

Lion Manufacturing Co.  
**Bally Manufacturing Co.**  
 Chicago



The Bally Manufacturing Co. was founded by Raymond Moloney on the 10th January 1932 to make pinball games, when Bally's original parent, the Lion Manufacturing Co. founded in 1921, established the new company based on the division Midwest Novelty Co. founded 1925 to distribute coin games and headed by Raymond Moloney. It was a problem at the time that D. Gottlieb Co. founded 1927 by David Gottlieb (1898-1961) was unable to deliver enough Baffle Ball games to meet the growing demands from Raymond Moloney and other distributors.



Baffle Ball, D. Gottlieb & Co.

The name of the new company derives from its first popular pin-game “Ballyhoo”. In fact, the pin-game was named after a popular humor magazine, and the success of the game even became a promotional jingle “What’ll They Do Thru ’32? - Play Ballyhoo!” heard again and again in the corridors at the trade exposition in February 1931.

**THOUGH COLOR MEANS A LOT, 'TIS TRUE**  
*There's More Than That in*  
**BALLYHOO**

One of the outstanding reasons for the unparallelled success of BALLYHOO is its playing, coin-handling playing field. Never has there been so appealing, so colorful a field on any game. But it is not alone the playing field that has made BALLYHOO the most popular, the biggest selling, the most profitable game for operators in the history of the coin-machine business. Behind the board is the mechanical perfection of BALLYHOO—the scientific design, the sturdy construction and the unmatchable excellence of every single part.

Look at the playfield, the colorful, the scientific design, the sturdy construction and the unmatchable excellence of every single part. Look at the playfield, the colorful, the scientific design, the sturdy construction and the unmatchable excellence of every single part. Look at the playfield, the colorful, the scientific design, the sturdy construction and the unmatchable excellence of every single part.

\$16<sup>50</sup>

**SIZE**  
 Width 18 1/2"  
 Depth 18 1/2"  
 Height 24 1/2"  
 Ball 1 1/2"

**WEIGHT**  
 Only 30 lbs.

**TERMS**  
 15.50 EACH  
 14.50 EACH  
 13.50 EACH

**FOR THE NEWEST SENSATION, SEE NEXT PAGE**

**MIDWEST NOVELTY MFG. CO.**  
 308-310 West Erie Street CHICAGO, ILLINOIS

**7-DAY TRIAL**  
 Order your BALLYHOO today. Put it in a good place. Run and let it show you its coin-making power for 7 days. If for any reason you don't like the machine, after 7 days to us, return it to us. We will promptly refund the entire purchase price!

Raymond Thomas (*Ray*) Moloney (1899-1958) started out in the coin-op business as a young man wrapping punchboards at the Linehan Printing company, and with the help of Joseph Dennis (*Joe*) Linehan (1884-1958) and printer Charles August (*Chas*) Weldt (1896-1961) he started to distribute vending machines, skill games and amusement devices from the Midwest Novelty Co. at 308-310 West Erie Street, the same address as Linehan Printing Co. and Lion Manufacturing Co.. When the new company was established as a division of the parent company in January 1932, with the help and investments from Linehan and Weldt, Ray Moloney brought in some competent

management people. James Monroe (*Jim*) Buckley (1898-1952), well known in the trade for years, became sales manager, and Patrick Leo (*Pat*) Millette (1892-1954), who came from a position as superintendent of production for the radio manufacturer Grigsby-Grunow Co., became production manager, and Alfred Edward Fox (1895-1948) with more than fifteen years of experience with different agencies was now in charge of advertising for Bally Manufacturing Co.. From the beginning the two old business friends, Chas Weldt and Joe Linehan were officially registered as vice-president and treasurer, respectively.



