

The Phonographic Equipment Company Ltd

The Phonographic Equipment Company Ltd was founded in 1958 by Gordon Marks and Cyril Shack. At that time Gordon and Cyril was operating a company called Gordon Refrigeration, the two partners saw the potential in the operation of coin operated jukebox's, so they decided it would be a good idea to buy a couple of Bal-Ami jukeboxes as a side line for their wife's Brenda Shack and Barbara Marks, the operation became so successful, that these two young businessmen decided to start distributing jukeboxes and other coin operated equipment, they quickly closed down Gordon Refrigeration that was located at 316/320 Ladbroke Grove, London W.1 and converted the premises into a showroom under the name of Phonographic Equipment Company Ltd.



Cyril Shack Gordon Marks Basil Marks Max Fine Michael Green Ralph Mandell

Cyril and Gordon quickly assembled a team of salesmen who would all leave their mark on the British coin machine industry for many years to come. There was Ralph Mandell (A relative of Cyril), who was doing the collections from the jukeboxes, Basil Marks (The original Prince of Charm) Michael Green (Who is still a top salesman in the industry, today) these salesmen sold more machines than any other company in British coin machine history.

They also appointed Max Fine (Cyril Shack's older brother) as Chairman of the Board, along with a bevy of other specialist's including Michael Geber, John Tennant, Brian Marks, (No relation to Gordon Marks) Ted Jenkins, Norman Leftly, Peter Groom, Brian Feeley, Paul Hartley and Norman Mandell and Hilda Shapero to the team, there would later be many salespeople that are now well known and are leading industry figures today.

By 1960 Phonographic Equipment Company Ltd had become the largest distributor of coin operated machines in Europe. They were the main distributors for Williams pinball machines, the French Jupiter jukeboxes and Sega fruit machines



Throughout the early 1960's, Phonographic Equipment Company would become partners with several leading coin machine operators, there was Coulsden Automatics Ltd, under the guidance of Eric Jacobs, Betts Automatics Ltd under veteran operator Fred Betts, Automatic Games & Music Co, Ltd one of my first operating companies, Peterborough Automatics Ltd another company I started with my lifelong friends Henry & Jeff Harris (who still own and run the company, now in its 50th year), and several more who operated joint-venture companies.

Phonographic Equipment Company Ltd was also buying used slot machines from dealers in the U. S. A. they were buying used Bally Bingo's in large quantities from Myron Sugerman of the Runyon Sales Company of New Jersey.

A "Mafia" Controlled Bally Manufacturing Company.

In 1962 Phonographic Equipment Company became the exclusive distributor for the Bally Manufacturing Company, of Chicago, Illinois, U.S.A.

At that time Bally's upright games were making more money for the British operators than any other manufacturers machines, in almost every club in the U. K. it was not uncommon to see a Bally Treble Chance upright machine alongside a Sega Mad Money, Bonanza Star or Diamond Star, in transport cafes you would find several Bally Bingo machines alongside a Bally upright game



A.T.E London 1964



A typical location with Bally/Sega Machines

In 1964 Bally brought out their range of bench model AWP machines, these new models were in one word, sensational, the Bally Gold Award would become the number one seller of fruit machines to every arcade in the country, the Bally Jolly Tavernor and Sir Prize models could be found in every top location in the U. K. so much so Phonograph Equipment Company Ltd was air freighting machines in to keep up with demand, the company soon become Bally's largest distributor Worldwide.

They had also moved to a much larger facility in Exmoor St, and Barlby Road London W 10. There was such a demand for the Bally machines, that operators would be lined up in their vans waiting for machines to arrive, many a deal would be done by operators selling their used games to each other, while they were outside of the Phonographic Equipment Company Ltd building waiting for new games to arrive.

Sir Prize will surprise you
IN PLAY-PLAY-PLAY-AGAIN APPEAL
AND IN FABULOUS EARNING-POWER



Genuine HOPPER-PAY
 Equipped with the bottomless Hopper-Payout, as used in Bally club fruit machines around the world, SIR PRIZE delivers every win with the winning music of success that attracts and holds players, increases earnings.

