

PINBALL :: JUKEBOX :: ARCADE :: SODA POP :: CLASSIC VIDEO :: SLOTS

GAMEROOM

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The Hobby's Monthly Magazine for Gameroom Collectibles



You'll never guess
what's inside this
building...



STERN'S LATEST! Game Designer
George Gomez Has A Way With
The Ladies!



STERN'S LUNCH! An eBay® Bidder Wins
Lunch And A Factory Tour With Gary Stern
and Game Designer Pat Lawlor!

On Our Cover (and right):

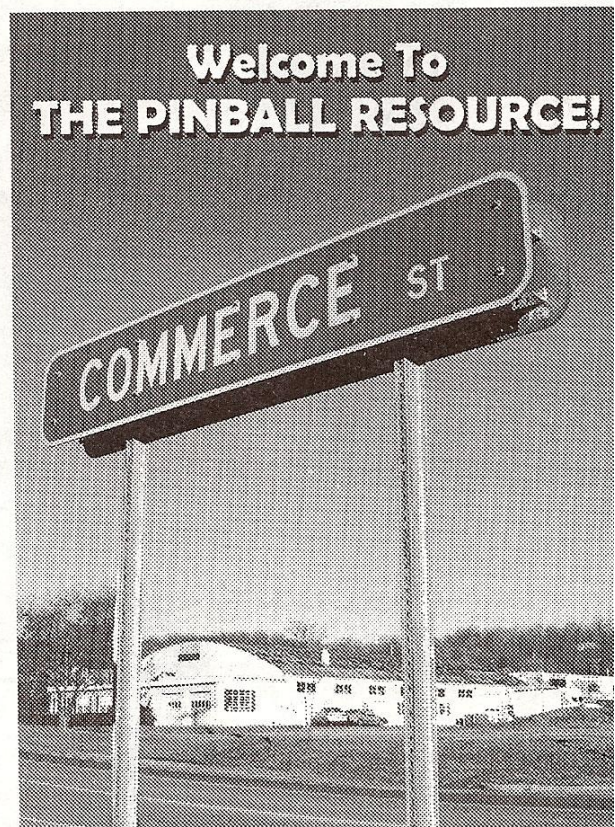
Yes sir, that barrel-roof building is the home of The Pinball Resource. Inside is "pinballdimonium", a ceaseless barrage of pinball parts, machines, equipment and supplies. Millions of parts ... literally. A little arm-twisting. Some gentle pokes. A smidgen of crybaby begging. And *viola!* *GameRoom* magazine was permitted unfettered access to this pinball parts playland founded by Steve Young.

Young's company is one of the leading pinball part suppliers and part manufacturers in the world. He's been selling this stuff by mail order for 22 years and was operating pinball machines and repairing them before that. He can rattle off a part number before you complete the question. "Steve, the flipper coil for a Black Knight 2000 ..." "Yeah, an FL-11630. How many do you need?" He knows specific details about machine problems and can wind a coil as efficiently as pack a box. His knowledge of pinball machines is overwhelming and before this sounds too much like we're blowing sunshine up the backside of an advertiser, we'll simply say he knows his business inside and out. Just ask anyone who has purchased something from The Pinball Resource. Fast, knowledgeable and reliable.

There was a time in the mid-90s when I was employed by Steve. Back then he ran the business from his home in LaGrangeville, New York and I worked from my home in New Jersey. He set me loose in search of part acquisitions and establish direct buying accounts. I came up with marketing strategies and visited distributors all in an effort to help expand his already exploding business.

After about a year and half, *GameRoom* magazine came along. Its publisher David Cooper had suddenly passed away. Me forever looking for a creative challenge, bought *GameRoom* in September 1996. Alas, my days with The Pinball Resource would have to end.

In the nearly 6 years since that time, Steve Young and his right arm, Gloria Pullar, have taken the company beyond anyone's expectation, aided by the professional dedication of a hard working staff. A walk through the building reveals countless pieces of original Gottlieb manufacturing equipment. (The Pinball Resource absorbed a large portion of the Gottlieb parts inventory and equipment when the factory closed in 1996.) There are skids of unopened cartons from every manufacturer. Parts arrive regularly from distributors, collectors and suppliers of every stripe. There is rack after rack of things people call for every minute of every day. It is a tight operation.



