## Atari Accelerates Fight to Safeguard Copyrights

Sunnyvale, Calif.—Atari, Inc. recently stunned Wall Street with the revelation that performance in the fourth quarter of 1982 would be substantially below expectations, triggering a loss of confidence in the stock of the parent company, Warner Communications, Inc.

At least part of the blame for Atari's ills are ascribed to what the company views as unfair competition from infringement of Atari copyrights.

In an effort to shore up its declining market position, Atari has been lashing out recently in a series of law suits directed at protecting both its home game and coin-operated interests.

Among recent suits is a \$350 million action Atari filed in U.S. District Court in Illinois against high-flying Coleco of Hartford, Conn., charging patent infringement and unfair competition under state and federal law. Atari is seeking an injunction against the manufacture and sale of Coleco's Expansion Module No. 1 which allows the Colecovision home unit to accept Atari VCS compatible cartridges. Attorneys for Atari claim the Coleco adaptor contains circuitry that is substantially identical to the motion object and sound circuitry of the Atari VCS.

Raymond E. Kassar, chairman and chief executive officer of Atari, said, "We regard the Coleco adaptor as merely a thinly disguised copy of Atari's VCS unit. In the same way that we will not tolerate copying of our software, we will not allow the duplication of the unique circuitry in the Atari base unit.

Along with consumers, we expect any manufacturer that enters the market-

place to be innovative and creative in their design efforts."

Kassar uttered a similar sentiment a few weeks earlier when Atari filed a suit against Imagic, claiming that the Imagic home game, "Demon Attack," is a copy of the arcade game, Phoenix, which Atari had licensed from Centuri, Inc. for home use.

At that time Kassar said, "We remain convinced that the best interests of this industry and its customers are best serviced by the development of original games, and not by misappropriation of other's efforts."

Imagic, however, rejected the Atari charges as "without merit" and in an official statement said, "Demon Attack is an original video game initially designed by Imagic for the Atari Video Computer System."

In another legal action of recent weeks Atari obtained a preliminary injunction against Commodore, Inc. with regard to joystick patents.

And in yet another legal move, Atari has filed suit against a number of defendants, charging violation of Atari's rights to two coin-operated games-Kangaroo and Dig Dug, the latter licensed by Atari from Namco, Ltd. of Japan. This suit was marked by seizure and impoundment of complete games and printed circuit boards. Named as defendants in this suit were Western Video Games, Inc., doing business as Libra Logic Electronic Entertainment, Robert R. Lammers of Western Video Games and Phoung K. Nguyen, individually and doing business as National Amusement.

### **Pinball Pioneer Views Shrinkage**

Chicago, III.—"It's a funny thing to be at the birth of a business and then maybe at its demise."

The speaker was Harry Williams, 76, who had revolutionized the infant pinball game industry in 1932 by introducing electricity to what had been a strictly mechanical type game, speeding up play and enhancing appeal. It was Williams, too, who in 1934 introduced the automatic shut-off or "tilt" device to minimize player abuse of the equipment. And it was Williams who founded the game manufacturing company that bears his name and which he sold in 1960 for \$2.5 million.

Williams is philosophical in submitting the view that pinball is dead. "We're in a novelty business," he says, 
"And novelty means one thing—sooner or later you get tired of the novelty of it"

Considering that pinball has lasted more than 50 years, that is a better run than most novelties get. In fact, pinball hit its all time peak as recently as three years ago when the industry sold 200,000 games. But in the fiscal year ended Aug. 31, pinball sales plummeted to only 33,000 units as the coinoperated amusement industry became increasingly dominated by video games.

Of the four major pinball manufacturers, D. Gottlieb introduced only two

continued on page 2



See Page 5

## Bally/Midway Offering Kits

Franklin Park, III.—One of the most vigorous opponents of speed-up kits has been Bally/Midway which waged relentless court actions to prevent operators from using the kits. The result was a bitter reaction from operators who insisted that the kits were necessary to extend the useful life of the games and snore up sagging collections.

Now Bally/Midway has responded with introduction of its own "Pac-Man Plus" which is billed as the "official factory authorized enhancement kit."

The company is still taking a dim view of kits which it does not itself produce, stressing that Pac-Man Plus is "the only legal Pac-Man conversion package."

## Quarter Dispute Costs Hundreds

Raleigh, N.C.—Twelve-year-old Tommy Harper was playing Donkey Kong with two friends at a market. Next to him, 23-year-old David Earl Bostic was playing Stargate. Bostic reached over and picked up two quarters that were queued on the cabinet for upcoming plays on Donkey Kong.

"Hey," said Tommy, about all he could say.

Bostic maintained that the quarters were his and that he had left them on the Donkey Kong cabinet.

One thing led to another and Bostic was found guilty in district court and was handed a six-months suspended sentence and fined \$100.

On appeal to Wake County superior court, a jury acquitted Bostic. The trial had lasted two days, had cost the state at least \$431 directly in jury and witness fees and the fees for Bostic's court-appointed attorney. Not included in this figure was the cost of court salaries, maintenance, transportation, paperwork and other such incidentals, nor the costs of the lower court trial.

#### Oregon Locations Remark On Slump

Dallas, Ore.—Merchants in this small Oregon town are lamenting the slump in returns they are getting from their video games. Explanations vary all over the map.

Bill McNelly of Starlite Lanes bowling alley which has seven games, the most of any establishment in town, says of the games, "The kids are bored with them."

Gary Allen of Not-So-Famous Pizzaria, which has two games, says his two games "used to be a lot more popular" but that the coin drop has declined "because of the economy."

A street operator with games in about 40 locations in the state, blames the softness on "over-production of games."

What apparently has been overlooked is the possibility that the game selection may be in need of updating.

At Starlite Lanes, for instance, where the problem is attributed to boredom, the seven available games include Wizard of Wor, Battlezone, Armor Attack, Frogger, Robotron, Donkey Kong and Ms. Pac-Man.

The only two games at Not-So-Famous Pizzaria are Asteroids Deluxe and Scrambler.

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continued from page 1

Of the four major pinball manufacturers, D. Gottlieb introduced only two new pins at the AMOA show in Chicago, Williams introduced a pair, Bally only one and the fourth, Stern, introduced none, having withdrawn from production of flippers earlier this year.

Not too long ago, the company that Harry Williams founded was 90 percent dependent on pinball games for its revenues. Now pins account for less than 10 percent of the production of Williams Electronics, Inc.

#### Court Ruling Upholds Town's Zoning Rights

Amherst, Mass.—Under a state supreme court ruling, a town ordinance blocking the establishment of video game arcades in residential areas has been upheld.

Dennis E. Bieron, owner of the Abbey Square restaurant and tavern in Amherst, had challenged the 1981 ordinance on constitutional grounds. His attorney, Frederick J. Marshall, had argued that the Amherst ordinance imposing zoning restrictions on installations of more than three games was too broad, not rationally related to the public interest and confiscatory. Mar-

shall asked for a preliminary injunction against the town until the issue of constitutionality could be decided.

However, Justice John C. Broughton denied the injunction on the grounds that it did not meet the legal test of "likelihood of ultimate success on the merits."

He cited precedent in that "courts have generally emphasized the breadth of municipal power to control land use ...if it is rationally related to legitimate state concerns and does not deprive the owner of an economically viable use of his property."

Justice Broughton was unmoved by Bieron's contention that the ordinance which forced him to remove five of his eight games was costing him \$1,000 a week.

"The financial pinch being felt by the plaintiff is not, in this court's mind, irreparable injury" but rather the price that individual interests must occasionally pay in furtherance of the public good," Justice Broughton said.

He ruled that Amherst's zoning ordinance, aimed at restricting the traffic of people and vehicles in residential areas, is in the interests of the public good.