Popular HOLD & DRAW
 Now the original lady hold & draw feature, popularized in club consoles, is built into a compact pub-and-arcade fruit machine, adding profit-power by stimulating extra-coin play.

Exciting Solo Symbol Hits
 When SIR PRIZE is lit, one solitary Knight on centre line ON ANY REEL pays big takings. All smart operators know that Solo-Symbol winners keep the handle busy all hours in all sites.

2 BUSY MODELS
 Choice of ONE-GAME-6d. model, illustrated, and TWO-GAME-6d. model provides the variety that wins a welcome everywhere. Adjustment Reels and adjustable Solo Symbol Frequency in both models permit operators to tailor the pay and profit to the precise requirements of every site and season. For a pleasant coin-hor surprise... get SIR PRIZE today.

FAMOUS HOPPER-PAYOUT PUB and ARCADE PAYOUT PLAN

Write today for illustrated leaflets describing Jolly Joker, Super Jolly Tavernor, Money Honey, Aces High, Triple Bar and other Bally Fruit machines. Better still, come in soon and see the greatest array of money-making machines ever crowded under one roof.

PHONOGRAPHIC EQUIPMENT

Bally MACHINES ARE DESIGNED with The Operator in mind

PHONOGRAPHIC EQUIPMENT

FOR QUICK DELIVERY OF NEWEST Bally BIG MONEY MAKERS

1d is Important Money in new Penny Belle

Super Jolly Tavernor
BUSIEST, BARGETTEST PUB ARCADE MACHINE EVER BUILT
SINGLE or ANY reel PHYS 10 or 20

New QUICK, EASY JACKPOT ADJUSTMENT
 To meet demand for fast action work 1d play, the new quick adjustment Jackpots are now available on all Bally machines. They are simple to adjust and change Card to play and adjust. No need to remove the machine from the site. The new quick adjustment Jackpots are now available on all Bally machines. They are simple to adjust and change Card to play and adjust. No need to remove the machine from the site.

New SPEEDY PLAY
 At one moment of play there can be 10 or 12 coins in motion. The new speedy play mechanism is now available on all Bally machines. It is simple to adjust and change Card to play and adjust. No need to remove the machine from the site.

Special MAZOOMA BELL and CUTE CADDIE
DEUCE WILD Star Special Tic-Tac-Toe

New GOLD AWARD and Super GOLD AWARD

Bally MACHINES ARE DESIGNED with The Operator in mind

By 1966 Phonographic Equipment Company had a Bally machine for every location

Cyril Shack could do no wrong, he had a shrewd eye for a new game, he knew the market like no other, Max Fine was a numbers man, he was more interested in operating the games than selling them, he and his assistant Mrs. King would go over numbers with their joint venture partners, these joint-venture partnerships were very simple, each machine operated by the partnership would have a number, Mrs. King would go over each number and then point out any that were not making money to Max, he would then talk to the partner in question about this machine/number.

I remember I used to give my machine sheets to Mrs. King, she would then show them to Max for him to approve, he would then ask me, in his heavy Jewish accent "Feddy this machine No. 9 you have had it for 6 months, vi have ve had no "Gelt" from it?," I would then explain as I had done nearly every time I was at his office, about the same machine, "Max, No.9 machine, is a change machine, we give it to the location to give change for the No. 10 machine that makes a lot of "Gelt", that was the make-up of this incredible old time financier.

The company had now changed their name and gone public, they were now known as Associated Leisure Ltd. Every major manufacturer in the World wanted them as their distributor, Seeburg Corporation the World's largest jukebox manufacturer, closed down their own distribution center in London and appointed Associated Leisure Ltd as their U. K. Distributor.