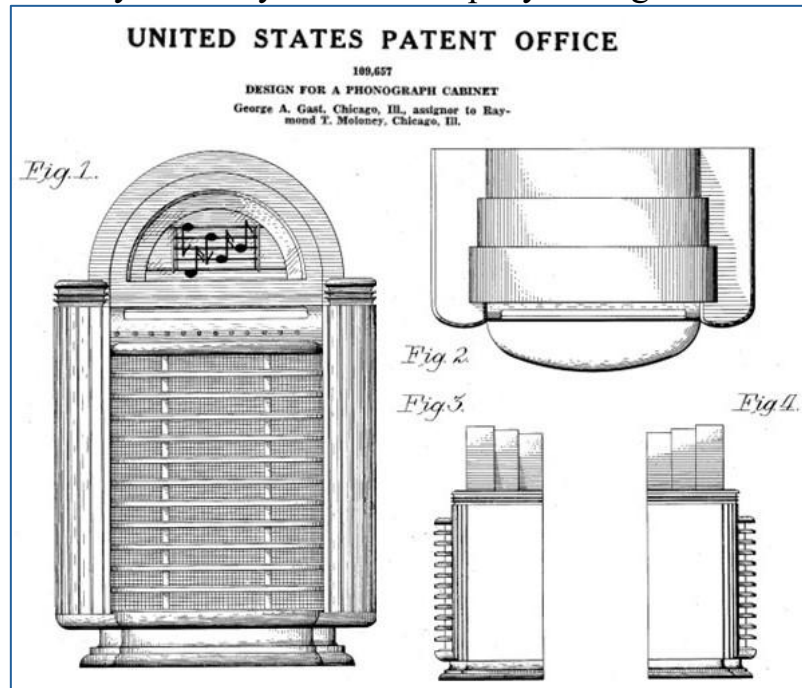
It is interesting that Ray T. Moloney brought in his father Daniel J. Moloney (1873-1940) as superintendent at the Bally production plants in 1934 due to the rapid growth of the company, although *Senior* had planned a peaceful retirement from business. At the end of 1933 the second production facility was put into operation at 4619 North Ravenswood Avenue, but in 1935 this was not even enough, and the third and largest factory was built at 2640 West Belmont Avenue. Also, Ray's brother George David Moloney (1907-1943) soon joined the Lion-Bally organization as vice-president and general manager, and the company quickly became a leading pinball and gambling equipment manufacturer.



308-310 West Erie Street

The history of the Bally Manufacturing Co. is well-described previously, especially by [Made in Chicago Museum](#), a story still available online, but the company's venture in the commercial phonograph field ought to be mentioned further in this short story. The first attempt to enter the field of coin-op phonographs came around 1938, when George August Gast (1901-1973) assigned a phonograph design patent to Ray Moloney. At the time George A. Gast was a draftsman at the furniture factory Churchill Cabinet Co. founded by Ole Gullicksen (1867-1948), and George A. Gast also worked with several

cabinet designs together with a long-time employee of Lion Manufacturing Co., the Swedish born engineer Nels Arvid Nelson (1903-1969). The last pinball cabinet Nels A. Nelson design patented for Lion Manufacturing Co. was the “Victory Derby” of 1945. It is not known if the design patented phonograph really was produced, at least as a prototype, but the intention of entering the commercial phonograph market was there in the mind of Ray Moloney and the company management.



The Churchill Cabinet Co. is interesting, because it was a major supplier of cabinets for amusement machines made by newly established companies without woodworking departments. The major phonograph manufacturers like Wurlitzer, Seeburg, Rock-Ola, and Automatic Musical Instrument Co. (AMI), had many years of experience from production of organs, pianos, and mechanical musical instruments, but companies like Exhibit Supply Co., D. Gottlieb & Co., A.B.T. Manufacturing Corp., and of course Midwest Novelty Co., needed smaller cabinets and parts for amusement and gaming machines. These cabinets could be drafted and produced on demand by the Churchill Cabinet Co., and it is interesting that many people at the time thought the company was a coin-op machine manufacturer. Maybe the reason was that the Norwegian born founder Ole Gullicksen was executive officer of the new National Association of Coin-Operated Machine Manufacturers. Other prominent executive officers during the first years of the association in the mid-thirties were Fred Leon Mills (1894-1944), Ode Douglas Jennings (1874-1953), William George (*Bill*) Gray (1872-1943), and Noel Marshall Seeburg (1897-1972). The Churchill Cabinet Co., founded 120 years ago, is still alive and kicking.

