD SOCCER FINAL FIGHT, YIE AR KUNG FU.

SE HABLA ESPANOL

M.D. GAME SALES, INC.

1518 N.W. THIRD ST. • DEERFIELD BEACH, FL 33442

PHONE OR FAX: (305) 421-0728

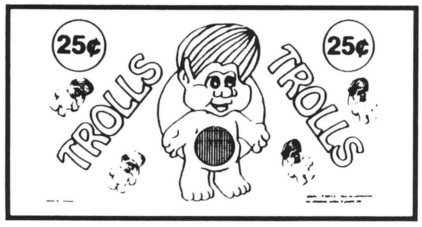
BANKING INFO: Barnett Bank of Palm Beach County, Jacksonville, FL
ACCT. NAME: M.D. GAME SALES • ACCT. #1611691137 • ROUTING CODE #067008582



ACTIONMATIC LTD
P.O. Box 326
Chatham, Ontario
N7M 5K4

TALKING VENDORS
All types of small bulk items.
Coinage Size up to 1.25" (32mm)
Machine Size - Height 25" (63.5cm);
Width 8" (20.3cm); Depth 8" (20.3cm)
Custom Sounds - Can have your own record made to say anything for 5 seconds. Up to 4 different sayings on each side.

DISTRIBUTORS WANTED
Some states and countries open



Your Source



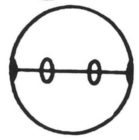
FOR

1.3" Capsules
(Mixed Colored Tops With Clear Bottoms)
Filled or Empty



Rings in Holders
Bulk or Assembled
- Mixes
- In-Capsule-Items
- Rings & Holders - Bulk & Assembled





Our All New 2.3" Round Clear Capsule
Both Halves Same For
$1.00 Items
.50 Items
.25 Feature Items
Cranes, etc.

2.3" EMPTY CAPSULES

CANADIAN DIST. FOR BEAVER VENDORS
FAX (519) 351-7304 Phone: (519) 351-2181

RAM STAR
POKER & 8-LINES
800-228-0858

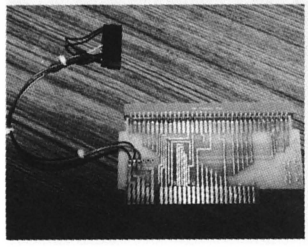
WANTED MECHANICAL BULLS

(will pick-up anywhere and pay top price)
(309) 788-0135

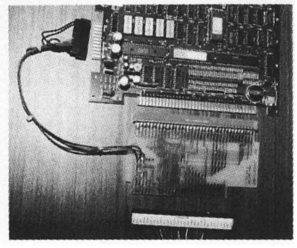
INTERFACE ONE

Convert any Jamma Harness Game
to an 8 Line Game

ONE BOARD ➠ ONE STEP ➠ ONE SECOND



JUST $39.95



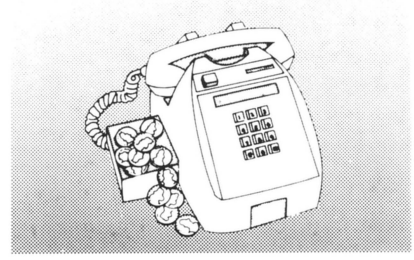
No need to spend hours rewiring cabinet
or make costly purchase of new cabinet.

Just plug in our INTERFACE ONE board to any Jamma Harness Game and your 8 LINE GAME is ready to go!

Call A. E., Inc.
Phone (518) 271-6847
FAX (518) 271-6923

45RPM RECORDS SLEEVES
Minimum order 300. 20 lb. white. $15 per (300) plus $3.00 shipping & handling.
We accept Visa/Mastercards/AM.Express /Diners/UPS COD
TITLE STRIP PROGRAM COMPANY
P.O. Box 333, Riva, MD 21140
CALL TOLL FREE (VOICE OR FAX)
1-800-950-5853

Get A Quarter Every Time Someone Uses The Phone.



- Adjustable Volume Control
- Extended Warranty Available
- FCC/UL Approved
- Attractive Gray Color

Fax 713 550-1028

G-TEL
713-550-5592

CALL TODAY! CALL TODAY!

MARS ELECTRONICS
international

GL 5 Bill Acceptors



- ✦ Highest Security
- ✦ Mars Exceptional Acceptance of Bills
- ✦ Instructions Included
- ✦ $1, $5, $10, and $20 Acceptance

- ✦ Up Stacker
- ✦ Down Stacker
- ✦ Stackerless

– Many Models In Stock –
VFM2, VFM3, VFM4, VFM5, and GL5

DREW®

120 Southwest Drive • Spartanburg, South Carolina 29301
Telephone (803) 574-0162 • Fax (803) 574-7680

LIMITED QUANTITIES!

STREET FIGHTER II
PC BOARD . . . $895

•

SNK ONE SLOT &
FATAL FURY (cartridge)
$695

•

WELLS GARDNER
19K7698 (Brand New)
$189.95

(408) 251-4036

NEED PARTNER:

Investor looking to aquire partnership with ELECTRONIC TECHNICIAN in VIDEO POKER and AMUSEMENT DEVICES to start up in Louisana.

Call Tom at:

(414) 363-5127

FOR SALE

X-MEN (Fact. Bd., Header & Overlay) . **Call**
MUTANT FIGHTER (Board Only) **395**
TANK FORCE (Board Only) 395

CALL: (805) 942-7204

LARGE ARCADE FOR SALE!

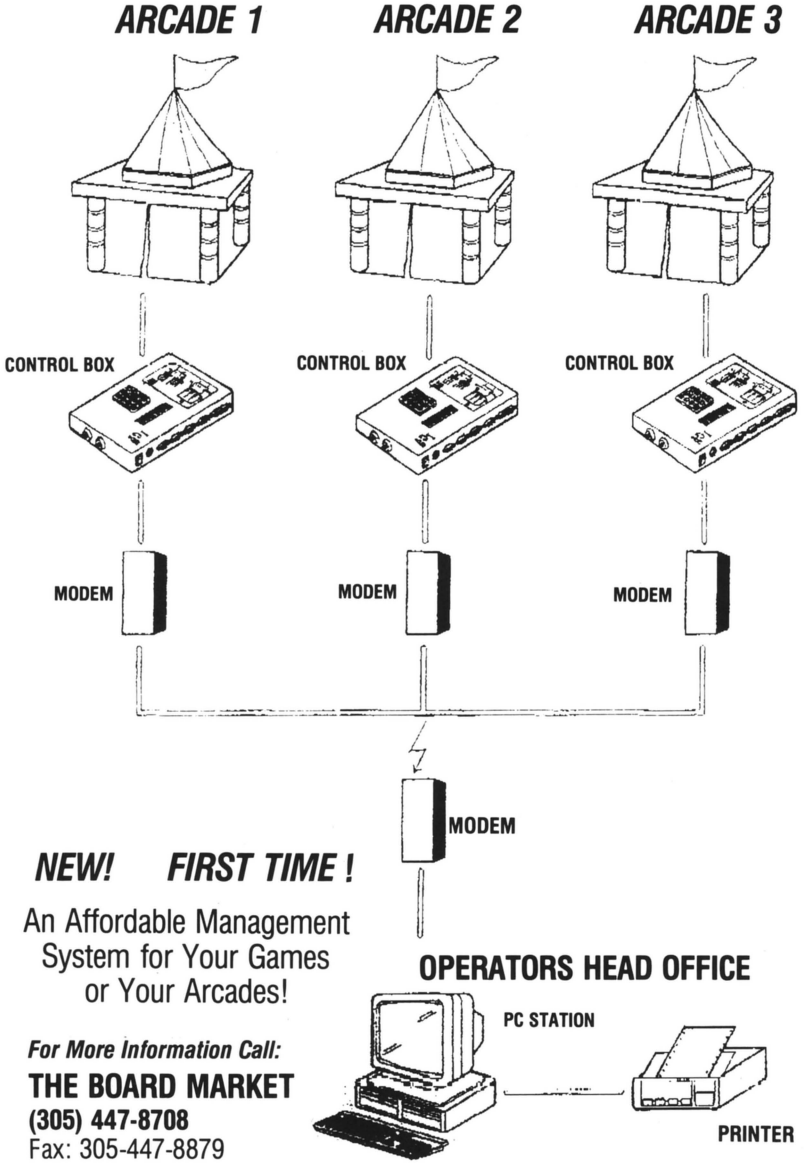
★

8000 Square Ft.
90 Games
Next to Bowling Alley
35 Miles N. of Houston

- Redempion
- Videos
- Kiddie Rides
- Birthday Party Area
- Snack Bar with all equipment incl.

★

Call: (713) 447-4618



NEW! FIRST TIME !

An Affordable Management System for Your Games or Your Arcades!

For More Information Call:

THE BOARD MARKET
(305) 447-8708
Fax: 305-447-8879

WE WANT TO BUY!

We are in the market to purchase a large quantity of CRANES!

Must have joystick, Dollar Bill Validator preferred, and a clean cabinet.

Must be in good working condition.

Send reply with particulars to:

P.O. Box 16323
Jackson, FL 32245

California Games, Inc.

4715 Brooks • Montclair, CA 91763 • FAX: 714-629-4090

(714) 482-4434 AFTER HOURS (714) 949-3499

GUARANTEED BEST POSSIBLE PRICES!!!

ATTENTION! NOW OFFERING NEW SERVICES & SEPTEMBER SPECIALS w/LOW PRICES!

KIT CONVERSIONS: Full Cabinet $89.00 • Systems $49.00

UNDERCOVER COP

ONLY **$795.00**

NEO-GEO 1-SLOT & World Hero

★ SPECIAL! ★

25" SYSTEM CABINET

ONLY **$995.00**

All plywood; works in drawer; Wells-Gardner 25"; front service

CHAMPION EDITIONS

SAVE **$$$**

AVAILABLE 3 WAYS: Complete Kit; PCB Kit; in new 25" cabinet

SPECIALS:

STREET FIGHTER II C.E.	Call
STREET FIGHTER II	$1049.
UNDERCOVER COPS	795.
KARATE BLAZERS	445.
CHAMPIONSHIP MARQUIS	Call

AERO FIGHTER	$595.
AIR BUSTER	195.
ARCHRIVALS	295.
BLOOD BROS.	395.
CAPT. COMMANDO	795.
CRIME FIGHTER	195.
DOUBLEDRAGON	85.
DOUBLEDRAGON 3	195.
ESWAT	145.
FINAL FIGHT	595.
GROWL	389.
HIPPERDROME	189.
KARATE BLAZER	425.
MAGIC SWORD	595.
MUTANT FIGHTER	449.
MONSTER LAIR	195.
PREHISTORIC ISL	189.
R TYPE II	215.
RAIDEN	695.
SHINOBI	225.
SNOW BROS.	245.
SPIDERMAN	775.
STREET FIGHT 2 CHAMPION	Call

SUNSET RIDERS	795.
SUPER BURG. TIME	225.
THUNDER JAWS	275.
FINAL FIGHT (B)	295.
UN SQUADRON (B)	275.
STRYDER (B)	190.

ULTIMATE JOYSTICK

BUTTONS W/CHERRY SWITCHER

OVERLAYS	$8.00
MARQUIS	9.50

X-MEN	$1295.
TWIN COBRA	199.
VENDETTA	745.
WRESTLEFEST	599.
WWF	275.

MERIT PIT BOSS – USED:

JUNIORS	$450.
SENIORS	500.
TRIVAS	150.
PHRASE CRAZE	150.

CRANES – USED:

CHALLENGERS	$775.

NEO GEO SYSTEMS:

1-SLOT	$669.
2-SLOT	845.
4-SLOT	1099.
6-SLOT	1349.

NEO GEO CARTRIDGES:

CROSSED SWORDS	$ 89.
LEGEND OF JOE	89.
ROBO ARMY	159.
8 MAN	119.
FATAL FURY	159.
MUTATION NATION	159.
2020 BASEBALL	149.
BURNING FIGHT	159.
GHOST PILOT	159.
PUZZLED	159.
ALPHA MISSION II	159.
LAST RESORT	159.
KING OF MONSTER II	245.
WORLD HEROES	379.

WANTED:

MS. PACMAN & GALAGA MONITOR PLEXI

Call Today!! We Ship 2nd Day!!!

Call us for

QUANTITY DISCOUNT

(714) 482-4434

Monday to Friday

MICRO MANUFACTURING

Product News

WE'RE HERE WHEN YOU NEED US

TECHNICAL SUPPORT HOTLINE - A new addition to our ever growing list of customer services. This line allows you to call 24 hours a day if there is a problem with or a question about one of your machines. Just dial (615) 862-9224. Wait for the three consecutive tones and from a touch tone phone, punch in the number (including the area code) where you can be reached. A technician will return your call within an hour.

KITS



Need one? We have them! - Kits are one of our specialities. They are available for all of our games. They include a plexi, harness, board, buttons, and manual.

IOWA ROSE
Another Micro Exclusive

Attention Iowa - We have what you need! A redemption 5 card poker game with token dispenser. And the best thing about it, it is legalized for the state of Iowa! Don't be fooled by the so called competition. They must have a copy of the Declaratory Ruling from the Department Of Inspections And Appeals.

Our **Iowa Rose** does have one of these. Call us today and we will send you a copy. 1-800-277-6136

DYNA's DYNAMITE -

As always, Dyna's boards are available through us. Cherry Bonus II and III, Cherry Master '92, and the El Dorado. All of these boards are 100% originally licensed. Watch out for counterfeiters!

TURBO POWER



Turbo Poker II - A Micro exclusive, is one of the best selling 5 card poker games around today. Classic Joker Poker and Turbo I are also available.

WING IS FLYING HIGH

The top games from Wing are always available through us. Here is a list of some of the ones we carry. Lucky Bells (W-15), Skill Chance (W-7), Bonus Chance (W-8), Lucky Gold (W-10), Lucky Bingo, Lucky 75, Lucky Star (W-11), And LUCKY GIRL (L-74) an exciting new 5 card poker game. All of these boards are 100% originally licensed .

ALL MAJOR CREDIT CARDS ACCEPTED

ALL BOARDS ARE 100% ORIGINALLY LICENCED

CALL TOLL FREE 1-800-277-6136

535 Old Nashville Hwy. Lavergne, TN 37086 (615) 793-5510
Fax and after hour phone (615) 793-5512

Micro Manufacturing

PARTS

Here at Micro we have all kinds of spare parts for the person that wants to fix it themselves Ticket printers and Ticket Dispenser Assemblies that interface with 8 lines or pokers always come in handy and we have those too!

FROM MICRO MANUFACTURING

CHERRY BONUS III
Now With SKILL STOPS



An Original DYNA Board

Other Features
8 Or 16 Lines Of Play
Cherry, Bell, And Bar Fevers
Pool Point Bonus

1-800-277-6136

AMOA EXPO '92

NASHVILLE

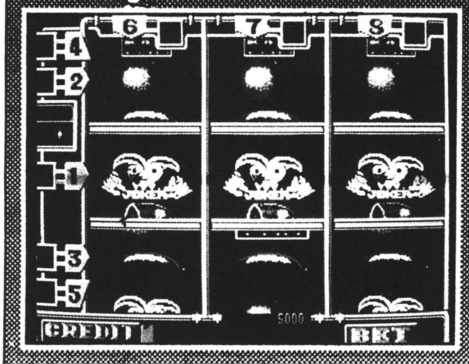
Well, it's that time of year again, one of the big shows is right around the corner. And this time it's in our home town! You can bet we'll be there. And we hope you are too! We will be featuring the best games and are sure you will be pleased.

Stop by and see us at booth #'s 2022 thru 2025

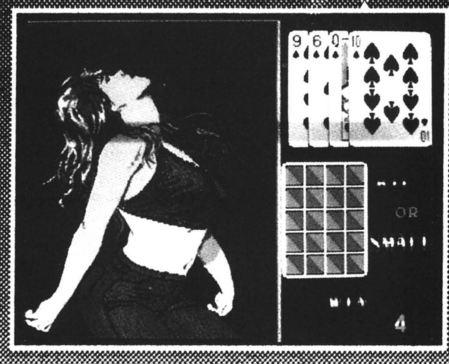
WHAT'S NEW

NEW FROM PAL

MAGICAL ODDS



RED JOKER BONUS
Catch A Red Joker And Win Anywhere From 5 - 50 Times The Number Of Points Played!