54—THE WORLD'S FAIR

Exclusive to
PHONOGRAPHIC
EQUIPMENT CO. LTD.
★★★ Your Automatic Choice ★★★

SEGA TREASURE TRAIL!
MAD MONEY CHECKS AND 6d. IN ONLY CHECKS OUT 2-10 PAYOUT PROGRESSIVE JACKPOT



THIS MACHINE IS A BEST-SELLER
AND IT ONLY COSTS **£295** A PRICE YOU CAN AFFORD!

SEGA BELL CHECKS AND 6d. IN ONLY CHECKS OUT 2-10 PAYOUT PROGRESSIVE JACKPOT



CASH OR CHECK THE CHOICE IS YOURS
AT A PRICE OF **£210** Buy it now and see for yourself!

PHONOGRAPHIC
© OLMSTEAD LTD. PHONOGRAPHIC LTD.
KINGDOM HOUSE, BARLEY ROAD, LONDON, W 11
Telephone: LONDON 8151 and 8152
(PLEASE WRITE, CALL OR PHONE FOR FOLDOUT LITERATURE)

55—THE WORLD'S FAIR, SATURDAY, JULY 16, 1966

get your share of the profits that *Bally* slot machines bring!

super jolly taverner




super GOLD AWARD



PHONOGRAPHIC

BIG SOUND
THE SEEBURG
DISCOTHEQUE
junior

The Authentic Big Sound for listening and dancing.
Four Big Sound Stereo Speakers.
Day and Night lighting is an exciting new Seeburg feature. Looks sharp and modern by day—glamorous and exciting by night.



PHONOGRAPHIC

Page 56 THE WORLD'S FAIR, Saturday/September 23, 1967


THE NEW THREESOME FROM SEGA

THREE EXCITING LOW-PRICED CLEVER MODELS WITH ALL THESE GREAT FEATURES


- NEW ALL STEEL CABINET
- OPEN FRONT
- NATIONAL BROADCASTING CORPORATION LICENSED DISPLAY
- FL-FLY PLAY
- SEPARATE CASH BOX

immediate delivery!


Sega PLAYBOY



Sega MAD MONEY



Sega DERBY



SEE THEM AT THE NEW SHOWROOM NOW

PHONOGRAPHIC

By 1968 Associated Leisure Ltd had once again moved to larger premises, they were now at Phonographic House The Vale, London NW 11.

It was also a time when Associated Leisure Ltd was making acquisitions, they had purchased Dreamland an amusement center in Margate, now under advice from their merchant bankers they were looking to further expand and diversify, Cyril Shack wanted to buy the British leading holiday camp company known as "Butlins", this proposed acquisition received much publicity in the national

newspapers, one such newspaper in December 1968 "The Daily Mail" had a lead story stating: "MAFIA to take over BUTLINS".

Page 14. COIN SLOT, Saturday, July 3, 1971.

"MAFIA ARTICLE SPATTERED ME"

Gyril Shack tells High Court hearing

By a Special correspondent

THE "Mafia" libel case in the High Court entered its second week on Monday.

Britain's largest dealers in amusement machines, Associated Leisure, brought the action against Associated Newspapers, proprietors and publishers of the "Daily Mail" in which the words complained of appeared.

Associated Leisure and eight of its directors at the time of the article claim libel damages for an allegation that their firm was run by the Mafia.

The allegation was made in December, 1968, during a takeover bid by the firm for Butlin's in the holiday camp concern. The article referred to the Mafia infiltrating West End gambling centres.

The eight directors of the firm—then known as Phonographic Equipment—are: Mr. Max Fine, Mr. Cyril Charles Shack, Mr. Gordon Marks, Mr. William Ruffler, Mr. Ralph Mandell, Mr. John Tennant, Mr. Frederick Walker and Mr. Michael Geber.

The defendants deny that the words complained of referred to Associated Leisure. Alternatively they contended that if the words did they were true and fair comment on a matter of public importance.

Last week's evidence

MONDAY

In his opening remarks, Mr. David Hirst, Q.C. for the company, said the newspaper had said that, because Mr. Fine, Mr. Shack and Mr. Marks had made a lot of money out of the business, it was an indication that they were mixed up with the Mafia.