All Photos: Sean Smyth, Smyth-Ferrante Studio



Now I don't want to sound preachy here, but there are truths that ring everyday and are seldom acknowledged. The parts manufacturing and parts and machinery rescue efforts of The Pinball Resource is something we tend to take for granted. They make parts NO ONE else is making or have the capacity to make without tooling up from square one. They re-invest in the pinball hobby to insure it remains vibrant and sound for everyone. The primacy of their purpose is to KEEP PINBALL ALIVE and provide the parts and services necessary to see that it happens.

This is no easy task. Many parts that once streamed out of Chicago factories are simply GONE. A plastic ramp that once sold for \$125 now sells on eBay for \$700. You can buy an entire game for that price. The upshot is that even though it sounds romantic to be surrounded by millions of pinball parts every day, it requires the focused few to keep the parts flowing as steadily as humanly possible.

The Pinball Resource is not the only company doing this. There are others so don't mistake this rare pictorial as a love letter to Mr. Young. Let's not forget the hobbyists themselves setting up cottage industries to fill the gaps. Individuals who pony up the cash for a part or backglass or sticker or plastic or instructional video ... SOME THING that is needed and helpful to fellow enthusiasts.

It's like this throughout all corners of the coin-op hobby. Businesses and collectors working separately and in unison. Making parts, restoring pins and jukes and slots and whatever else. For some it's strictly a hobby, others it's a business. Or possibly both. But it's one thing for all of us - ENJOYMENT.

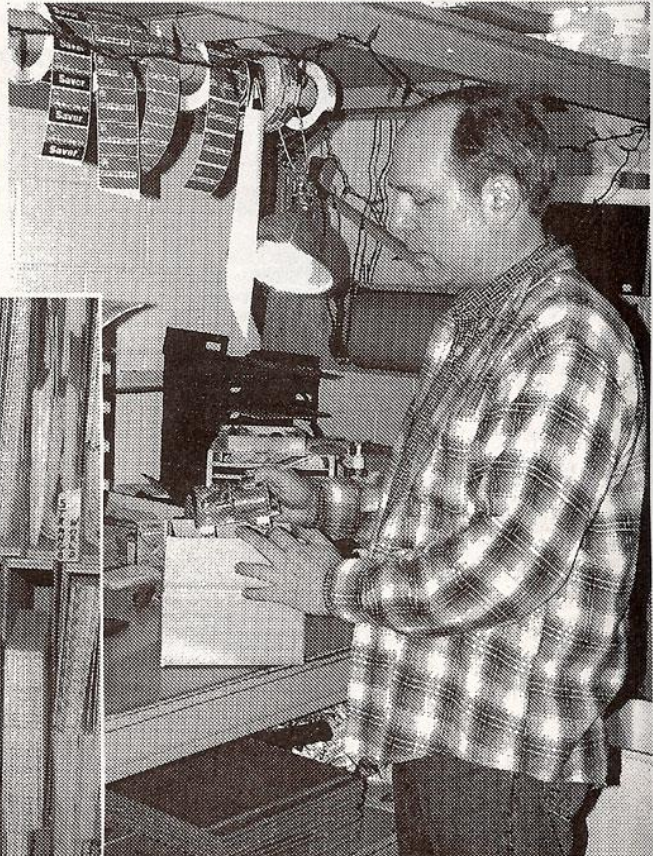
So after you peruse these few front pages, turn to our special color center section where you'll find a dozen images from inside The Pinball Resource. Relate them to your respective hobby interest and ALL the people who provide those parts and services. It's not as easy as they make it look. See for yourself.

— Tim Ferrante, Publisher

PLAYFIELD OF DREAMS *GameRoom* publisher Tim Ferrante thinks he's pretty clever blocking himself up with NOS playfields. Then his gut got in the way and it took 15 minutes to pull him out of there ...