FEVER
Fever plays are awarded when 3 Jokers appear in a row.

DOUBLE UP GAME
Hi/Lo Card Game With Three Different Girls!

UNIQUE COLOR ODDS FEATURE
When the whole screen changes color, special odds are awarded.Screen colors are Purple (x2 odds) Green (x3) Orange (x4) Yellow (x5) Blue (x6) and Red (x7).



EXCLUSIVELY THROUGH MICRO MANUFACTURING

535 Old Nashville Hwy. Lavergne, TN 37086
(615)793-5510 Fax and After Hour Phone (615)793-5512

NEO - GEO

ORIGINAL FOR COIN-OP 100 GUARANTEE

HARDWARE:

One Slot + Fatal Fury $590
Two Slot + One $690
Four Slot + Two Cartridge 890

★ ★ ★ ★

World Hero $325
Ninja Commando 195
Super Spy 55
Baseball Stars II . . . . . Call
Top Players Golf 25
League Bowling 35
Robo Army 95
Ghost Pilot 45
Fatal Fury 95

SPANISH SPEAKING • MEXICO CITY

PHONE: 52-5 756-76 91

FAX: 52-5 763-77 51

WANTED:

★ PINBALL MACHINES ★

Call: (602) 934-6050

RAM STAR

CUSTOM HARNESSES

SUPPLY SAMPLE OR SPECS FOR QUOTE

FAX 303-737-2443

800-228-0958

LUCKY EGGS = GOOD MONEY!

- Reconditioned Chicken and Flintstone Animated Egg Vendors with Warranty — Like New!
- Prize-Filled Egg Capsules with Same Day Shipping — Phone for Quote.

TOLL FREE
800-344-7467
FAX (417) 358-1849

INNOVATIVE INDUSTRIES, INCORPORATED
2605 Grand Ave. • Carthage, MO 64836

WANT TO BUY

Arcade Games in
ANY CONDITION
(Anything but videos, pins cranes, pool, jukes and vending.) We'll pick-up anywhere.

(309) 788-0135

WE DO ALL TYPES OF P.C. BOARD REPAIR!

WE SPECIALIZE IN POKER BOARD REPAIR

★

★ Sales-Service-Parts
★ Distributor for leading coin Machine Factories!

JAY'S VENDING SERVICE

North Point Village Shoping Center
4035-4037 North Point Blvd.
Baltimore, MD 21222
(301) 388-0993 (301) 388-1425
FAX: 301-477-3110

REDEMPTION TICKETS

ONE COUPON

MUNCIE NOVELTY CO.
PH. 800-428-8640

4288640

GOOD QUALITY—LOW PRICES

M&P AMUSEMENT

658 West Market St. • York, PA 17405

(717) 848-1846

FAX: 717-854-6801

ASK FOR PHIL OR TERRY OR MIKE

SE HABLA ESPANOL

ADD $100 TO THESE KITS FOR COMPLETE SHOPPED GAME. NO FREIGHT SPECIAL IN THIS SECTION!

Altered Beast	$195
Arkanoid	225
Astyanax	195
Chiller Gun	295
Devastator	195
Double Play	195
Empire City	195
Escape the Planet	225
Gain Ground	225
Gimme-a-Break	195
Heavy Barrel	195
Hippodrome	195
Kajeki	195
Legend of Kage	195
Mat Mania	75
Punch Out	195
Rastan	195
Ring King	195
Rolling Thunder	195
Rough Ranger	195
Shinobi	195
Skull & Crossbones	195
Sky Adventure	195
Sky Shark	195
Tiger Heli	195
World Series	95
Time Soldiers	150
Super Mario Bros.	195
Touchdown Fever	195
Trojan	195
Ten Yard Fight	195
Two Tigers	195
Vigilante	195
WWF Superstars	495

SUPER SPECIALS

New York New York	**$3995**
Penny Falls	**1495**
Original Computer Space	**995**
SMS Poker Roll w/ticket	**1495**
Street Fighter (Champ)	**Call**
S.T.U.N. Runner (s/d)	**1495**
Super Chexx Hockey	**995**
Terminator Gun (used)	**Call**
Thunder Blade (s/d)	**1295**
X-Men (used)	**Call**

WANTED

Big Choice Triple Crane, Final Blow
Hang On Ride On, Klondike
Merlin's Magic, Pop-A-Ball, Power Drift u/r
Race Drivin' u/r, Road Riot s/d
Rock 'n Bowl, Super Hang On s/d
Wacky Gator

BOARDS WITH USED ACCESSORIES

Combatribes	$125
Contra	150
Crime City	150
Crime Fighter	150
Double Dragon	100
Double Dragon 3	245
Escape from Planet Monsters	150
ESWAT	150
Gate of Doom	195
Gauntet 2	100
Ghost Busters	150
Golden Axe	195
Gondo Mania	100
Guerrilla War	100
Kung Fu Master	50
Main Event	95
Moonwalker	150
Ninja Gaiden	125
Pigskin	150
Rampart (new)	295
Rastan	195
Robocop	150
Shootout	95
Simpsons	325
Sly Spy	150
TMNT	125
Two Crude	150
World Series	100

PINBALLS FOR SALE

Addams Family	Call
Batman	$2195
Big Guns	795
Black Knight 2000	1195
Bone Busters	795
Bride of Pinbot	1995
Check Point	1895
Comet	595
Cyclone	1250
Diner	1495
Dr. Dude	1595
Earthshaker	1550
Eight Ball Champ	495
Elvira	1750
F-14	595
Fire	695
High Speed	695
Jokerz	995
Lights, Camera, Action!	1250
Mousin' Around	1395
Police Force	1295
Roller Games	1495
Taxi	995
Terminator Pin	2495
The Simpsons	1395
Whirlwind	1495

VIDEOS FOR SALE

SEPTEMBER SAVINGS

$50 Pre-pays Freight on Uprights in the Continental United States - $80 on Sitdowns!

After Burner (u/r)	$895
Alley Master	350
Archrival	550
Badlands	1095
Blades of Steel	495
Buggy Challenge (s/d)	795
Championship Sprint	795
Double Dragon	450
Enduro Racer	850
Galaga	550
Ghost Busters	695
Heavyweight Champ	595
Indiana Jones	450
Max RPM	550
Operation Wolf	795
Out Run	1550
Pole Position II	795
Power Drift	1550
Quarterback	595
Road Blaster	895
720°	395
Speed Buggy	795
S.T.U.N. Runner (s/d)	1495
Super Off Road w/Track Pack	1295
Super Sprint	795
Thunderblade (s/d)	1295
Thunderblade (s/d)	1495
Thunderblade (u/r)	895
Thundercross	495
Volleyball	695
WWF Superstars	595

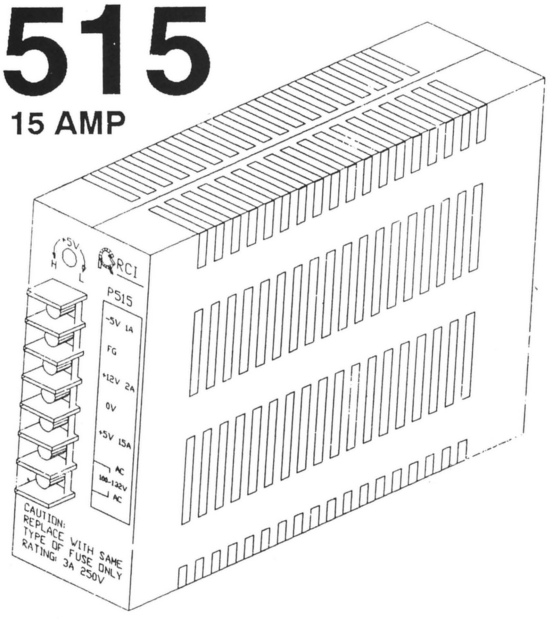
MUSIC

NSM Concert 240 w/bill	$995
NSM Prestige I	395
Rock-Ola 456	395
Rock-Ola 447	395
Rock-Ola 464	395
Rock-Ola 470 w/dbv	395
Rock-Ola 474 w/dbv	395
Rock-Ola 480	395
Rock-Ola 488	695
Rock-Ola 488 w/dbv	795
Rock-Ola 490	795
Rowe R-85	550
Rowe R-88 w/dbv	995
Rowe R-90 w/dbv	1350
Rowe R-91 w/dbv	1450
Rowe R-91 combo	2195
Rowe R-92 combo	2295

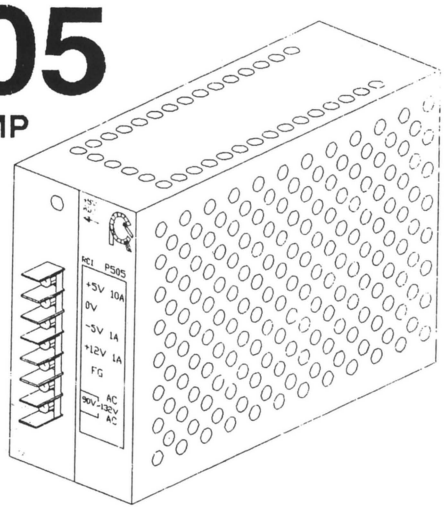
RCI
POWER SUPPLY

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

THE PINBALL PALACE
GAME SALES, INC.

ORANGE COUNTY'S LEADING DISTRIBUTORS
OF COIN-OP EQUIPMENT

3156 E. La Palma • Building D
Anaheim, California 92806

(714) 632-3881

FAX: 714-632-5079

HOURS: M-F 10-6 • SAT. 10-4

LOOKING for GOOD ARCADE GAMES?

QUICK DELIVERY!!

All Kinds of Games PCB Selling and Buying

Please send us your fax number.
We will quickly send you our price list.
Call Us Now!
We are open 7 days a week.

Fax: +81-423-26-2301

TMC-JAPAN

3-13-10, Higashimotomachi,
Kokubunji-shi, Tokyo, Japan 185
Tel: +**81-423-28-3266** Fax: +**81-423-28-2301**

KEVIN SHARP
ENTERPRISES

264 RIVER ROCK BLVD. • MURFREESBORO, TENNESSEE 31729

CALL KEVIN OR BART
1-800-6-CHERRY 1-800-624-3779
(615) 895-9099

THE ONLY PLACE TO SHOP FOR ALL OF YOUR LUCKY-8 LINE AND POKER NEEDS!

FAX: 615-895-9184

Complete Games Start At. **$1295.00**

Includes:

19″ Wells Gardner Monitor, HSU-300 Bill Acceptor,
New 150 Watt Computer Power Supply,
Top or Front Coin Entry.

ONE-YEAR ADVANCED REPLACEMENT ON ALL PARTS. *NO EXCEPTIONS.*

NEW & USED JUKEBOXES
NOW AVAILABLE
INCLUDING:

ROWE & NSM

Used Rowe TI-2, R-74, R-88, R-89, R-90, R-91, R-92. . . *and many others!*

CABINET STYLES

19″ Upright, 13″ Mini, 13″ Cocktail w/Stacker, 9″ Cocktail w/Stacker, 19″ Slant Top. . . Dark or Light Wood Grain

★

Our cabinets are not hot-glued and stapled. They are precision cut to size, screwed & dowelled together. 3/4″ wood all around. All have plywood bottoms.

BOARDS

W-4
W-6
W-7
Aladdin
Blackjack
Bingo
W-8
W-11
W-15

DBA's

Mars 5. . . . . **$340.**
HSU-300 . . . . . **240.**
CBU . . . . . **290.**

MONITORS

Wells-Gardner
13″ or 19″. . . **$225.**

MISC. PARTS

Plexis	**$25.00**	Bezels	**$ 6.00**	Coin Mech. Assy. Complete)	**$47.00**
Computer Power Supply	**49.00**	Speakers	**3.85**	Front Entry	**26.95**
Harness	**30.00**	Bill Chutes	**7.50**	Isolation Transformer	**10.95**
Buttons	**15.00**	Meter . . . Set	**8.00**		

Introducing 4 New Games. . .

1. MEGA POKER
New Hi-Low Double-Up Poker. New sounds and new graphics. Double-Up feature. Change card at any time + Double Up to 16 Times.

2. SHARP DRAW POKER
If you like Draw 80, you'll love this! **Call Now For Details!**

3. MEGA STRIP
Hi-Lo Double-up Poker . . . Has real girl when in Double-up. Change card and raise anytime.

4. THE STRIP TEASE
Random strip of six different girls pre-selected by player. Graphics better than laser disc. Player plays strip poker against girl selected. Raise pot at any time.

NEW 19″CAL-OMEGAS 905 & 903
—Call For Prices—

THE ALL-NEW DOUBLE 8-LINE
The Hottest Game in the Country!
—CALL NOW FOR PRICES—

---------- An operators' gold mine !!! ----------

TREASURE ISLAND

We beat any 8 or 16 line game in town

FEATURING

Vivid state of the art graphics plus excellent sound effects

ROULETTE BONUS

up to 3 free ROULETT SPINS: exciting and thrilling!

TURBO FEVER

up to 7 free FEVER SPINS: accumulative and adjustable bonus!

CASH BONUS

3 [$] in line get one free CASH SPIN up to 2000 pts!

Available in BOARDS, KITS and GAMES

<<<RISK FREE>>>

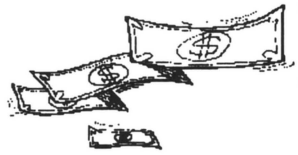
****** 20 days money back guarantee for first time buyers ******

AMERICAN ALPHA INC.

P.O. Box 737, 5 Crescent Ave.,Building G3, Rocky Hill, New Jersey 08553

Phone: (609)683-4110 Fax: (609)683-4528

TREASURE ISLAND





An operators' gold mine !!!

FACTS

Operator 1 from NY convered 10% of his old 8 line type games into **TREASURE ISLAND** and total income increased by 28%

Operator 2 from Florida has one location operating 1 CM, 1 EL, 1 CB3 ,1 W6 and 1 **TREASURE ISLAND** , the income from **TREASURE ISLAND** accounted for 53% of his total

Operator 3 from S. Carolina ordered **TREASURE ISLAND** for his operation
1st week 2 pcs
2nd week 5 pcs
3rd week 10 pcs
4th week 20 pcs
"It's the no. 1 game" he says !

Call to order now and start your gold mine !

<<<RISK FREE>>>

**** 20 days money back guarantee for first time buyers ****

AMERICAN ALPHA INC.

Phone: (609)683-4110 Fax: (609)683-4528

WILLOW ENTERPRISES

COIN OP CATERERS
WE DON'T OPERATE WE JUST WANT TO CATER TO YOUR COIN OP DESIRES

WE LOVE TO DIG UP THAT HARD TO FIND STUFF

MUSIC • PINS • REDEMPTION
BOWLERS • CHANGERS • CRANES
NOVELTIES • VENDING, ETC. ETC.

PHONE: (410) 768-3400
FAX: 410-768-9563

REMEMBER: YOUR ATTITUDE DETERMINES YOUR ALTITUDE!

NEW & USED CRANES

★ NEW TOY BOX CRANES

Jr. Jumbo . . . . . ONLY . . . $1895
Jumbo . . . . . ONLY . . . 2095

★ USED HOLLYWOOD CRANES

Single . . . . . $850 to $950
Jumbo . . . . . 1250 to 1550

★ PRE-PACK, BULK & TRADE-UPS

Single . . . $1.00 Economy Jumbo . . . $2.00
Deluxe . . . . 1.25 Jumbo 2.50
Custom . . . . 1.50 Deluxe Jumbo 3.00

HOLLYWOOD PARTS BELOW FACTORY COSTS

★

Dynasty ENTERTAINMENT

1-800-327-0133

Music Operators Service

"Service is in our name"

45s & CDs

with pre-printed title strips!

Current
Pop • C/W
Mexican
Best of the Oldies
Call for catalog

AMOA EXPO '92 Nashville

October 1-3 OPRYLAND HOTEL
See us at booth 2708

Call us for Wurlitzer Juke Boxes!
Authorized California Distributor

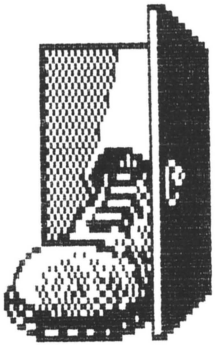
We carry a commercial line of Speakers & Lighting effects! Great service at low prices!