"It is quite true that they have become very wealthy men as they are quite entitled to be", he said. "We have no skeletons to hide".

At the time of the article each of the three held two million shares in the company worth about £1 each.

"In the past two years they have dropped a great deal, as have all shares, and so their wealth has shrunk", he said.

The newspaper also claimed that an incident in 1965 was an indication of Mafia involvement.

A London restaurant, The Colony, was up for sale. Mr. Shack was approached and

"Gentlemen with funny nick-names"

asked if he and some colleagues would buy it and turn it into a gambling club.

"The approach came from Mr. Dino Cellini who Mr. Shack had met previously".

He was given a Home Office permit to enter the country and so was thought to be "clean" even though he had earlier been ordered to leave the Bahamas.

"Cellini is one of the men whom the newspaper links with the Mafia", said counsel Mr. Shack was satisfied that Cellini was above board and, with Mr. Fine and Mr. Marks, he put up £50,000 for the club.

The club was run by a man named Salkin and by "an American film star, Mr. George Raft, who acted as host".

Mr. Raft had also been given a permit to come to England. In 1967, said counsel, the Home Office revoked Raft's and Cellini's permits and they had to leave the country.

"No reasons were given, but there was a lot of talk in the papers about Mafia links".

"Muddling"

Mr. Shack intended to resign from The Colony, but stayed on for another year.

"This story is relied upon by the newspaper for its article although what it has to do with the company I do not see. You may think it is just a piece of muddling against Shack, Fine and Marks".

Mr. Hirst told the jury it was now conceded that if the words complained of referred to the plaintiffs they were defamatory.

Mr. Hirst then dealt with the defence suggestion that the plaintiff's wealth was in some way attributable to Mafia connections.

"Q.C. for the company, said the newspaper had said that, because Mr. Fine, Mr. Shack and Mr. Marks had made a lot of money out of the business, it was an indication that they were mixed up with the Mafia."

"It is quite true that they have become very wealthy men as they are quite entitled to be", he said. "We have no skeletons to hide".

At the time of the article each of the three held two million shares in the company worth about £1 each.

"In the past two years they have dropped a great deal, as have all shares, and so their wealth has shrunk", he said.

The newspaper also claimed that an incident in 1965 was an indication of Mafia involvement.

A London restaurant, The Colony, was up for sale. Mr. Shack was approached and

asked if he and some colleagues would buy it and turn it into a gambling club.

"The approach came from Mr. Dino Cellini who Mr. Shack had met previously".

He was given a Home Office permit to enter the country and so was thought to be "clean" even though he had earlier been ordered to leave the Bahamas.

"Cellini is one of the men whom the newspaper links with the Mafia", said counsel Mr. Shack was satisfied that Cellini was above board and, with Mr. Fine and Mr. Marks, he put up £50,000 for the club.

The club was run by a man named Salkin and by "an American film star, Mr. George Raft, who acted as host".

Mr. Raft had also been given a permit to come to England. In 1967, said counsel, the Home Office revoked Raft's and Cellini's permits and they had to leave the country.

"No reasons were given, but there was a lot of talk in the papers about Mafia links".

"Muddling" Mr. Shack intended to resign from The Colony, but stayed on for another year.

"This story is relied upon by the newspaper for its article although what it has to do with the company I do not see. You may think it is just a piece of muddling against Shack, Fine and Marks".

Mr. Hirst told the jury it was now conceded that if the words complained of referred to the plaintiffs they were defamatory.

Mr. Hirst then dealt with the defence suggestion that the plaintiff's wealth was in some way attributable to Mafia connections.

"Q.C. for the company, said the newspaper had said that, because Mr. Fine, Mr. Shack and Mr. Marks had made a lot of money out of the business, it was an indication that they were mixed up with the Mafia."

"It is quite true that they have become very wealthy men as they are quite entitled to be", he said. "We have no skeletons to hide".

At the time of the article each of the three held two million shares in the company worth about £1 each.