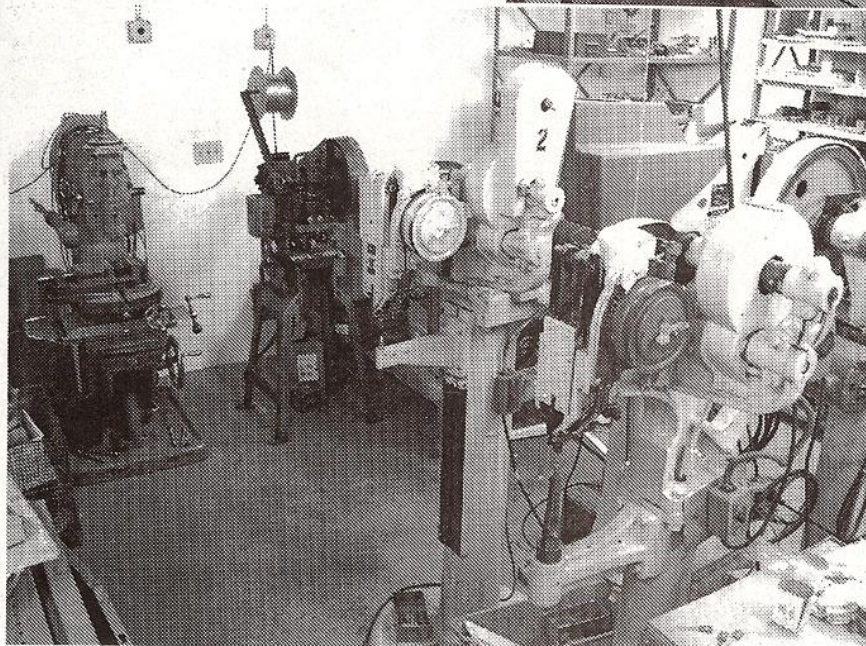
Clockwise from left: 1) Aisle be seeing you. A mere fragment of their pinball parts inventory. 2) A detail look at bin boxes ripe for parts plucking. 3) Steve Young during a fleeting moment he's not on the phone. Could that be your order he's packing? 4) Some Gottlieb electromechanical schematics are still stored in and pulled from the original factory bins! Most of their archive is in file cabinets. 5) The Pinball Resource winds many coils on site. See our center color insert for a shot of the winder in progress.





Left: Four highly-desirable woodrails share space in The Pinball Resource copier room. That's a Queen of Hearts, Dragonette, Knock Out and Coronation currently acting as scattered paper holders. Young's machines are in gorgeous condition. You can bet that parts are never a problem.

Right A detail look at one of the packing stations. To the right of this is a loading bay from which parcels are shipped daily. One of The Pinball Resource's hallmarks is their speed of order fulfillment.



Left: An assortment of manufacturing equipment all specialized in making parts for pinball. Period. While there, Young demonstrated how solder tabs are mounted onto bare plastic coil bobbins. Frankly, we never thought about how they got on there or who did it ... but we do now!

HAD ENOUGH YET?

