

Finding Aid to the Larry Bieza Coin-Op and Amusements History Collection, 1903-2009

Summary Information

Title: Larry Bieza coin-op and amusements history collection

Creator: Larry Bieza (primary)

ID: 119.6425

Date: 1903-2009 (inclusive)

Extent: 10.2 linear feet

Language: The bulk of this collection is in English. Additional languages include Japanese and Italian; folders with these languages are indicated in the Contents List section of this finding aid.

Abstract: The Larry Bieza coin-op and amusements history collection is a compilation of published fliers, original and photocopied reference, company memos, photographs, and other documentation relating to the history of various coin-operated game and amusement companies and their products. The bulk of the materials are from the 1930s-1980s.

Repository:

Brian Sutton-Smith Library and Archives of Play at The Strong
One Manhattan Square
Rochester, New York 14607
585.263.2700
library@museumofplay.org

Administrative Information

Conditions Governing Use: This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein), The Strong has permission to make copies in all media for museum, educational, and research purposes.

Conditions Governing Access: VHS tapes in this collection will need to be acclimated to the temperature of the room they will be viewed in prior to watching; these tapes require advanced notice to access and are limited to on-site researchers only.

Custodial History: The Larry Bieza coin-op and amusements history collection was donated to The Strong in April 2020 as a gift of Larry and Linda Bieza. The papers were accessioned by The Strong under Object ID 119.6425. The papers were received from Bieza in 21 boxes along with various books, auction catalogs, magazines, trade catalogs, and other published materials.

Preferred citation for publication: Larry Bieza coin-op and amusements history collection, Brian Sutton-Smith Library and Archives of Play at The Strong

Processed by: Julia Novakovic, May-August 2021

Controlled Access Terms

Personal Names

- Bieza, Larry

Corporate Names

- Atari, Inc.
- Bally Manufacturing Corp.
- Bally Midway Mfg. Co.
- Chicago Coin Machine Co.
- D. Gottlieb & Co.
- Exhibit Supply Co.
- Exidy, Inc.
- H.C. Evans & Co.
- Midway Manufacturing Co.
- Stern Electronics, Inc.
- United Manufacturing Co.
- Williams Electronics, Inc.
- Williams Manufacturing Co.
- WMS Industries, Inc.

Subjects

- Advertising flier
- Amusement rides
- Amusements
- Arcades
- Arcades--Equipment and supplies
- Billiards--Equipment and supplies
- Bowling games
- Coin-operated machines
- Electromechanical devices
- Electronic games
- Electronic games industry
- Foosball (Game)--Equipment and supplies
- Indoor games
- Pinball machines
- Pinball machines--History
- Shuffleboard--Equipment and supplies
- Simulation games
- Video arcades
- Video game industry
- Video games--History

Biographical Note

For 40 years, Larry Bieza has been involved with coin-operated arcade games as an author, collector, dealer, operator, builder, enthusiast, and historian. He wrote *The Penny Arcade Price Guide* and *The Pinball Price Guide* (which, for many years, was the standard for the history and pricing of pinball games). He is also the author of the forthcoming book *Mutoscope, A Tale of Two Companies*.

Bieza is interested in capturing stories of significant people in the coin-op industry, as well as keeping these amusements relevant for generations to come. Along with a partner, Bieza operates more than 100 electromechanical games at Can Can Wonderland in St. Paul, Minnesota.

Collection Scope and Content Note

The Larry Bieza coin-op and amusements history collection is a compilation of published fliers, original and photocopied reference, company memos, photographs, and other documentation relating to the history of various coin-operated game and amusement companies, pinball companies, and video arcade game companies and their products. The bulk of the materials are from the 1930s-1980s, though many fliers are undated. Of note is the extensive documentation on Exhibit Supply Co., makers of electromechanical and novelty games during the first half of the 20th century.

The Larry Bieza coin-op and amusements history collection has been arranged into three series. The collection is housed in 12 archival document boxes, two oversized archival boxes, and one AV box.

System of Arrangement

Series I: Electromechanical games and amusements, 1903-2001 and n.d.

Series II: Pinball games, 1932-2006

Series III: Video games, 1973-2009

Contents List

Series I: Electromechanical games and amusements, 1903-2001 and n.d.

Scope and Content Note: This series contains fliers, brochures, reference, notes, and other materials relating to electromechanical games, entertainment devices, and amusements. Products represented within this series include vending machines, slot machines, digger/crane games, target skill games, shuffle alleys, rifle games, and much more.

Folders in this series are arranged alphabetically by manufacturer (or in some cases, distributor), with specific titles of pinball games listed in brackets following the manufacturer/distributor name and date(s). When a specific title is not indicated, the type of product (e.g., “target skill games,” “air hockey,” “kiddie rides,” etc.) is noted in brackets following the manufacturer/distributor name and date(s). When fliers for a company are not dated, an approximate date range is indicated in brackets when possible.

Box 1

- Folder 1 52 Plus Joker Convention – information, 1994
- Folder 2 Abco Novelty Company – flier, n.d. [Hit-A-Homer]
- Folder 3 ABT/ A.B.T. Manufacturing Corp. – reference, notes, and product photographs; c. 1930s-1950s and n.d. [target skill games]
- Folder 4 ABT/ A.B.T. Manufacturing Corp. – reference, company publications, parts lists, and product photographs; c. 1930s-1950s and n.d. [target skill games]
- Folder 5 Acme Distributing Company – flier, 1950 [Baseball Conversion Unit]
- Folder 6 Ad-Lee Company – fliers, c. 1930s and n.d. [Add-Em-Up, Hyde Park Vender, Double-Shuffle, Figure 8, The Greyhound, King’s Horses, Radio, Royal Sport, Target, X-Cavator, Zig-Zag Vendor]
- Folder 7 Alca Electronics, Ltd. – flier, n.d. [c. 1969?] [Target UFO]
- Folder 8 All-American Games Corp. – reference, n.d. [c. 1930s?]
- Folder 9 All-Tech Industries, Inc. – sell sheets and fliers, 1963-1964 [kiddie rides]
- Folder 10 Allied Leisure Industries, Inc. – fliers, n.d. [c. 1970s] [Battle Station, Chopper, Clay Champ, Knock Out, Monte Carlo, Rapid Fire, Sonic Fighter, Space Chip, Spin Out, Super Shifter, Unscramble, Unscramble Deluxe]
- Folder 11 American Amusement Co. – flier and postcard, n.d. [c. 1940?] [Junior League Bat-A-Ball]
- Folder 12 American Machine & Foundry Company – flier, 1970 [American Speedway]
- Folder 13 American Shuffleboard Co. – fliers, c. 1960s and n.d. [shuffleboard tables, billiard tables]
- Folder 14 Americoin, Division of Electri-Wire Corp. – fliers, c. 1960s-1970s and n.d. [Dozer, Fire Chief, Junkyard, Killer Bees]
- Folder 15 Amusematic Corporation – flier, n.d. [c. 1947?] [Boomerang]
- Folder 16 Amusement Engineering Co. – flier, n.d. [c. 1967?] [Helicopter Trainer]
- Folder 17 Amusement Machine Corporation, Ltd. – reference, 1929-1931
- Folder 18 Amuse-Vend-Industries (AVI) – flier, n.d. [c. 1950?] [Kissin’ Cupids]
- Folder 19 Arizona Automation, Inc. – brochure, 1971 [Champion Soccer]