Counsel: Did the Mafia have anything to do with your company's take-over bid for Butlin's? None whatsoever. Was there ever any thought in your mind, in making the bid of seeking to benefit the Mafia? Certainly not.

Mr. Shack said the bid for Butlin's was made at a time when the company was expanding from within.

A firm of merchant bankers in the City of London advised the company to diversify.

TUESDAY

Mr. Shack said that when Mr. Raft and Mr. Cellini were expelled from Britain, newspapers connected with the Mafia.

"I did not believe this because I knew Mr. Raft had

"Developed phobia about Americans"

- Shack

been introduced to the club by a bookmaker, Mr. Shack told Mr. Justice Lawton and the jury.

When the Managing Director of a large brewing concern told him that Parliament should act to stop the Mafia entering Britain he severed all connection with "The Colony restaurant in the interests of his company."

Mr. Shack conceded he had made a great deal of money out of his company's activities.

"In 1968, when the shares stood at just over £1 each, I held 2,000,000 shares", he said. "Since then, the shares had dropped in value considerably. Until the libel action was disposed of he had felt it proper to "mark time" and not try to expand the business."

"Mr. Shack said he was also unable to maintain contacts with chairmen and managing directors of concerns with which he had done substantial business in the past."

"I am embarrassed at meeting such people" he said. "He no longer went to America on business trips."

"Since this reference to the Mafia I have developed a phobia about all other types of Americans. That means we have missed a lot of business opportunities over there."

Mr. Shack also complained that he had lost his initiative, and that his willingness to lead his company forward had been completely destroyed.

"I was just so shattered at the Daily Mail article and the sinister allegations made in the defence of this action,

His health had also been affected—he had developed an asthma cough.

At this stage Mr. Shack produced a Mafia card, sent to him through the post without any covering letter, on June 25, 1970. The card purported to give him life membership of the Mafia and included his name, C. C. Shack (The Boss).

"I certainly didn't think it very funny when that arrived", he said.

Cross-examined by Sir Elwyn Jones, Q.C. Mr. Shack agreed that the Gaming Act passed in 1961, gave the green light for the arrival of many Americans in London, but he denied having become their associate.

Mr. Shack agreed that his company obtained a few machines in 1960 from Las Vegas Coin Co., which had been begun by two men called Foreman and Duke.

He knew that Mr. Duke was ordered to leave Britain in 1960 but he did not know why.

Mr. Shack said he did not know that Senator Robert Kennedy had been reported in a newspaper as describing Mr. Duke as a notorious New York gangster.

He said Mr. Foreman was ordered to leave Britain in March, 1961.

"I was told that he was deported because he had been seen with certain London characters", said Mr. Shack.

WEDNESDAY

On the third day of the hearing Mr. Shack disclosed that there had been a bomb attack on the company's premises. It was in 1962 or 1963.

The company was afterwards told that there might be a visit from someone offering protection but they never heard from anyone, he said.

"So you were faced with the dark shadows of the protection racket?", suggested Sir Elwyn.

"No", said Mr. Shack. "We were told by the police it could be a crank". "You didn't get a note from the angry brigade as well?", asked Sir Elwyn.

"I don't think they existed then", replied Mr. Shack.

Went public

Mr. Shack said the company's surge forward in 1962 and 1963 had been due to the sale of Japanese-built machines. In August, 1964, the company went public. Subsequently the sale of American machines increased. The company's annual profits had risen from £202 in 1955 to £440,067 in 1964. The profits had been derived from a quick turn-round of machines.

Mr. Shack agreed with Sir Elwyn that his company had had a special relationship with the Bally Manufacturing Co. of Delaware, U.S.A., because Bally were dependent upon his company for information as to where kinds of coin-operated machines would be acceptable in Britain.

In 1968 the Bally Company set up a factory in Ireland to supply the machines to Britain. He joined the Board of Bally.

Mr. Shack said that in 1968 Bally was the major supplier of fruit machines to Assoc-

iated Leisure. He had a ten per cent interest.