National Toll Free (800) 35-4 JUKE
714/879-1771 FAX: 800/821-7878

GET YOUR FOOT IN THE DOOR

AND LET YOUR
PROFITS SOAR!!!

GAMES OF TENNESSEE



HOT NEW ITEM
CHERRY BONUS III



COMPLETE GAMES & KITS AVAILABLE!

- CHERRY MASTER
- CHERRY MASTER '91 • W-4
- W-7 • W-8, • W-11, • W-15
- POKER & POKER PLUS • W-6

USED EQUIPMENT:

NINTENDO PLAY CHOICE	**$995.**	USED 8-LINERS....& up	**$995.**
(2) MS. PAC.....each	**595.**	USED VALLEYS....& up	**895.**
SPY HUNTER.....	**795.**	ENGLISH MARK DARTS..	**695.**
MS. PAC COCKTAIL.....	**595.**	NEW DYNAMO 3½x72...	**1795.**
**NEW EAGLE FALL.....	**1695.**	POT 'O SILVER.....	**3295.**
DREW'S TIGER PAW	**1095.**	NEW PIONEER CD's.....	**4395.**
KRAMER KRANE.....	**995.**	NEW ROWE CD's.....	**4495.**

Member of AMOA
Amusement & Music Operators Association



SIT DOWN CABINET STYLE!

CALL TOLL-FREE:
1-800-456-6882

GAMES OF TENNESSEE
1220 West Jackson St., Shelbyville, TN 37160

FREE DELIVERY IN OVER 10 STATES

WANT TO BUY

Coin-Op kiddie rides in
ANY CONDITION.
We'll pick up anywhere!

(309) 788-0135

* ***EPROMS*** *

C&P DISTRIBUTING
TEL: 219-256-1138
FAX: 219-256-1144

VISA MasterCard AMERICAN EXPRESS

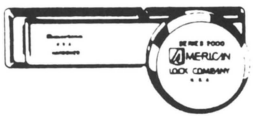
★ FOR SALE ★

COMPACT PHONO & GAME ROUTE
In Beautiful Area of Northern California

High percentage of contracts. Owner has owned route for over 20 years and now desires retirement.

PHONE:
(707) 964-6495

American MADE QUALITY



MODEL 2000
AS LOW AS $16.78
SHOWN WITH 825 HASP



SERIES H-10
AS LOW AS $11.96

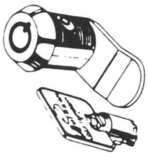
SERIES 700
AS LOW AS $13.75

SERIES 702
AS LOW AS $12.56



Master Lock

NO. 1 AS LOW AS $5.44
NO. 3 AS LOW AS $4.62
NO. 5 AS LOW AS $6.78
NO. 7 AS LOW AS $3.90

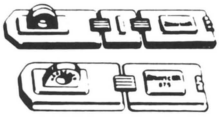


5/8" CAM LOCK
AS LOW AS $3.01

7/8" CAM LOCK
AS LOW AS $3.22

1 1/8" CAM LOCK
AS LOW AS $3.43

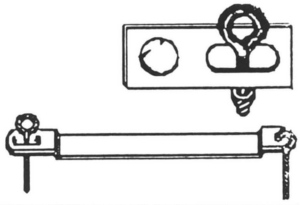




HASPS
825 AS LOW AS $4.61
875 AS LOW AS $2.99
885 AS LOW AS $3.17
525 AS LOW AS $4.25
535 AS LOW AS $4.25

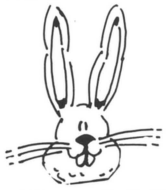
SECURITY BAR HASPS
4 1/2" AS LOW AS $1.27
12" AS LOW AS $2.45
16" AS LOW AS $2.55
24" AS LOW AS $3.25

ALL MADE IN U.S.A.



PATT SUPPLY CORPORATION
1335 S. MICHIGAN AVE. CHICAGO, IL 60605

TOLL FREE 1 (800) 621-4418
ALL PHONES: (312) 939-7616



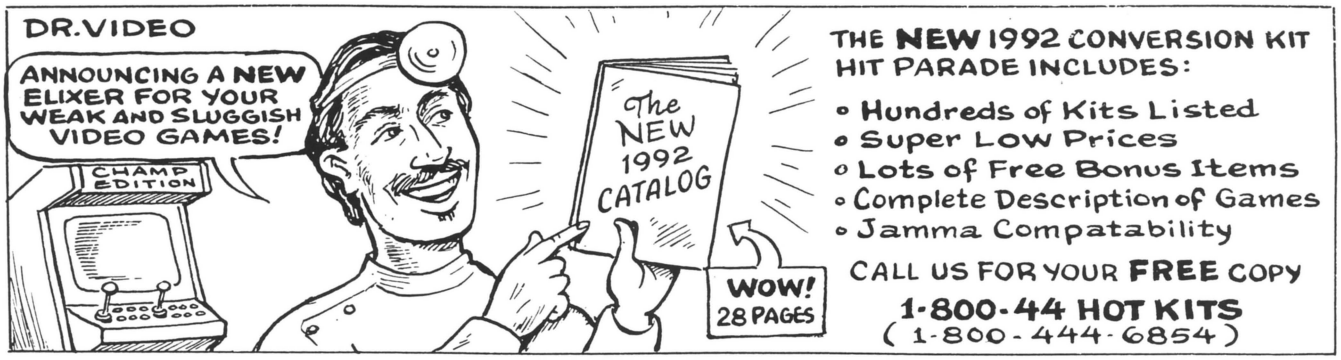
QUALITY ASSORTED TOYS FOR CRANE MACHINES

50¢ Average (3")
65¢ Average
75¢ Average
85¢ Average (6" - 9")
95¢ Average (6" - 9")
$1.05 Average (7" - 14") Jumbos

★

BEST MFG. CO.

1-800-962-4486
(414) 547-5051

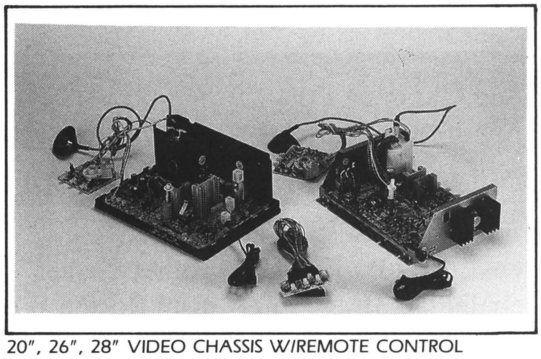


COMPETITIVE VIDEO GAME PARTS

O.E.M.S & CUSTOMER'S DESIGN WELCOME!

VIDEO CHASSIS

MODEL	SUITABLE CPT	COMPATIBLE DEFLECTION YOKE
53210-1A	14"	LH: 1.9 MH, RH: 2.2Ω LV: 116 MH, RV: 54.4Ω
53210-1B	20"	LH: 1.9 MH, RH: 2.2Ω LV: 116 MH, RV: 54.4Ω
53210-2A	26"	LH: 1.5 MH, RH: 1.45Ω LV: 22 MH, RV: 8Ω
53210-2B	28"	LH: 1.5 MH, RH: 1.45Ω LV: 22 MH, RV: 8Ω
53210-4	33"	LH: 0.96 MH RH: 1.1Ω LV: 24.6 MH RV: 9.6Ω
53210-3	20", 26", 28" CHASSIS WITH REMOTE CONTROL	

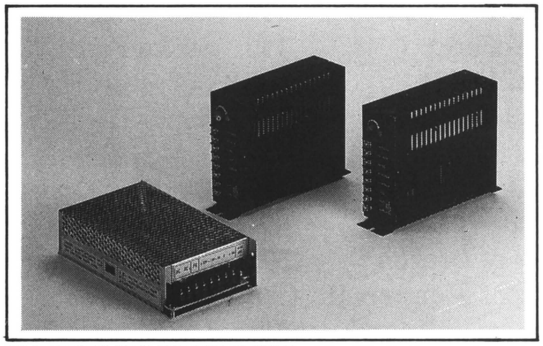


20", 26", 28" VIDEO CHASSIS W/REMOTE CONTROL
14" & 20" VIDEO CHASSIS

- BLACK MATRIX TUBE.
- HIGH RESOLUTION CHASSIS.
- FRONT "TOTAL CONTROL" OPTION.
- COMPLETE ADJUSTMENT CONTROLS.
- NECK BOARD PROTECTION STEEL SHIELD.
- NEW DESIGN FLYBACK USES LESS POWER FOR HIGHER EFFICIENCY AND IMPROVED RELIABILITY.

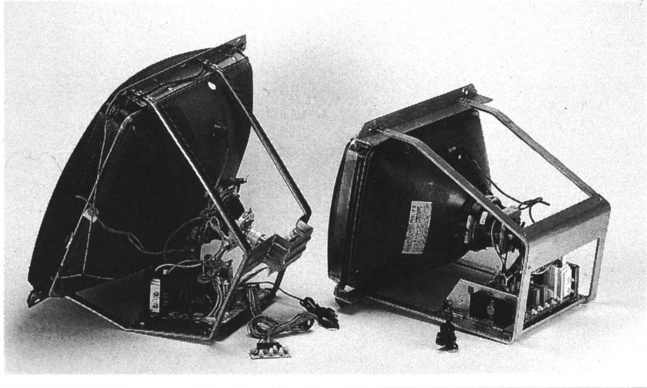
SWITCHING POWER SUPPLY

ITEM	MODEL	AC INPUT	DC OUTPUT
7A	53020-1	AC90-130V OR AC190-240V	+5V/7A, +5V/1A, +12V/1A
12A	53020-2		+5V/12A, −5V/1A, +12V/1A
15A	53020-3A		+5V/15A, −5V/1A, +12V/2.5A
15A	53020-3B		+5V/15A, +12V/2A, −5V/1A, −12V/1A
15A	53020-4		+5V/15A, −5V/1A, +12V/2.5A WITH DISPLAY
15A	53020-5	AC90-260V	+5V/15A, −5V/1A, +12V/1A, 140V/1A (FOR CHASSIS)



15A SWITCHING POWER SUPPLY

- OVERLOAD PROTECTION COMPTILITY.
- SHORT CIRCUIT PROTECTION.
- BUILT-IN EMI LINE FILTER.
- HIGH EFFICIENCY, LOW COST, HIGH QUALITY.
- 100% BURN-IN TEST (FULL LOAD).
- DESIGNED TO MEET U.S., C.S.A., V.D.E.



20", 28" COLOR PICTURE TUBE.



"COBRA", "WICO" JOYSTICK
28 PIN EDGE CONNECTOR
COUNTER-6 DIGITAL
ELECTRIC SWITCH LOCK-2,4 TERMINAL
PUSH BUTTON
MICRO, COIN SWITCH
CAM LOCK

EAGO COMPANY LTD

5F, NO. 120, SEC. 2, AN-HO RD. TAIPEI, TAIWAN, R.O.C.
FAX: 886-2-7331005 TELEX: 23892 EAGO
TEL: 886-2-7368785-6

ANSCO

DISTRIBUTING CO.

We Carry A Full Line of Video, Pinball, Billiard and Dart Supplies... Call Us With All Your Needs, It's Free!!!

Aero Fighter	945.	Raiden*	745.
Baseball 20/20*	175.	Relief Pitcher	Call
Baseball Stars II	300.	Rim Rockin B-Ball	895.
Big Event Golf*	395.	Road Riot	1650.
Capcom Bowling*	695.	Simpsons*	495.
Captain America	750.	Spiderman	895.
Captain Commando*	795.	Steel Gunner II	Call
Carrier Air Wings*	795.	Street Fighter II*	1195.
Desert Assault*	395.	Street Fighter II CE	Call
Fatal Fury*	150.	Strike Force	495.
Final Fight*	695.	Sunset Rider*	950.
G.I. Joe	Call	Super High Impact	1195.
Gals Panic*	650.	T.M.N.T.*	195.
Golden Axe*	395.	Thunder Dragon	595.
Karate Blazer*	695.	Total Carnage	Call
King of Dragon*	895.	Turtles in Time*	695.
King of Monsters II	Call	U.S. Classic*	295.
Knights of Round	1195.	Undercover Cop	Call
Last Resort*	175.	Vendetta*	745.
Mutant Fighter	595.	Violence Fight*	495.
Mutation Nation*	175.	WWF*	395.
Neo Geo 1 Slot	795.	World Heroes	Call
Neo Geo 2 Slot	995.	Wrestle Fest	775.
Neo Geo 4 Slot*	1195.	Wrestle Fest*	595.
Pit Fighter*	395.	Varth	Call

*Denotes used kit

We Accept Trade-Ins & Purchase Your Obsolete Factory Pcbs!

September's Special... USA Made Power Supply $25.00!!

Call For Complete Inventory Listings

1(800)456-7277

International & Domestic Fax Line: (313)542-5452

ABSOLUTE AMUSEMENTS

305-561-8285 "THE BOARD REPAIR PEOPLE" 305-561-8285

SUPER DEAL MS. PAC MAN, GALAGA OR ANY FIRST RUN BALLY, WILLIAMS, OR STERN MPU REPAIRED ALL PARTS AND LABOR INCLUDED! **$49 EACH**

***** SEPTEMBER SPECIALS *****

GOTTLIEB SYS 80 MPU'S

MERIT PIT BOSS MPU'S

YOUR CHOICE -- $59 EA

INCLUDES PARTS AND LABOR FREE. ESTIMATES ON BURNED AND INCOMPLETE BOARDS.

YOU HAVE 90 DAYS TIL CHRISTMAS SALES BEGIN

PULL THOSE OLD PINS AND VIDEOS OUT AND BE READY THIS YEAR!

ABSOLUTE AMUSEMENTS
1078 N. E. 43RD ST.
OAKLAND PARK, FL.
33334

305-561-8285

Street Fighter 2 Champion Edition

- New Capcom Factory Kits
- Complete Legal Parallel Kits

Including:

Legal Marquee & All Stickers, Joysticks, Buttons, Overlay Bezel ***or***

- Complete Games with 25" Monitor

CLOSEOUT PRICES CALL NOW!

VIDEO CONNECTION

1-800-44-HOT KITS

1-800-444-6854

HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP!
HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP! HELP!
HELP! HELP!
HELP! HELP!

WANTED

BETSON CRANES

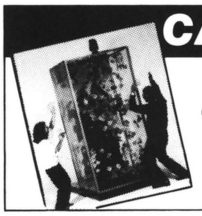
(Doubles , Triples and Jumbo Only)

AND ARDAC CHANGE MACHINES

ROARK AMUSEMENTS

2015 East Riverside Drive Austin, TX 78741 1-800-458-2523

CASH CUBE



"MONEY MACHINE"

Great for family arcade and fun centers

1-800-747-1144

ITS TIME TO CALL

RAM ☆ STAR

☎800-228-0958☎

FOR

8 LINES KENO

PULLTAB POKER

MACHINES

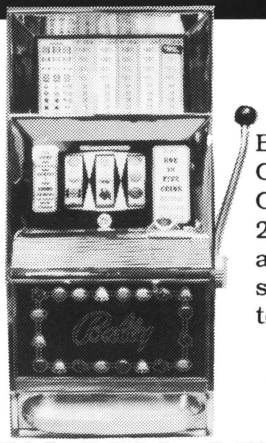
SLOT MACHINES

FOR HOME USE

BALLY 809 5 Coin Multiplier Legal in 28 States.

Send $5.00 for COLOR CATALOG featuring over 40 items in COLOR. Receive a $5.00 coupon to redeem on your next purchase.

800-525-8694



FOR EXPORT

WE HAVE IN INVENTORY:

Bally EM 900s, 1000s, Continentals & Super Continentals; E1000s, 2000s, Video Pokers and more. Machines sold "as is" or rebuilt to "near new".

FAX: 303-431-6978

303-431-9266

ROYAL BELL, LTD.

5776 LAMAR / RP ARVADA, CO 80002

SENTE KITS

GIMMIE A BREAK	165
MINI GOLF	99
STOCKER	125
NIGHT STOCKER	99
SPIKER	99
HAT TRICK	129
TRIVIAL PURSUIT	99

C&P DISTRIBUTING

TEL: 219-256-1138

FAX: 219-256-1144

VISA MasterCard AMERICAN EXPRESS

prizes!

Quite simply the Number One crane supplier with the ...

BEST VARIETY - BEST QUALITY

BEST PRICES - BEST SERVICE

And your one and only source for...

STAR CAP™ Collectibles

1-800-992-2388

SPECIAL EFFECT LIGHTING

for Manufacturers, operators, Retail Stores. Replaceable Bulb Systems. 110V, 12V and 24V Neon-like Duralight, Core Lighting, Mini Track Lighting. Belt Lights, Rope Light, Programmable Controllers, Bulbs, miniatures to floods.

★ DESIGN ASSISTANCE ★

★ REPAIR DEPARTMENT ★

★ MOST SHIPMENTS ★

WITHIN 24 HOURS

Catalogue: 1-800-248-0076

ACTION LIGHTING, INC.

1-800-248-0076

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

CABINET STYLES

- 19″ UPRIGHTS
- 9″ COUNTERTOPS
- 13″ MINI U/R • SITDOWNS

CABINETS - KIT READY $695.

INCLUDES:

Monitor, Power Supply, Coin Mechs, Formica Cabinets (not paper)

BLONDE OR BROWN WOODGRAIN

WE DO BOARD REPAIRS

CALL US NOW!

PIONEER LASER JUKEBOX DISTRIBUTOR

for

NORTH CAROLINA, SOUTH CAROLINA & VIRGINIA

KITS & DEDICATED

- CHERRY MASTER
- ELDORADO
- W-4, W-6, W-7, W-8
- F-5, LUCKY STAR, BINGO
- CHERRY BONUS III

MISCELLANEOUS:

Digital Bowlers	**Call**
Pushers – All kinds	**Call**
Kramer High Speed	**$800.**
Grayhound 5-in-1	**800.**
Top Draw	**950.**
Omega	**900.**
GTI	**1000.**

Used W-4, W-6, W-7, W-8, Cherries & Eldorados

WE ARE NOW BUYING

Jukeboxes, Pool Tables, Pinballs, Videos and Pushers

USED POOL TABLES:

VALLEY - DYNAMO - UNITED

7′ and 8′. . ***Call for prices.***

CRANES:

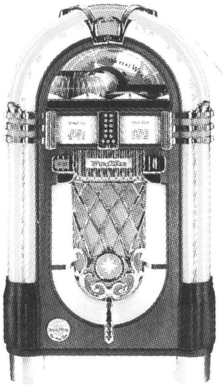
Clean Sweep	**$995.**
Betson Big Choice	**2395.**

VIDEO GAMES:

Arch Rivals	$750
Arkanoid	300
Super Off Road	1345
Buster Bros.	645
TMNT	995
Thunder Blade (u/r)	895
Double Dragon	375
WWF Superstars	745
Gain Ground	Call
Gauntlet II	545
High Impact	Call
Ninja Gaiden	445
Operation Wolf	775
WrestleFest	Call
Pit Fighter	1495
Shinobi	375
P.O.W.	475

WE NOW DISTRIBUTE THE BEAUTIFUL NEW

WURLITZER JUKEBOX



LINE . . .
AS WELL AS ARACHNID, TORNADO TABLE SOCCER AND U.S. GAMES!

JUKEBOXES:

Rock-Olas (most models)	**Call**
Rowe R-82	**$595.**
Rowe R-83	**595.**
Rowe R-84	**650.**
Rowe R-85	**750.**
Rowe R-86	**875.**
Rowe R-87	**995.**
Rowe R-88	**1100.**
Rowe R-89	**1295.**
Rowe R-89 Video	**1950.**
Rowe R-90	**1495.**
Rowe R-91	**1745.**
R-91 Combo	**2050.**
Rowe R-92	**1800.**
R-92 Combo	**2500.**
Rowe CD-100	**3600.**
RI-4	**695.**
RI-5	**895.**

TRADE-INS ARE WELCOME!

USED BOARDS

Street Fighter II:
Champion Edition.....Call

★

Street Fighter II.....$1099

LIMITED QUANTITY

(310) 945-8997

CALL FOR ADDITIONAL INVENTORY!

VALLEY QUIK POKE

Low Price - $395 ea.

★ ★ ★

(604) 286-6878

ONE-STOP AMUSEMENT

Want to Buy: Sitdown Games
Pool Tables (used) Reasonable

★ (717) 689-3403 ★

GAMES for SALE

Mechanized Attack..$1450
Super Hang On.....1250
Operation Wolf.....750
Midnight Resistance... 750
Championship Sprint...495
Street Fighter (orig.)....750
Final Fight.....995
Magic Sword.....695

KITS for SALE

Robocop.....$ 95
WWF Superstars.....225
Double Dragon.....45

ALSO CABINETS for SALE

Please Call!

(714) 993-6129

Great Western Trading Post

(503) 726-1813

Call today for NEW Games and the best prices!

X-MEN
WORLD HERO
ART OF FIGHTING
ST. FIGHTER CHAMPION

Neo Geo 2 Slot, World Hero & King of the Monsters II

AERO FIGHTER
★ $649 ★
GREAT BUY!

If ya don't see the one ya want just give us a call...

NEO GEO

Fatal Fury.....**$149**
King of Monsters II.....**$Call**
Ninja Commando.....**189**
Football Frenzy.....**149**
Mutation Nation.....**129**
Art of Fighting.....**$Call**
World Hero.....**$Call**

$88 SPECIALS

Baseball Stars, Burning Fight, Eight Man, Sengoku, Super Spy, Ninja Combat, King of Monsters, Cyberlip, Crossed Swords (yep, only $88, some without English headers ... *Give us a call!*)

NEO GEO HARDWARE

1 SLOT.....**$669**
2 SLOT.....**845**
4 SLOT.....**1099**

PC BOARD BUYS:

Street Fighter 2.....**$995**
Super High Impact.....**399**
Tank Force.....**349**
Thunder Dragon.....**399**
WrestleFest.....**399**
Varth.....**Call**
Captain America.....**$599**
Captain Commando.....**699**
F-1 Grand Prix (Driving)..**495**
Karate Blazers.....**399**
Mutant Fighter.....**429**
Rim Rockin' B-Ball.....**399**

BLOWOUTS: R-TYPE 2 w/header **$199**, AURAIL w/header **$99**, **WOW!** SHINOBI **$75**, GOLDEN AXE w/header**$199**, HEAVY BARREL w/joy & header **$99**, HELL FIRE **$140**, P.O.W. **$79**, ROBOCOP **$149**, RAMBO **$99**, OPERATION THUNDERBOLT **$199**

CHARGE IT! VISA OR MASTER CARD

Phone (503) 726-1813 FAX: (503) 726-7413

MUST SELL!

Impulse Machines
Love Meters & other
Pulse Machines

BELOW WHOLESALE
Excellent Condition

1-800-275-4545

BEST BUYS!

Complete Kits:

Pigskins.....$100
Tri-Sport
(Pool, Golf, Bowl).....350
Fax (Trivia).....50
Combatribes.....75
Midnight Resistance.....175

Grayhound Satellite Bds.:

Reel Fun.....$50
Trivia.....50

Reconditioned Push Coin Chutes:

25¢ & 50¢ $10 each

Control Panels:

(Atari, Williams, Taito, Stern and Nintendo).....$30 each.

PARK VENDING CO.

(516) 239-3100

PETER CHLOPEK

announces . . .

★ ★ ★ ★ ★ ★ ★ ★

AMERICAN GAMING & ENTERTAINMENT

224 S. Crossen Ave. • Elk Grove Village, IL 60007

Phone: (708) 593-7553 • FAX: 708-593-7822

FEATURING:

NEW AND USED P.C.B.'s. . . JOYSTICKS. . . PUSHBUTTONS. . .
COIN DOORS. . . SWITCHES. . . NEW & USED MACHINES. . .
FROM THE BEST MANUFACTURERS IN THE BUSINESS!

MEXICO, SOUTH & CENTRAL AMERICA OUR SPECIALTY!

ALWAYS THE LOWEST PRICES AVAILABLE

★ ***CALL NOW!!!*** ★

PETER CHLOPEK

ANNUNCIA . . .

★ ★ ★ ★ ★ ★ ★ ★

AMERICAN GAMING Y ENTERTAINMENT

224 S. Crossen Ave. • Elk Grove Village, IL 60007

Tel: (708) 593-7553 • FAX: 708-593-7822

OFRECIENDO:

Tarjetas Nuevas y Usadas . . . Palancas . . . Botones . . . Switches . . .
Puertas de Monedero . . . Refacciones Completas . . . Nuevas y Usadas
Maquinas de Video Juegos de Los Mejores Manufactureros en Este Negocio

¡MEXICO, CENTRO Y SUR AMERICA SON ESPECIALDAD!

SIEMPRE CON LOS MEJORES PRECIOS

★ ***¡¡¡LLAME AHORA!!!*** ★

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

ATENCION "A" OPERDORES - EN-ESPAÑOL

NOSOTROS TENEMOS NOVEDAD DE MAQUINAS EN ESPAÑOL LISTAS PARA OPERAR

INCLUYE !

- **Prueva De Fuerza**
- **Gitana**
- **Vascula**
- **Payaso**
- **Sex Appeal**
- **Medida De Amor**
- **Kiddie Rides**
- **Kiddie Ride Controller**



Mr. Vend

9601 OWENSMOUTH AVE. # 2
CHATSWORTH, CA. 91311

Para Mayor Informacion llamenos ...
1-818-718-6061
FAX · 818-718-0712
Hablamos Espanol

PLAY BALL!

CARDS & NOVELTIES, INC.

The Number one National Supplier of "SPORTS, NON-SPORTS, & X-RATED CARDS featuring:

*** Cards as low as .01 cent each
*** Great savings on close-out merchandise
*** Card vending mixes available
*** Bulk & Sports Pre-Packs consisting of Baseball, Basketball, and Football novelties for Cranes and Redemption
*** Sports & Non-Sports Card Dispensers for Video, Crane, & Redemption Games
*** Free-Standing Portable Card Vending Machines
*** The best variety, quality, and service

Make every customer a **"MVP."** Just call the Toll Free Number to learn about all our exciting money makers!

1-800-488-9152

Play Ball! 12817 Industrial Park Blvd. Plymouth, Mn. 55427 Fax: (612) 551-2567

BETSON ENTERPRISES

303 Paterson Plank Rd. • Carlstadt, NJ 07072-2307

(201) 438-1300

FAX: 201-438-4837

Used Rowe Music For Sale

R-87 W/DBV.....$799	R-91 CD.....$1699
R-88.....899	R-92.....1599
R-89.....999	R-92 CD.....1899
R-90.....1199	R-93.....1699
R-91.....1399	R-93 CD.....2199
	CD-100.....3499

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!

P.C.B.'s

P.C.B. SPECIALIST FROM JAPAN

The Best Taste of Pudding is in Eating.
Why Not Fax Us?

SHUWA CORPORATION

Fax: 81-6-649-7222
Tel: 81-6-632-6644

5-12-9 Nipponbashi,
Naniwaku,
Osaka 556, JAPAN



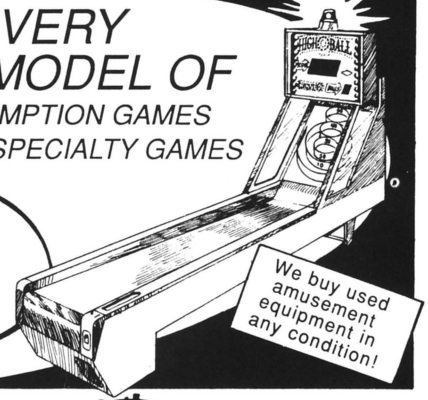
We've got 'em!

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!

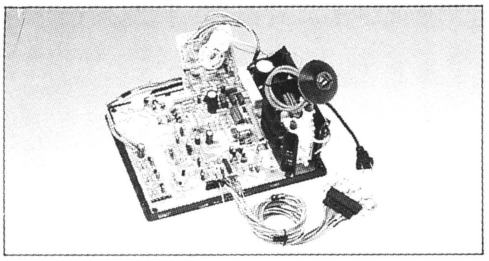
AMERICA'S LARGEST SELECTION OF USED AMUSEMENT EQUIPMENT

THE AMUSEMENT EQUIPMENT EXCHANGE, INC.

1203 5th AVE. ROCK ISLAND, IL 61201
(309) 788-0135 FAX# (309) 788-0148

EYGO MONITOR BOARDS

MODEL	FITS
ELECTROHOME SERIES	
1820HR-G07	• ELECTROHOME G07-CBO 19″ • DISCO ADI 19″
1520-E13	• ELECTROHOME G19-411 13″
HANTAREX SERIES	
1820HR-H19	• MTC-9000 13″
1820HR-H19	• MTC-9000 19″
1826HR	• MTC-9110 25″
WELLS-GARDNER SERIES	
1620-W46	• 19K 4600 SERIES
1828HR	• 25K 7100 SERIES



19″ BOARD. . . **$109.95** 25″ BOARD. . . **$124.95**

COMPARE

★ 1/2 THE COST OF A NEW MONITOR

★ REPAIRING ORIGINAL: **$95.00** TO **$145.00**
(FBY $40-$90, CAPS $11, HCR OUT $12, LABOR $32)

MONITOR
EYGO
INNOVATION & EXPERTISE

FAX: 214-721-0363
TEL: (214) 721-0258

ONE YEAR WARRANTY

S.A.

LEADING MANUFACTURER OF ELECTRONIC BINGOS

WE SPECIALIZE IN USED MACHINES FOR EXPORT

12A RUE DU GAY VILLAGE - 4020 LIEGE - BELGIUM

TEL: 32 (0) 41/62 76 77. **FAX: 32 (0) 41/62 02 28**

Say fred how in these hard times are you doing so well ?





The secret is you give a little and take a little. I did'nt just fall off a turnip truck I bought "Match Five" 15% cash box return to the customer for matching five lights of the same color.



How much does it cost to play ?





Where can I get "Match Five" ?
What do I do with it?
Install on any game or music box or stand alone.



one pizza
one free match at five
no purchase necessary
promotional device

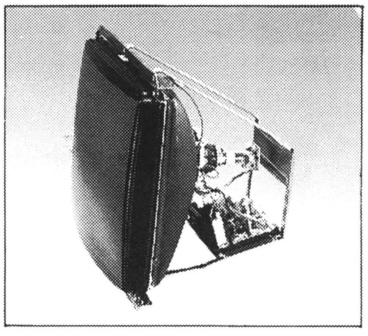
Let's all go to Joe's place he has "Match Five" forget Harry's it's no fun there.



Beaver State Electronic Corp.
1413 Hawthorne #62
Reedsport, OR 97467
1-800-488-3644
(503) 271-3653
Fax: 1-(503) 271-2966

EYGO MONITORS

33″ MEGA MONITOR



QUALITY GUARANTEED

12″, 19″, 25″, 27″, 33″ COLOR MONITORS

- Black Matrix Tube
- Higher Resolution Chassis
- Front "Total Control" Option
- Complete Adjustment Controls
- Wide Control Range
- Easy Mounting Design
- Neck Board Protection Steel Shield
- New Design Flyback Uses Less Power for Higher Efficiency and Improved Reliability
- Sync Convertor Circuit Allows Use of All Standard Sync Signals
- Horizontal or Vertical Mounting

MONITOR
EYGO
INNOVATION & EXPERTISE

U.S.A.	TAIWAN	GERMANY	MEXICO
FAX: 214-721-0363	TEL: 886-2-725-3953	FAX: 040-600-3484	TEL: (36) 351049
TEL: (214) 721-0258	FAX: 886-2-729-8657	TEL: 040-600-3024	FAX: (36) 592528

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

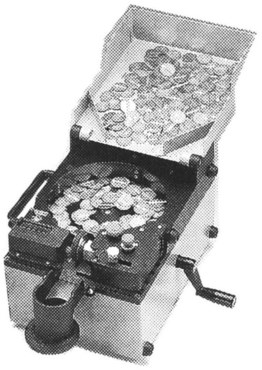
CHOICE VISA

BELITA II

PORTABLE COIN COUNTER

ELECTRIC OR MANUAL

230V or 110V



- Automatic Stop
- Lightweight (only 10 lbs.)
- Counts all sizes of coins or tokens 5¢-10¢-25¢-50¢,etc.
- Bag holder included
- Inexpensive
- Counts up to 1500 coins per minute.
- Long lasting – requires very little maintenance.
- Very useful – very convenient in all locations

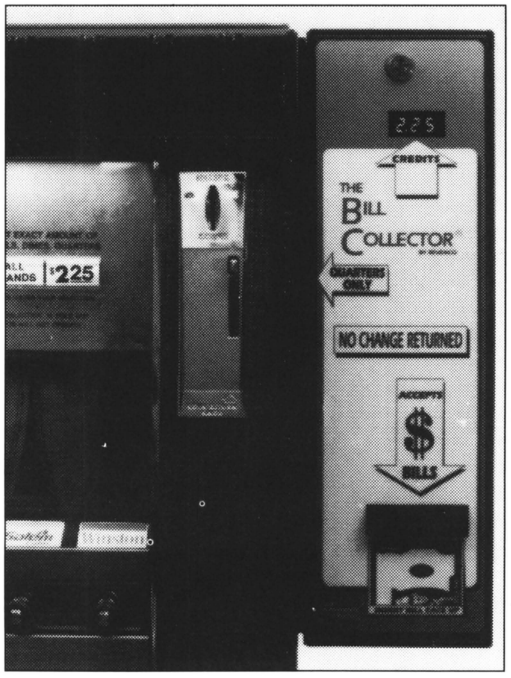
Write or Fax for prices, details, catalogs.

R. H. Belam Company, Inc.
One Fulton Avenue
Hempstead, New York 11550
Fax: **516-486-0957** Tel: **516-292-2670**

The Bill Collector® 775 Series

The complete ACMR/Totalizer conversion and dollar bill acceptance systems for: National, Rowe and Automatic Products cigarette machines

Convert
Rowe BC 9
Bill Changers to
Mars VFM 3
$1 • $2 • $5 Bills



Features:

- *Mars VFM1 Validator with 400, 600 or 1,000 bill stacker*
- *Full digital display for dollars and quarters*
- *Quick and easy installation*
- *DIP-switch price setting up to $7.75*
- *Systems also available for Mars MS 160 and National ACMRTRON conversions*

For more information call: ***(800) 344-6795*** • *(412) 863-1300 • Fax (412) 864-4114*

Revenco Corporation • *358 Main Street* • *N. Huntingdon, PA 15642*

SOUTH GAME SALES

113 Fairfield Pike, Shelbyville, TN 37160

Ph: 615-685-9300

CALL 24 HOURS 7 DAYS A WEEK!!!

NEW 8-LINES, CHERRY GAMES (ALL TYPES)

- Free Delivery
- Advance Replacement on Parts
- Trade-ins Accepted
- Finest in Quality & Service
- All Type Kits (Cherry, W-6, W-7, W-11). Kits start at $295.
- Upright Cabinets, 19″, 13″, Sit-Down Model

DEDICATED UPRIGHT w/ Wells-Gardner 19″ Monitor

$1,395.00

– QUANTITY DISCOUNTS –

WE BUY USED PHONOS, POOL TABLES, PINS, VIDEOS

BUYER BEWARE!!

CHEAPEST IS NOT ALWAYS THE BEST WAY TO GO.

CALL US BEFORE YOU BUY!



THE GAME DOC

8000 WHEATLAND AVE., STE. B • SUN VALLEY, CA 91352

2020 Super Baseball (H-2-Cart.)	150
Altered Beast (H-2-Bd./Marq.)	150
Ameri Darts (H/V-1-Kit)	245
Assault (V-1-Kit)	225
Ataxx (H-2-Kit)	195
Bad Dudes (H-2-Bd./Marq.)	150
Baseball Stars (H-2-Cart.)	100
Blockout (H-2-Kit)	145
Bottom of Ninth (H-2-Kit)	395
Break-Thru (H-1-Bd./Marq.)	75
Bubble Bobble (H-2-Kit)	295
Burning Fight (H-2-Cart.)	125
Cabal (H-2-Kit)	150
Cadash (H-2-Kit)	375
Captain America (H-4-Kit)	695
Champion Wrestler (H-2-Kit)	195
Combatribes (H-2/3-Kit)	195
Commando (V-1-Bd./Marq.)	50
Crime City (H-2-Kit)	245
Crossed Swords (H-2-Cart.)	80
Cyberlip (H-2-Cart.)	150
DJ Boy (H-2-Kit)	195
Double Dragon (H-2-Bd./Marq.)	125
Double Dragon II (H-2-Bd./Marq.)	145
Dragon Spirit (V-2-Kit)	195
ESWAT (H-2-Kit)	295
Fatal Fury (H-2-Cart.)	175
Galaga 3 (V-1-Kit)	245
Gal's Panic (V-1-Kit)	395
Gate of Doom (H-2-Kit)	195
Ghosts 'N Goblins (H-1-Bd./Marq.)	99
Gondomania (V-2-Bd./Marq.)	$100
Gunforce (H-2-Kit)	595
Heavy Barrel (V-2-Bd./Marq.)	100
Ikari Warriors (V-2-Bd./Marq.)	100
Karnov (H-1-Bd./Marq.)	100
King of Monster (H-2-Cart.)	125
Klax (H-2-Kit)	350
Kung Fu Masters (H-1-Bd./Marq.)	50
Lightning Fighters (V-2-Kit)	395
Magic Sword (H-2-Kit)	495
Magician Lord (H-2-Cart.)	35
Main Event (H-4-Bd./Marq.)	75
Midnight Resistance (H-2-Kit)	195
Mission XX (V-1-Bd./Marq.)	100
Moonwalker (H-3-Kit)	275
Mutant Fighter (H-2-New Kit)	595
Mutation Nation (H-2-Cart.)	300
MVP (H-2-Kit)	495
Nam 75 (H-2-Cart.)	30
Ninja Combat (H-2-Cart.)	80
Ninja Spirit (H-1-Bd./Marq.)	150
Oscar (H-1-Bd./Marq.)	145
Paladin (H-2-Kit)	195
Pushman (H-2-Bd./Marq.)	99
Pyros (H-1-Bd./Marq.)	125
Quartet II (H-2-Bd./Marq.)	100
Rad Action (H-1-Bd./Marq.)	100
Raiden (V-2-Kit)	595
Rastan (H-1-Bd./Marq.)	75
Relief Pitcher (H-2-Kit)	1095
Renegade (H-1-Bd./Marq.)	50
Rolling Thunder (H-1-Bd./Marq.)	$100
Rough Ranger (H-2-Bd./Marq.)	95
Search & Rescue-SAR (V-2-Kit)	195
Sengoku (H-2-Cart.)	125
Shinobi (H-1-Bd./Marq.)	145
Side Arms (H-2-Bd./Marq.)	95
Silkworm (H-2-Kit)	195
Sly Spy (H-2-Kit)	195
Snow Bros. (H-2-Kit)	295
Solitary Fighter (H-2-Kit)	545
Splatterhouse (H-1-Kit)	395
Street Fighter (H-2-Kit)	395
Super Buster Bros. (H-2-Kit)	345
Super Spy (H-2-Cart.)	100
Superman (H-2-Kit)	295
TMNT (H-4-Kit)	245
Thunder Jaws (H-2-Kit)	295
Thunder Fox (H-2-Kit)	275
Time Soldiers (V-2-Bd./Marq.)	100
Toki (H-1-Kit)	295
Top Players Golf (H-2-Cart.)	35
Tournament Arkanoid (V-1-Kit)	195
Tumble Pop (H-2-Kit)	495
Twin Cobra (V-2-Kit)	225
UN Squadron (H-2-Kit)	395
V'Ball (H-2-Bd./Marq.)	60
Wrestle Wars (V-2-Kit)	195
WWF Superstars (H-2-Kit)	250
WWF WrestleFest (H-2/3-Kit)	495

***THE ULTIMATE* VIDEO GAME ALARM**

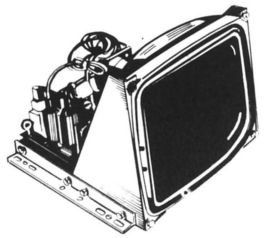
★ $69.95 ★

MASTERCARD | VISA

CONVERSION SUPPLIES

Atari Control Panels	35
William Control Panels	35
Dynamo Control Panels	40
Street Fighter II (Dynamo) Panels	45
Street Fighter II (Atari) Panels	40
Jamma Harnesses	11.00

(818) 504-0440 • (800) 766-3166 • FAX: (818) 504-1153



4 ACE'S COMPANY

Why Pay More?

REPLACEMENT 9" MONITORS

★ New Zenith Monitors & Chassis
★ For Dart Boards ★ 12 Volts D/C
REGULARLY $315.00

Sale Price **$119.95** each

Arachnid Super Six Plus II Dart Games
For Sale — **$1295**

— Cash or Cashiers Check Only —

Phone: (713) 489-3233

FAX: 713-489-3233

★ ★ ★

17009 WELLS • PEARLAND, TEXAS 77584

DART DISTRIBUTOR

FOR

VALLEY COUGAR

SPECIAL
USED VALLEY COUGAR
FLUSH MOUNTS IN STOCK
FROM $1395 — PERFECT

WALLMOUNT UNITS NOW AVAILABLE!

Merit Dart Games...
5 to Choose from
$395 to $695

★ ***WE SHIP ANYWHERE*** ★

STAR SERVICE

California's largest distributor of dart machines and supplies!

411 S. Brookhurst Rd. • Fullerton, CA 92633

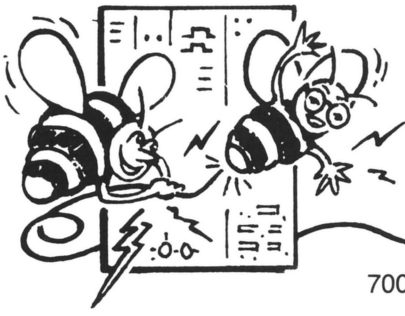
(714) 992-0363

★ **CONTACT PHIL OR JIM** ★

Tired Of Slow Board Service?
Then Call BOARDWORKS...

A STATE-OF-THE-ART SERVICE CENTER DEDICATED ONLY to the SERVICE OF COIN-OP VIDEO GAMES AND PINBALLS.

Because SERVICE is all we do, we can offer 24-hour turnaround in most cases!



JOHN WILLIAMS • DOUG CLEVENGER

Board/works

ELECTRONIC EXPERTS

7006 STAPOINT COURT, SUITE A • WINTER PARK, FL 32792

Phone (407) 679-8007 • 1-800-942-9425 • FAX: 407-679-0755

COMPLETE STOCK OF EPROMS FOR PINBALLS AND VIDEOS

COMPUTER SOFTWARE
$1.59 PER DAY!
(AVERAGE COST)

Let it help you manage and control your business!

THE "SILENT PARTNER"

WOULD YOU PAY $1.59 A DAY to know where your equipment is, where it has been, what its lifetime income is, what its year-to-date income and weekly average is?

Do you have any idea what your best location is (income-wise)?

Do you have any idea what location brings in the best cash-flow?

Do you have any idea what location you have the most money invested in?

Can you compare each location monthly or weekly for the last 3 years...are they up...are they down?

Can you compare technician 1 to technician 2 to see how many service calls each one did?

How would you like a report the first of each month on all birthdays, anniversaries & other personal data on each of your locations?

How would you like to compare your route collectors to one another for refunds, shortages or overages?

For $1.59 per day, you can have SILENT PARTNER managing you route!

IT'S USED WORLDWIDE!

They use it in Australia, Canada, Finland, Mexico, South America and 47 U.S. states! You've seen it at every AMOA and ACME show since 1985.

HERE IS OUR GUARANTEE: Not 30 days 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'll also purchase it and DOUBLE your money back.

CALL OR WRITE FOR FREE INFORMATION:

The "SILENT PARTNER", INC.

3441 South Park • Springfield, IL 62704

Phone: (217) 793-3350 • Fax: 217-793-1842

TEKBILT inc

QUALITY PRODUCTS
QUALITY SERVICE

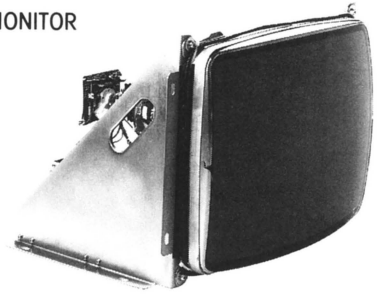
CALL FOR GREAT PRICES!

TEKBILT Monitors Are Manufactured With Grade "A" Tubes . . . Grade "A" Electronics!

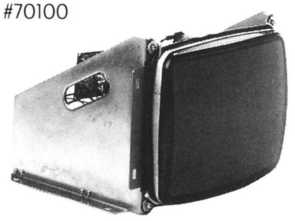
19" HORIZONTAL MONITOR

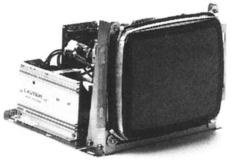
ALSO AVAILABLE
WITH UNIVERSAL
MOUNTING

HOR. #70152
UNIV. #70150



13"HORIZONTAL
#70100





9" HORIZONTAL
#70104

TEKBILT inc

Huntingdon Valley Industrial Center
3983 Mann Road
Huntingdon Valley, PA 19006
(215) 322-3232 • (Fax) 215-322-3238
1-800-666-7776

NEW PRODUCT

TEKBILT inc USA

TEKBILT inc USA

PLATINUM PLUS 15 AMP POWER SUPPLY

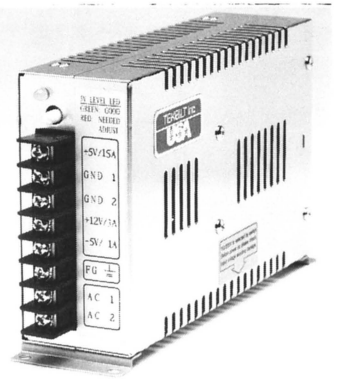
NO METER REQUIRED TO ADJUST THIS POWER SUPPLY

RED L.E.D. LIGHT WILL TURN GREEN WHEN +5 VOLT IS SET PROPERLY !

FEATURING

* +5 V. . . 15 Amp
* +12 V . . . 3 Amp
* -5 V . . . 1 Amp
* Computer Quality - Low Noise
* Dual AC inputs 115/230 AC (selectable)
* COMPLETE overload protection
* Short Circuit protection
* Built-in EMI line filter
* 100% Burn-in tested
* Slim Line, Compact, Light Weight
* 1 Year Warranty

1 Full Year Warranty



Stk. No. 30920 - U.S.A. 15 Amp Power Supply
Dimensions: 7" x 4 1/4" x 1 15/16"
Weight: 1.84 Lbs.

Patent Pending

TEKBILT inc
Quality Products
Quality Service

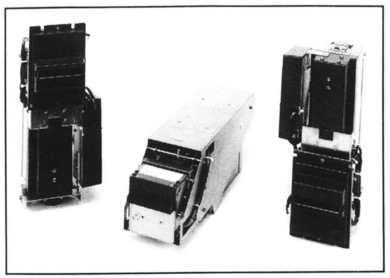
©1991

Huntingdon Valley Industrial Center
3983 Mann Road
Huntingdon Valley, PA 19006
(215) 322-3232 (FAX) 215-322-3238
1-800-666-7776

TEKBILT
INTERNATIONAL INDUSTRIES

Premium Currency Validators For VLT's and Casinos

DBV-STACKER SERIES



★ DBV-35 & 145 U.S.

★ CBA Series - CANADA
(AVAILABLE EARLY 1993)

OTHER UNITS AVAILABLE FOR GERMANY, THE UNITED KINGDOM AND AUSTRALIA.

OVER 10 YEARS OF INTERNATIONAL CURRENCY RECOGNITION EXPERIENCE

Unparalled Security • Priced Right • 24-Hr. Service Turnaround

FEATURES:

- 4-way reading of the Note allows Bill Acceptor to stack up or stack down.
- Makes over 8000 checks before accepting.
- Reads almost 70% of each Note optically, simultaneously on both sides of the Note.

STACKERS:

- Stack Up - 400/600/1000
- Stack Down – 400/600/1000
- Stack Back – 400/1000
- Optional Lockable/Removable Stackers available
- Optional Electronic Magazine Locks.

UNIVERSAL, Ultra Compact read Head . . .

DBV 35 ACCEPTS U.S. $1, $5, $10 and $20
DBV 145 ACCEPTS U.S. $1, $5, $10, $20, $50 and $100
CBA SERIES ACCEPTS CANADIAN $2, $5, $10 and $20.
Selectable by DIP switches

ACCEPTS NOTES IN ANY DIRECTION • HIGH ACCEPTANCE RATE – MORE THAN 95% • SINGLE BILL ESCROW • EASY-TO-USE INTERFACE: EACH DENOMINATION, SERIAL OR PULSE OUTPUT • VERY LIGHT (3 lbs) • LOW POWER CONSUMPTION: MAX: 6VA • POWER SOURCE: AC 117 (50/60 Hz) OR 12 VDC

TEKBILT
INTERNATIONAL INDUSTRIES

Huntingdon Valley Industrial Center
3983 Mann Road • Huntingdon Valley, PA 19006
(215) 322-3232 • (Fax) 215-322-3238

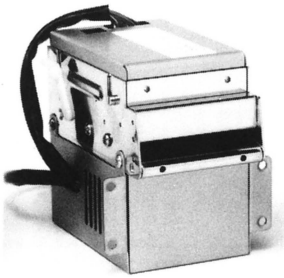
1-800-666-7776

TEKBILT inc

$1.00 BILL ACCEPTOR LOW COST GREAT PERFORMANCE

TEKBILT MAKES BILL ACCEPTOR USE AFFORDABLE

DROPS INTO DATA EASTS LETHAL WEAPON 3...
The World's First "dollar-ready" pinball!
★
INCREASE PRICE-PER-PLAY
★
DRAMATICALLY INCREASE YOUR COLLECTIONS!





MODEL NV110 - GA1

DESIGNED TO MEET PRICE SENSITIVE NEEDS

★ **Cost Effective** ★ **High Performance** ★ **Increase Profits**

- Programable pulse outputs dip switch selectable 1, 2, 3, 4, 5, 10, or 20 pulses/dollar
- Microprocessor controlled magnetic and pattern recognition
- Simple to clear jams
- Red L.E.D.s at bill entry flash for attraction
- Modular Electronic design
- Small compact 1 piece unit
- 110 V AC operation (12V DC unit available)

©1991

TEKBILT inc
Quality Products
Quality Service

Huntingdon Valley Industrial Center
3983 Mann Road • Huntingdon Valley, PA 19006
(215) 322-3232 • FAX: 215-322-3238
1-800-666-7776

CENTURY DISTRIBUTING

YOUR REDEMPTION HEADQUARTERS IN THE WEST!

Sales • Service • Design & Layout Exporting!!!

We proudly represent leading manufacturers of:

Videos **Redemption Games**
Pinballs
Kiddie Rides

CENTURY DISTRIBUTING
12817 So. Halldale • Gardena, CA 90249
Phone: **(310)532-2351** • Fax: 310-532-2355
In Calif.: **1-800-924-0034**

The Game Exchange
P.O. Box 09598
Columbus, Ohio 43209-0598

★

(614) 258-2933

Where do you buy
BULK PLUSH?

ANSWER:

Pachinko Palace

Christmas • Easter
Valentine • Halloween
Sports • Forth of July
General

Pachinko Palace can also take care of you custom design needs!

Call or Fax us at:

(818)772-0393 • Fax 818-772-0395

★ END OF SEASON CLEARANCE!!! ★

DEDICATED VIDEO:

APB	$550
Championship Sprint	675
Demolition Derby	450
Double Dragon 2	225
Enduro Racer	595
Final Round	325
Grayhound Trivia	295
Gyrus	195
Indiana Jones	425
Mario Bros.	195
Merit Trivia	295
Monaco GP	325
Ms. Pac-Man	295
3-Neo Geo (4-pl)	1995
Night Striker (s/d)	995
Ninja Warriors	395
Off Road w/Trak Pak	1095
Operation Wolf	695
Pac-Man	225
Paperboy	595
Pigskin	695
Pit Fighter	995
Pole Position	495
Pole Position 2	595
Punchout	195
Road Blaster (s/d)	1495
Robocop	345
Rolling Thunder	250
720°	545
Strike Zone	250
Spy Hunter	295
Terminator 2 Gun	3495
Thunderblade	795
X-MEN (Brand New)	4400
Zamperla punching bag	4495

COMPLETE GAMES:

Arkanoid	$225
Ajax	195
Aliens	295
Blades of Steel	425
Birdie King	195
Black Tiger	195
Buggy Challenge	395
Cabal	275
Capcom Bowling	595
Champion Baseball	195
Combatribes	275
Desert Assault	995
Golden Axe	395
Haunted Castle	195
King of the Dragons	995
Ninja Gaiden	325
Rampart	575
Ring King	195
Rush 'N Attack	195
Sly Spy	425
Shinobi	295
Tetris Mini	575
World Series	195
Wrestlefest	1450
WrestleFest (4-Pl.)	1350
(3-Pl.)	1195
(2-Pl.)	895
Viper (s/d)	595

PINBALLS:

Pinbot	695
Black Knight	1095

NEO GEO GAMES:

Baseball Stars	$95
Baseball Stars II	Call
Fatal Fury	145
Football Frenzy	145
Last Resort	125
Mutation Nation	125
Robo Army	125
Eight Man	95

REDEMPTION:

Roller Bowler	895
w/light pack	1095
Rock 'N Roll (4-Pl.)	9995
Clown Around (1-Pl.)	3894
Splash Down	2995
Vegas Roulette (6-pl)	8995

CRANES:

Grayhound Single	$695
Action Claw Single	795
Big Choice Single	895
Big Choice Double	1895
Sega Double	695
Sonic Tripple	995
Golieth Tripple	995
Lowboy Cranes	695
Skill Stop Slots	Call
NSM 240 I	$895
Rock-Ola 480	495
Rock-Ola 478 w/dbv	495
Seeburg Entertainer	450
Aristocrat Shuffle	495

ASSORTED EQUIPMENT:

Aristocrat Shuffle	$495
Single Basketball	495
Black & White Photo	1750
Sex Tester	595
Love Meter	595
Talking Love Meter	695
Microwave Popcorn Vendor	350

★ EQUIPMENT IS AVAILABLE SEPTEMBER 15, 1992 ★

ROB (609) 729-5371

VIDEOS • CRANES • PINBALLS • POOL TABLES • JUKEBOXES • POKERS

AUCTION

SAT., SEPTEMBER 26, 1992 AT 10 A.M.

KNOXVILLE CONVENTION CENTER

525 Henley St. • **(615) 544-5352**

OVER 500 GAMES

TERMS: Full payment day of auction. Cash, cashier's check or company check with current bank letter of credit. NO EXCEPTIONS.

CHECK-IN: Equipment may be checked in Friday from noon to 10 P.M. or Saturday from 8 A.M. to 10 A.M.

COMMISSION RATE: 10%

— MOTEL RESERVATIONS —

World's Fair Holiday Inn - **(615) 522-2800**

Book Early — Reservations Limited!

AUCTION GAME SALES

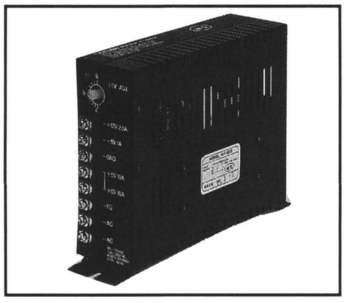
Rick Parsons, Owner & Auctioneer • License Number 1623

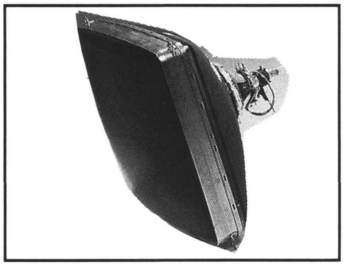
1-800-551-0660

GIVE US A CALL TO BE ADDED TO OUR MAILING LIST!

STREET FIGHTER II CHAMPION EDITION
X-MEN • WORLD HEROES

— Call For Price & Delivery —







★ 15 Amp Power Supply..... **$24.00 each**
★ 25″ & 27″ Monitors..... **Available**
★ Overlay 26″x18″ (black)..... **6.00 each**
★ 28 Pin Edge Connector..... **2.60 each**
★ 28 Pin Harness..... **10.00 each**
★ 10 Pin Harness..... **5.00 each**
★ Bezel..... **6.00 each**

CHEN'S VIDEO CO.

414 N. Chalburn Ave. • W. Covina, CA 91790

TEL: (818) 962-5279 • FAX 818-962-2859

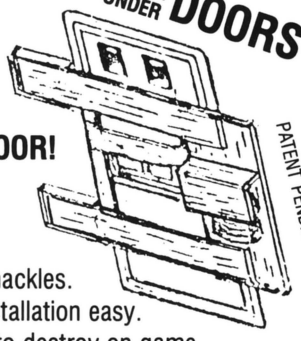
NEW! The Style S-35B

BATMAN III BAR

AFTER 30 MINUTES OF HARD WORK EACH DAY, WE SIT DOWN FOR THE AFTERNOON TO THINK OF WAYS TO IMPROVE BARS!

$26.98 EACH
ASK FOR QUANTITY PRICE!

OVER / UNDER for DOORS



HARDWARE INCLUDED
PATENT PENDING

BATMAN III SECURITY BAR HAS 3 BARS GOING ACROSS GAME DOOR!

- Top and bottom bars cover cam locks.
- Third bar protects coin return boxes to discourage penny flipping.
- Super strong padlock cover protects shackles.
- Long bat wing, hidden hinges make installation easy.
- Hardened eyebolt, virtually impossible to destroy on game.
- Made wider than other bars to allow for bolt holes to be outside of each box wall on OVER/UNDER doors.
- Oversize backup plates to help prevent crowbar damage.
- About 10 pounds of high security.

A-1 PRODUCTS

Phone TOLL FREE: 1-800-STAN'S A-1 OR 1-800-782-6721
PHONE OR FAX 1-919-728-5311
Route 1, Box 654A, Hwy. 101 Beaufort, NC 28516

QUALITY
FAST SERVICE
LOW PRICES
NO MINIMUM

To keep vandals out of your games, Stan is your man!

FOR SALE:

★

SMS HI/LOW
DOUBLE-UP
SINGLE COIN CHUTE
$195 ea.

★

STERNS FAST DRAWS
$195 ea.

★

Call: (507) 282-6080

— Ask for Doug —

WANTED: KIDDIE RIDES

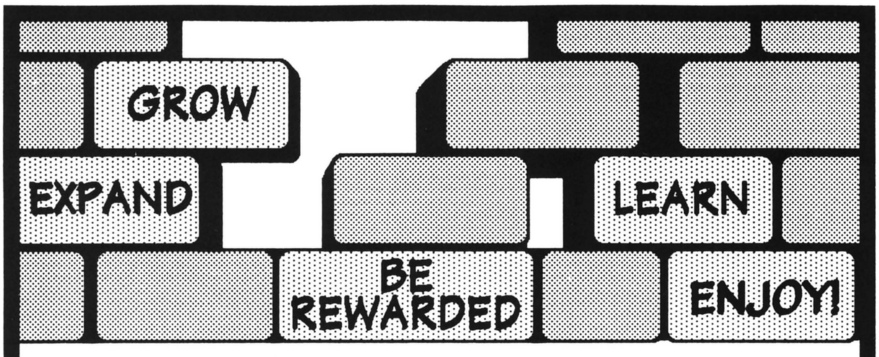
Used Coin-Operated

***Call:* 1-800-448-6888**

KIDDIE RIDES USA™

***Call:* 1-800-448-6888**

Fax: 303-771-7567



BUILD YOUR FUTURE

With

FUN FACTORY® #1 for Fun
Family Entertainment Centers

District Managers	Area Managers	Store Managers
$36,000-48,000/yr.	$27,500-32,000/yr.	$21,500-30,000/yr.

Positions in:
Texas, Georgia, Kansas, Hawaii, Missouri, Michigan and Illinois

Fax Resume to: **FUN FACTORY, INC.** - Personnel Department
FAX Number: (808) 682-4016
91-246 Oihana Street · Ewa Beach, Hawaii 96707 · (808) 682-5767

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

COMPLETELY RECONDITIONED USED SLOTS FOR SALE

Bally E-1000 • Bally E-2000 • IGT M-Slots
Jennings Electronic Slots
Bally Electro-Mechanical

★ ★ ★

Slots for home in legal states.
Call now for more information and pricing

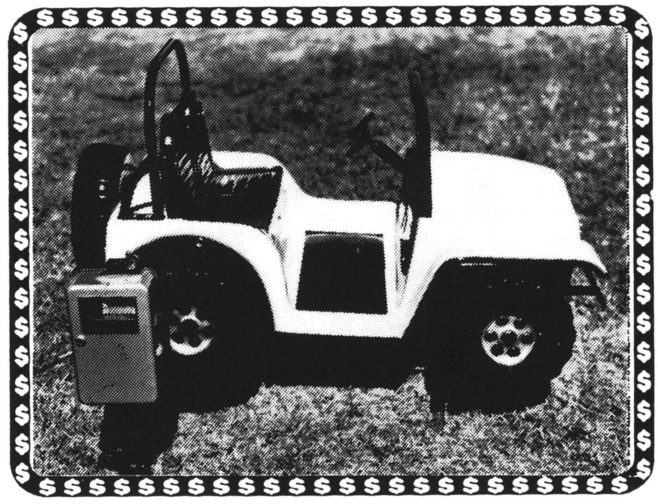
R & J SLOTS

138 FLEMING ST. • FREDERICKSBURG, VA 22408
PHONE (703) 891-4632
FAX (703) 891-4644

Hit the Jackpot with our Slots

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...

SUPER "CRANK" SPECIALS

Cisco Heat (s/d)	$7495
Dragon's Lair II	1995
F-15 Strike Eagle (s/d)	3595
Ghost Town	1795
Rad Mobile (s/d)	7595
Road Riot (s/d)	7295
Simpsons (u/r)	1295
Street Fighter II	2395
Terminator II (V)	3795
Turtles II	1895
Wrestlefest	1895

EXPORTERS



GREAT DEALS ON NEW REDEMPTION & NOVELTY EQUIPMENT - TRY US FIRST!
WE REPRESENT MOST MANUFACTURERS — BAY-TEK, BETSON, BOB'S SPACE RACERS COASTAL, COIN CONCEPTS, DESIGN PLUS, DOYLE, EXIDY, ICE, MELTEC, SKEE BALL, SMART VARI-TECH. CALL FOR COMPLETE LIST. WE ALSO SELL TOKENS.

VIDEOS & PINS:

Beast Busters	$2395
Captain America	1895
Captain Commando	1895
Car Hop	1495
Chase H.Q.	1695
Desert Assault	1495
Final Fight	895
Four Trax	3995
Fun House	2095
GP Rider (u/r)	3695
High Impact	1395
Hit the Ice	995
Hurricane	2295
Indy Heat	2195
Neo Geos (ded.)	2095-2795
Ninja Turtles	1095
Rad Mobile (u/r)	2295
Rampart (ded.)	1195
Rowe BC25 MC	1795
Rowe BC35	2395
S.C.I.	1795
Space Gun	2495
Spiderman	1895
Steel Gunner	3495
Sunset Rider	1795
Super Off Road	1295
Vegas	1395
Strike Force	795
Vendetta	1895

REDEMPTION-NOVELTY:

Basketball-Smart Single	$1495
Big Bertha	Call
Big Mouth	Call
Bozo Basketball	Call
Buddy Bear	Call
Cosmo Gangs	5000
Cracky Crab	Call
Crazy Clown	3395
Crane-Betson Triple	3495
Crane-Big Choice	1495
Dump the Ump-Mini	Call
Dump the Ump-Maxi	3495
5 Card Draw	2095
Five in Lines - Skillo	895
Hungry Hungry Hippo	Call
Klondike	Call
Low Boy Cranes	995
Rolldowns - 21's	750
Rooster Shooter	3395
Silver Ski	7995
Skee Toss	Call
Skill Dozer	995
Treasure Island	1595
Wedges/Ledges	4995

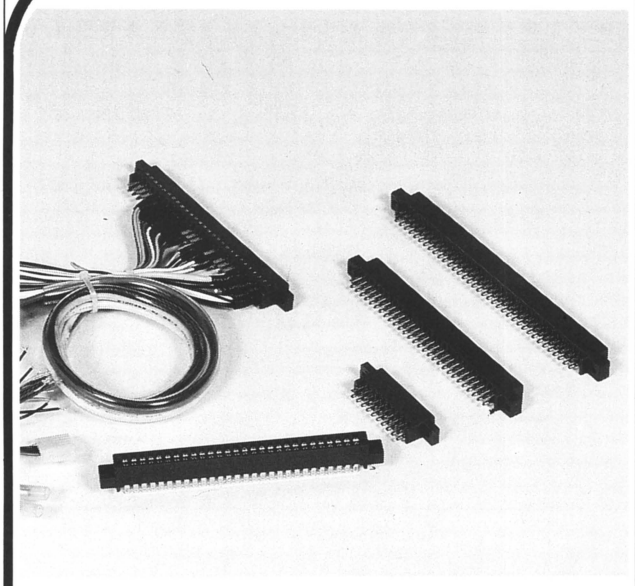
PCB & HEADER:

Arch Rival	$295
Ataxx	295
Bowl-O-Rama	195
Crime Fighters	195
Desert Assault	595
ESWAT	195
Final Fight	595
Final Round	195
Gates of Doom	295
Klax	195
Magic Sword	495
Majestic 12	395
Moonwalker	145
MVP	395
Neo•Geo	45&up
Outzone	295
Pigout	195
Pigskin	295
Pit Fighter	495
P.O.W.	95
Rampart	595
Robocop	195
Sly Spy	295
Smash TV	495
Strike Force	395
TMNT	195
Trog	295
V'Ball	195
Victory Road	95
WWF	395
World Soccer Finalist	495

Ipha-Omega Sales

6 Sutton Place Edison, NJ 08817

FINANCING AVAILABLE TO LOCAL AREA.
PH.:(908) 287-4990 OR FAX: 908-287-3079
Call "Frank the Crank" or Joe!



ZETRO ELECTRONIC CO., LTD.

POONG LIM B/D 1117 417-2 KONGDUCK-DONG, MAPO-KU, SEOUL, KOREA

TEL: (02) 701-9998 (4LINE) FAX: (02) 716-7457

MORE THAN EVER...

YOUR KEY TO ARGENTINA

If you are a major manufacturer or distributor with quality products to sell, ranging from the smallest components to the biggest and most modern machines and pinballs, we are definitely interested in you.

WHY? Because we have the facilities and the know-how to place your goods through a network of more than 500 clients and friends, from North to South and East to West of our Argentine territory.

Exclusive representations at a national level will be most welcome.

You won't regret it...Make contact and start selling.

★

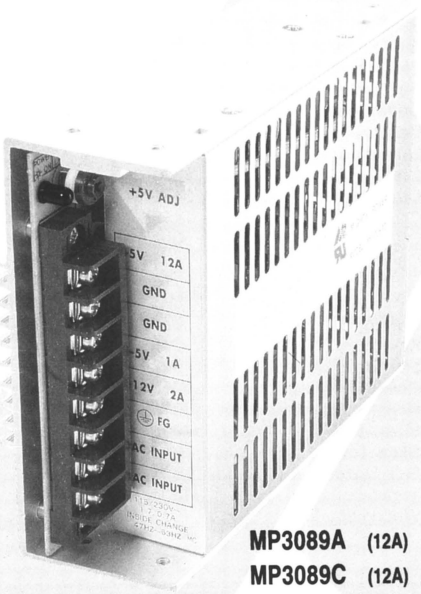
LOMONACO

ALEJANDRO M. CERVANTES 2001
1416 - Buenos Aires - Argentina

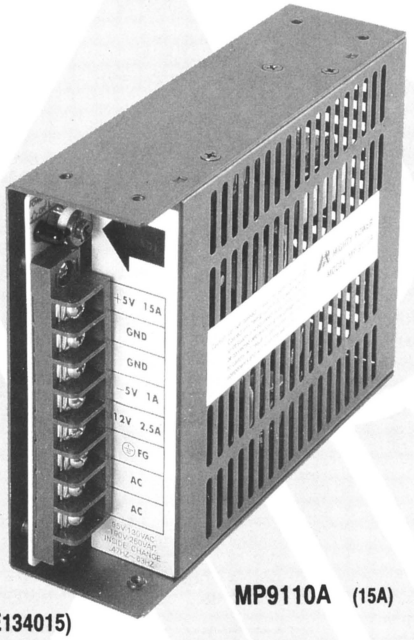
FAX: 54-1-786-1747 • TEL: 54-1-581-9152
54-1-581-1634 54-1-581-5084 54-1-582-9550 54-1-583-9820

"NEW Switching Power Supplies - MP3089C

E134015"



MP3089A (12A)
MP3089C (12A) (E134015)



MP9110A (15A)

- **COMPLETE PROTECTION — "OCP" "OVP" "OLP"**
- **ONLY DESIGN — "HEAT DISSIPATION"**
- **LOW RIPPLE NOISE 100% BURN IN TESTED**
- **ONE YEAR GUARANTEE**
- **STANDARD 12 AND 15 AMP (EXCEPT, MP3089C)**

MIGHTY POWER ELECTRONIC CO., LTD.

NO. 5, LANE 562, MING-AN WEST RD., HSIN CHUANG CITY,
TAIPEI HSIEN 24245, TAIWAN R.O.C.
TEL: 886-2-2028488, 2055320 FAX: 886-2-2051041

GREEN COIN Machine Distributors, Inc.

WE WELCOME TRADE-INS and HAVE FREE DELIVERY
EAST OF THE MISSISSIPPI ON 4 OR MORE ITEMS

150 Jet Port Industrial Park
Myrtle Beach, S.C. 29578
803-626-1900; FAX 448-9899
Ask for Royce or Ed

2560 Overton Crossing
Memphis, TN 38127
901-353-1000; FAX 353-1155
Ask for Jan

3701 I-55 South
Jackson, MS 39212
601-371-1000; FAX 371-1259
Ask for Jay

PEACH STATE
COIN MACHINE EXCHANGE
1040 Boulevard S.E.
Atlanta, GA 30312
404-622-4401; FAX 622-7972
Ask for Riley

Call Royce or Ed for all types of
Redemption Equipment

- Roll Downs • Pop-A-Balls • Kiddie Rides
- Skeeballs • Knock Downs • Cosmo Gangs
- Boom Balls • Bozo Basketballs
- Pop-A-Tic-Tac-Toe & Hop-A-Tic-Tac-Toe

NOW REPRESENTING SEEBURG
IN THE SOUTHEAST & MID-SOUTH

AVAILABLE NOW: **THE NEW LINE OF SEEBURG CD-JUKEBOXES!**

New and Used Pool Tables
Valley, Dynamo and Cooper

☆ ☆ USED PINS ☆ ☆

Gilligan's Island	$2125
Hurricane	2375
Party Zone	2150
Roller Games	1595
Simpsons	1595
Slugfest	Call
TMNT	1650
Terminator II	Call
The Machine	2195

HIGHER TRADE-INS
ON YOUR OLDER PINS

NEW GAMES
ARRIVING DAILY . . .
CALL FOR PRICING
☆ ☆ ☆ ☆ ☆ ☆ ☆
VIDEOS - KITS
PINS *New and Used*
JUKES - *New Rock Ola's*
Many used makes & models of all kinds
Air Hockey - Darts
Countertops - Cranes
SHUFFLES

☆ ☆ USED JUKES ☆ ☆

Rock-Ola 488 thru 494
Rowe R-82 thru R-91
Some combos available
Rock-Ola Mirage CD Like New
Seeburg SCD-1
Availability Changes Weekly

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ USED VIDEOS ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

1943	$350	Double Axle	$2550	Mechanized Attack	$1245	Smash T.V.	$1375
A.P.B	675	Double Dragon	410	Midnight Resistance	720	Space Gun	2450
Afterburner	1095	Dr. Mario	575	Ms. Pac-Man	395	Spiderman	1870
Aliens	865	Dragon Sabre	1055	Nastar Warriors	825	Spy Hunter	450
Altered Beast	450	E-Swat	720	Ninja Gaiden	550	Steel Gunner	3675
Arch Rivals	825	F-15 Strike Eagle	4950	Ninja Kids	1080	Streetfighter	850
Arkanoid	350	Final Fight	975	Operation Wolf	725	Strider	825
Assault	675	Final Lap II	10,500	P.O.W.	475	Strikeforce	1555
Ataxx	575	Gal's Panic	1260	Pitfighter	1475	Street Fighter II	2250
Bad Dudes	650	Galaga	475	Play Choice 10	850	Super Off Road	1460
Block Out	450	Gang Wars	750	Pole Position	695	Tapper	450
Blood Bros.	950	Gate of Doom	895	Pound for Pound	950	TMNT	1225
Bottom on Ninth	725	Golden Axe	750	Prehistoric Isle	450	Three Wonders	1585
Buster Bros.	700	Guerrilla War	450	Quarterback	650	Thunder Dragon	950
Cabal	635	Gunforce	1090	Raiden	1375	Trog	1375
Capcom Bowling	825	Hard Head	775	Rampart	1410	Turbo	495
Captain America	1790	Heavy Barrel	575	Road Blaster	1045	Two Crude	840
Caveman Ninja	1050	High Impact	1795	Robocop	675	Vendetta	1990
Centipede	395	Indy Heat	1950	S.C.I.	1800	WWF Superstar	850
Combatribes	840	Karnov	420	Shinobi	400	WrestleFest	22955
Desert Assault	1450	Lightning Fighter	975	Simpsons	1455	X-Men (6-Player)	Call
Devastators	400	Magic Sword	895	Sly Spy	575	X-Men (4-Player)	Call

AMOA EXPO '92 Nashville
October 1-3 OPRYLAND HOTEL

PLAN TO STOP BY AND SEE JAN & ROYCE AT BOOTH #'s:
2104, 2106, 2108, 2205, 2207, 2209

DARTS

ARACHNID

SUPER SIX or SUPER SIX PLUS

Clean • Shopped • Street Ready

$ 1,075

GOOD STUFF for NOT-A-LOT

Basketballs (your choice)	$495
Metal Typer	495
Ms. Pac-Man (cocktail)	395
Pac-Man (cocktail)	350
Space Invader (cocktail)	300
Cummins BagStop Coin Counter	3200
Parrot	395
Valley 101 Pool Tables	800

LIMITED NUMBER - Filler Darts

4500	$395
5000	395
4500 with Cricket	495
5000 with Cricket	495

Jim Stansfield Vending, Inc.

La Crosse, WI

608/782-7181 • Fax: 608-785-7016



AMUSEMENT AUCTIONS

USA GUIDE

MID YEAR EDITION REPORT

OVER 1,000 GAME AVERAGES

- VIDEO
- PINBALL
- JUKEBOX
- MISC ITEMS

AVAILABLE SEPTEMBER 15TH

$35

LOCATION REPORTS AVAILABLE

DALLAS
INDIANAPOLIS
SAN JOSE
ANAHEIM
COLUMBUS
LOUISVILLE
PHILADELPHIA
TAMPA

CALL FOR YOUR SAMPLES NOW

TEL: 219-256-1158

FAX: 219-256-1144

ANGLE MANUFACTURING CO.

P.O. Box 309 • Tracy City, TN 37387

1-800-347-4405 • (615) 592-4400

QUALITY ★ ★ ★ PRICE ★ ★ ★ SERVICE

Put Your New Kit In The

ANGLE™ DRAWER SYSTEM CABINET

An Investment That Pays Off In $$$$.

STANDARD FEATURES:

★ Removable Drawer to Allow a Game Change in Just Minutes.

★ Metal Monitor Bracket System Lets Monitor Swing Out and is Designed for Simpler Vertical & Horizontal Rotation.

★ All Plywood Construction with Formica Laminate for Strength and Durability.

OPTIONS AVAILABLE:

- Angle 19, Angle 25, Angle 27
- Red or Black or Blue
- Regular and 4-Player Drawers
- 2-Entry and 4-Entry Coin Doors
- Special Control Panels and Kits Installation

NEW 8-LINE or POKER CABINETS - BARE

$180 EACH

8-LINERS for SALE:

New & Complete $1200
Used & Complete 900

Cabinet With or Without Boards or Validators

CALL US NOW!

(814) 696-9192

USED P.C.B.'S FOR SALE

Rim Rockin' Basektball	$545
Aero Fighter	Call
X-Men	Call
Street Fighter Champ. Edition	Call
Thunder Force (H Shooter by Sega)	245
WWF Wrestlefest	475
Bomber Man (Atomic Punk)	425
D.D. Crew (2P Fighting by Sega)	350
Bloxeed (Like TETRIS)	175
Hatrix (from creator of Tetris)	145
Columns II	195
Rampart	225
MVP	175
Ghox (with LEVER)	260
Sunset Riders	595
Dark Seal	175

NEO GEO

1 Slot	$675
World Hero	Call
King of Monsters II	Call
Mutation Nation	Call
Baseball 2020	165
Super Spy	60
Crosed Swords	60

Call for Other Titles!

J.C. RESEARCH
5667 Snell Ave., Ste. 345 •San Jose, CA 55123
(408) 274-1111 • FAX: 408-274-4848

REDEMPTION EQUIPMENT

Pot-A-Gold	$1995.
Pop-A-Ball	2895.
High Ball	895.
Shoot to Win	895.
Grayhound Crane	995./ $1,195. DBA

SUMMER CLOSE-OUTS

Street Fighter: Champion, Road Riot
Relief Pitcher, Guardians of the Hood
Call for Prices!

Undercover Cop	$795
B. Rap Boys	795
Mutant Fighter	695
Silent Dragon	795

RECONDITIONED PINBALLS

Lethal Weapon 3	Call	Operation Thunder	$1495
Hook	Call	Pinbot	695
Black Knight 2000	$1195	Playboy	1195
Class of 1812	1795	Police Force	1250
Comet	350	Pool Shark	1095
Cyclone	1095	Riverboat	1550
Diner	1550	Rollergames	1495
Dr. Dude	1695	Star Trek	1895
Eldorado	250	Surf 'N Safari	1695
Game Show	1295	Swords of Fury	695
Gilligan's Island	1795	Taxi	950
Hulk	200	Touchdown Fever	250
Jokerz	1095	Whirlwind	1595
Mousin' Around	1195		

CAPTAIN AMERICA – FACTORY KIT
$695.00

GALAXY DISTRIBUTING

401 S. Elgin • Tulsa, Oklahoma 74120

1-800-678-7665 • Fax: 918-584-4168

REDEMPTION OPERATORS:

BLOWOUT PRICES

ON

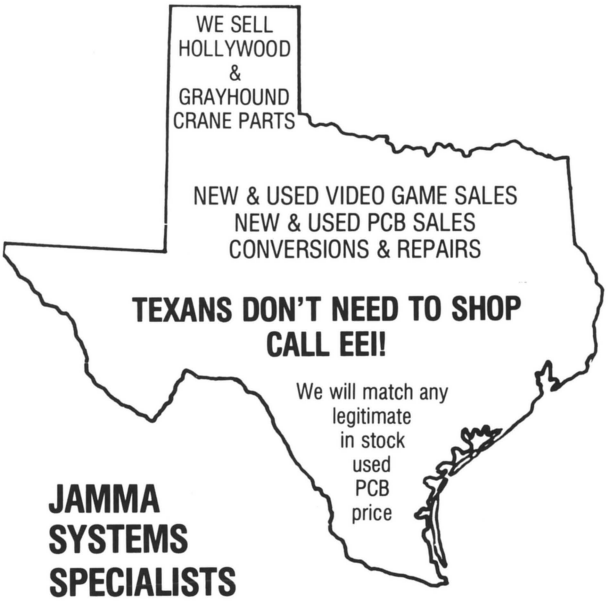
PLUSH ★ HARD GOODS ★ TOYS
JEWELRY ★ ETC...

IMMEDIATE DELIVERY!

Call Tony Now For Best Selection:

COLUMBIA VENDING SERVICE

1-800-262-2434



JAMMA SYSTEMS SPECIALISTS

We speak Spanish! Ask for Sylvia!

