

COIN MACHINE

— STATE ASSOCIATION NEWS —

To start this column off on a very positive note — **ICMOA**, the Illinois state group, is celebrating the defeat of Senate Bill 1755 which, had it passed the Illinois State legislature would have increased the coin-op amusement tax to \$50 (or a \$40 increase over the present tax). The association, with the support of area distribs and ops, led a grassroots effort to defeat the bill — and succeeded. Nice goin', **ICMOA**. The state group can now concentrate on its third annual coin-op pool tournament which gets underway in late January '79, with finals scheduled for April 22, at the Continental Regency Hotel in Peoria . . . Incidentally, **ICMOA** is mighty proud of the fact that one of its own — **Wayne Hesch** of **A&H Entertainers** — is the new president of **AMOA** . . . On the not so bright side, the Florida state legislature is reportedly in the process of drafting a bill that would require members on all coin-operated equipment throughout the state, which could significantly increase operating costs. **FAMA**, under the direction of president **Ernestine Tollano**, is initiating a campaign to defeat the proposal and members are being asked for their financial support to help defray expenses. Additionally, the association is offering a special introductory membership as an inducement for non-members to join the ranks in this campaign . . . How do you combat location sales? Well, for one thing convince the location of the risks of buying equipment and the advantages of operator-owned machines. At least that's what **Music Operators of Michigan** has been recommending to its members. The state group, in cooperation with sister association **MTCDDVA**, has been waging an advertising and letter writing campaign aimed at discouraging locations from buying their own vending and amusement machines. The letter Michigan ops have been sending to locations is most explicit and was even reprinted, as a special service to neighboring Minnesota ops, in the current edition of the **Music Operators of Minnesota** newsletter.

— CALIFORNIA CLIPPINGS —

Looks like another big turnout for the 5th annual West Coast Games Show, hosted by C.A. Robinson & Co. in Los Angeles. According to distrib vice president **Ira Bettelman**, sales and technical personnel representing 18 games manufacturers will be on hand to show 20 to 25 new games never before shown west of the Mississippi. The show is slated for Friday, Dec. 1, and C.A. Robinson will also host a dinner for all the factory reps the night before. **EXIDY** MARKETING CHIEF **Lila Zinter** is "extremely pleased" with the response to firm's latest, "Star Fire," at the recent **AMOA** Expo and Parks Show. She also said she was "tremendously encouraged" by the reception to another new piece Exidy was showing called "Ripcord." Both pieces, along with a new game yet to be announced, will be exhibited at the ATE Show in London in January. "Star Fire" will be shipping in early December, while "Ripcord" is slated for release in January. **SPEAKING OF THE PARKS SHOW**, **Tom Portale** of Portale Automatic Sales called it a "fantastic display" of a wide variety of arcade-related equipment." Among the most promising pieces on display, according to Tom, were Exidy's "Star Fire" and the new Rock-Ola "Mystic 478" jukebox. Of the later model, Tom said its unique merchandising features "will improve collections and be a big help to operators."

— CHICAGO CHATTER —

The record turnout of foreign exhibitors and visitors at the 1978 **AMOA** exposition served to emphasize the international significance of the show. As a matter of fact, where it was formerly rated as one of the big three conventions of its kind, internationally, many in attendance (especially among the foreign ranks) felt that this year's event would elevate **AMOA** Expo to the number one position. As we learned from the association's executive veepee **Fred Granger**, foreign visitors were particularly impressed by the dominance of manufacturer exhibitors at **AMOA** and the fact that in most cases factory engineers are also present at the various exhibits to provide on-the-spot assistance — a luxury which is not as prevalent at the other shows. Of the 36 foreign countries represented at Expo '78, the big four were Canada, with 175 attending; England with 156; France with 348 and Japan with 150. About 62 attended from Germany. In addition, there were many other countries represented, many familiar from previous shows but some who were represented for the first time this year, including Austria, Chile, Finland, Panama, Scotland, Sweden, Argentina, Taiwan, Luxembourg, Italy, The Netherlands, Guam, Argentina and others. **AMOA '78** not only exemplified the association's 30 years of progress but also the convention's emergence as a top rated industry function — domestically and internationally.

WITH THE CONCENTRATION on electronics technology in its new "Mystic" phonograph, **Rock-Ola Mfg. Corp.** scheduled some specialized service courses as an accommodation for distributors; the first of which is being held Nov. 27-28 at the Holiday Inn-O'Hare Kennedy, here in Chicago. The course is being conducted by the factory's **Ralph Petri**, **Bill Findlay**, **Frank Schulz** and **Michael Schneider**. Distribs from all over the country, as well as Canada and England, will be represented at the school and this encompasses such areas as Wisconsin, Texas, Nebraska, Indiana, Kansas, Ohio, New Jersey, Minnesota, Kentucky, Michigan, Chicago, London and Canada.

MIDWAY MFG. CO.'s director of marketing **Stan Jarocki** said the recent **AMOA** convention was just about the biggest to date for Midway. Factory's product lineup at Expo included Rotation VIII, Space Invaders, Super Speed Race, Submarine, Shuffleboard and Blue Shark — all good reasons for the extremely heavy traffic during exhibit hours. Rotation VIII proved to be particularly outstanding at **AMOA** and at the Parks Show a week later.

ATTENTION PHONO OPS: **Gus Tartol** of Singer One Stop For Ops is picking the new **Mary Welch** single "Take It Like A Woman" on the 20th Century label as the next big jukebox hit — and, for the disco buyer, he recommends "I Who Have Nothing" by **Brenda & Herb (H&L)**.

— EASTERN FLASHES —

The **AMOA** and **IAAPA** conventions, just a week apart this year, really created havoc for the exhibitors from this area who annually show at both functions. It was really tough getting set up in Chicago for the Nov. 10-12 **AMOA** and then, with just a few days to spare, traveling to Atlanta for the Nov. 16-18 **IAAPA**! Thank heavens ATE is a good two months away.

AMONG NEW PRODUCTS housed in the Irving Kaye Co. exhibit at **AMOA** was the factory's "Hurricane II" foosball table, sporting some attractive new cosmetics; and the "Computer Pool" game, which is manufactured by Kaye for **Jack Mitnick's** Atlas Leisure of Hialeah. Also featured were the "Silver Fox" coin-op table and the unique 9-foot model with the one-piece slate (a popular seller, as **Bill Currier** pointed out) and the Monte Carlo home table of antique oak styling.

WITH GAMING EQUIPMENT permitted at Expo for the first time this year, the Universe Affiliated Int'l. exhibit was sectioned off to display the current Playmatic pinball line (including the new "Chance" 4-player) and various gaming machines produced by Comic, Inc. **Barry Felblatt** and **Lenny Dean** really had their work cut out for them covering both areas.

NICK MELONE, **SOL LIPKIN**, **KICK DELFINO**, et al were ever present at the American Shuffleboard Co. booth where the LED electronic scoreboards were a big attraction — along with pool tables and shuffleboards, of course.

THE U.B.I. exhibit was another active place at **AMOA** — with the firm's amusement games and pool tables in the spotlight, and **Marty Shumsky** welcoming visitors when we stopped by.

AMOA '78 while providing operators the opportunity to view a most splendid array of equipment, also served as a sounding board this year for operators to voice their strong opposition to the location list regulation imposed by the Copyright Royalty Tribunal in its administration of the new copyright law. This frustrating issue permeated every association function, business and social, and was the main topic of discussion at the show. In addition to being the subject of a panel discussion during the annual Industry Seminar, the copyright issue surfaced again at the membership brunch and repeatedly during informal talks among convention-goers.

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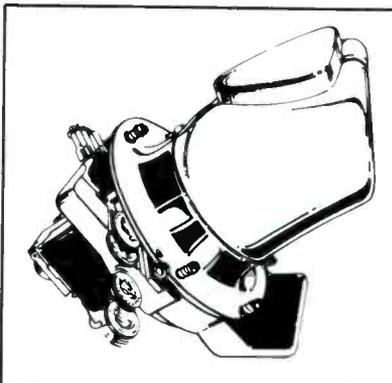
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