He remained a shareholder in the Irish company until 1968.

Sir Herbert asked a Mr. Herbert Ikin to stand up. A man then stood up at the back of the court.

"When did you first meet that man", Sir Elwyn asked Mr. Shack.

"Never met man"

"I have never met him, never in my life", said Mr. Shack.

"I first heard about him when we had these awful pleadings put forward to the Court of Appeal."

Mr. Shack was referring to the other side's case in previous preliminary proceedings.

Mr. Shack said the newspaper article may, or may not have been responsible for the failure of the Butlin's take-over bid.

Sir Elwyn suggested it was a presumptuous bid—a case of the gnat trying to swallow the camel."

Mr. Shack said he did not agree.

Mr. Shack said he had had the support of the major institutions and unit trusts in making the bid.

A report in the "Times", in May, concerning preliminary proceedings in the action had seen "very damning indeed", said Mr. Shack. He said when he was asked by Mr. Cellini in 1964 if he was interested in financing London's Colony restaurant as a gaming club, he knew Mr. Cellini had been told to leave the Bahamas.

Mr. Shack said he had had the support of the major institutions and unit trusts in making the bid.

A report in the "Times", in May, concerning preliminary proceedings in the action had seen "very damning indeed", said Mr. Shack. He said when he was asked by Mr. Cellini in 1964 if he was interested in financing London's Colony restaurant as a gaming club, he knew Mr. Cellini had been told to leave the Bahamas.

Disastrous

The judge asked Mr. Shack if he had not been disturbed by the Home Secretary's refusal to permit Mr. Raft to remain in Britain and by newspaper reports in 1966 and 1967 linking Mr. Dino Cellini with Myer Lansky, an American gambling operator.

Mr. Shack said he had been disturbed, he agreed that his decision not to sever his connection with the club in 1967 was "a disastrous decision".

That decision brings me here", said Mr. Shack. "Without The Colony Club his would never have happened".

Mr. Shack said that at the time Mr. Raft's expulsion in April, 1967 he placed on record his concern at the adverse publicity but was assured that Mr. Raft had been made a scapegoat.

"I should have been prepared to run away then and lose my money", said Mr. Shack.

Mr. Shack denied Sir Elwyn's suggestion that he knew he had been dealt with "tainted people".

He said he had always taken the Mafia seriously but it had never been connected with his company.

"Bomb attack on premises"

Mr. Shack said the company's surge forward in 1962 and 1963 had been due to the sale of Japanese-built machines. In August, 1964, the company went public. Subsequently the sale of American machines increased. The company's annual profits had risen from £202 in 1955 to £440,067 in 1964. The profits had been derived from a quick turn-round of machines.

Mr. Shack agreed with Sir Elwyn that his company had had a special relationship with the Bally Manufacturing Co. of Delaware, U.S.A., because Bally were dependent upon his company for information as to where kinds of coin-operated machines would be acceptable in Britain.

In 1968 the Bally Company set up a factory in Ireland to supply the machines to Britain. He joined the Board of Bally.

Mr. Shack said that in 1968 Bally was the major supplier of fruit machines to Assoc-

iated Leisure. He had a ten per cent interest.

He remained a shareholder in the Irish company until 1968.

Sir Herbert asked a Mr. Herbert Ikin to stand up. A man then stood up at the back of the court.

"When did you first meet that man", Sir Elwyn asked Mr. Shack.

"Never met man"

"I have never met him, never in my life", said Mr. Shack.

"I first heard about him when we had these awful pleadings put forward to the Court of Appeal."

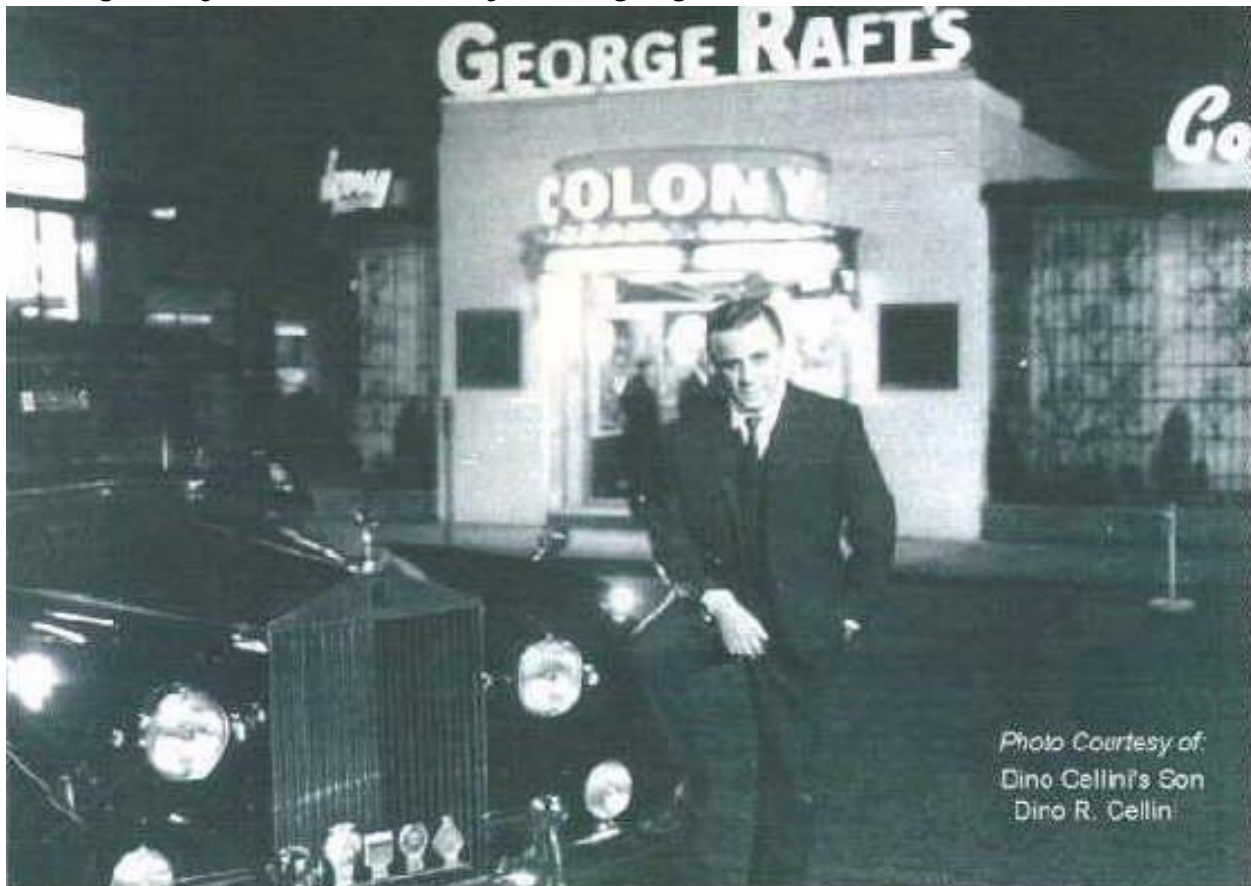
Mr. Shack was referring to the other side's case in previous preliminary proceedings.

Mr. Shack said the newspaper article may, or may not have been responsible for the failure of the Butlin's take-over bid.

Cyril Shack immediately sued Associated Newspapers owners of the "Daily Mail" for libel, at one time it is understood that Associated Newspapers owners of the

“Daily Mail” offered to settle out of court for an undisclosed sum, but against his brother Max Fine’s advice to take the money, and drop the libel suit, Cyril Shack felt so offended and hurt, that he refused to do so.

The libel case went to court in July 1971, apart from the accusation of a “Mafia” involvement in the Butlin’s Holiday Camp Empire, the defendants claimed that on three separate occasions the plaintiff’s had associated with known members of the :”Mafia”, in 1965 the defendants claimed that directors of Phonographic Equipment Company Ltd went into partnership in a gaming club in London known as “The Colony” with a Dino Cellini, a known close associate of Meyer Lansky one of the World’s most famous gangsters.



DINO CELLINI- By his sheer mathematical genius, self discipline, and class, style, elegance, and his charm and his charisma, Cellini was the preeminent casino mastermind.

The above photo is of Dino Cellini outside “The Colony” club where he ran a training school for would be croupiers, the club was hosted by another mob associate the actor George Raft.

It was also claimed by the defendants that Max Fine had met with a New York crime family boss Tony “Ducks” Carrola and British gangster Albert Dimes along with another New York mob guy named “The Duke” (who worked for

“Gabe” Forman at Las Vegas Coin Ltd in 1960) it was alleged that this meeting was over a gambling debt, when I personally know it was over an outstanding debt by Phonographic Equipment Company to “Gabe” Forman’s Las Vegas Coin Ltd, for a stock of machines that “Gabe” Forman sold to Phonographic prior to “Gabe” having to leave the country at the request of the British Home office, and never had time to collect payment for the machines (these machines were a bunch of “Paces Races” machines).

Then the defendants claimed that Gordon Marks met with the Philadelphia mob boss, Angelo Bruno about opening a casino in Marbella, Spain, when in fact that meeting was over a gambling debt owed by Gordon Marks who was a degenerate gambler, that all of us that knows him can testify to.

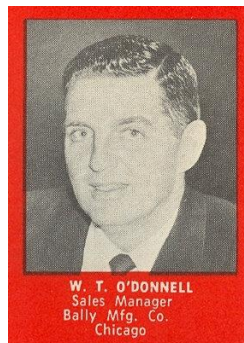
Angelo Bruno owned an illegal gambling club called the “Pair of Shoes” in London, where Gordon Marks played a game of poker at, this club was run by an associate of mine called Frankie Alponce, better known in the London underworld as “Frankie Flowers”, he was also known as “Lord of the Clubs”, he was shot to death on a street in Philadelphia by a gunman acting on orders from “Nicky Scarfo” the acting mob chief of Atlantic City, I had spoken to Frankie on the telephone just a few hours before he was gunned down.



Members of Phonographic Equipment entertained executives from Bally, Chicago, at the A.T.E. From Left to right are: Sam Kline, Bally; Cyril Shack (Phonographic); William T. O'Donnell, (President, Bally); Gordon Marks and Mike Green (Phonographic).

The nail in Cyril Shack and Phonographic coffin was the testimony of a purported to be F.B.I undercover agent called Herbert Itkin, who was in fact a wanna-be wise guy, working to stay out of jail for a New York district Attorney and was also a paid informant for the F.B.I and a “fink”.

The Phonographic Equipment Company Ltd-Associated Leisure Ltd losing of the libel suit against “The Daily Mail” was the most unjust case against a group of innocent business people who were associated through business, with at the time the largest manufacturer of coin operated machines in the World-The Bally Manufacturing Company.



And because that company was under the influence of Organized Crime figures half way around the World, and because of one man Billy O'Donnell, wanting to save the company he had worked for since the end of World War II, and a leading company since 1934, where is the Justice, if all of these goings on where deserved in the eyes of the British Government, then they should do the same thing and look a little closer at the past associations of other leading companies that were tarred with the same brush of Bally Manufacturing Company, that company being SCIENTIFIC GAMES, who have been in recent times allowed by the British Gambling Commission to take over most of our solid British coin machine companies, even though they too have a very checkered history of corruption in the Lotteries and gaming industry in the U.S.A. the birthplace of political corruption in industry.

The British coin machine industry should demand that the British Government that banned Bally Bingo's of the 1960's, should also ban these equally addictive FOBT's that plague our industry in the very locations that we were assured would never be allowed to have even AWP machines period.

Next Week:

The facts and figures of the plagued FOBT's, and why they be banned, I would then ask your response to why they should be totally banned, you the operator must help save what is left of the traditional sector of our industry.