ELECTRONIC ENTERTAINMENT, INC.
597 E. Crosstimbers • Houston, TX 77022
(713) 695-4220
FAX: 713-695-1145

YOUR GAME SOURCE



50th State Coin-Op

Call For Our Unadvertised Specials
On Location Throughout The United States
Call To Find The Game Nearest You
Worldwide Shipping

Call 800-424-5050 • Fax (808) 682-4016

We accept VISA MasterCard *4% Surcharge*

DEDICATED

Bad Dudes	$ 299
Beast Busters	$ 1,695
Blasteroids	$ 300
Captain America	$ 1,695
Captain Commando	$ 1,595
Chase HQ	$ 995
Compact Hard Drivin	$ 2,699
Cyberball - 2072	$ 699
High Impact	$ 1,050
Ninja Warrior	$ 595
Pit Fighter	$ 995
Rampart	$ 1,095
Simpsons	$ 1,195
Smash TV	$ 995
Space Gun	$ 1,795
Steel Gunner	$ 3,195
Sunset Riders	$ 1,295
Turtles In Time	$ 995
Vendetta	$ 1,595
Wrestlefest	$ 1,695
WWF Superstars	$ 495

PINBALL

Atlantis	Call
Check Point	$1,695
Getaway	Call
Hook	Call
Simpsons	$1,395

REDEMPTION

Ameri Darts	$ 1,095
Frog Ball	$ 650
Lotto Fun	$ 995
Mountain Climber	$ 395

BOARDS ONLY/KITS

Air Buster	$ 350
Aliens	$ 395
Attaxx	$ 195
B Rap Boys	Call
Combatribes	$ 175
King Of Dragons	$ 800
Knights Of The Round	Call
Mutant Fighter	$ 595
Ninja Turtles	$ 299
Silent Dragon	Call
Varth	Call

NEO GEO SOFTWARE

Baseball Stars Professional	$ 99
Burning Fight	$ 99
Crossed Swords	$ 99
King Of The Monsters	$ 99
Magician Lord	$ 25
NAM - 1975	$ 49
Ninja Combat	$ 75
Sengoku	$ 149

Play Choice 10 Software Available

Upstate Games

"Quality equipment & commitment to the customer. . . satisfaction keeps 'em coming back!"

122 Cannon Street
Greer, South Carolina 29651

(803) 879-0725
FAX: 803-879-8536
ASK FOR CHUCK OR VAN

1-800-272-2502 *Call Now For Prices & Info*

GAMES & KITS: CHERRY MASTER, CHERRY BONUS III, ELDORADO

VALIDATORS: EEI A/C VERSION: IVO's, CBU's

MONITORS: SHARP IMAGE

HARNESSES: 8-LINE WITH BUTTONS

WE SHIP ANYWHERE!!!

ANNOUNCING

OUR ECONOMY 8-LINES. . . WITH D.B.A.!
★
NEW & USED POKERS OF ALL KINDS!

WE WILL COMPETE WITH ANY PRICE . . . AND, WE BACK OUR PRODUCTS!

PAY PHONE INDUSTRIES

2415 West Amherst Road • Bloomington, Indiana 47404 • SINCE 1983

(812) 333-9939 • 1-800-284-2255

LOCAL & LONG DISTANCE MODELS AVAILABLE
STARTING AT **$299.**



★ Line powered - No AC
★ Desktop or Wall mount
★ Free Calls: 911, 800 toll-free
★ Restricted Calls: 976, 900, 700
★ Time limit for local calls
★ FCC Approved
★ One-year warranty

LABOR DAY SPECIALS:

X-Men (6-Pl.)	Call
Steel Talons	$100
Lethal Weapon 3	Call
St. Fighter Champion & 2	Call
Bally Slots/Tokens	595
Big Bertha	Call
Neo Geo Cartridges	$50 & up
Draw Poker/Tokens	695
Time Traveler	1695
Pop-a-Ball	2895
Operation Wolf	695
Off Road	1150
Casino Games/Tokens	795
Other Assorted Videos	Call

WANTED:

Rock 'N Bowl, Knockdowns, Starburst, Lowboy Crane & Morgana Tape

CALL GARY:
(908) 793-0131

WARNING:

In certain parts of the country, particularly California, there have been a large number of break-ins on the **SN-19KS** security bar. Vandals have used crow bars to break open padlock covers, cut "L" brackets, padlocks, shackles, etc.

A-1 PRODUCTS has taken steps to help our customers:

1. We are now using a heavier "L" bracket or a 3/8 inch welded eyebolt, no charge for exchange.
2. A hardened, 1/2 inch eyebolt, lock nut and three washers are available, limited offer of $2.
3. Your old **SN-19KSC** bar may be returned to our factory.

No bar is burglar proof. They just slow down thieves. Since there is no guarantee against vandalism, or break-in, we are unable to make cash refunds. However, we will allow you $10 toward the purchase of our new, high security **BATMAN III**, bar. With a test of several hundred of these placed in the roughest locations, not one has been broken into as of this date. Also, vandals have been unable to cut shackles when using this bar. (Freight must be prepaid for returns to our factory.)

For further information, phone toll free:

1-800-782-6721

A-1 PRODUCTS

★ VIDEO ENTERPRISE ★

ALL PRICES BELOW ARE BOARD ONLY

CALL AND ASK ABOUT OUR FACTORY AND $99 CLOSE-OUT SPECIALS.

VIDEOS:

St. Fighter II: Champ. Edition	Call	Mutant Fighter	$495
Streetfighter II	1095	Big Event Golf	395
Sunset Riders	725	Simpsons	395
Aero Fighter	Call	Thunder Dragon	375
Turtles in Time	595	Tumble Pop	295
Raiden	595	Pound for Pound	295
Capcom Bowl	545	Super Off Road	150

NEO GEO 1 SLOT $690 • NEO GEO 2 $890
NEO GEO 4 SLOT $1095

World Heros	Call	Burning Fight	$150
King of Monster II	Call	King of the Monster	150
Andro Dunos	275	Sengoku	150
Ninja Commando	275	Eight Man	100
Last Resort	249	Puzzled	100
Mutation Nation	249	Riding Hero	100
Soccer Brawl	249	Ninja Combat	45
Fatal Fury	150	The Super Spy	45
Crossed Swords	150	Magician Lord	45

★ ***WE TAKE TRADE-INS*** ★

WE HAVE A FULL SERVICE DEPARTMENT AND A LARGE INVENTORY OF VIDEO AND PINBALL PARTS.

1-800-594-9024

Service Line:**(313) 364-9506**

RENEGADE DISTRIBUTING

1012 18th Ave., No.
Moorhead, MN 56560
1-800-525-6135 • (218)233-3265
Fax: 218-233-0094

NEW FACTORY KITS:

Aero Fighters	Calll
Air Busters	$395
Captain America	755
G..I. Joe	Call
Golden Tee II	795
Guardians of the Hood	Call
Mutant Fighter	650
Nastar Warrior	395
Painted Lady	Call
Punk Shots	395
Quiz Dragon	Call
Rim Rockin' Basketball	995
Road Riot	Call
Silent Dragon	925
Strata Bowling	795
Street Fighter II	Call
Street Fighter C.E.	Call
Tumble Pop	445
Wrestle	795
X-Men	Call

USED PCB/HEADER:

Add $35.00 for complete kits of buttons, joysticks, harness, overlays, and button labels. (prices may vary)

American Horseshoes	$99
Altered Beast	275
Astyanax	295
Aurail	295
Bonanza Bros.	395
Cabal	295
Cadash	295
Centipede	95
Chelnov	225
Choplifter	195
Combatribe	250
D.J. Boy	225
Double Dragon	159
Double Dragon III	225
Gauntlet	150
Ghosts 'N Goblins	150
Ikari Warriors	150
Karnov	125
Marvins Maze	99
Midnight Resistance	100
Moonwalker	99
Pit Fighter	395
P.O.W.	175
Quartet II	99
Robocop	195
Roller Jammer	49
Rush 'n Attack	49
Simpsons	445
Skull 'N Crossbones	295
Solar Warriors	49
Strike Zone	99
Two Crude	250
Video Trivia	50
Wonder Boys	195
World Series	99
WWF Superstars	425
Xenophope	50

NEO GEO:

Call for prices on these packs!

Baseball Star II, Blue's, Burning Fight, Crossed Swords, Cyberlip, Fatal Fury, King of Monsters, King of Monster II Last Resort, Magician Lord, Nam 75 Ninja Commando, Robo Army, Sengoku Super Baseball 2020, World Heros

MULTI PLAYER CONTROL PANEL:

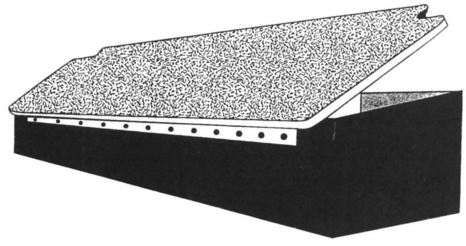
CONVERTS CABINETS TO 3 OR 4 PLAYER!

- HINGED CONTROL PANEL
- EASY INSTALLATION. . .FITS MOST 1 OR 2 PLAYER CABINETS

MODEL 22

- Pac-Man, Ms. Pac
- Super Pac-Man
- Double Dragon
- Galaxian
- Galaga
- Tron
- Berserk
- Scramble
- Super Cobra
- Jungle Hunt

AND MORE!



ONLY $169.00
$159 ea./5 or more!

MODEL 23

- Dynamo Cabinets
- Data East Cabinets
- Centipede
- Xevious
- Track 'N Field
- Champ Baseball
- Dig Dug

AND MORE!

MODEL 24

- Williams

SPECIALTY COIN MFG. 1-800-988-7396

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.

INDEX OF ADVERTISERS

A.L.D., Inc. . . . . Pg. 63
AMOA 77
Alvin G. & Assoc. 107
Arachnid 127
Asahi Seiko 104
Atari . . . . . cover 4
Bally . . . . . cover 3
Baton Lock & Hardware 108
R.H. Belam Co., Inc. 78, 80, 90
. . . . . 122, 130, 140
Betson Enterprises 47, 65
Betson/Imperial Export 102
Bob's Space Racers 122
Capcom 38-39
Classic, Inc. 50-51
Coastal Amusement 42
Coin Concepts 60
Data East, Inc. 31, 89
Deltronic Labs 56
Dynamo 121
Entron Enterprises 18
Fan Shaing Electronics 115
Grayhound Electronics 79
Great Lakes Darts Dist. 131
HMS Monaco et Cie, Ltd. 92
Hamilton Mfg. 69
Happ Controls 110
Hecon Corp. 84
Hoffman & Hoffman 26
I.C.E. 57
Irem 61
King Plush 28
Konami 49
Laramie Interests 41
Latin American Business 66
Lazer-Tron 120
Henry W.T. Mali Co. 25
Maxwell Creations 135
Mayoni 14
Mazzco . . . . . Toss-in
Merit Ind. 34
Midway Mfg. 7
NSM-America 15
National Sports Games 75
National Ticket 130
Nortech 135
Ocean of America 11-12
Planet Earth Entertainment . . . 16-17
Play By Play 83
Playfair Shuffleboard 78
Pop-a-Shot 80
Premier Technology . . . . . cover 2
Purchasing Agents Ltd. 106
Repeat the Beat 33
Rosette 126
Rowe International 27, 93
SNK Corp. 19-20
Sega 9, 97
Skee Ball 123
Smart Industries 87, 119
Space Age Electronics 103
Stella 47
Strata 90
Subsino 111
Taito America 5
Tekbilt, Inc. 139
Valley Recreation 72
Van Brook of Lexington 96
Vari-Tech 10
Wms. Games, Inc. 55
Roger Williams Mint 138
Woodward Mfg. 128

KEISU ELECTROMAGNETIC COUNTER

RELIABILITY GUARANTEED

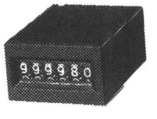
FEAATURES:
- **Miniature size for easy installation.**
- **High quality.**
- **Long service life.**
- **LOW COST.**

GX SERIES
(5 and 6 digits)



GX-06RL
- Stand speed type (STD: 10 CPS), MAX: 15 CPS).
- Normal T.V. & Poker game machine use.
- Base plate mounting and other 3 types.
- Lead wire connections.
- Low power consumption (112mA 1.4W at 12V DC).
- 5V DC to 24V DC.

FX SERIES
(5,6 and 7 digits)



FX-06RT
- High speed type (STD: 20 CPS). (MAX: 25 CPS)
- Gambling and slot machine use.
- PCB mounting and other 5 types.
- Terminals for PCB and Lead wire connections.
- Low power consumption (only 45mA 1.10W at 24V DC.
- 5V DC to 24V DC.

EXCLUSIVE EXPORT AGENT:

CONTEX CORPORATION

SUZUKI BLDG., 1-13-14 AKEBONO-CHO
TACHIKAWA, TOKYO 190 JAPAN
Tel: 81-425-22-0051 • Tlx: 2842217
Fax: 81-425-26-2345

Contact us or your nearest distributor today for detailed catalogue and prompt offer!

AC AND DC FANS

HIGH PERFORMANCE GUARANTEED

FEATURES:
- High Quality
- Low Noise
- Long Service Life
- Low Cost



AC FANS
- Frame Size: 80mm, 92mm, 120mm, 150mm
- Ball Bearing, Oil less sleeve bearing
- UL & CSA approved (VDE approval type available)

DC FANS
- Frame Size: 40mm, 60mm, 80mm, 92mm
- Ball bearing, Oil less sleeve bearing

CONTEX CORPORATION

SUZUKI BLDG., 1-13-14 AKEBONO-CHO
TACHIKAWA, TOKYO 190 JAPAN
Tel: 81-425-22-0051 • Tlx: 2842217
Fax: 81-425-26-2345

Contact us or your nearest distributor today for detailed catalogue and prompt offer!

SOME"THING" SPECIAL . . .
THE BEST-SELLING PINBALL OF ALL TIME!



Thank you, operators and distributors worldwide, for making The Addams Family™ the all-time best-seller!

Bally®

Midway Manufacturing Company
A subsidiary of
WMS Industries Inc.

3401 N. California Ave.
Chicago, IL 60618
312-267-2240
Fax 312-267-8435

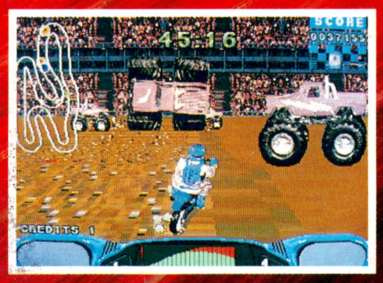
TM & © 1991 Paramount Pictures. All Rights Reserved. THE ADDAMS FAMILY Logo is a Trademark of Paramount Pictures. Midway Manufacturing Company Authorized User.
© 1992 Midway Manufacturing Company. Manufacturer of Bally/Midway Amusement Games. All Rights Reserved.

MOTO Frenzy™



GRAB ONTO THE FIRST FULL-MOTION MOTORCYCLE SIMULATOR

- High speed offroad moto racing with shooting action.
- Realistic handlebar controls with twist-grip throttle feature.
- Six player-selectable tracks, each with unique obstacles: Los Angeles, Maui, Utah, Las Vegas, Kenya, and Norway.
- Timed lap format with extended play for lap completion and bonuses for special stunts.



Be aware of the "Big Foot" trucks in L.A.



The crowd goes berzerk in Las Vegas.



The Polar Bears attack on the icy track.

Moto Frenzy is a ride-on simulator for one player featuring authentic motorcycle look and feel. Two independent motors give full-motion action that respond to player control and provide feedback from the track and obstacles on the screen. The bike leans, pivots and does wheelies. The realistic handlebar controls, add to the simulation.

To maximize earnings, operators can link up to two units for 2-player, head-to-head competition. With two players in the race, both are allowed to continue play as long as one player crosses the finish line within the time allowed.

DIMENSIONS

Height:	71 inches (180 cm)
Depth:	77 inches (196 cm)
Width:	33 inches (84 cm)
Weight:	1158 lbs (526 kg)

20 YEARS 1972 1992
ATARI GAMES

Atari Games Corporation, 675 Sycamore Drive, P.O. Box 361110, Milpitas, CA (408) 434-3700

©1992 Atari Games Corportion. All rights reserved. Patent Pending