## **Police Say Video Games Prompting Theft Upsurge**

**Detroit, Mich.**—Although many police officials are conceding that video games in and of themselves do not induce crime, some Detroit area officials are concerned about the difficulties of supervision at all levels.

Police report that in order to obtain money to play the games youngsters are engaging in a variety of anti-social behavior. They say it is becoming common for older children to strong-arm younger kids for quarters, children are shoplifting beer to sell to other children, there is an increasing incidence of children stealing from their parents, and bicycle thefts outside of game parlors are up sharply.

Police officer John Powell of Clinton township, says, "Bicycle thefts are up 100 percent" and tells of a delicatessen that has been having problems curbing the activity.

"The owner has tried everything," says Powell, "—built bike racks, put up signs. He even sells bike locks inside.

They still get ripped off."

In another suburban Detroit area, stolen bicycle reports have recently "quadrupled" according to public safety officer James Colby.

"I'm not saying the games cause the trouble," Colby allows, "But some kid who used to leave his bike outside for a minute and go inside for a pop or candy bar is hanging around inside now for an hour or more. The opportunity for theft presents itself."

Several police officers in various suburban Detroit communities cite increases in the incidence of children stealing from their parents in order to finance video game play.

Michigan State University psychologist, Prof. Gary Stollak; says that any pleasurable activity "can become a need." And, he says, "Any person who becomes obsessed with something is liable to do crazy things for it," including engaging in criminal behavior.

Another psychologist, Dr. Nicholas Pott of New York's North General Hospital, although concerned that the "breakdown in morality" among kids can lead to serious criminal behavior as adults, he does say that "Fortunately, only a minority of children are susceptible to that strong an addiction that their sense of right and wrong collapses."

## Snoopy Goes Home

Continuing its neverending quest for original marketable video games, manufacturers will soon be putting out games based on the adventures of beloved cartoon characters. Nintendo, for instance, will soon place "Popeye" in the arcade. "Popeye" is a game in which the hero goes through different scenes and fights Brutus, rescues Olive Oyl, and eats spinach. Smurfs and Strawberry Shortcake, too, will soon have their own games.

Following this trend, Atari reported recently its exclusive license with the United Feature Syndicate and Charles M. Schulz Creative Associates to design and manufacture home video game software for the Atari 2600 and 5200 game systems based on Schulz's Peanuts characters. Though this is the first such license for Atari, it will not be the last. An Atari representative told Games People that Atari also has an agreement with the Children's Television Workshop, who make Sesame Street, and will be putting out educational software based on such characters as Kermit and Big Bird early next vear.







Editor-In-Chief

Managing Editor
Bichard Shore

Contributing Editors Ann DeLarye Donald Ford Roberta Grapperhaus

Martin Hill Vicki Marriott Dirk Smillie Mark Wukas

Art Director Catherine Rodman

Circulation Manager

Editorial Assistant John Portnoy

Publisher
James T.A. Babington-Johnson, Jr.

GAMES PEOPLE P.O. Box 67898 Los Angeles, CA 90067 tel: (213) 474-6445

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## **Atari Gives 450 + Games To Selected Charities**

Milpitas, Calif.—Atari, Inc. has announced the gift of more than 450 coin video games to charities and other special organizations in both the San Francisco bay area and Baltimore, Md.

"We were looking for a way to put something back into the communities that helped give Atari its start ten years ago," said John S. Farrand, president of Atari's Coin Video Games Division. "These gifts are our way of saying, "thanks"."

Among the organizations to receive the games are the Christmas Exchange of Santa Clara County and the Holiday Project, who represent such special groups as children's hospitals, homes for children and families in transition, and various treatment centers for physically and mentally handicapped individuals.

and various treatment centers for physically and mentally handicapped individuals.

The Red Cross is also involved in the video giveaway, the games going to the Veterans Administration in Menlo Park, Calif. Several YMCAs in the Bay Area will receive games to help fulfill the recreational needs of the children who visit them.

In addition to the Bay Area game distribution, 250 games will be given to the "Magic Me" Community Foundation of the Greater Baltimore Area in Maryland. "Magic Me" is a group of children who regularly visit a network of Baltimore nursing homes, providing friendship and love to the residents.

All games will be placed on free play and will be used solely for entertainment purposes.



Children's hospitals and organizations are among the recipients of Atari video games being given away this holiday season. More than 450 games set on free play were given to a variety of San Francisco Bay Area and Baltimore charities.

#### Florida Operator Named AMOA Head

Chicago, Ill.—Wesley S. Lawson, president of Lawson Music Co. of Winter Haven, Fla., has been named president of the Amusement and Music Operators Association.

Lawson has been in the coin-operated amusement game industry since 1943 when he took over the business founded by his uncle in 1934. Under his guidance, Winter Haven has grown to be one of the largest family-owned entertainment businesses in Florida.

The new president of the AMOA epitomizes the adage that if you want to get a job done, give it to a busy man. Lawson has twice been president of the Florida Amusement Vending Association. He is not only a member of his local chamber of commerce, a thirtysecond degree Mason, a member of the Elks, Moose, and American Legion, past chairman of the Salvation Army advisory board and past senior warden vestery of St. Paul's Episcopal Church. past president of the Kiwanis Club and sits on the board of directors of E-C Apartments and First Mortgage Corporation.

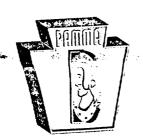
## Entrants Play For Peanuts

San Antonio, Tex.—In what was a decidedly heavyweight promotion effort, an arcade in this city has staged a Pac-Man competition for elephants.

No joke.

The elephants used their trunks to manipulate the joysticks on the games which were sited outside the Galaxy I arcade.

To induce the PAChyderms to work the games, the arcade owners placed peanuts next to the joystick.



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YES \_\_\_\_ NO\_\_

YES \_\_\_\_ NO \_\_\_

#### Pennsylvania Coin Machine Industry Survival Form

Please type or print your responses.

- 1. How many employees do you have?
- 2. How much is your annual gross payroll?
- 3. How much are your annual gross payroll taxes?
- 4. How much does your firm pay in Pennsylvania sales tax per year (e.g., 6% on equipment purchases, etc.)?
- 5. How much are the property taxes (city, county and school) on the building(s) you occupy?
- 6. If you are incorporated what is your annual state corporate tax?
- Is your firm located in a so-called "depressed" (i.e., "Inner-city") area?
- 8. Does your city have a work privilege tax? If YES, how much do all of your paid personnel pay per year?
- List ANY other information/suggestions you have that will benefit this study in our industry's struggle for survival.

In its effort to gather useful statistical material to be used as a basis for effecting uniform statewide legislation and eliminate confusing local law relative to the coin-operated industry, the Pennsylvania Amusement and Music Machine Association has sent the following questionnaire to operators throughout the state. Because of the possibility that operators in other states may be interested in establishing similar data, Games People is herewith printing a copy of the PAMMA questionnaire.

## PAMMA Drives For Uniform Law

Pittsburgh, Pa.—In order to bring some order to the chaotic fee and license structure in its home state, the Pennsylvania Amusement and Music Machine Association has been surveying its members to develop some meaningful industry data (see accompanying box).

PAMMA members and non-members in the amusement game business in the state are being polled in an attempt to determine such things as the number of people the industry employs in the state, the industry's gross payroll and how much the amusement game industry pays in the taxes. As a basis for its drive to get equitable state-wide tax and license legislation, PAMMA is gathering information about the whole range of taxes that the industry is being assessed for property, payroll, state corporate, work privilege, sales.

Russ Warner, legislative coordinator of the Pennsylvania association, says that "PAMMA is developing model legislation which would establish a uniform and reasonable fee structure (which) if enacted would pre-empt all existing local taxes and fees in favor of some type of flat rate."

Warner doesn't expect the campaign to be an easy one.