During the WWII years the Lion Manufacturing Co. and so the Bally Manufacturing Co. produced munitions and airplane parts, earning a three-star Army-Navy “E” Award, under the daily management of George D. Moloney. Unfortunately, he did not get the official recognition of his work he deserved, since he died much too young of post-



operative pneumonia following an abdominal operation in November 1943. It seems the second attempt to enter the market for commercial phonographs was made by George D. Moloney, working as general manager on projects to follow wartime production, but the final agreements with Robert Gabel (1899-1965) to use the latest mechanism filed for patent in 1940 by John Gabel (1872-1955) as the heart of a new Bally jukebox, were made during the management of Ray Moloney and vice-president Herbert Bernhart (*Herb*) Jones (1902-1991). In August 1945 the Lion Manufacturing Co. was granted an exclusive license to manufacture the Gabel mechanism, and the new jukebox with the name Bally was produced as a prototype 1946 and presented by sales manager George Wade (*Bert*) Jenkins (1897-1976) at the CMI Convention in Chicago, February 1947, but the cabinet was unfortunately not design patented.



Factory Photo



George W. Jenkins, February 1947

There are some similarities when you look at the designs of the AMI “Model A” and the “Bally” cabinet plastics, but it is not known if the same designer, Jean Otis Reinecke (1909-1987) of Barnes & Reinecke Industrial Designers, was involved in both projects. After 1945 Bally Manufacturing Co. continued producing innovations in flipper-less pinball machines, bingo machines, payout machines and console slot machines through the late fifties. This is all well described in articles and magazines, and the company also designed and manufactured vending machines.

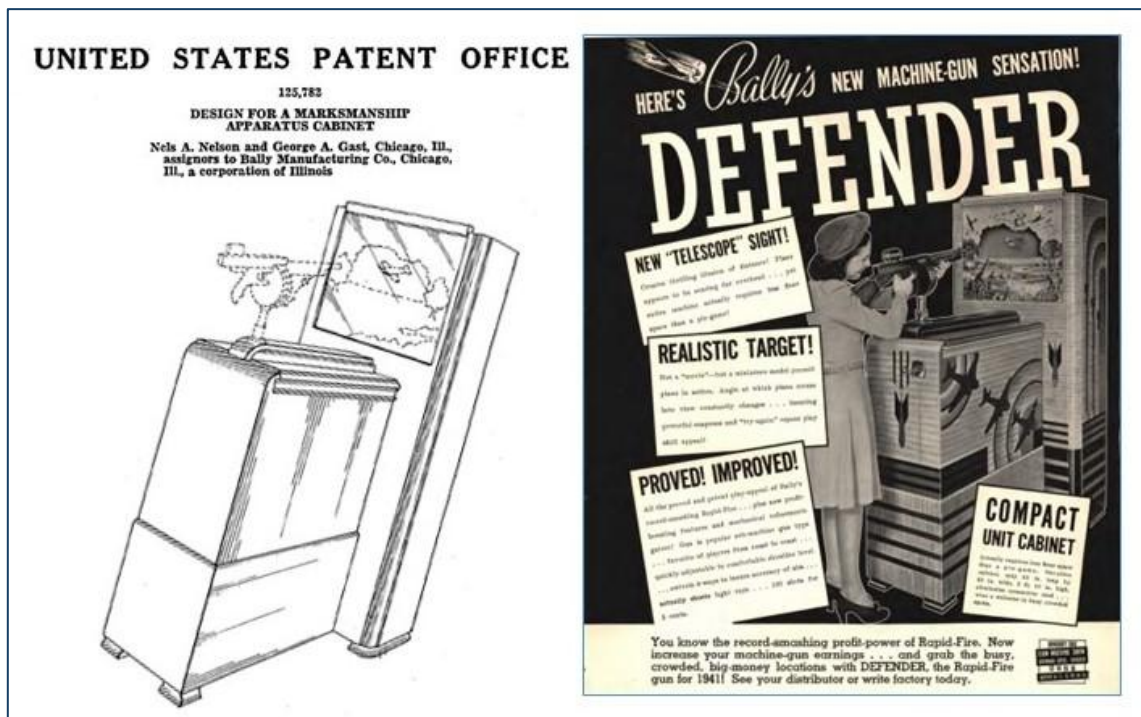


2640 West Belmont Avenue

The founder Raymond Thomas Moloney passed away in 1958, and after a few years of financial failures the Bally Manufacturing Co. was bought out by a group of investors in 1963, and continued to dominate the slot machine industry, covering over 90% of the worldwide market by the end of the decade. Finally, the Lion Manufacturing Co. was dissolved by the investment group led by long-time Bally employee William Thomas (*Bill*) O'Donnell (1922-1995) and re-formed as Bally Manufacturing Corp. in 1969, with shares offered to the public for the first time. The rest is now history, but it all started in 1932.