- Folder 20 Atlas Indicator Works – reference, 1930-1931
- Folder 21 The Atlas Supply – flier, n.d. [c. 1930s-1940s?] [Daily Races Jr.]
- Folder 22 Auto-Bell – fliers, n.d. [c. 1950s?] [Circus Play Ball, Circus Wagon Wheel]
- Folder 23 Auto-Trap-Shoot, Inc. – brochure, 1961 [indoor trap shooting games]
- Folder 24 Automat Games Co. – reference, 1935
- Folder 25 Automatic Amusement Devices, Inc. – reference and flier, 1930 and n.d. [Skee-Ball-Ette]
- Folder 26 Automatic Service Corp. of America, Inc. – reference, 1931
- Folder 27 Automatic Target Machine Co. – reference, n.d.
- Folder 28 Baker, Harold (H.L. Baker) – reference, 1937
- Folder 29 Bally Manufacturing Co. – electromechanical and shuffle game fliers, c. 1950s-1984 and n.d. [All the Way, Bally Alley, Bally Bowler, Batter Up, The Cub, Double-Header, Fun Phone, Hill Climb, Hover, Hy-Roll, Lucky Shuffle, Magic Pool, Parade, Road Runner, Skill-Derby, Skill-Roll, Skill-Score, Space Flight, Space Gunner, Speed Bowler, Spinner, Sub-Pack, Table Hockey, Target Zero, Twin Joker, World Cup]
- Folder 30 Bally Manufacturing Co. – Rapid Fire operating manual and flier, n.d. [c. 1940?]
- Folder 31 Bally Manufacturing Co. – reference, 1930s-1960s and n.d.
- Folder 32 Bat-A-Peny Corp. – reference, n.d. [c. 1928?]
- Folder 33 Berlin Specialty House – sales letter, 1950
- Folder 34 Bernard Specialty Co. – flier, n.d. [c. 1932?] [Oh Yeah!] [possibly mfg. by Allswell Mfg. Co.]
- Folder 35 Best of Seven Games – fliers, n.d. [c. 1970s?] [tournament table hockey]
- Folder 36 Billiard Federation of the United States – World Championship 3 Cushion Billiards program, May 15-18, 1986
- Folder 37 Brunswick Corp./ Brunswick Manufacturing Co. – fliers, 1974-1977 and n.d. [Air-Handball, Air-Hockey, Karate, Pay Day, Photo Finish]
- Folder 38 Buckley Manufacturing Co. – fliers notes, and reference; 1935-1945 and n.d. [digger, dice, slot machine, gumball vendor, and music products]
- Folder 39 Buckley Manufacturing Co. – bound parts catalog and loose pages, 1948-1950 and n.d.
- Folder 40 Buddick Engineering Co., Inc. – flier, n.d. [c. 1930s?] [Ske-Bal-Ete]
- Folder 41 Budin's Specialties, Inc. – reference, 1937

Box 2

- Folder 1 Caille Brothers Co. – reference, n.d. [c. 1930s?]
- Folder 2 Capitol 16 Company, Inc. – flier, n.d. [Auto Test]
- Folder 3 Capitol Projects Corporation – fliers, 1963 and n.d. [Cruiser Pilot, U.S. Marshal]
- Folder 4 Carlson Manufacturing Company – flier, n.d. [c. 1932?] [Sure-Shot]
- Folder 5 Carousel International Corporation – price sheet, 1981
- Folder 6 Casino Amusement Machine Co. – reference, n.d. [c. 1920s-1930s?]
- Folder 7 Central Novelty Co. – reference, n.d.
- Folder 8 Central Ohio Sales and Marketing Co. – distributor letter, 1980
- Folder 9 Century Industries – game fliers, 1974-1976 [World Series, World Series II]
- Folder 10 Chester-Pollard Amusement Company, Inc. / Chester-Pollard – reference, photographs, and notes; 1926-1932 and n.d.

- Folder 11 Chicago Coin – product fliers, 1964-1976 and n.d. [2-Player Big League, 6-Player Match Bowler, 6-Player Puck Bowler Champion, Batter Up, Cadillac Big Ball Bowler, Coney Island Rifle, Fascination, Hunt Club, Pistol, Rocket Shuffle, Rifle Gallery, Shoot Out Rifle, Shuffle Horse-Shoes]
- Folder 12 Chicago Coin – reference, photocopies, and other production information; c. 1950s-1960s and n.d.
- Folder 13 Chicago Coin – Defender Machine Gun (Model 394) Parts Catalog, n.d.
- Folder 14 Chicago Coin Machine Company – product fliers, c. 1950s and n.d. [Big League, Clover Pool, Home Run, Mini-Baseball, Million Dollar Commando Machine Gun, various pool games, ‘Round the World Trainer, Scale-O-Matic, Twin Hockey/Steam Shovel]
- Folder 15 Chicago Coin Machine div. Chicago Dynamic Industries, Inc. – product fliers, c. 1950s-1960s and n.d. [Ace Machine Gun, All-Star Football, All Stars, Americana, Apollo 14, Apollo Moon Shot Rifle Gallery, Baseball Champ, Bel-Air, Big Strike, Big Top, Bullseye Baseball, Champagne, Citation, Commando Machine Gun, Corvette, Defender, Drive Master, Festival, Flair, Fleetwood, Flying Disks, Flying Tiger, Funland, Galaxy, Gayety, Gold Medal, Gold Star, Hockey Champ, Home Run, Imperial, Las Vegas Shuffle, Medalist, Melody Lane, Motorcycle, Night Bomber, Park Lane, Pirate Gold, Playtime, Prestige, Preview Bowler, Pro Bowl, Riviera]
- Folder 16 Chicago Coin Machine div. Chicago Dynamic Industries, Inc. – product fliers, c. 1950s-1960s and n.d. [Safari Rifle Gallery, Sharp Shooter, Ski-Ball, Sky Battle, Slap-Shot Hockey, Speed King, Speed Shift, Speedway, Starfire, Super Circus, Super-Sonic, Top Hat, Trap Shoot, Turf Club, TV Baseball, Twin Machine Guns, Twin Rifle, Twin Skeet Shoot, Varsity, Vegas, Wild West Rifle Gallery, World Series, Yankee Baseball]
- Folder 17 Chicago Dynamic Industries – product fliers, c. 1961-1965 and n.d. [6 Game Bowler, All-Star Baseball, Citation, Criss-Cross Hockey, DeVille, Gold Crown, Grand Prize, Majestic, Pro Basketball, Queen Bowler, Red Dot, Riot Gun, Royal Crown, Shoot the Clown, Strike Ball, Triple Gold Pin, Triumph, Tournament, Variety Roll Down Bowler, Wild West, World Series, World’s Fair Rifle Gallery]
- Folder 18 Circus Promotions Corporation – amusement devices flier, n.d.
- Folder 19 Clare Products Corporation – reference, 1937 and n.d.
- Folder 20 Coin-Op Classics – book flier, n.d.
- Folder 21 Cointronics, Inc. – flier and reference, n.d. [c. 1970?] [Lunar Lander]
- Folder 22 Commando Machine Gun Division, Chicago Dynamic Industries – reference, 1958
- Folder 23 Como Manufacturing Corp. – brochure, advertisement, and photograph, n.d. [c. 1948?] [Hollycrane]
- Folder 24 Compunetic Devices – flier, n.d. [c. 1981] [Pulsescan]
- Folder 25 Computer Games, Inc. – rifle game fliers, n.d. [c. 1970s?] [Big Twin, Big Duke, Six Shooters]
- Folder 26 D. & S. Novelty Co. – flier, 1939 [Genco’s Airport]
- Folder 27 Dale Engineering Company / Eldon Dale – reference, fliers, photographs, and notes; c. 1940s-1990s and n.d.

- Folder 28 Daval Mfg. Co. – reference and fliers, c. 1937-1941 and n.d. [Bumper Bowling, Skill Thrill]
- Folder 29 Destron, Inc. – fliers, n.d. [c. 1970s?] [Astrology Forecaster, Bio-Rhythm, Lil Top Circus, Nostalgia Bio-Rhythm]
- Folder 30 Doraldina Corporation – reference, n.d. [c. 1929]
- Folder 31 Dukane Corporation – flier, n.d. [c. 1965?] [Ski ‘n Skore]
- Folder 32 Dynamo Corporation – product booklet, n.d. [c. 1970s] [table soccer/foosball]
- Folder 33 Eastern Machine Exchange – flier, n.d. [c. 1930s?] [Joy Game/Spot-A-Ball]
- Folder 34 Electric Music Co. – ephemera, n.d. [Selectraphone]
- Folder 35 Electrical Products Co. (EPCO) – reference, 1937 and n.d.
- Folder 36 Electro Ball Company, Inc. – reference, n.d. [c. 1930s?]
- Folder 37 Electronic Sensing Products, Inc. (ESP) – fliers, n.d. [Electro Baseball, Electro Dart]
- Folder 38 Electrotechnics (Blackpool) Limited – fliers and reference, 1983 and n.d. [The Gunslinger, Romany Rose, The Stripper]
- Folder 39 Elliott Products Company – reference, n.d. [c. 1930s?]
- Folder 40 Elsasser/ Hugh Elsasser – reference, n.d. [c. 1930s?]
- Folder 41 Encore Manufacturing Co. – flier, n.d. [cash boxes]
- Folder 42 Erie Manufacturing Co. Inc. – flier, n.d. [c. 1924?] [The Erie Digger]
- Folder 43 Evans/ H.C. Evans & Co. – fliers and reference, c. 1930s-1960s and n.d. [Bang Tails, Bat A Score, Coaltown, Constellation, In-the-Barrel, Play Ball, Tommy Gun]

Box 9

- Folder 1 Evans/ H.C. Evans & Co. – company scrapbook of produced games, c. 1930s-1950s
- Folder 2 Evans/ H.C. Evans & Co. – loose pages from company scrapbook of produced games, 1951-1962 and n.d.

Box 3

- Folder 1 Exhibit Supply Co. – coin-op and amusements fliers and publications, 1931-1957 and n.d.
- Folder 2 Exhibit Supply Co. – coin-op and amusements photographs, c. 1930s-1963 and n.d.
- Folder 3 Exhibit Supply Co. – kiddie ride fliers and publications, 1952-1953 and n.d.
- Folder 4 Exhibit Supply Co. – kiddie ride photographs, n.d. [c. 1940s-1950s]
- Folder 5 Exhibit Supply Co. – card vender fliers, publications, and reference; c. 1930s-1964 and n.d.
- Folder 6 Exhibit Supply Co. – card vender machine photographs, n.d. [c. 1940s-1950s?]
- Folder 7 Exhibit Supply Co. – card vender card images, c. 1929-1970s and n.d.
- Folder 8 Exhibit Supply Co. – “Dale” Shooting Games fliers and publications, 1949-c. 1950s and n.d.
- Folder 9 Exhibit Supply Co. – shooting gallery game fliers, publications, and photographs; 1949-1956 and n.d.
- Folder 10 Exhibit Supply Co. – shuffle and alley games fliers and publications, 1952 and n.d.

- Folder 11 Exhibit Supply Co. – correspondence and invoices, 1952-1981 and n.d.
Folder 12 Exhibit Supply Co. – mailers to arcade owner lists, 1951-1961

Box 4

- Folder 1 Exhibit Supply Co. – “Wanted: Men of Vision to Read This Book,” Exhibit Diggers, 1932 [reprint]
Folder 2 Exhibit Supply Co. – Exhibits Parts Catalog, 1947
Folder 3 Exhibit Supply Co. – “Report on Tests of One (1) Exhibits’ Deluxe Skill Pool,” 1956
Folder 4 Exhibit Supply Co. – Prospectus, n.d.
Folder 5 Exhibit Supply Co. – notes from Marvin Gibson about interview with Chester Gore, n.d.
Folder 6 Exhibit Supply Co. – reference and notes, 1906-1950s and n.d.
Folder 7 Exhibit Supply Co. – reference and notes, 1927-1959 and n.d.
Folder 8 Exhibit Supply Co. – factory and company personnel photographs, 1908-1949 and n.d.
Folder 9 Exhibit Supply Co. – marketing and display photographs, c. 1950s and n.d.
Folder 10 Exhibit Supply Co. – loose illustrated photo catalog/salesman book pages, c. 1920s-1938
Folder 11 Exhibit Supply Co. – Honorable Mention Award, Meritorious Exhibit in Games and/or Arcade Equipment, NAAPPB, 1954

Box 10

- Object 1 Exhibit Supply Co. – illustrated photo catalog/salesman book, hand-colored, c. 1927-1930
Object 2 Exhibit Supply Co. – illustrated photo catalog/salesman book, hand-colored, n.d. [c. 1920s-1930s?]
Object 3 Exhibit Supply Co. – photo catalog/salesman book, black-and-white, n.d. [c. 1930s?]

Box 5

- Folder 1 Exidy – basketball game fliers, n.d. [c. 1976?] [Old Time Basketball]
Folder 2 Fairchild Amusement Machine Corp./ C.D. Fairchild, Inc. – reference and flier, n.d. [c. 1928-1930s?] [Barn-Yard Golf]
Folder 3 Feltman Products, Inc. – reference and flier, n.d. [Mow-Em-Down]
Folder 4 Fey/ Edmund Fey/ Charles Fey – reference, 1937 and n.d.
Folder 5 The Field Manufacturing Corp. – fliers and reference, n.d. [c. 1930s?] [Ball Roll-et, Big Shot, The Champion, Hit the Deck, Little Whirlwind]
Folder 6 Fischer Billiards Division, Spalding, Div. of Questor – billiards fliers, n.d. [c. 1960s?]
Folder 7 Fischer Mfg. Co. – flier, n.d. [c. 1930s?] [Lilliput Golf]
Folder 8 Forward Industries – flier, n.d. [c. 1964?] [Whirling Dervish]
Folder 9 The Four-In-One Manufacturing Co. – reference, 1938 and n.d.
Folder 10 Frantz / J.F. Frantz Manufacturing Co. – reference, company brochures, and parts lists; c. 1955-1980

- Folder 11 Frantz / J.F. Frantz Manufacturing Co. – marketing product photographs and fliers, n.d. [c. 1950s-1960s?] [The Challenger, Space Shot, U.S. Marshall]
- Folder 12 Fun Industries Inc. – product flier, n.d. [Copy Cat]
- Folder 13 Future Products Co. – reference, 1937 and n.d.
- Folder 14 Gatter Novelty Co. – reference, 1923 and n.d.
- Folder 15 Genco, Inc. – electromechanical games fliers and reference, 1931-1934 and n.d. [42nd Street/The Ritz, Tip-Top]
- Folder 16 Genco Mfg. & Sales Co. – product fliers and reference, n.d. [c. 1940s-1950s?] [Big Top, Davy Crockett Moving Target, Gun Club, Gypsy Grandma, Hi-Fly Baseball, Motorama, Sky Gunner, Sky Rocket, Space Age, State Fair Rifle Gallery, Wild West Gallery]
- Folder 17 Gittins/ Geo. Gittins – letter and sell sheet, 1926
- Folder 18 Goodbody/ John Goodbody – reference and flier, 1928 and n.d. [Ske-Bal-Ete]
- Folder 19 Gottlieb/ D. Gottlieb & Co. – brochure, n.d. [c. 1931?] [Note from Bieza: “Earliest Gottlieb flier”]
- Folder 20 Gottlieb/ D. Gottlieb & Co. – game fliers and reference, 1928-1979 and n.d. [Bingo, Bowlette, Brokers Tip, Chuck-O-Luck, Cloverleaf, De Luxe Grip Scale, Electric Baseball, Giant Grip Scale, Grip Gauge, Husky, Little Jack, Miniature Baseball World Champion, Nertz, Push-Over, Register, Scoreboard, Skee-Ball-Ette, Speedway, Stop and Sock, Superliner/ Daily Races, Whizz-Bang]
- Folder 21 Gremlin Industries, Inc. – fliers, n.d. [c. 1970s?] [Play Ball, Tenpin, Trap Shoot]
- Folder 22 Groetchen, Richard/ Groetchen Tool Mfg. Co. – reference and flier, 1933-1939 [Dandy Venders/ Grand Canyon]
- Folder 23 Hamilton Machine Company – reference, 1933 and n.d.
- Folder 24 Hance Manufacturing Company – brochure and advertisement, 1923 and n.d. [Target Practice]
- Folder 25 Heath Distributing Company – bulletin and poster, 1950 and n.d.
- Folder 26 Hercules Novelty Co. – game fliers, n.d. [c. 1931-1932?] [Hercules Midget Baseball, Spot-A-Ball]
- Folder 27 Hoke Manufacturing Co. – reference, 1930
- Folder 28 The Hollingsworth Corporation – reference, 1931
- Folder 29 Hoppe, Harry – reference, 1941
- Folder 30 Hunt & Company – “Money Makers for Merchants,” 1913 [photocopy]
- Folder 31 Hunt Clubs, Inc. – reference, 1936 and n.d.
- Folder 32 In & Out-Door Games Company – flier, 1931 [Whoopee]
- Folder 33 Indian Head Manufacturing Company – reference, n.d. [c. 1930s]
- Folder 34 Information Vending Machine Co. – flier, 1926 [Information]
- Folder 35 Innovative Concepts in Entertainment, Inc. (ICE) – fliers, n.d. [c. 1984?] [Chexx]
- Folder 36 Innovative Promotions – marketing information, 1982
- Folder 37 International Mutoscope Reel Co., Inc. – reference, n.d. [c. 1930s?]
- Folder 38 Irving Kaye Sales Corporation – fliers and reference, 1963-1975 and n.d. [billiards, table soccer/foosball]
- Folder 39 Irving Manufacturing & Vending Co., Inc. – flier, n.d. [c. 1930s?] [Churchill Downs]
- Folder 40 Jennings/ O.D. Jennings & Company – fliers, publications, and reference; 1921-1940 and n.d. [venders, coin machines, slot machines]