"It is anticipated," he says, "that local jurisdictions will vigorously oppose any attempt to place even modest restraints on their taxing authority. They would perceive this effort as an attack upon their home rule powers."

To survive what Warner calls "the vicious onslaught of unwarranted tees," he stressed the necessity of developing a "statistical data base that will prove to our legislators that we are entitled to a modicum of relief."

## Planner Advises More Regulation

San Francisco, Calif.—Speaking before a group of some 400 professionals at a gathering of the American Planning Association, lawyer and planner Dwight Merriam suggested that more detailed regulation of arcades could work to the benefit of all.

Merriam pointed out that the prevailing negative image of arcades could be overcome through enlightened regulation that would, in effect, transform the ambience from one of teen-age hangouts to that of teen-age clubs.

Most cities, says Merriam, simply prohibit kids from playing during school hours or late at night. But he suggests that, in addition, cities would be doing everyone a service by mandating such requirements as having adult supervision on the premises to watch over the kids, bright lighting, daily litter cleanup around the exterior of the building, picnic tables for kids who want to accompany their friends but don't want to play themselves, bicycle racks to keep the sidewalks uncluttered, and allocation of a specified floor space for each game. And he proposes an annual review of licenses to assure that conditions are being met.

Many of the regulations which Merriam talks about are already in place in many communities, but few, if any, have adopted all those which he suggests. Many arcade owners, of course, already voluntarily do the things that

Merriam suggests.

But it is Merriam's contention that the more extensively and thoroughly arcades are regulated, the more positive a presence they will be in the community.

He cautions that care should be taken

in adopting regulations which take into account the fact that "the principal users of the video arcades will be youths. And younger adults have special needs and they have special problems

## Maker of Adult Games Suing County Officials

New York, N.Y.—Introduction of adult video games to the coin-operated market may hinge on the outcome of legal action now under way relative to home games.

American Multiple Industries of Northridge, Calif., has filed suit for \$11 million against the elected local government officials of Suffolk County, N.Y. and one of its elected officials.

In the suit, filed in U.S. District Court in Brooklyn, AMI's attorneys claim that the county violated the company's constitutional right to freedom of expression by authorizing the county attorney to take action against AMI's games.

AMI's games, which are in cartridge form compatible with the Atari home system, are pointedly sexual in theme. One game, called "Custer's Revenge," involves the central male figure fighting off Indians and advancing to his goal of sexual liaison with a captured Indian maid. This theme evoked heated censure from both women and Indian groups.

It also stirred some official wrath. In addition to the Suffolk County action, the Los Angeles county board of supervisors had voted to instruct the L.A. County attorney to draw up an ordinance prohibiting distribution of adult game cartridges in unincorporated areas of Los Angeles county.

AMI's counsel, John Weston, said that if Los Angeles county follows through with its move against the games, there is "great likelihood" that AMI would file suit similar to the one filed in New York.

In that suit, AMI is asking \$1 million in damages from the Suffolk County counsel and \$10 million from Philip Nolan, the member of the Suffolk County legislature who introduced the resolution.

Suffolk County officials had declared that the games "constitute an imminent danger to the health and safety" of the county's citizens.

Kenneth Hahn, the supervisor who introduced a similar resolution against adult video games in Los Angeles County, viewed the suit against Suffolk County officials as "inflationary" and termed the legal action "a form of intimidation"

AMI has previously said that it was considering the possibility of licensing its games for use in coin-operated equipment which would be installed in bars and private clubs and other establishments where minors are prohibited.



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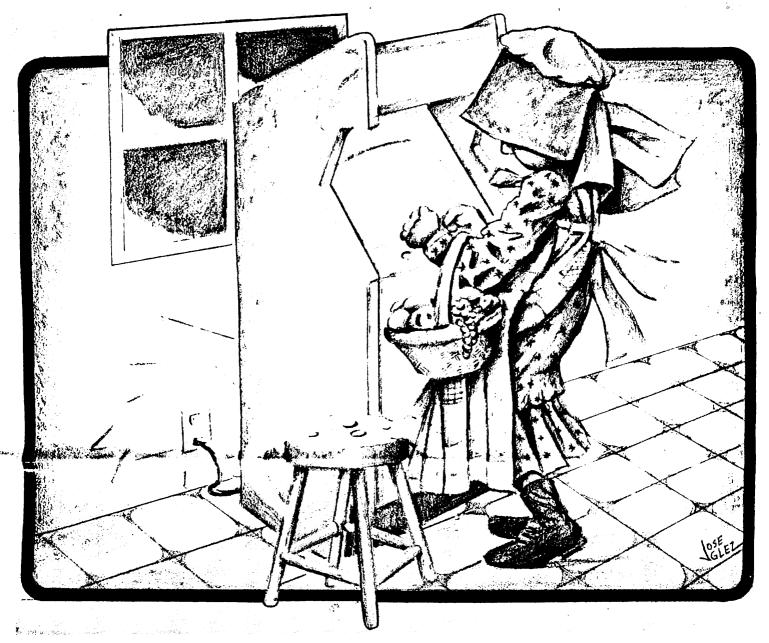


Illustration by Jose Gonzalez

## You've Come A Long Way, Ladies

by Roberta Grapperhaus

Up until a few years ago, most women were as antipathetic to video games as Mario is to Donkey Kong. Games with names like Battlezone, Missile Command and Armor Attack were obviously designed to appeal more to the men than to the "tender sensibilities" of the women.

But that was before Pac-Man became a household word and before the general public began identifying video games as much with cute little characters as they always had with space ships and fighter pilots. Women have slowly, but surely, become a significant factor in the video game player population. They are no longer ignored by operators or manufacturers. Belatedly appreciating that women comprise over half of the population of the United States, manufacturers of games and the people

who own them are beginning to direct efforts toward developing the distaff market.

According to Jim Jarocki, manager of promotions for Bally/Midway, women account for one-third of all Pac-Man players. Because of that fact, Ms. Pac-Man was pointedly named and designed as an "indication of our commitment to women."

"Pac-Man was the beginning of increased play of video games by women," said Jarocki, admitting that it was "probably an accident" that the game did become such a smash hit among women. Midway wasted no time in capitalizing on this "accident," by feminizing the character with lipstick, eyelashes and a bow on its head. Even the theme music was adapted to appeal to women. Remarkably enough, "fem-

inization" of the game didn't have any perceptible negative on the main stream male player, in point of fact, Ms. Pac-Man became the top selling game of all time with almost 110,000 shipped to date, outperforming even its Pac-Man precursor which had a production run of 97,000 and now reposes in second place among the most pervasive coinoperated games. Jarocki notes, too, that a third generation Pac-Man variation is getting strong response from women in test markets.

Analysis of the Pac-Man games gives some clue of what it takes to intrigue women into parting with their quarters.

"I think they like easy controls, ease of understanding, and the basically non-violent nature of the games," said Jarocki. He said that Bally/Midway is now turning out games that he feels will

continue to attract women. These games are quite different from the standard space battle themes and have names like Burger Time and Domino Man.

Dan Van Elderen, vice-president of engineering for Atari, said that at Atari there are several things they have learned recently about women players. Though the conclusions are hard to "scientifically quantify," Van Elderen said, they have reached several generalities about what women like and don't like about video games.

"Women players do not have the same need to be as intensely involved as male players, either mentally or physically," Van Elderen noted. "They don't take it as seriously or become as intensely competitive as the male usually does."

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#### Casino Ambience Aiming At More Mature Players

Portland, Ore.—In a concerted move to entice the more mature player, an operator in Portland has opened a 100-game arcade with a casino atmosphere and decor.

The new facility is fitted with special lighting in the floors and ceiling, plush carpet, brass rails and velvet drapes. Sprawling over 6,500 sq. ft., the arcade is connected with a full-service restaurant.

The Good Times Entertainment and Food Emporium is the second business to be opened by Good Time Video Arcade, Inc. Its first arcade, which is a conventional installation without restaurant, opened in August and was operating in the black in September.

"These games are here to stay," said Gary Hubbard, company secretary, "and we'll keep progressing with them."

For its new casino-like arcade, Good

Times invested an estimated \$250,000 in new games alone and Hubbard implies that the company is committed to keeping the operation equipped with the latest games as they come to market.

As an added revenue producer, Good Times will offer home video games for sale or rent and will have its own service department for the maintenance and repair of both their own games and those of others.

The company is currently attempting to raise an additional \$500,000 to finance its near-term expansion plans. More arcades are being considered in Portland, Salem, and Hawaii.

For the longer term, the company is contemplating a public share offering and hopes to make its concept available for franchising.

Hubbard says that the company envisages opening new arcades at the rate of about six a year.

## City May Enter Arcade Business

Gardena, Calif.—Strident protests, from citizens of this gambling community has prompted the city council to reject two applications for establishment of arcades and to declare a fourmonth moratorium on all new arcades.

When the moratorium is lifted in the spring of 1983, a possible applicant for an arcade license might very well be the city of Gardena itself.

"I'm serious about it," says city councilman Mas Fukai who has called for a feasibility study.

It was evident that Fukai had already given the matter some thought.

"We could put in one huge arcade," he said, "done in good taste and with good supervision. It would eliminate the innuendo that they are hotbeds of dope and whatnot."

Fukai suggested that the city might award free games to youths who do volunteer work in the community. Gardena is a city that has a background of operating in a way that is different from most communities. Years ago its city officials discerned a loophole in the California state law against gambling. Under the law, it was noted, draw poker could be permitted at the option of local governments. Today, Gardena derives a large share of its shares from the privately-owned "poker palaces" which charge a table fee rather than pitting themselves against the players as in Nevada and Atlantic City casinos.

The feasibility report on the city's active participation in video game arcades is scheduled to be delivered to Gardena's city council in January.

#### Burger King Promo Employing Pac-Man

Miami, Fla.—Burger King which, in recent weeks, has been blasting away at McDonald's and other competitors in its marketing campaign, has now enlisted the aid of Pac-Man. The hamburger chain has obtained a license from Bally/Midway to use the Pac-Man and related symbols for what is labeled a National Kids Promotion. The Pac-Man meal pac, which includes a paper version of the electronic game is sold with a hamburger or cheeseburger, french fries and soft drink.

A spin-off of the video game concept, Burger King has designed the meal pac as a replica of the Pac-Man video games, complete with all the well-known characters, from the original Pac-Man to Super Pac-Man, the newest variation of the theme. Each new meal pac contains game cards. By collecting new game cards each week, children can play up to 500 different game combinations.

The promotional concept is aimed at cashing in on the success of the coinoperated Pac-Man games and the variations it spawned. According to some estimates, players will have dropped a total of eight billion quarters this year in the Pac-Man and Ms. Pac-Man versions

Opening week of the promotion (December 10-16) featured Pac-Man, Ms. Pac-Man in the second week (December 17-23). The third week (December 24-30) highlights Baby Pac-Man

The electronic version of Baby Pac-Man will be introduced in January. Super Pac-Man, the newest of these electronic games which was recently unveiled in arcades around the country, will be featured in week 4 (December 31-January 6).

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#### California Considers Gross Receipts Tax

Sacramento, Calif.—California is considering a six per cent state tax of as much as six percent on gross receipts from arcade games.

Tax officials estimate that, if passed by the legislature, the measure would yield some \$50 million a year for the state treasury.

The state board of equalization has been asked to research the proposal.

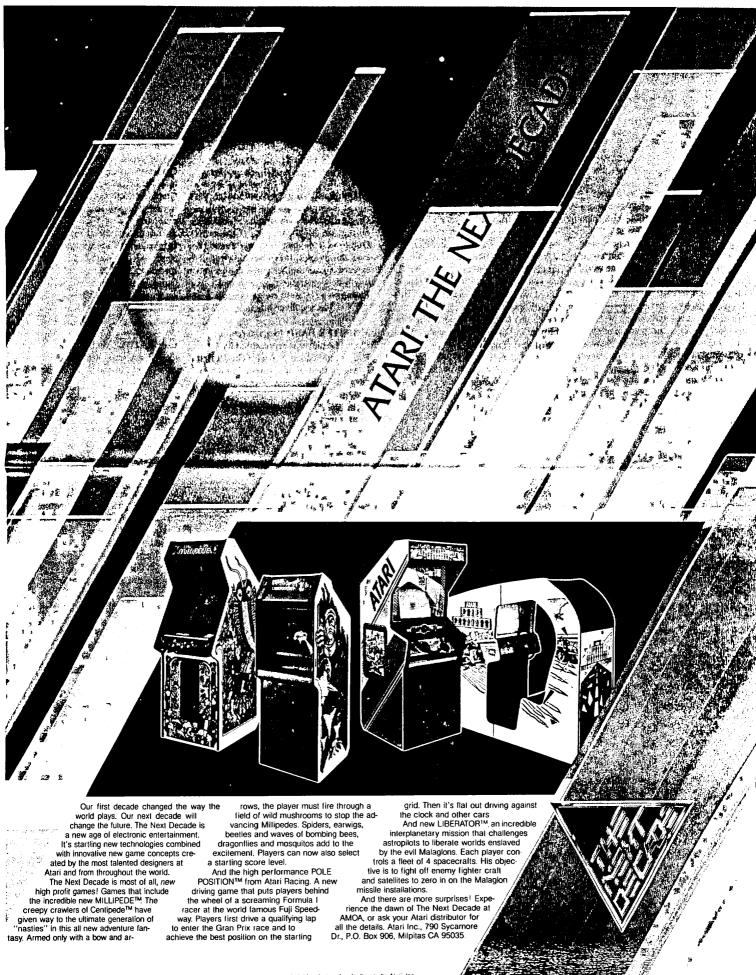
The state of California is in serious financial difficulty, brought on by a combination of circumstances including a drop in tax revenues attributable to the general economic malaise, restrictions on the state's power to raise taxes under provisions of the landmark Proposition 13 of a few years ago, and threatened cuts in the state's share of federal funds.

In addition to the proposed state tax on game revenues, individual communities have been moving in the direction of tapping the games on the basis of gross receipts.

The city of Escondido is considering a two per cent tax on gross receipts from arcades, identical to the tax effected earlier this year by the city of Imperial Beach.

Escondido's proposed two per cent tax is an alternative to a previous proposal to assess an annual fee of \$70 on each game. The city manager, Vern Hazen, said that this plan was dropped in the face of strong opposition from arcade owners.

"Small arcades will probably go out of business, either way," comments Linda Crouch, manager of Escondido's Fun Time Game Center.



Rating Scale

- 10 Fantastic, sure-fire money-maker
- 9 Great, has staying power
- 8 Good, strong earning potential
- 7 Promising, should make money
- 6 Has a solid chance
- 5 Average
- 4 OK, might make it
- 3 30-day wonder
- 2 Poor
- 1 Terrible

## **GAME REVIEW**

by Gene Lewin

Gene Lewin is an arcade owner and veteran game player. His views are strictly his own and are given from the perspective of both a player and an independent operator. Neither Games People nor its advertisers, potential advertisers or non-advertisers exert any influence over Mr. Lewin's opinions.

#### **GAME REVIEW**

Thomas Automatics had two interesting pieces at the AMOA show. The first one is Ten Spot. This is a video cabinet containing ten different games. They use two boards; one main board and one PROM board, consisting of six PROMS for each game. Any one game can be changed without changing the others. What they have done is license older games and make them work in their system. The customer can choose one game or another simply by pressing a button. Some of the games displayed at the show were Moon Cresta, The End, Uni-wars, Phoenix, and King and Balloon. Since each game uses the same main board, the games are not exactly the same as the originals, especially the sound effects. But that's to be expected. having ten games in one cabinet. It could turn out to be an advantage for street operators who only operate one or two games at a location.

The other game of interest was a 3-D game in which the player looks through a lens similar to the one in Subroc-3-D, but it does not have Subroc's eyestrain problem. The game play is very similar to Tempest, but it wasn't finished at the time of the show. When the player's man gets killed, he falls off a well into the water and the water splashes up to the top. The 3-D effects are excellent. Now they need to come out with an original game.

HOLY MOLEY (Thomas Automatics)
Play: It is a video adaptation of the arcade game Whack a Mole. It has 9 large
buttons which are pushed by hand
rather than using a hammer as in the
original game.

Controls: 9 large buttons, similar to the ones used in Midway's Kickman.

Graphics: Fairly good, they look like moles popping out.

Sound: Cute.

Originality: The only place for this game is in a family place like Chuck E. Cheese's Pizza Time Theatre or Disneyland. In some respects it's better than the mechanical version in that it can do more different things, but it's missing the feeling of actually hitting the mole. Rating: 2 (because it will only be good in select locations).

#### POPEYE (Nintendo)

Play: The player controls Popeye in different scenes with all the characters from the cartoon. Olive Oyl throws hearts, musical notes, or the letters H-E-L-P for Popeye to catch before they sink into the water. Brutus, Popeye's main enemy, tries to knock Popeye into the water. Popeye can fight back, but only if he eats his spinach. But he only gets one can per scene. The Sea Witch throws bottles at Popeye. Wimpy, Sweetpea, and even the Buzzard are included.

Controls: A four-way joystick, the same one used in Donkey Kong is used which proved to be fairly reliable and a punch button on the right side. On the table model, the angle of the joystick is awkward to use. It would be better if it was upright, as in Midway's Pac-Man table model. Then it would have worked better

Graphics: Some of the best I've seen on a video game. The characters look just like they do in the cartoon. They are so well defined, no one will have a problem telling who is who.

Sound: Great. It has the Popeye theme. When Brutus is knocked out and falls into the water, it sounds like a real splash. There are also other songs.

Originality: This is the first time a company actually went to a well-known cartoon and acquired the rights to use all the characters. Everybody knows Popeye and his friends. I look forward to more cartoon-based video games in the future.

Opinion: A great idea using the characters everyone knows and good graphics. How can the game lose? It has the built-in appeal of Popeye plus a great game to go along with it. I don't recommend the table model because of the controls problem.

Rating: 9

#### RADAR ZONE (CVS)

Play: The play is basically like Amidar with a few variations. The player is represented by a painter who goes around squares that have score values inside. When the square has been painted on all four sides, the points are scored. When all the squares have been painted, that level is done. Each level has a different setup of squares and there are 19 levels. The players must avoid the Chasers while painting. The game can be continued by inserting another coin within a specified time.

Controls: A four-way joystick and a button to create a temporary gap across which the Chasers cannot cross.

Graphics: Very simple with little detail.

Sound: Besides a speech synthesizer, the sound is simple.

Originality: Not very original, it's based on the Amidar theme.

**Opinion:** This game is okay and is available as a kit. It can be converted inexpensively to another game just by getting a new cartridge for the board.

Rating: 4-as a complete game.

5-as a conversion.

#### MONSTER BASH (Sega/Gremlin)

Play: The player is represented by Little Red, a red-headed boy who chases first Dracula, then Frankenstein, and then the sneaky Chameleon. The boy goes up and down ladders trying to kill his enemies. There are three different themes and play can be continued by entering another coin. (Operator adiustable)

Controls: A wice four-way joystick and a fire button on both sides.

Graphics: Excellent. Dracula and Frankenstein are easily recognized.

Sound: Average.

Originality: It's a maze game of a sort. Opinion: I like the idea of using characters that everyone will recognize. There's a definite strategy to play in order to get the enemies. It should make a good conversion.

Rating: 5-as a game

7-as a conversion.

## BUCK ROGERS: PLANET OF ZOOM (Sega/Gremlin)

Play: A spaceship flies through different space scenes docking and shooting the enemies. There's a button to speed up and slow down the player's ship and the button will rapid-fire if you hold it down. It's a kind of a cross between Zaxxon and Subroc.

Controls: A four-way joystick, similar to the improved Zaxxon joystick with a fire button in it. There is also a fire slow and fast button on both sides of the joystick. I hope the joystick has been improved because the original Zaxxon joystick has its share of problems.

**Graphics:** Excellent. Another 3-D looking game. The sophisticated graphics definitely remind me of Zaxxon.

Sound: Just average space sounds.

Originality: Another shoot-'em-up space game with excellent graphics.

Opinion: If it had come out before Zax-xon, it would have done well. But the concept is too similar to make it a big game, especially since Zaxxon is falling off. It could have made a great convert-

a-game, but as with Super Zaxxon, it's not available as one.

Rating: 6

#### WIPING (Nichibutsu)

Play: The player is represented as Miss Koomil riding a vacuum cleaner. Her objective is to disinfect the attacking germs by first spraying soap and then vacuuming them up. A rug is available to run over and it will turn around and kill the germs.

Controls: An eight-way joystick and a soap button.

**Graphics:** Cute but not very well defined. It is difficult to define the characters.

Sound: Cute and very musical.

Originality: It's another game where the player avoids the attack of enemies in a specified area.

Opinion: The music is nice and the game is cute, but it's not sophisticated enough to make it.

Rating: 4

#### LIBERATOR (Atari)

Play: There are four bases from which the player can shoot the enemy. The shots are controlled by a mini-track ball, and the missiles detonate into a cloud much like Missile Command, an earlier game. The bonus is awarded for ships remaining, multiplied by a bonus level multiplier like Missile Command. Most of the enemies originate from the planet surface. There are 90 different planets and the players can start the game at various levels up to level 22, as in Tempest. Atari calls this feature skill-step.

Controls: A mini-track ball, fire and shield buttons.

Graphics: Superb. Before the planet appears, a fairly realistic looking person in a spacesuit has a message for you. The planet surface is also very detailed.

Sound: The normal assortment of Atari sounds.

Originality: This game borrows a lot from Missile Command, and although they are different, players will associate them together.

Opinion: It's too much like Missile Command to be a successful game. Although Missile Command was a great game that theme is worn out by now. Rating: 4

#### NIBBLER (Rock-ola)

Play: Player is represented by a serpent who must go through 32 different mazes and eat every dot without crashing into itself. It's not as easy as it sounds. The Nibbler increases in size as time goes on, similar to the old game Hustle. As the mazes are cleared, the Nibbler moves and increases in size faster and faster. There are definitely patterns to learn but even after they are figured out, the player still has to react with split-second timing in order to make each turn accurate.

Controls: A wico four-way joystick is used. The joystick must work perfectly

#### GAME REVIEW

or it will ruin this game. This might hurt the game because it is difficult to have a joystick that works *every* time, especially with those wico switches that only last a few months.

**Graphics:** Average, just a serpent and a maze.

**Sound:** Average. All the sounds fit the game.

Originality: This is an original idea, because you are your only enemy. Instead of avoiding monsters, you must avoid your own tail.

Opinion: It doesn't look like much at first glance, but it could turn out to be a sleeper. It's a very challenging game and it can make money if rotated around. So far it's Rock-ola's best video.

Rating: 6

#### WHIRLY BUCKET (Exidy)

Play: A mini size skee-ball not much larger than a pinball machine with digital scoring and electronic sound effects. A moving target goes back and forth, and if it is hit, the score for that ball is doubled.

Graphics: Cute. A little guy with a big head and small limbs is on the back glass.

Sound: Laughing and other electronic sounds give something extra not found in other skee-balls.

**Originality:** The feature of scoring double by first hitting a moving target is a great idea.

Opinion: It's about time someone added something to the classic skee-ball. Whirly Bucket will be a great addition to any large arcade where skee-ball or boom-balls is already used. It is not advised to operate it unless prizes can be awarded for tickets.

Rating: 10-for skee-ball operators.



Dig Dug (Atari)

Condition: game freezes up after power up

Diagnosis: switches in wrong position

Treatment: on new PCB (A038575) check to make sure that toggle 5 of option switch at location 9P is off on old PCB (A038156) toggle 3 of option switch at

location 2C should be off

Joust (Williams)

Condition: Limitless points can be scored.

Diagnosis: Fault in two of the ROMs allows this to occur.

Treatment: Check ROM labels for "A" or "B" suffix.

Replace ROM labels for "A" or "B" suffix.

Replace ROM chips seven and ten with new chips having same suffix. These chips should be available from your distributor. The cost is about \$85, but the loss in revenues through extended play on one quarter makes replacement imperative.



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continued from page 5

Furthermore, he said, "Females are much less likely to expend a significant effort in trying to learn relatively complex games."

Up until very recently the trend was toward sophisticated and complex games which took a concerted effort by the player to learn the rules and the strategy involved. Van Elderen believes women tend to shy away from games like Defender partly because of the complexity of the controls. Women prefer instead, just using a joystick or a Trac-ball to manipulate the play action. Females are generally reluctant to play games that don't have easy-to-read, straightforward instructions. This is because women tend to be practical and thrifty, Van Elderen believes, and they don't want to spend a lot of money to learn a game.

Another video game characteristic that women seem to pay more attention to than men is aesthetics. Graphics characterization, and the story line are apparently more important to women than to men. Van Elderen observes that there is more emphasis being placed on graphics, largely reflecting the influence of women, but also because fine animation has strong appeal across the entire player spectrum.

"It is also a relatively well-assumed understanding that the female base generally doesn't enjoy war, violence, aggressiveness or destruction of enemy objects," Van Elderen said. He observed, however, that women are apt to play games like Centipede, Dig Dug and Kangaroo, all of which do involve combat. But what distinguishes these from other combat games is the element of humor.

Van Elderen says that Atari is planning to introduce games based on its findings about what appeals to women. He feels that, ideally, a game should appeal equally to both sexes. But he believes "Females never will have the magnitude of interest in the games that the male players have."

It is perhaps for this reason that not all manufacturers are actively courting women players. Jack Hubka, marketing manager for D. Gottlieb, said that according to figures released by the industry, 80 to 90 percent of all video game players are still male.

"If games could be designed for the other 10 to 20 percent without turning off the rest of the players," Hubka said, "it would be great, but I don't think the industry has reached the point where games are designed with one particular group in mind."

Though Hubka denied that his company designs games expressly for women, he did mention that Gottlieb is introducing a game called Q\*bert, which features "the cutest little character you ever saw," and which he feels will be very appealing to women. Still, he insists, "We're dealing with the market as it exists and not trying to create a new market. I know that may

sound short-sighted, but there are certain roadblocks and only so much you can do."

Howard Rubin, vice-president and general manager of Gottlieb, feels that more women are venturing into arcades partly because of the variety of games from which they can choose, but mainly because women are no longer afraid of the games.

"Over the last two years, girls have learned that there is no reason to be intimidated, that they have as good handeye coordination as boys, and that they don't have to be male to play the games well. I think the cutesie games which they say appeal to women were discovered more by accident than by design. If a game is a good game, it will attract a big market whether it is men or women."

This seems to be the sentiment of most manufacturers and operators.

"Our goal is to attract more players," said Steve Blattspieler, vice president of sales for Cinematronics. "We are now and have always been designing games with that in mind. I think that is why manufacturers have changed the total theme from space or shoot-em-up to include the "cutesie" theme."

Geri Leach, manager of the games division of Malibu Grand Prix, which has 40 arcades scattered throughout the country, said that she has noticed a rise in women players over the past couple of years, and feels that manufacturers are making specific efforts to design games with women in mind. A player herself, Leach says she enjoys the graphics of games like Pac-Man, Frogger and Sega/Gremlin's new game, Pengo. She believes that what started out as a hard-core male phenomenon based on aggression is now developing into more of a family phenomenon with games that both men and women enjoy. Still, she acknowledges that it is the "heavy" male players that spend the most money, while many women are still coming in with men and are more conservative in their game playing and their spending than their male counterparts.

Another operator, Ken Yontz, owner of Pistol Pete's in Des Moines, Iowa, said he has noticed more and more women of all ages coming in all the time.

"We serve food, so during the lunch hour we've been getting a lot of secretaries and gals who work in retail stores who average from 25 to 40. In the late afternoon we get a younger crowd—usually girls from 14 to 25. And," he added, "we even get about a half dozen to a dozen women in their forties and fifties who sneak out in the morning to play the games and have coffee with each other."

Some arcade owners are taking advantage of the increasing number of women players. Kay Lebamoff, owner of a game room in Ft. Wayne, Indiana, holds "Video Vixen" tournaments for women players only, which she says does a "pretty good business." In the

past, she tried a "date night" promotion to induce more women into the arcade, but said that promotion did not work too well.

Lebamoff says that when they first opened 10 months ago, about 35% of the players were female, whereas now almost half of the players are women, including moms and grandmas. She has noticed that women gravitate toward Frogger, Galaga, Pac-Man, Ms. Pac-Man, Centipede and Turbo, avoiding games like Tempest and Stargate.

Bev Joans, vice-president of the Star Challenger franchises based in Arizona, also runs competitions for girls only so they don't have to compete with the boys. She also keeps a clean family-type atmosphere which tends to attract women.

One thing Joans has noticed about female players is that "they tend to get hooked on just one game more than the boys do. They will stand in line to play that one game rather than trying out a new one."

Joans believes that even though women are competing more and more, video games are still considered a boy's sport by most people, and that it will take some time before the games are recognized as being a women's sport too.

Women who do play seem to have no qualms about whether video games constitute a man's sport or not. Melinda, a 51-year-old security officer with an oil company, says she goes down to the corner store to play Ms. Pac-Man and an occasional game of Centipede about three times a week during her half-hour breaks.

"I think it is a men's and women's sport," said Melinda, "but I'm sure a lot of people probably don't think I should be playing at my age. But, let me tell you, there are a lot more women than myself playing at this age."

Debbie Guttman, a 26-year-old college student earning her second degree while working part time in public relations, also likes to play the games about three times a week. She says it was Pac-Man that got her hooked, and now, contrary to the accepted conception of her gender, she prefers to play the space games. Some of the gentler games, like Frogger, are "too cute," she says, while she finds Dig Dug to be "too slow."

Debbie says she began playing when her boy friend took her to some local arcades, and then she began enjoying playing the games in bars.

"I like the realism of the space games, she said, "and I enjoy watching people play the new three-dimensional type games, but I never play them myself because they look too hard. In general, I like the fact that video games are challenging, and they are definitely an escape. I also like to compete with somebody, rather than just play by myself. I guess a lot of women my age are worried about their image so they wouldn't be caught dead playing them, but that doesn't bother me. The only thing I don't like about going to the arcades is fighting off all of the 12-year-

olds."

Whatever games they may like or wherever they may like to play them, one thing has become obvious: Women have become a visible segment of the video game player population. As D. Gottlieb's Howard Rubin put it: "I think that women, through the home games and through more exposure to the games in locations, have stepped up to the plate, swung the bat, hit the ball, and have enjoyed it."



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#### **Mothers Knows Best**

By Ann DeLarye

Nestled in the shadow of Village Hall, Mother's Pinball Arcade in Mount Prospect, Illinois has everything to drive a community crazy—loud rock music, soda and snack machines and lots and lots of teenagers.

Although one young player admitted the arcade at one time had the reputation of having dope on premises, that doesn't happen anymore. The place now has police guard. The arcade gives the town no problems, asserts Mother's manager, Bill Harper, who points out that the arcade has been in operation almost eight years at the same location.

On the outside, this video emporium looks more like an old-fashioned general store than an arcade. Big picture windows facing the street, and boxes of flowers line the dark-red exterior. It blends impeccably into the downtown heart of this predominantly white middle class community, where the building once served as the village's first post office. The two-story structure has been declared an historical landmark by the town's Historical Society.

Mother's' uniqueness only begins with the architecture. This arcade is an electronic game test location where top manufacturers like Bally/Midway, Williams, Stern and Gottlieb monitor consumer reaction to their latest marketplace entries.

The business started as a stereo store. In 1974, owner Bill Herman put in ten games.

"Gradually, the games took over," says Harper.

The arcade came to the attention of the manufacturers when Herman began sending in extremely thorough game use reports. Soon, word of mouth caused more and more manufacturers to choose Mother's as a test site. Today the arcade prints and distributes its reports to a select industry clientele.

"If a game does good here, the manufacturers can sell between 2,000 and 3,000 more games off the Mother's report than they would otherwise. This is especially true of the more average games, the unique games will sell no matter what."

Conversely, a poor report from Mother's may mean a game never gets off the assembly line.

Because they always have the latest games (Mother's had the first Pac-Man, Defender, Star Gate and Robotron in the U.S.), they attract young people from a wide area. In fact, whenever a new game is added to Mother's lineup of video entertainment, you can bet it will soon be the talk of the town, particularly if the game is judged successful by Mother's customers.

"We stay in good with the community by hiring off-duty police to patrol the back area for loitering. We also treat the kids with the same respect we would treat their parents, and they realize it and respond to this," describes Harper, who himself puts in 65 to 70 hours a week. He knows almost 200 regular players by name.

"If the regulars see someone mistreating a machine, within a minute I'll have three people come and tell me about it."

Because it is a test location, it also attracts kids like 16-year-old George Mesi (rhymes with Casey), video game player par excellence whom manufacturers like Gottlieb and Stern sometimes take to their own plants for special game-testing. "George is a good kid," claims Harper. "He will stay off the machines when we are busy."

Many of the eight employees, including Harper, are former customers. Harper, in fact, met his wife at Mother's. "I was a customer and she was a part-time staffer." Before Mother's he was a head order-writer at a popular food store chain.

Now he handles the tokens, watches the players, and performs most of the game maintenance himself—preventive and otherwise. "I find the video games to be fairly trouble-free. I clean the mechanical parts once a week, and can fix the control panel, connectors and fuses when necessary. A serious problem will take out a video game once a month. The pinball games (of which Mother's has only five) will go down maybe one a week because they are so mechanical."

Game rotation is relatively fast, in order to accommodate test pieces. When alot of pieces are in test, Mother's offers up to 55 games.

"Right now, the biggest earners are Joust, Front Line, Millipede, Super Zaxxon, Baby Pac-Man, Time Pilot and Q\*bert," lists Harper. "The Pac-Man craze is still doing well, especially the additions—Ms. Pac-Man, Baby Pac-Man and Super Pac-Man."

The steadily-earning games stay, particularly if Mother's owns rather than leases them. The arcade owns the majority of its games; the few leased games come from Empire and bring a 50/50 split. They still have Galaxian; their Space Invaders has been on the floor for more than 3½ years. When they do get rid of a game, they generally sell it to another operator with price based on earnings ability.

"Pac-Man, which goes for about \$2,500 new, will sell for about \$1,000 to \$1,500 used," Harper figures.

Mother's disposes of new games that have fallen out of the top 20, and older games that are dipping below the top 35.

Besides those games already mentioned, games on the floor include Williams' Robotron, Moon Patrol, and Star Gate; Stern's Rescue, Tutankham and Frenzy; Taito's Jungle King; Atari's Pole Position, Centipede and Tempest; Nintendo's Donkey Kong and Donkey Kong Junior; Midway/Data East's Burger Time; Sega/Gremlin's

Turbo and Frogger; and Bally/Midway's Satan's Hollow, Tron, Omega Race and Galaga.

In test are Tron, Robotron, Reactor, Kangaroo and Wild Western.

75% of the clientele are young men between the ages of 13 and 20; Mother's caters to them.

"We try to create a bar-like atmosphere without the booze," explains Harper. "Our coin-changer is a young woman whom we dress in short shorts; there is no lighting except the games themselves and some dim blue and red bulbs lined across a ceiling beam."

The other 25% includes teenage girls—who seem to prefer the table-top games—and the adults.

"Between 4 and 6 pm, we get alot of traffic from the commuter train station across the street," reflects Harper. "We have one lawyer who comes in here three times a week while waiting to go home. He says it is healthier for him than stopping for a martini." Harper is even seeing grandparents being brought in on the weekends by grandchildren—and enjoying themselves.

It seems more adults are venturing into arcades, notes Harper, because of

the increasing acquisition of home video games. "Parents will get addicted to a game at home, and then come in here to try other games. Once they get here, they see it is not so bad; they find it is a pretty healthy place to let their kids spend some time."

Mother's summer hours are 11 am to 11 pm Sunday through Thursday and 11 am to 2 am on Friday and Saturday. Harper does not think they will go back to winter's noon openings, especially since more lunch hour businessmen have been stopping in. The hours are not limited by Mount Prospect law.

In reflecting upon the video game industry, Harper naturally is concerned about the effect incompetent operators have on all arcades. He also takes a surprising view of the basic 50/50 leasing split.

ing split.

"I think the operator should get more than 50%," he feels. "After all, the operator provides the game and the maintenance; all the lessee provides is the space, and for that gets 50%. I do not think it will change overnight, because if one operator upped his cut, everyone would go down the street to get 50% from his competitor."







Stephen Wolf, attorney for American Legal Publishing Co., regarding the flurry of concern about the coinoperated video game industry and the propensity to regulate, says, "It is a legitimate business. I think when you step back from it two to five years from now people will say, 'What was the big deal?' Throwing that quarter in that Pac-man machine doesn't seem that horrendous."

"Kids give me a thousand different excuses to get in during school hours," says David Morgan, owner of Supercade in Stockton, Calif. "People say, 'boy, you must lose a lot of business that way.' But I would rather lose a few kids than lose all the parents."

Damning with faint praise, the police chief of Wyandotte, Mich., Kenneth Decker, denied that video games were responsible for crime. "Five years ago," he said, "before video games even got hot, we had fighting, illegal drinking, dope dealing, stabbings, shootings at the (pinball) arcades.'

Unsubstantiated condemnation of video games is still abroad in the land. Police Sergeant Paul Phillips of Lincoln Park, Mich., admits, "We can't put our finger on the link between (larceny) and video games," but he insists, "Unofficially, we know that kids are taking money from mom and grandma to play video games.'

"The video game industry is being singled out," maintains J. Brittain Habegger, attorney representing the California Coin Machine Association, "It's being treated differently than other businesses."

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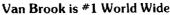






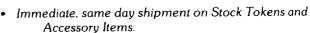




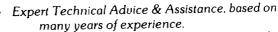




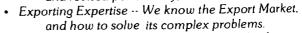
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Western Wyoming. Sells jukeboxes, video games, candy & cigarette machines, pinball machines, pool tables. Annual gross: \$250,000-music and games, \$100,000-vending. Price: \$350,000. Thirty-year-old company. Inquire: James Wakefield, 220 S. 4th St. W., Riverton, Wyo. (307) 856-0289.