**SEE MORE OF THE
PINBALL RESOURCE IN
OUR SPECIAL COLOR
SECTION IN THE
CENTER OF THIS ISSUE!**



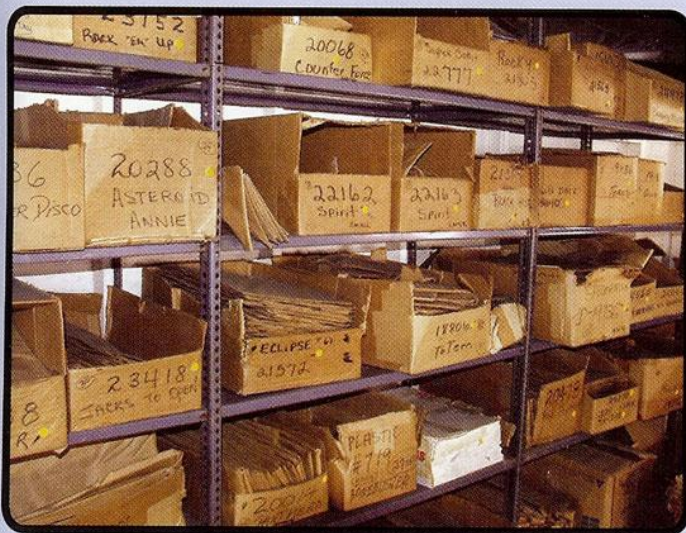


All photos: Sean Smyth, Smyth - Ferrante Studio

Inside ... **THE PINBALL RESOURCE!**

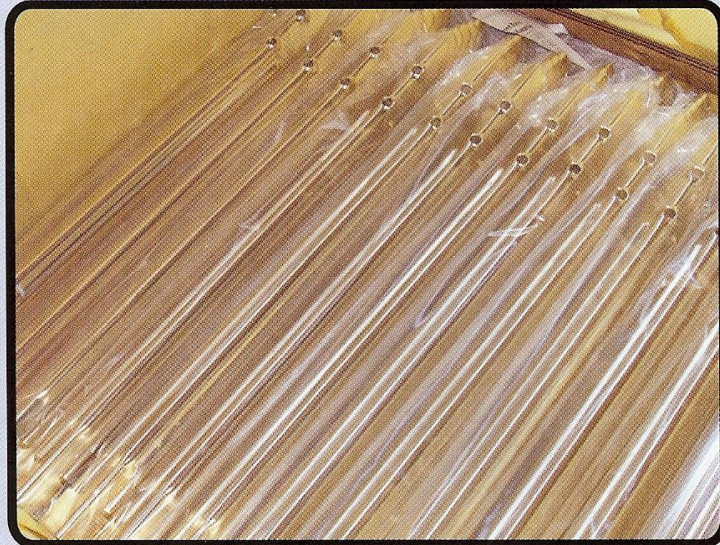
1 Aisles of parts fill the Pinball Resource warehouse. There's millions and millions of them. Steve Young jokingly invites anyone to come and count them one by one if you don't believe it.

2 The Pinball Resource crew is STILL sorting through the Gottlieb factory remnants. An overhead view of untouched parts cages and cartons.



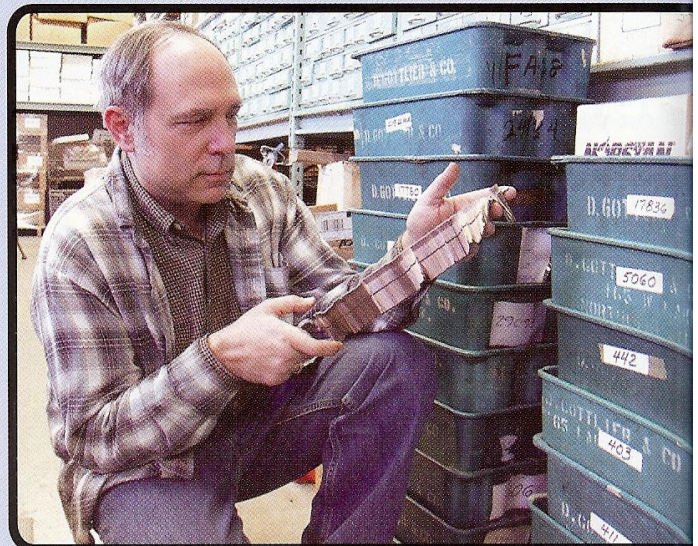
3 Gottlieb playfield plastic sets are stored in their original factory wrappings and cartons.

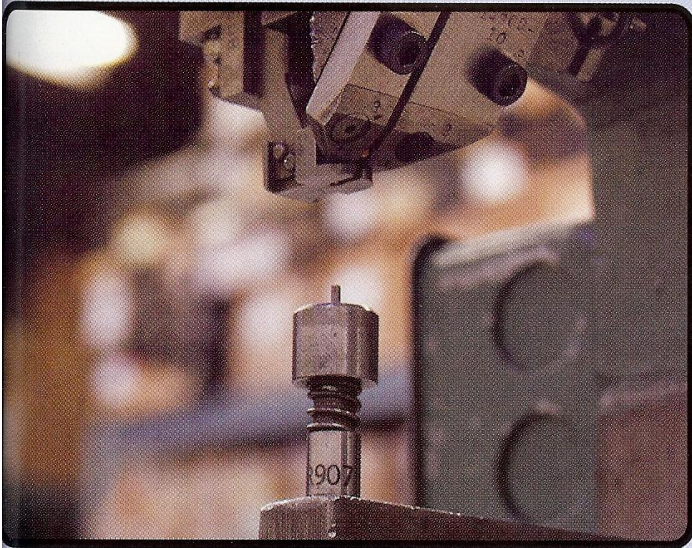
4
Sticky business. This is just a portion of the unique artwork stickers in stock.