*What will they do in '32?  
Play Ballyhoo!  
Rainbow colors catch the eye,  
Profits climb right to the sky!  
Bally-Hoo's the game for you!*

Almind/Jan-25



Nels Arvid Nelson and George August Gast





REGISTRATION CARD—(Men born on or after February 12, 1917 and on or before December 31, 1917)

1245 **RAYMOND THOMAS MOLONEY 10,277**

*Sheridan Road*

*Sheridan Road*

*Nov 2 1899*

*Cleveland Ohio*

*George D. Moloney 2640 Belmont Ave.*

*Lion Mfg. Co. 2640 Belmont Ave. Chicago Ill.*

*2640 Belmont Ave. Chicago Ill.*

*Raymond Thomas Moloney*

Raymond Thomas Moloney  
2/11 1899 – 26/2 1958

All Saints Catholic Cemetery  
Des Plaines, Illinois

Founder, President  
Lion Manufacturing Co. (Est. 1921)  
Bally Manufacturing Co. (Est. 1932)



REGISTRATION CARD—(Men born on or after February 12, 1917 and on or before December 31, 1917)

2088 **George David Moloney 491**

*6209 N. Mozart St. Chicago Ill.*

*Chicago 32 Cleveland*

*Sept. 27, 1907 Ohio*

*U.S.A.*

*Mrs. George David Moloney Wife*

*6209 N. Mozart St. Chicago Ill.*

*Lion Mfg. Co.*

*2640 Belmont Ave. Chicago Ill.*

*Raymond Thomas Moloney*

George David Moloney  
27/9 1907 – 4/11 1943

All Saints Catholic Cemetery  
Des Plaines, Illinois

Vice-president, General manager  
Lion Manufacturing Co. (Est. 1921)  
Bally Manufacturing Co. (Est. 1932)



Daniel J. Moloney  
27/12 1873 – 11/3 1940

Calvary Cemetery, Cleveland  
Cuyahoga County, Ohio  
Section 30, Lot 425A, Grave 1





REGISTRATION CARD—(Men born on or after April 28, 1917 and on or before February 16, 1919)

SERIAL NUMBER 211655 1. NAME (Print) PATRICK LEO MILLETTE ORDER NUMBER

2. PLACE OF BIRTH (Print) COOK ILL. (County) DETERMINE LOCAL BOARD WILL BE IDENTICAL

3. PLACE OF RESIDENCE (Print) 4248 WILCOX (City and street) (This place of residence jurisdiction, IAN)

4. MARITAL STATUS (Print) SINGLE

5. TELEPHONE MEERIE 4096

6. PLACE OF DEATH (Print) CUMBERLAND GAP TENN. (City and county)

7. NAME AND ADDRESS OF PERSON WHO (Print) IN ARMY

8. EMPLOYER'S NAME AND ADDRESS (Print) ICMO

9. PLACE OF EMPLOYMENT OR BUSINESS (Print) ICMO COOK ILL. (City and county)

10. I AFFIRM THAT I HAVE VERIFIED (Print) Millette

D. S. S. FORM 1 (Revised 4-1-42) (Type)



Patrick Leo Millette  
14/3 1896 – 24/2 1954



Mount Olivet Catholic Cemetery, Chicago  
Cook County, Illinois

REGISTRATION CARD—(Men born on or after April 28, 1917 and on or before February 16, 1919)

SERIAL NUMBER 641 1. NAME (Print) Alfred Edward Fox ORDER NUMBER

2. PLACE OF BIRTH (Print) St. Chicago Cook Ill. (County) DETERMINE LOCAL BOARD WILL BE IDENTICAL

3. PLACE OF RESIDENCE (Print) 517 Oakdale Chicago (City and street) (This place of residence jurisdiction, IAN)

4. MARITAL STATUS (Print) MARRIED

5. TELEPHONE

6. PLACE OF DEATH (Print) CHICAGO ILL. (City and county)

7. NAME AND ADDRESS OF PERSON WHO (Print) Mrs. Fox

8. EMPLOYER'S NAME AND ADDRESS (Print) 517 Oakdale Chicago

9. PLACE OF EMPLOYMENT OR BUSINESS (Print) d.

10. I AFFIRM THAT THEY ARE TRUE (Print) x Alfred E. Fox

D. S. S. FORM 1 (Revised 4-1-42) (Type)



Alfred Edward Fox  
14/11 1895 – 15/1 1948



Mount Carmel Catholic Cemetery, Hillside  
Cook County, Illinois

REGISTRATION CARD—(Men born on or after February 17, 1917 and on or before December 31, 1921)