- Folder 41 Kadeco – flier, n.d. [c. 1972?] [Mini-Match]
Folder 42 Keeney/ J.H. Keeney & Co./ Keeney & Sons, Inc. – fliers, brochures, and reference; c. 1930s-1962 and n.d. [Bowlette, Deluxe Big Tent, Deluxe Red Arrow, Derby Vender, Red Arrow, Roll-A-Line, Shawnee, Shiny, Sweet Shawnee, Twin Red Arrow, Two-Gun Fun]
Folder 43 Kentucky Derby Co., Inc. – photograph, n.d. [c. 1910s?] [Loop the Loop Racer]

Box 6

- Folder 1 Kirk/ C.R. Kirk & Co. – reference and flier, 1936-1946 and n.d. [Blow Ball]
Folder 2 Konami (America) Inc. – flier, 1994 [Lethal Enforcers II: Gun Fighters]
Folder 3 Kramer Mfg. Co., Inc. – fliers, n.d. [Kramergame/ Skill Dozer II]
Folder 4 Lee-Jay Music Co. – reference, n.d.
Folder 5 Lehigh Specialty Company – flier, n.d. [c. 1930s?] [Shamrock]
Folder 6 Leisure Time Games, Inc. – distributor letter, 1976
Folder 7 Marvel Manufacturing Co. – fliers, 1963 and n.d. [Slugger, scoreboards]
Folder 8 Mayoni Enterprises – flier, n.d. [c. 1989?] [Big Top Mini Pinball]
Folder 9 McCall Novelty Co., Inc. – “bargain sheet” list, n.d. [c. 1940s?]
Folder 10 Merit Industries, Inc. – products booklet and flier, n.d. [c. 1970s?] [Jacks or Better/ Crystal Ball, Sweet Shawnee]
Folder 11 Mickey Anderson Amusement Company – sales sheet, n.d.
Folder 12 Midway Manufacturing Co. – electromechanical/game fliers (A-L), 1963-1977 and n.d. [Bazooka Gun, Bull’s-Eye, Captain Kid Gun, Carnival Target Gallery, Chopper, Cobra Shuffle Alley, Dart Champ, Deluxe Baseball, Dog Fight, Duck Hunt, Firebird Shuffle Alley, Flash Baseball, Flying Carpet, Flying Saucer, Fun Ball, Gangbusters, Goal Tender, Golf Champ, Haunted House, Invaders, Jet Rider, Joker’s Wild, Laguna Racer, Little League Baseball]
Folder 13 Midway Manufacturing Co. – electromechanical/game fliers (M-Z), 1961-1965 and n.d. [Mystery Score, One Million B.C., Race-Way, Rifle Champ, Rifle Range, S.A.M.I., Sea Rescue, Skee Fun, Slugger, Sportsman, Stunt Pilot, Table-Tennis, Target Gallery, Two-Player Target Gallery, Top Gun, Top Hit, Trophy Gun, Twin Pirate, Whirly Bird, Wild Kingdom]
Folder 14 Midway Manufacturing Co. – reference, wiring diagrams for Basketball and Sea Raider; c. 1960s-1970s and n.d.
Folder 15 Mike Munves Corp. – fliers, c. 1960s and n.d. [Air Football, Air Hockey, Bike Race, Bulls Eye, Burp Gun, Electric Chair, Monkey Organ, Mr. Top Gun, Set-Shot Basketball, Wheel of Love, Wheel of Love/ Love Tester]
Folder 16 Mike Munves Corp. – publications and reference, 1939-1972 and n.d.
Folder 17 Mills Novelty Co. – reference, 1903-1937 and n.d.
Folder 18 Milwaukee Coin Industries, Ltd. (MCI) – fliers, n.d. [c. 1970s?] [Airball, Desert Fox, The Safe, Super Red Baron, U-Boat]
Folder 19 Model Racing (MR) – flier, 1976 [400 Miles]
Folder 20 The Modern Manufacturing Co. – reference, n.d.
Folder 21 Monarch Tool & Mfg. Co./ Monarch Product Sales Corp. – bulletins, fliers, and publications; n.d. [coin devices/parts]
Folder 22 Morris Holly – fliers, 1980 [Ferde-Nan-Z Bull]
Folder 23 Moseley Vending Machine Exch. – reference and fliers, 1938 and n.d.

- Folder 24 Myron Sugerman International – kiddie ride flier, 1969 [Minibang]
Folder 25 Namco America, Inc. – flier, n.d. [c. 1977?] [Shoot Away]
Folder 26 National Automatic Machines Company – reference, 1929-1930 and n.d.
Folder 27 National Coin Machine Corp. – operators' price list, 1933
Folder 28 National Novelty Co., Inc. – sell sheets and reference, 1927-1929 and n.d.
Folder 29 National Rejectors Inc./ National Slug Rejectors, Inc. – publications, n.d. [c. 1940s-1950s?]
Folder 30 National Shuffleboard – photograph advertisement, n.d. [c. 1950s?]
Folder 31 Northwest Coin Machine Co. – flier, n.d. [c. 1932?][Skippy]
Folder 32 Northwestern/ Northwestern Novelty Co./ Northwestern Corporation – reference, n.d.
Folder 33 Nutting Industries, Ltd. – fliers, 1970 and n.d. [IQ Computer, Dual-IQ Computer]
Folder 34 Oriole Coin Machine Corp. – fliers, n.d. [c. 1930s?] [Daisy, Skidoo]
Folder 35 Pace Manufacturing Co. – fliers and reference, 1930-1937 [Ever-Full Jack-Pot Bantam, Lucky Strike, vender games]
Folder 36 Pacific Mfg. Corporation/ Pacific Amusement Manufacturing Co. (PAMCO) – reference, 1936-1982 and n.d.
Folder 37 Paramount Game Company, Inc. – reference, 1928
Folder 38 Parker, LeRoy (Roy) – stationery, notes, and photo negatives; n.d.
Folder 39 Parmly Engineering Co. – publications and reference, 1931 and n.d.
Folder 40 Peerless Weighing & Vending Machine Corp. – reference, 1939
Folder 41 Peo, Howard/ Peo Manufacturing Co. – reference, 1927-1928
Folder 42 Phonographic Ruffler & Walker – flier, n.d. [c. 1969?] [Flying Circus]
Folder 43 Photomaton, Inc. – reference, n.d. [c. 1930s?]
Folder 44 Pleasure Golf, Inc. – reference, 1929
Folder 45 Polaroid – flier, 1977 [Face Place]
Folder 46 Ponser/ Geo. Ponser Co. – reference, n.d. [c. 1930s?] [*Ponser's Coin Machine Bulletin*]
Folder 47 Popmatic Manufacturing Co. – reference, 1937
Folder 48 Popular Games, Incorporated – reference, 1928
Folder 49 Profitable Games, Inc. (PGI) – flier, 1988 [The Boxing Machine]
Folder 50 Prosperity Coin Machine Corp. – Pros-Per-E-T Boards reference, 1932
Folder 51 The Pscograph Co. – reference, 1931
Folder 52 Pulver Co. – reference, n.d. [c. 1930s]

Box 7

- Folder 1 R and R Mfg. Co. – reference, 1928
Folder 2 R. and S. Company – reference, n.d. [c. 1930s?]
Folder 3 The Rajah Co. – reference, 1932
Folder 4 Robbins/ D. Robbins & Company – game flier, n.d. [c. 1930s?] [Miniature Golf Ball Gum Vendor, Little Giant, used machine bargains]
Folder 5 Rockola Scale Company/ Rock-Ola Mfg. Co./ Rock-Ola – fliers, publications, and reference; 1928-1975 and n.d. [3-Ring Circus, Ace High, Ballyhoo, Bingo's Planet Ball, Bullseye, Juggle Ball, Major Series, School Days, Ship Ahoy, Spiral Golf, 1937 World Series]
Folder 6 Roovers Bros. Inc. – reference, 1939-1940

