

GOLLEMON QUALITY
PAPERBACK NO STRIP

SLOT MACHINE MANIA

Find out why an easy-looking machine might be the hardest to hit. Why some players win more than others. Where to play, and where not to.



Includes revealing sections on VIDEO POKER!
Learn easy strategies. How to find the best
pay-outs. Which machines to avoid.

NO OTHER BOOK GIVES YOU A BETTER CHANCE TO WIN!



DWIGHT AND LOUISE CREVELT

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Photo of author, courtesy of Gemini Studios.

What these managers really mean is that more people winning means more people returning to their casino to try their luck again. The casinos derive more revenue from sixty or a thousand happy players than from two or three winners who return and thousands of losers who don't.

Bonus Credit and Player Tracking

An innovative concept of using a credit-card system was devised by Electronic Data Technology (EDT) a subsidiary of IGT. The machines include a slot for insertion of the credit card which accumulates bonus points for coins played. The player registers and receives the free credit card, or multiple cards to play more than one machine. Points are accumulated in the casino's special computer with each visit and machine played. Bonus points can be used toward prizes or cash. Rules vary with each casino. When you insert the credit card in the special slot attached to the machine, an electronic display greets you. For instance: "Hello, Joe, you have 37 bonus points. Coins to next bonus point: 40." Machines with different denominations require a different number of coins to be played for each bonus point (e.g. 28 on dollar machines, 110 on quarter machines.) Coins played without the credit card inserted do not decrease the count required for the bonus. But you can look for machines where the count has been lowered by other players who quit or ran out of money before reaching the bonus "countdown."

At the Sands, for example, points can be used to apply toward purchases in the gift shop, toward hotel room charges, meals, etc.

At Harrah's, points are accumulated continuously with

gifts awarded at various point levels. The grand prize from Harrah's is an antique slot machine.

At the Gold Coast, points can be used towards merchandise or hotel services. However, at the Gold Coast, points are earned for coins won, rather than coins played.

The Five Star Slot Club at Sam Boyd's Fremont attracted many members with its bonus points based on "coins in" rather than coins won. A 35-mm camera can be "bought" for 3,000 points and a 13-inch color TV for 11,725 points. All 1,039 machines including poker, keno and reel slots can be played for bonus points.

You can join the "24 Karat Club" at the Golden Nugget, Las Vegas, and receive bonus tickets while playing the specially marked dollar and five-dollar slots. Tickets can be accumulated for certificates good for cash rebates in gaming tokens, goods or services.

Bally's Park Place, Atlantic City, won honorable mention from "Gaming & Wagering Business" in their annual awards for best slot promotion. Bally's pink and purple MVP (most valuable player) tracking card was hyped with a tag line, "Bet with your head, not over it." That's good advice no matter who offers it.

These "credit card" systems have a dual role in the casinos. They are designed to attract players with the "bonus" feature. But they function primarily as "player tracking systems." The data fed into the central computer from each card allows the casino to determine who the slot "high rollers" are, the amount and frequency of play, which machines are most popular, how often and for what reason machines malfunction, total revenue and payout per machine, frequency of jackpots, percentage of profit for the casino, etc.

The bonuses offered to the players are to ensure more

rapid player acceptance and participation and thereby provide more accurate accounting and player tracking. Casinos may then be able to identify their best customers and reward them with more incentives to return and play.

Veteran slot players, however, have not fully grasped the concept of credit-card play. For instance, players keep walking away from the machine and leaving the cards in the slots. Other players or casino personnel find them and turn them in at the cage or "club" desk. At the Gold Coast we observed players retrieving these "lost" cards. "That's just today's stack," remarked the employee searching through a box of approximately 100 cards.

You also have to insert the card correctly to get bonus credit. One lady inserted the card backwards and didn't bother to read the display, "Insertion Error." She played for about half an hour before another player pointed out her mistake.

CHAPTER 11

Superstitions

Superstition, the belief in a supernatural force that can change or predict a course of events, is a part of all of our daily lives in one way or another, whether we are conscious of it or not. How often have you "crossed your fingers" to hope you get the job before or after an interview? When we fail in an attempt to do a difficult task, we might say, "It just wasn't in the cards."

People who claim not to be superstitious repeat superstitious customs every day. Did you ever wish upon a star or make a wish before blowing out the candles on your birthday cake? Did you ever break a chicken's wishbone with someone to see which of your wishes would come true?

Together with the other five casino/hotels, some of them owned by Circus-Circus, the Boyd Group and the Holiday Inn, Laughlin surpassed Lake Tahoe in gaming revenues with \$186 million, in third place behind Las Vegas and Reno. They currently have 3,246 rooms and 6,593 slot machines. Harrah's Del Rio when built will have 479 rooms and 1,013 slot machines. Two other casinos are also planned for that little boomtown on the Colorado River.