5
Pristine gold-tone legs. Used on Indian Jones, Addams Family Gold and others

6
Steve Young displays a rod of thousands of raw contact blades. Note the original Gottlieb tubs!

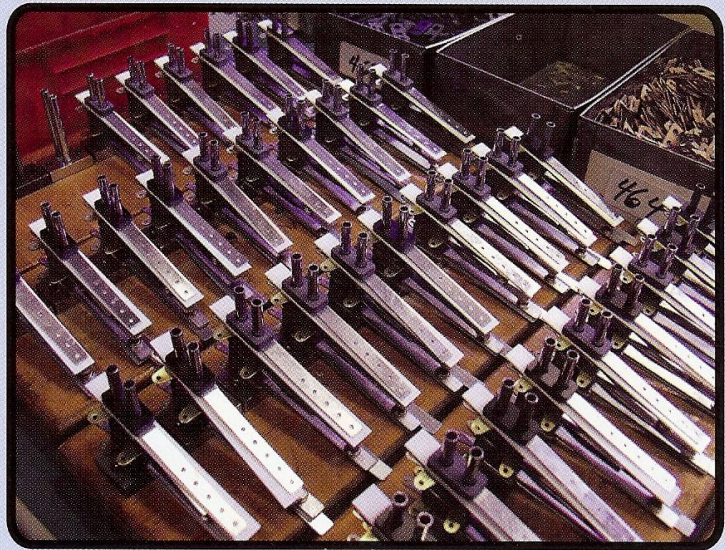




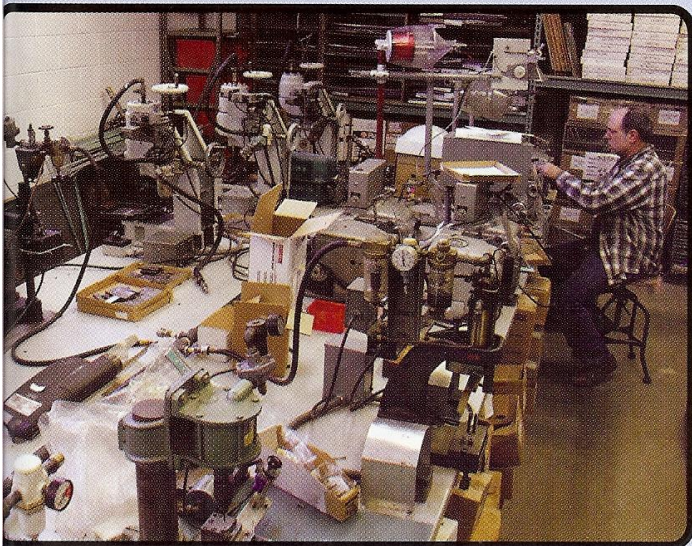
photos: Sean Smyth, Smyth - Ferrante Studio

Ever wonder how those tiny contacts are secured onto switch blades? This is the machine that does it. Note the thin sleeve at top, just right of center. Those shiny dots are the contacts.

series of switch stacks await final assembly.



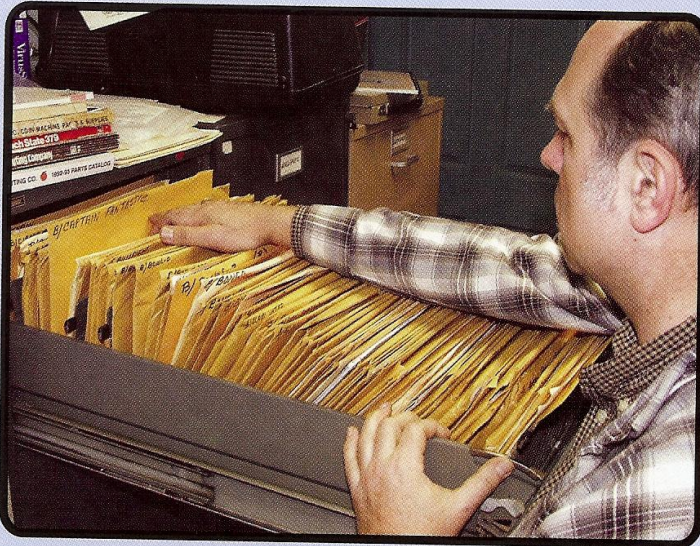
And you thought the pinball parts business was easy?



10
Young demonstrates the coil winding process. The company now manufactures many coils on site and is the hobby's sole source for several types.



All photos: Sean Smyth, Smyth - Ferrante Studio



11

Need a schematic? Here's how and where they're stored.

12
Young answers a pinball question ... for the billionth time.