- Folder 7 Sa-Von Razor Blade Co. – arcade flier, n.d. [c. 1930s] [Hot-Shot]
- Folder 8 Scientific Machine Corp. – fliers and reference, n.d. [c. 1940s-1950s?] [Pitch ‘Em & Bat ‘Em, Spitfire, TV Ride]
- Folder 9 Seeburg/ J.P. Seeburg Corporation – reference, facility photographs, and fliers, 1939-1975 and n.d. [Gold Coast, Grand National, Jailbird, Scram!, Shoot the Bear, Sportsman, various Ray-O-Lite fliers]
- Folder 10 Sega Enterprises Ltd./ Sega of America – fliers and reference, c. 1970s-1988 and n.d. [Basketball, Bull’s Eye, Cowboy, Drivemobile, Grand National Race, Gun Fight, Heli-Shooter, Jet Rocket, Killer Shark, Lunar Rescue, Match Lock, Monster Gun, Moto Champ, Motopolo, Plinker’s Canyon, Punching Bag, Rifleman, Sand Buggy, Sea Devil]
- Folder 11 Sensations International – fliers, n.d. [c. 1970s?] [The Electric Floor]
- Folder 12 Sheldon, Dickson & Stevens Mfg. Co. – reference, 1968
- Folder 13 Shyvers Manufacturing Company – reference, n.d. [c. 1930s?]
- Folder 14 Sicking Manufacturing Co. – product poster, n.d. [c. 1920s?]
- Folder 15 Southern Distributors – counter game flier, n.d. [Penny Pistol]
- Folder 16 Southland Engineering, Inc. – fliers, n.d. [c. 1960s?] [Little Pro, Speedway, Time Trials]
- Folder 17 Specialty Mfg. Co. – reference and flier, 1929-1932 [Shooting Star]
- Folder 18 Split/Second Company – flier, 1981 [Split/Second 2]
- Folder 19 Stancor – instruction sheet for connections, n.d.
- Folder 20 Standard Harvard Metal Typer, Inc. – reference, 1971 and n.d.
- Folder 21 Stephens/ A.J. Stephens & Co. – reference, 1937 and n.d.
- Folder 22 Sterling Novelty Manufacturing Co. (Cleveland, OH) – flier, 1932 [Play the Joker]
- Folder 23 Stirling Novelty Co., Inc. (Newark, NJ) – reference, n.d. [c. 1930s?]
- Folder 24 Stoner Corporation – reference, 1936-1937 and n.d.
- Folder 25 Sunbird Corporation – fliers, n.d. [c. 1970s?] [Fowl Play, Super Bowler]
- Folder 26 Supreme Vending Co. – reference, n.d. [c. 1930s?]
- Folder 27 Taito Corporation – game fliers, n.d. [c. 1970s?] [Baseball, Pass] [some in Japanese]
- Folder 28 Taito Trading Co. Ltd. – fliers, n.d. [c. 1970s?] [Cannon Ball, Crown Basketball Game, Periscope]
- Folder 29 Talbert/ R.A. Talbert Novelty Co. – reference, 1932
- Folder 30 Timberline Distributing, Inc. – distributor letter, 1981
- Folder 31 United Billiards, Inc. (UBI) – distributor letter and game fliers, 1982 and n.d. [billiards, skee-ball]
- Folder 32 United/ United Manufacturing Company – baseball games – fliers and reference, n.d. [c. 1950s] [Bonus Baseball, Deluxe Baseball/ Heavy Hitter, Shuffle Slugger, Star Slugger]
- Folder 33 United/ United Manufacturing Company – bowling alley/ shuffle alley – fliers (A-D), 1958-1978 and n.d. [Action/ Sahara, Alamo, Alpha, Altair, Amazon, Aristocrat, Astrodome, Avalon, Aztec, Bank Pool, Beta, Big Bonus, Blazer, Cameo/ Gypsy, Capri, Caravelle, Cavalier, Century, Cheetah, Cherokee, Cimarron, Circus, Classic 5-Way Shuffle, Clover, Coronado, Corral, Crest/ Regal, Crystal, Delta, Dolphin, Duplex]

- Folder 34 United/ United Manufacturing Company – bowling alley/ shuffle alley – fliers (E-L), 1957-1976 and n.d. [El Grande, Embassy/ Tropics, Emerald, Encore, Epsilon, Falcon, French Quarter, Frolics, Fury, Futura, Galleon, Gamma, Gateway Arch, Golden Triangle, Granite, Gypsy/Cameo, Holiday, Jumbo, Jupiter, Kick-A-Poo, King Tut, Laguna, League, Liberty Bell, Line Up/ Dixie, Lucky/ Lancer]
- Folder 35 United/ United Manufacturing Company – bowling alley/ shuffle alley – fliers (M-R), 1958-1977 and n.d. [Mambo, Marquis, Maverick, Midget Alley, Nugget, Oasis, Official Shuffle Alley, Orion, Pacer, Palos Verde, Pegasus, Pinnacle, Pixie Bowler, Playboy, Polaris/ Orbit, Pool Alley, Pyramid, Royal Hawaiian, Rumpus]
- Folder 36 United/ United Manufacturing Company – bowling alley/ shuffle alley – fliers (S-Z), 1960-1977 and n.d. [Sabre, Savoy/ Sunny, Seville, Silver, Simplex, Skippy, Sky Raider, Sparky/ Cypress, Star Sapphire, Stardust/ 7-Stars, Supreme, Tango, Team Bowling Alley, Thunder, Thunderbird, Tiger, Times Square, Tip-Top/ Sure-Fire, Topper, Tornado/ Tempest, Tropics/ Embassy, Twin Cities, Ultra, Unique, Viking, Windy City]
- Folder 37 United/ United Manufacturing Company – other electromechanical/arcade game fliers and reference, n.d. [c. 1950s?] [Mexico, Shuffle Targette]

Box 8

- Folder 1 United Vending Machine Co./ Wm. Gent Vending Machine Co. – letters, brochures, and reference; 1914-c. 1930s and n.d.
- Folder 2 Universal Products, Inc. (UPI) – flier, 1974 [The Stripper]
- Folder 3 Urban Industries, Inc. of Ky. – flier, n.d. [Kiss-A-Scope]
- Folder 4 U.S. Billiards, Inc. – fliers, 1973 and n.d. [air hockey, billiards]
- Folder 5 V. & S. Vendors – reference, n.d. [c. 1930s?]
- Folder 6 The Vending Machine Co. – fliers, n.d. [c. 1930s?] [Ball Roll-Et, Jay-Ball, Miggles, Play Ball]
- Folder 7 Victorian Casino Antiques – auction brochure, 2001
- Folder 8 Walzer/ A.M. Walzer Company – product fliers and company publications, 1933-1937 and n.d. [Dingbat, Rolls-Royce, Topsy-Tumblers]
- Folder 9 W.C. Steel Ball Table Co. – flier, 1931 [Put and Take]
- Folder 10 Western Electric Piano Co. – flier, n.d. [c. 1930s?] [Loop-A-Ball]
- Folder 11 Western Equipment & Supply Company/ Jimmy Johnson – reference and publications, 1936-1948 and n.d.
- Folder 12 Wico Corporation – Billiard/Pool Supply Catalog, n.d.
- Folder 13 Williams/ Williams Electronics, Inc. – baseball games – fliers and reference, 1950s and n.d. [4-Bagger, Action Baseball, All-Star Baseball/Major League, Ball Park, Base Hit, Cavalier, Double Play, Fast Ball, Gold Mine, Grand Slam/10th Inning, Hit and Run, Line Drive, Major League, Official Baseball, Pinch Hitter, Upper Deck]
- Folder 14 Williams/ Williams Electronics, Inc. – electromechanical and arcade fliers, 1949-1970 and n.d. [All-American Quarterback, Ambush, Arctic Gun, Aqua Gun, Bonanza, Crane, Driving Range, Flotilla, Gridiron, Jet Fighter, Jungle Drums, Liberator, Mini-Golf, Phantom, Ringer, Road Racer, Sniper, Space Pilot, Spooks, Star Sapphire, Stockade, Winner]
- Folder 15 Williams/ Williams Electronics, Inc. – reference, 1939-1960 and n.d.

- Folder 16 W.J.C. Vending Co. – flier, n.d. [c. 1930s?] [OK]
- Folder 17 XII Signs – fliers and reference, 1977-1979 [Starscroll]
- Folder 18 Amusements – Digger game photographs [various companies], 1949-1978 and n.d.
- Folder 19 Amusements – Food/vending products [various companies], 1961-1979 and n.d.
- Folder 20 Amusements – Foosball/table soccer products [various companies], n.d. [c. 1970s-1980s?]
- Folder 21 Amusements – Kiddie ride products [various companies], c. 1960s-1982
- Folder 22 Amusements – Music products [various companies], 1973-1981 and n.d.
- Folder 23 Amusements – Miscellaneous product fliers and reference, 1926-1980s and n.d. [some in Japanese]
- Folder 24 Amusements – Amusement Operators Expo 1983 application and information, 1982

Box 9

- Folder 3 Amusements – Group photographs from Convention Banquets for National Association of Amusement Parks, Pools, and Beaches, Sherman Hotel, Chicago, Illinois; 1941, 1949, 1951, and n.d.
- Folder 4 Amusements – Unidentified company – “Photo Electric Rifle Range” signs, n.d. [c. 1920s-1930s?]

AV Box 1

- Object 1 VHS tape – “Mutoscope Canvassing,” n.d.
- Object 2 VHS tape – “Rabkin – World’s Fair ’39 + Arcade,” n.d.

Series II: Pinball games, 1932-2006

Scope and Content Note: This series houses fliers, brochures, reference, notes, and other materials relating to pinball games. Within these files are documentation on and from key companies such as Bally, Data East, Gottlieb, Stern, Williams, and more.

Folders in this series are arranged alphabetically by manufacturer, with specific titles of pinball games listed in brackets following the manufacturer name and date(s). When fliers for a company are not dated, an approximate date range is indicated in brackets when possible.

Box 11

- Folder 1 Alvin G. & Co. – pinball fliers, 1992-1993 [A.G. Soccer-Ball, Mystery Castle, Pistol Poker, U.S.A. Football]
- Folder 2 Atari, Inc. – pinball flier, 1977 [Time 2000]
- Folder 3 Bally Manufacturing Co./ Bally Manufacturing Corp. – pinball fliers (A-F), c. 1932-1982 and n.d. [Airway, Aladdin’s Castle, Baby Pac-Man, Ballyhoo, Blue Ribbon, Bon Voyage, Boomerang, Bow and Arrow, Capt. Fantastic and the Brown Dirt Cowboy, Centaur, Champ, Circus, Eight Ball Deluxe, Elektra, Embryon, Fathom, Fireball II, Flash Gordon, Flicker, Flip Flop, Freedom, Frontier, Future Spa]
- Folder 4 Bally Manufacturing Co./ Bally Manufacturing Corp. – pinball fliers (G-Z), c. 1970s-1982 and n.d. [Ground Shaker, Hi-Deal, Hi-Lo Ace, Hotdoggin’, Knockout, Medusa, Mystic, Nip-It, Rapid Fire, Ro Go, Skateball, Sky Kings, Silverball Mania, Space Invaders, Speakeasy, Vector, Viking, Wizard]
- Folder 5 Bally Manufacturing Co. – pinball reference, c. 1940s-1980s and n.d.
- Folder 6 Bally Manufacturing Corporation – “An Introduction to Bally Flipper Games,” n.d.
- Folder 7 Bally Midway Mfg. Co. – pinball fliers (A-O), 1987-1995 [Atlantis, Attack from Mars, Black Rose, Bugs Bunny’s Birthday Ball, Corvette, Creature from the Black Lagoon, Doctor Who, Dr. Dude, Dungeons & Dragons, Elvira & the Party Monsters, Harley Davidson, Indianapolis 500, Judge Dredd]
- Folder 8 Bally Midway Mfg. Co. – pinball fliers (P-Z), 1991-1996 [Party Zone, Popeye Saves the Earth, Safecracker, Scared Stiff, The Shadow, Theatre of Magic, Twilight Zone, Whodunnit?, World Cup Soccer]
- Folder 9 Bally Midway Mfg. Co. – pinball marketing folder, n.d. [c. 1980s?]
- Folder 10 Bally/Williams Electronic Games – pinball fliers, 1997-1998 [Cactus Canyon, The Champion Pub, Circus Voltaire, NBA Fastbreak]
- Folder 11 Capcom Coin-Op, Inc. – pinball flier, 1995 [Pinball Magic]
- Folder 12 Chicago Coin – pinball fliers, n.d. [c. 1974-1977?] [Gin, JukeBox, Rawhide, Sky Rider, Stampede]
- Folder 13 Data East USA Inc. – pinball fliers, 1991-1994 [The Adventures of Rocky and Bullwinkle and Friends, Batman, Guns N’Roses, Jurassic Park, Last Action Hero, Lethal Weapon 3, Star Trek, Star Wars, The Who’s Tommy Pinball Wizard]
- Folder 14 Game Plan, Inc. – pinball fliers, 1979-1985 [Captain Hook, Lady Sharpshooter, Old Coney Island, Sharpshooter]
- Folder 15 Genco, Inc. – pinball flier, n.d. [c. 1931?] [Buster Ball]

- Folder 16 Gottlieb/ D. Gottlieb & Co. – pinball fliers (A-D), 1932-1992 and n.d. [4 Square, 300, Arena, Atlantis, Bad Girls, Battle Ball Sr., Big Broadcast, Big Hurt, Big Indian, Black Hole, Buck Rogers, Cactus Jack's, Centigrade 37, Charlie's Angels, Circus, Class of 1812, Count-Down, Counterforce, Crescendo, Cueball Wizard, Devil's Dare, Dragon, Duotron]
- Folder 17 Gottlieb/ D. Gottlieb & Co. – pinball fliers (E-M), c. 1940s-1994 and n.d. [Flipper, Force II, Freddy: A Nightmare on Elm Street, Genesis, Genie, Gladiators, Golden Arrow, Grand Slam, Green Pastures, Gridiron, Groovy, Hoops, The Incredible Hulk, Jacks Open, James Bond 007, Jet Spin, Jungle Princess, Jungle Queen, Lady Robin Hood, Master Play-Boy, Mustang, Mystic Marvel]
- Folder 18 Gottlieb/ D. Gottlieb & Co. – pinball fliers (N-S), c. 1950s-1994 and n.d. [Out of Sight, Pin Wheel, Panthera, Pinball Pool, Pink Panther, Pioneer, Polo, Punk!, Quick Draw, Rescue 911, Road Race, Robo-War, Roller Disco, Royal Flush, Scuba, Shaq Attaq, Sky Jump, Snow Derby, Solar Ride, Speedway Special, Spider-Man, Spin Wheel, Spirit, Star Race, Street Fighter II, Super Soccer, Super Spin, Surf Champ]
- Folder 19 Gottlieb/ D. Gottlieb & Co. – pinball fliers (T-Z), 1976-1995 and n.d. [Target Alpha, Tee'd Off, Time Line, Top Card, Totem, Vegas, Volley, Vulcan, Waterworld, Wild West, Wipe Out, World Challenge Soccer]
- Folder 20 Gottlieb/ D. Gottlieb & Co. – pinball reference, 1931-1937

Box 12

- Folder 1 Midway Games, Inc. – pinball fliers, 1999 [Revenge from Mars]
- Folder 2 Mirco Games, Inc. – pinball flier, 1975 [The Spirit of '76]
- Folder 3 Mylstar Electronics, Inc. – pinball flier, 1984 [Touchdown]
- Folder 4 Premier Technologies – pinball fliers and reference, 1985-1987 [Chicago Cubs Triple Play, Hollywood Heat]
- Folder 5 Rock-Ola Mfg. Corp. – pinball flier, 1933 [Wings]
- Folder 6 Sega Pinball, Inc. – pinball fliers, 1995-1998 [Baywatch, Goldeneye, Independence Day, South Park Pinball, Star Wars, Twister]
- Folder 7 Stern Electronics, Inc./ Stern Pinball, Inc. – pinball fliers, 1980-2005 [Ali, Cheetah, High Roller Casino, Lightning, The Lord of the Rings, Pirates of the Caribbean, Ripley's Believe It or Not!, The Simpsons, Tournament Pinball System, World Poker Tour]
- Folder 8 Williams Electronics, Inc./Williams Electronic Games, Inc. - pinball fliers (A-L), 1969–1995 [Argosy, Bad Cats, Barracora, Big Guns, Blackout, Blue Chip, Bram Stoker's Dracula, Congo, Cyclone, Demolition Man, Diner, Dirty Harry, Doodlebug, Expo, Fire!, Fire! Limited Edition, Fish Tales, The Flintstones, Grand Prix, Hurricane, Hyperball, Jack-Bot, Johnny Mnemonic, Junk Yard, Laser Ball, Liberty Bell, Little Chief]
- Folder 9 Williams Electronics, Inc./Williams Electronic Games, Inc. - pinball fliers (M-Z), 1971-1996 [Medieval Madness, Monster Bash, No Fear, No-Good Gofers, Olympic Hockey, OXO, Police Force, Red & Ted's Road Show, Riverboat Gambler, Rollergames, Seven Up, Solar Fire, Star Trek: The Next Generation,