SERIAL NUMBER 828 1. NAME (Print) George Wade Jenkins ORDER NUMBER 11039

2. PLACE OF BIRTH (Print) 3223 TH (City and street) (This place of residence jurisdiction, IAN)

3. PLACE OF RESIDENCE (Print) HOME ILL. 633 (City and street) (This place of residence jurisdiction, IAN)

4. MARITAL STATUS (Print) MARRIED

5. TELEPHONE

6. PLACE OF DEATH (Print) BEMENT ILLINOIS (City and county)

7. NAME AND ADDRESS OF PERSON WHO (Print) Mrs. George W. Jenkins

8. EMPLOYER'S NAME AND ADDRESS (Print) 2640 Belmont

9. PLACE OF EMPLOYMENT OR BUSINESS (Print) ICMO COOK ILL. (City and county)

10. I AFFIRM THAT I HAVE VERIFIED (Print) Jenkins

D. S. S. FORM 1 (Revised 4-1-42) (Type)



George Wade Jenkins  
21/11 1897 – 28/2 1976



Fort Sam Houston National Cemetery  
San Antonio, Bexar County, Texas  
Section W, Site 165



REGISTRATION CARD—(Men born on or after February 17, 1907 and on or before December 31, 1921)

SERIAL NUMBER 3370 NAME (Print) HERBERT, BERNHART, JONES ORDER NUMBER 13277

2. PLACE OF BIRTH (Print) 6612 FOSTER ST. COOK, ILL.

3. MARITAL STATUS (Print) BORN 285-B. R.

4. TELEPHONE (Print) Moton Grove Chicago 3745

5. NAME AND ADDRESS OF PERSON TO WHOM THIS CARD IS LOANED (Print) Mrs. Olin Foster, 1812 N. Dearborn St., Chicago, Ill.

6. PLACE OF EMPLOYMENT (Print) 2670 Belmont St. Cook, Ill.

7. SIGNATURE (Print) Herbert B. Jones

D. R. S. Form 1 (Revised 1-1-42)



Herbert Bernhart Jones  
20/3 1902 – 25/1 1991



Rosehill Cemetery and Mausoleum, Chicago  
Cook County, Illinois

REGISTRATION CARD—(Men born on or after February 17, 1907 and on or before December 31, 1921)

SERIAL NUMBER 895 NAME (Print) NELS ARVID NELSON ORDER NUMBER 11980

2. PLACE OF BIRTH (Print) 2100 LINCOLN ST. COOK, ILL.

3. MARITAL STATUS (Print) SAME

4. TELEPHONE (Print) DIVERSEY 5000

5. NAME AND ADDRESS OF PERSON TO WHOM THIS CARD IS LOANED (Print) LEO MFCB, CHICAGO

6. PLACE OF EMPLOYMENT (Print) SAME

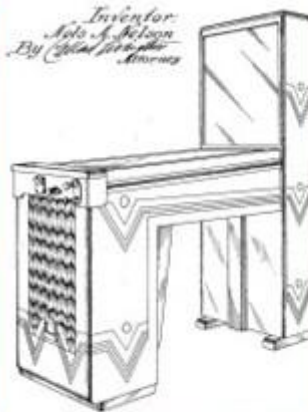
7. SIGNATURE (Print) Nels A. Nelson

D. R. S. Form 1 (Revised 1-1-42)



Nels Arvid Nelson  
18/2 1903 – 30/8 1969

Inventor:  
Nels A. Nelson  
By (Patent Attorney)



(passed away in Los Angeles, California)  
(burial details unknown)

REGISTRATION CARD—(Men born on or after January 1, 1922 and on or before June 30, 1924)

SERIAL NUMBER 115 NAME (Print) WILLIAM THOMAS O'DONNELL ORDER NUMBER 11343

2. PLACE OF BIRTH (Print) 827-18th ST. CHICAGO, ILL.

3. MARITAL STATUS (Print) Same

4. TELEPHONE (Print) