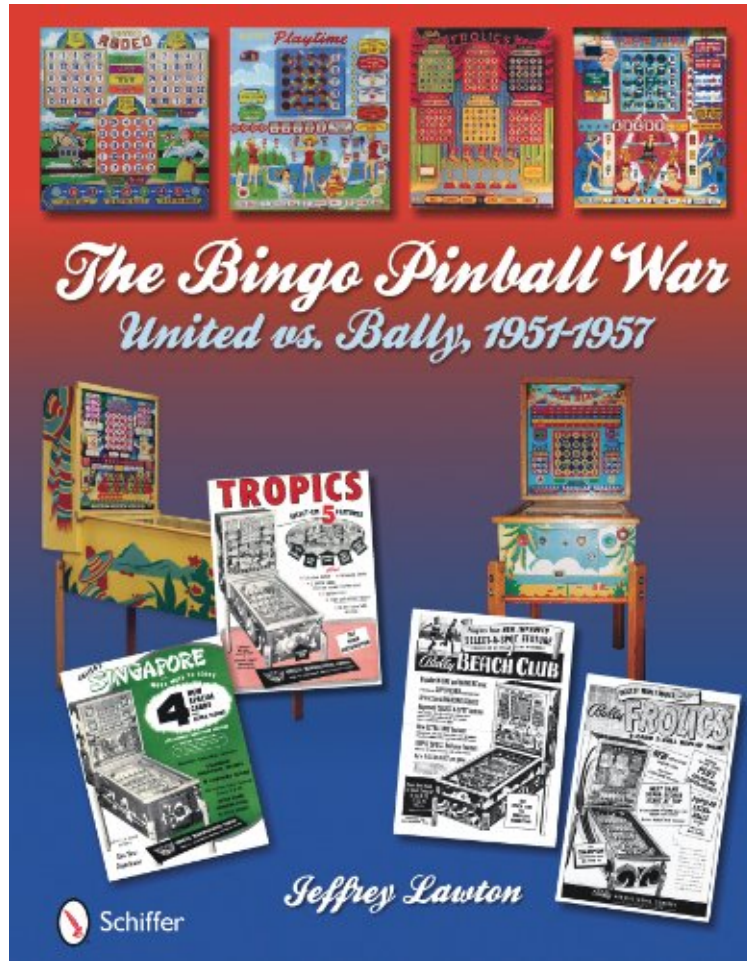


## The Bingo Pinball War United vs Bally, 1951-1957

Jeffrey Lawton

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**Jeffrey Lawton : The Bingo Pinball War United vs Bally, 1951-1957** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Bingo Pinball War United vs Bally, 1951-1957:

0 of 1 people found the following review helpful. didn't mention the Futurity!By John HoneycuttThe game I own, Bally Futurity, wasn't even mentioned so the book really did me no good. There were other horse racing themed games in the book, just not mine. The book was otherwise good and informative, but incomplete.1 of 2 people found the following review helpful. Five StarsBy Tom Rolfsenlove it4 of 4 people found the following review helpful. The Bingo Pinball War - Book ReviewBy Steve SmithThis book is written for folks with a passion for pinball and the history behind it. Bingo pinball is a substantial part of pinball's overall history and (unfortunately) has been overlooked by most. These games are colorfully complicated in their appearance and grippingly interesting to play. The more you play the more you understand how deeply thought out they are. This book carries the reader though the evolutions of these true MODERN MARVELS from their beginning by describing the only two manufactures trying to one-up the

other to draw players and operators to gain market share. It is packed with wonderful color photographs, sales and marketing advertisements from the period and side by side comparisons of their chronographic evolution using interviews from designers and enthusiasts using a tactful blend of history and information with touches of humor that will have the reader returning to the pages of this treasure for many years to come.-Steve Smith - Richmond Virginia.

United and Bally were the only two true US manufacturers of bingo pinball machines, and in the 1950s they fought an all-out battle to capture the elusive bingo pinball machine market. This comparative history details the intriguing story of mid-century, American industrial and entertainment innovation that pitted United engineer, Lyndon Durant and Bally's Don Hooker against each other in a battle royale to produce the best bingo pinball machine. Through more than 200 photos and illustrations detailing 60 games, Jeffrey Lawton, premier bingo pinball machine enthusiast, introduces Durant's United games and the simultaneous, and sometimes retaliatory, creative efforts employed by Hooker from 1951 to 1957. Lawton's analysis is complete with photos of rare games and playfields and descriptions of complex bingo pinball circuitry.

About the Author Jeffrey Lawton is a collector of bingo pinball machines and expert on United and Bally games. He lives in Ohio.