- Super Star, Swinger, Tales of the Arabian Nights, Time Warp, Whirlwind, White Water, Zodiac]
- Folder 10 Williams Electronics, Inc. – “1974-75 Parts Catalog, Volume 1,” May 1974
- Folder 11 Williams Electronics, Inc. – “Solid State Flipper Maintenance Manual, Firepower & Later Games,” March 1980
- Folder 12 Pinball games alphabetical list, 1975
- Folder 13 Pinball convention programs and information, 1991, 2006
- Folder 14 Professional Pinball Players Association (PPPA) – organization brochure, 1981
- Folder 15 Pinball article – “Ungunchable Harry, King of the Pins,” J.P. Cahn, *True*, August 1960
- Folder 16 Pinball article – “Mother is a Pinball Machine,” Tom Buckley, *Esquire*, August 1966
- Folder 17 Pinball – Miscellaneous games – reference and fliers, c. 1930s and n.d.

AV Box 1

- Object 3 VHS tape – “50’s Pinball,” n.d.
- Object 4 VHS tape – “Wayne Neyens Tape #1, Pinball Designer,” n.d.
- Object 5 VHS tape – “Wayne Neyens Tape #2, Pinball Designer,” n.d.
- Object 6 VHS tape – “Steve Kordek, Williams Designer,” n.d.
- Object 7 VHS tape – “Smith Collection,” n.d.

Series III: Video games, 1973-2009

Scope and Content Note: This series holds fliers, brochures, reference, and other materials relating to video arcade games. Major video game companies, such as Atari, Midway, Exidy, Sega, Taito, and Williams are represented here, along with various short-lived companies.

Folders in this series are arranged alphabetically by manufacturer, with specific titles of video games listed in brackets following the manufacturer name and date(s). When fliers for a company are not dated, an approximate date range is indicated in brackets when possible.

Box 13

- Folder 1 A-1 Supply, Inc. – arcade game flier, 1977 [TV21]
- Folder 2 Allied Leisure Industries, Inc. – fliers and reference, 1976 and n.d. [*Robot, Ski, Street Burners*]
- Folder 3 Amalgamated Enterprises Inc. – brochure, n.d. [c. 1970s?]
- Folder 4 American Technos, Inc. – arcade game flier, 1988 [*Double Dragon II: The Revenge*]
- Folder 5 Amutronics, Inc. – arcade game fliers, n.d. [c. 1970?] [*TV Hockey*]
- Folder 6 Arcadia Systems, Inc. – arcade game flier, 1988 [*Magic Johnson's Fast Break*]
- Folder 7 Atari Games Corporation – arcade game fliers, 1999 [*War: Final Assault*]
- Folder 8 Atari, Inc. – arcade game fliers (A-F), 1976-1980 [*Atari Basketball, Atari Football, Avalanche, Battlezone, Breakout, Canyon Bomber, CTF-1, Destroyer, Dominos, Drag Race, F-1*]
- Folder 9 Atari, Inc. – arcade game fliers (G-M), 1974-1982 [*Gotcha, Gran Trak 10, Kangaroo, Le Mans, Millipede, Missile Command*]
- Folder 10 Atari, Inc. – arcade game fliers (N-R), 1974-1984 [*Night Driver, Outlaw, Pin Pong, Pole Position, Poolshark, Quantum, Quiz Show, Qwak!, Return of the Jedi*]
- Folder 11 Atari, Inc. – arcade game fliers (S-Z) and Sales Offices list, 1975-1979 [*Shark Jaws, Smokey Joe, Sprint 2, Sprint 8, Starship 1, Stunt Cycle, Subs, Super Bug, Triple Hunt, Video Pinball*]
- Folder 12 ATW, Inc. – arcade game flier, 1982 [*Sinbad 7*]
- Folder 13 Bailey International Incorporated – arcade game flier, n.d. [c. 1970s?] [*Fun Four/ Sebring/ Fighter Squadron/ Missile Command*]
- Folder 14 Bally Midway Mfg. Co. – arcade game fliers, 1981-1987 [*The Adventures of Robby Roto, Baby Pac-Man, Blue Print, Bump 'N Jump, BurgerTime, Discs of Tron, Domino Man, Kosmik Krooz'r, Mappy, Midnight Marauders, Pigskin 621 A.D., Power Drive, Root Beer Tapper, Satan's Hollow, Solar Fox, Super Pac-Man, Tron, Wacko, Xenophobe*]
- Folder 15 Bally Midway Mfg. Co. – promotional reference, 1980-1982
- Folder 16 Bally Sente, Inc. – arcade game fliers, 1986 [*Night Stocker*]
- Folder 17 Betson Enterprises – arcade game fliers, 2000 [*Ultimate Arctic Thunder*]
- Folder 18 Brunswick Corp. – arcade game flier, 1974 [*Astrohockey*]
- Folder 19 Capcom Coin-Op, Inc. – arcade game fliers, 1989-1999 [*Street Fighter EX2 Plus, Strider*]
- Folder 20 Centuri, Inc. – arcade game fliers, 1980-1984 [*Circus Charlie, Targ, Time Pilot*]

- Folder 21 Century Electronics Ltd. – arcade game flier, 1981-1982 [*Cosmos, Dark Warrior, Dazzler, Space Fortress, Video 8 Ball*]
- Folder 22 Chicago Coin – arcade game fliers, c. 1977 and n.d. [*Demolition Derby, Lo-Boy Demolition Derby, Speed King*]
- Folder 23 Cinematronics, Inc. – arcade game fliers, 1977-1985 [*Armor Attack, Space Wars, Star Castle, Starhawk, World Series: The Season*]
- Folder 24 Computer Kinetics Corp. – order form and reference, 1976
- Folder 25 Data East, Inc./ Electroport Inc. – arcade game flier, 1980 [*Tomahawk Missile*]
- Folder 26 Data East USA, Inc. – arcade game fliers, 1982 [*Bump 'n' Jump*]
- Folder 27 Digital Games Incorporated – arcade game fliers, n.d. [c. 1970s?] [*Combo, Heavy Traffic, Knockout*]
- Folder 28 Direct Connections, Inc. – arcade game flier, n.d. [c. 1982?] [*Springer*]
- Folder 29 Elcon Industries – arcade game brochure, n.d. [c. 1970s]
- Folder 30 Electra Games, Inc. – arcade game fliers, 1977 and n.d. [*Avenger, Flying Fortress, Pace Car Pro*]
- Folder 31 Electro-Sport, Inc. – arcade game fliers, 1982 and n.d. [*Draw Poker, Draw Poker III/Dwarfs Den, Quarterhorse*]
- Folder 32 E.T. Marketing, Inc. (ETM) – arcade game fliers, n.d. [c. 1980s?] [*Radar Zone, Reaction*]
- Folder 33 Exidy, Inc. – arcade game fliers, 1975-1982 [*Alley Rally, Attack, Bandido, Circus, Death Race, Destruction Derby, Mouse Trap, Robot Bowl, Venture, Victory*]
- Folder 34 For-Play Manufacturing Corp. – arcade game flier, n.d. [c. 1970s?] [*Sport Center*]
- Folder 35 Fun Games – arcade game fliers, 1975-1976 [*Biplane, Race*]
- Folder 36 Game-A-Tron – arcade game fliers, 1982 and n.d. [*Dambusters, Got-Ya, New Wild Arrow*]
- Folder 37 Game Plan, Inc. (GPI) – arcade game fliers, 1980-1981 [*King and Balloon, Tora Tora*]
- Folder 38 GDI, Inc. – arcade game fliers, 1981 [*Red Alert*]
- Folder 39 Gottlieb/ D. Gottlieb & Co. – arcade game fliers, 1980-1983 [*Krull, Mad Planets, New York! New York!, Q*Bert, Reactor*]
- Folder 40 Gremlin Industries, Inc. – arcade game fliers, 1977-1979 and n.d. [*Blockade, Depthcharge, Fooswall, Head-On, Trapshoot*]
- Folder 41 Innovative Concepts in Entertainment (ICE) – arcade game flier, n.d. [*Ice Cold Beer*]
- Folder 42 Interactive Light, Inc. – arcade game fliers, n.d. [c. 1999?] [*Savage Quest*]
- Folder 43 Intrepid Marketing, Inc. – arcade game fliers, n.d. [c. 1982?] [*Beezer, Moppet Video: Pirate Treasure*]
- Folder 44 Kee Games – arcade game flier, n.d. [c. 1970s] [*Tank!*]
- Folder 45 Konami, Inc. – arcade game fliers, 1987-2000 [*Blades of Steel, Dark Adventure, Devastators, The Simpsons Bowling, Top Gun*]
- Folder 46 Lazer-Tron – arcade game flier, n.d. [*Match Em Up*]
- Folder 47 Leland Corporation – arcade game flier, 1989 [*Ironman Ivan Stewart's Super Off Road*]
- Folder 48 Meadows Games, Inc. – arcade game fliers, n.d. [c. 1970s-1980s?] [*Cobra Gunship, Lazer Command, Meadows Lanes*]
- Folder 49 Micronetics, Inc. – arcade game flier, n.d. [c. 1977?] [*Night Racer*]