A full blown casino is also planned on the Fort Mojave Indian reservation near the California Border southeast of Laughlin. It depends on the congressional decision as to whether or not it will be subject to state gaming regulations.

The Eldorado Hotel/Casino in downtown Reno will add a 25 story 400 room tower and 22,100 square feet more casino space. The expansion will put them in the same league as Harrah's Reno and the Tahoe Nugget.

Who knows, maybe the future will see a high speed train connecting the Reno, Las Vegas, and Laughlin areas so that tourists may visit all three locations in one day. The train may even be equipped with slot machines so travelers can play on the way. This could be a project financed by the Super Giants and the manufacturers so tourists don't lose all that playing time driving their own vehicles for five to ten hours per day.

In Atlantic City, casinos also continue to expand. The Tropicana, renamed "TropWorld" with its 200 million dollar expansion, will have casino space totaling 40,000 square feet! Seventeen restaurants, lounges and food outlets will seat 4,600 people at a time.

Construction of Donald Trump's Taj Mahal will probably continue and when complete could be the largest casino in the world.

Slot Areas for Non-Smokers

The current trend to accommodate non-smoking activities has already started to infiltrate the casino atmosphere. Most restaurants have non-smoking sections. La Mirage in Las Vegas went so far as to ban smoking in the entire restaurant. Some smokers vowed never to return but the lure of the slots is too strong and they have been drifting back.

Most casinos already have posted non-smoking table games. As the non-smoking players continue to outnumber the smokers, more casinos will follow northern Nevada in dividing the slot areas too.

Slots in Hotel Rooms

Why not play from the hotel room, by way of TV monitors and cashless remote accounting? This possibility has already been considered. It would be difficult (though not impossible) to monitor whether or not the machines were being played by minors who may be in the party of guests. The technology does exist to overcome this problem.

Automatic Gambling Against Your Bank Account

Gambling on cashless slots with automatic deductions and additions to credit card or bank accounts is a definite possibility. You might even get periodic print-outs of your "action." Such print-outs would provide a player with excellent records for money management. Safeguards on

limitations of "withdrawals" would be necessary to prevent compulsive spending below levels needed for payment of existing loans and monthly expenses, of course. The IRS would love this type of gambling if they could insist that banks automatically report taxes on winnings as they do interest. This could have a positive effect on legislation to allow more tax deductions for losses that exceed your winnings in a given year or for prorating wins and losses over a period of years.

Slot Playing at Home to Win

Casinos might even rent remote monitors or machines for installation at homes, with a selected password to play specific machines on the casino floor, either on a credit card or advance deposit basis. This may not be as crazy as it seems at first. It certainly is technically possible using your telephone or cable lines. Imagine yourself playing your favorite machine from your easy chair or bed at all hours of the day or night, taking time out only to watch Johnny Carson or the Super Bowl. A nice diversion during commercials instead of a trip to the fridge for something fattening.

High Roller Carrels

For the ultimate in sophistication and intimacy for high rollers, why not enclosed booths for one, two, or even four-player parties? Each carrel would contain an assortment of the latest types of slots, video poker, keno, horse racing, etc. (equipped as pre-ordered by the client for his favorite games). In addition, there would be remote

monitors for use in placing wagers on the live action from the sports book and keno lounge. The high roller would merely deposit his bank roll with the casino cashier, and his pre-programmed slots could automatically deduct his play and add his winnings for as long as he wishes to play and/or his bankroll lasts. There could be a call button or intercom for beverage and perhaps even meal service with menus on the remote monitor if the player is reluctant to leave his machine for meals as many avid players are.

Does this sound too far out for you? Well, if some people today are willing to plunk down 50 grand per season for a "luxury box" at an NFL stadium, why not a luxury box at their favorite casino?

Where will this slot mania end?

An article with StarDate 11/7/2121 might read:

A SLOT TOURNAMENT FOR THE RICH AND FAMOUS.

Five casino/hotels on separate space stations have announced a five-week tournament of tournaments, the ultimate in posh entertainment for slot high rollers. At an entry fee of a cool million, contestants will spend three days each at Caesars Universe, Astro-Hilton, MGM Constellation, Galaxy Nugget and Bally's Nova, in a weightless but heavily intense round of slot competition, vying for the ultimate prize — a half billion dollars credit at the Intergalactic Bank. Between sessions of tournament play, vacationers will practice on the latest in space-linked slots, The Meteor Shower, with a possible progressive jackpot which started at one trillion dollars and is currently approaching the lucky \$13 trillion mark.

It's time to close the book on this madness. Good luck, dear reader!