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Area sought: San Francisco Bay Area. Investment considered: \$100,000. Inquire: Item 200. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### ARCADE FOR SALE

Miami. 60 games, 2 locations. Annual gross: \$200,000. Net: \$70,000. Price: \$265,000. Inquire: Item 201. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### ROUTE FOR SALE

Granada Hills, CA. 140 games. 38 locations. Annual gross: \$220,000. Price: \$275,000. Inquire: Item 202. Games People. P.O. Box 67898, Los Angeles, CA 90067.

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Central Florida. 38 games. 19 locations. Annual gross: \$118,000. Net: \$51,000. Price: \$76,000. Inquire: Item 203. Games People. P.O. Box 67898, Los Angeles, CA 90067.

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Area sought: Orange County, California only. Investment considered: \$50,000 to \$100,000. Inquire: Item 32. Games People. P.O. Box 67898. Los Angeles CA 90067

#### ARCADE FOR SALE

Stratford, CT. 25 games. Annual gross: \$182,00. Net: \$104,000. Price: \$225,000. Inquire: Mr. James Butterworth, Video Circus Inc., 2896 Main St., Stratford, CT 06497.

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Omaha, Neb. 12 games. 10 locations. All games on contract, some on guaranteed minimums. Net: \$35,000. Price: \$35,000. Inquire: Item 204. Games People. P.O. Box 67898, Los Angeles, CA 90067.

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Southern California area. 16 ft. tandem axle. Fifth wheel trailer. Hydraulic side doors. Ten top games. Generator. Annual gross: \$60,000. Net: \$40,000. Price: \$30,000. Inquire: Richard Hixson, 2809 Hampstead Lane, Bakersfield, CA 93309, (805) 834-5819.

#### VENDING COMPANY FOR SALE Los Angeles-Orange County area. Sells candy, coffee, cigarettes, Coca-Cola. Annual gross: \$750,000. Net: 13 per cent after depreciation. Five-year-old company. Need to sell outright or wants a 50 per cent active partner. Inquire: Item 21. Games People. P.O.

Box 67898, Los Angeles, CA 90067

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Los Angeles area. 25 games. 12 locations. Annual gross \$60,000. Net: \$50,000. Price: \$50,000. Inquire: Item 45. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ARCADE FOR SALE

Napa, Calif. 39 games. Price: \$170,000. Inquire: Mrs. Gail Bilyeu, The Play Pin, 1309 Pueblo Ave., Napa, Calif. 94558.

ARCADE AND ROUTE FOR SALE Charleston, S.C. 17 arcades and 75 locations. 600 games owned, 600 leased. Annual gross: \$2.5 million. Net: \$500,000. Price: Negotiable, can be purchased in parts. Inquire: Item 205. Games People. P.O. Box 67898, Los Angeles, CA 90067.

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Orange County, Calif. 20 games. Annual gross \$70,000. Net: \$40,000. Price: \$80,000. Inquire: Item 88. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ROUTE FOR SALE

San Jose, Calif. 60 games, 24 locations, warehouse lease. Annual gross: \$108,000. Net: \$27,700. Price: \$170,000. Inquire: Item 29. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ROUTE FOR SALE.

Chicago area. 75 games. Annual gross: \$170,000. Net: \$75,000. Price: \$200,000. Inquire: Item 64. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ROUTE FOR SALE.

Dallas-Fort Worth area, 400 games, 50 locations. Annual gross: \$460,000. Net: \$250,000. Price: \$1,400,000. Inquire: Item 730. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ROUTE FOR SALE

Garland, Texas. 400 games. 50 locations. Annual gross: \$460,000. Net: \$250,000. Price: \$1,400,000. Includes two trucks, test equipment, parts, and personnel. Inquire: Item 30. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### ARCADE FOR SALE

Southwest Colorado. 11 games plus year-round outdoor resort. Annual gross: \$72,000. Net: \$36,000. Price: \$55,000. Inquire: Item 58. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ARCADE FOR SALE

Tulare County, California. 60 games. Annual Gross: \$150,000. Price: \$225,000. Inquire: Item 71. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ROUTE FOR SALE.

Vancouver, B.C. area. 40 games. Annual gross: \$200,000. Net: \$50,000. Price: \$90,000 (C). Inquire: Item 127. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### ARCADE FOR SALE.

Los Angeles area. 28 games. Annual gross: \$130.000. Net: \$60,000. Price: \$150,000. Inquire: Item 102. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### ROUTE FOR SALE

Monterey Park, Calif. 15 games. Annual gross: \$78,000½ Net: \$31,200. Price: \$37,500. Inquire: Item 90. Games People. P.O. Box 67897, Los Angeles, CA 90067.

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| Or number of locations                  |                |                |     |
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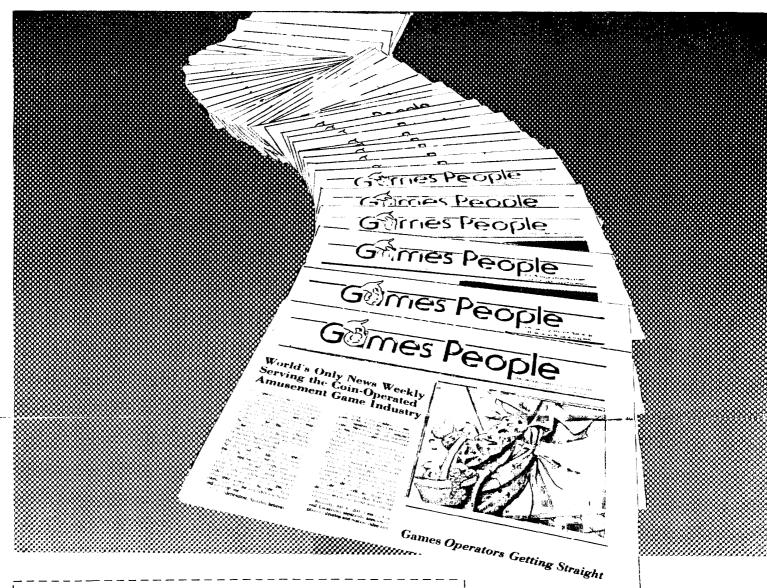
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# TAE TAP TEA

The TOP TEN is a comparative poll. The #1 game in both Arcade and Street locations is represented by 5 game symbols. Relative earnings of the other games are expressed in symbols as a ratio to the #1 game on each list.

| ,                |        |                 |      |
|------------------|--------|-----------------|------|
| 1 JOUST          |        | 1. JOUST        |      |
| Ms. PAC-MAN      | 6666   | Ms. PAC-MAN     | 6666 |
| Q*BERT           | 6666   | SUPER PAC-MAN   | 6666 |
| FRONT            | 6666   | FRONT           | 666  |
| SUPER PAC-MAN    | 6666   | DONKEY KONG, JR | 666  |
| DONKEY KONG, JR  | 666    | MOON PATROL     | eee  |
| BABY PAC-MAN     | 666    | JUNGLE<br>KING  | 666  |
| JUNGLE KING      | 666    | BABY PAC-MAN    | EE   |
| SATANS<br>HOLLOW | 666    | Ø Q*BERT        | 66   |
| POLE POSITION    | on [E] | 100 MILLIPED    | E G  |

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| Check typ  | e of business: |          |             |             |               |
| Arcade     | Route Oper     | ator Les | ssee Ma     | anufacturer | Distributor   |
|            | nother (p      | ·        | • •         |             |               |
| 0 1-25     | 5 26-50        | 51-100   | 101-200     | 201-300     | More than 300 |
| Number of  | locations      |          |             |             |               |

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