- Folder 50 Midway Games, Inc. – arcade game fliers, 1994-1998 [*Hydro Thunder*, *Hyperdrive*, *Revolution X*]
- Folder 51 Midway Mfg. Co. – arcade game fliers (A-M), 1973-1982 [*Amazing Maze*, *Asteroid*, *Boot Hill*, *Bosconian*, *Clowns*, *Desert Gun*, *Dog Patch*, *Double Play*, *Extra Inning*, *Gorf*, *Guided Missile*, *Gun Fight*, *Kickman*, *Laguna Racer*, *Leader*, *M-4*, *Midnite Racer*, *Mini Myte: Space Encounters*, *Ms. Pac-Man*]
- Folder 52 Midway Mfg. Co. – arcade game fliers (N-Z), 1973-1981 [*Pac-Man*, *Rally-X*, *Sea Wolf*, *Sea Wolf II*, *Shuffleboard*, *Space Encounters*, *Space Invaders*, *Space Zap*, *Submarine*, *Super Speed Race*, *Tornado Baseball*, *TV Basketball*, *T.V. Flipper*, *Wheels*, *Wheels II*, *Winner IV*, *Wizard of Wor*]
- Folder 53 Mirco Games Incorporated – arcade game fliers, n.d. [c. 1970s?] [*21*, *Challenge*, *PT109*, *Skywar*, *Slam*, *Super Stud*]
- Folder 54 Model Racing (MR) – arcade game flier, n.d. [*Flying Shark*] [in Italian]
- Folder 55 Monroe Manufacturing Co. – arcade game flier, n.d. [*Birdie King 3*]
- Folder 56 Namco America Inc. – arcade game fliers, 2002-2003 [*Space Invaders Silver Anniversary Edition*, *Time Crisis 3*, *Tokyo Cop*]
- Folder 57 Nintendo Leisure System Co. Ltd./ Nintendo Co. Ltd. – arcade game fliers, 1981 and n.d. [*Radarscope*, *Skyhawk*, *Wild Gunman*]
- Folder 58 Nintendo of America – arcade game fliers, 1982-1988 [*Gradius*, *PlayChoice-10*, *Popeye*, *R-Type*, *Radarscope*, *VS. Castlevania*, *VS. Super Mario Bros.*]
- Folder 59 Nintendo of America – service bulletin, 1981-1982
- Folder 60 Nichibutsu – arcade game fliers, 1980-1981 [*Frisky Tom*, *Moon Cresta*]
- Folder 61 Nutting Associates – arcade game fliers, 1973 [*Computer Space*, *Wimbledon*]

Box 14

- Folder 1 Pacific Novelty Manufacturing Inc. – arcade game flier, 1981 [*Thief*]
- Folder 2 Project Support Engineering – arcade game fliers, n.d. [c. 1970s?] [*Bazooka*, *España*, *Maneater*]
- Folder 3 Ramtek – arcade game fliers, 1974-1977 and n.d. [*Barricade*, *Baseball*, *Clean Sweep*, *Hit Me*, *M-79 Ambush*]
- Folder 4 Sega Amusements, Inc. – arcade game fliers, 2001-2004 [*Cyrcraft*, *Derby Owners Club World Edition*, *Ghost Squad*, *OutRun 2*, *SpongeBob Squarepants*]
- Folder 5 Sega Enterprises, Inc. – arcade game fliers and reference, 1981-1998 [*Congo Bongo*, *Star Trek*, *Star Wars Trilogy Arcade*, *Thunder Blade*]
- Folder 6 Sega/Gremlin – arcade game fliers, 1981-1982 and n.d. [*Agent 005*, *Astro Blaster*, *Carnival*, *Frogger*, *Turbo*]
- Folder 7 Sega of America – arcade game flier, 1976 [*Road Race*]
- Folder 8 SNK Corp. of America – arcade game fliers, 1989-1990 [*Ikari III: The Rescue*, *NEO-GEO*]
- Folder 9 Starnet Sales Corp. – sales letter, 1981
- Folder 10 Status Game Corporation – arcade game fliers, n.d. [c. 1970s?] [*Dyna-Mitey*, *Poker Hand*]
- Folder 11 Stern Electronics, Inc. – arcade game fliers, 1980-1981 [*Astro Invader*, *Berzerk*, *Scramble*, *Super Cobra*]
- Folder 12 Stern Seeburg – arcade game fliers, 1981-1983 [*Frenzy*, *Mazer Blazer*, *Lost Tomb*, *Turtles*]

- Folder 13 Taito America Corp. – arcade game fliers, 1981-1987 and n.d. [*Alpine Ski, Continental Circuit, Crazy Climber, Double Dragon, Front Line, GTC-100 Universal Cabinet, Lock'N Chase, Operation Wolf, Polaris, Pyros, Qix, Space Dungeon, Space Invaders Trimline, Stratovox, Zarzon*]
- Folder 14 Taito Corporation – arcade game fliers, 1974-1980 and n.d. [*Interceptor, Speed Race, Speed Race Twin, Western Gun*]
- Folder 15 Technical Design Corp. – product flier, n.d. [c. 1970s?]
- Folder 16 Tekhan International Corporation – company brochure, reference, and fliers; 1981 [*Pleiads*] [some in Japanese]
- Folder 17 Thomas Automatics Inc. (TAI) – arcade game fliers, n.d. [c. 1983?] [*Oli Boo Chu*]
- Folder 18 Triotech Amusement – arcade game flier, 2009 [*Ballistics*]
- Folder 19 Tsunami Visual Technologies, Inc. – arcade game fliers, 2003 [*Star Wars Starfighter*]
- Folder 20 Tuni Electro Service, Inc. (TES) – reference, 1981
- Folder 21 U.B.I., Inc./ United Games, Inc. – arcade game fliers, n.d. [c. 1970s?] [*UBI Cocktail Table, Super UBI Cocktail Table, Sportarama*]
- Folder 22 Universal Co. Ltd. – arcade game fliers, 1981-1982 and n.d. [*Cosmic Avenger, Lady Bug, Mr. Do!, Mr. Do!'s Wild Ride, Snap Jack, Zero Hour*]
- Folder 23 Universal Research Laboratories, Inc. – arcade game flier, n.d. [c. 1970s?] [Video Action cocktail tables]
- Folder 24 U.S. Billiards, Inc. – arcade game fliers, n.d. [c. 1970s?] [*Shark, TV Cocktail Table, TV Tennis*]
- Folder 25 Vectorbeam – arcade game flier, 1979 [*Speed Freak*]
- Folder 26 Venture Line, Inc – product booklet, 1981
- Folder 27 Venture Technology Incorporated – product brochure, n.d. [c. 1970s?]
- Folder 28 Westlake Systems – arcade game fliers, n.d. [c. 1970s?] [*Big Boss, Grand Slam, Laser Blast, Super Slam*]
- Folder 29 Williams Electronics, Inc. – arcade game fliers, 1973-1990 [*Bubbles, Defender, High Impact Football, Hit the Ice, Joust, Make Trax, Moon Patrol, NARC, Pro Tennis, Road Champion, Stargate, Stellar Wars*]
- Folder 30 Williams Electronics, Inc. – promotional fliers and reference, 1981-1982
- Folder 31 Video games – Miscellaneous fliers and reference, c. 1970s-1980s and n.d.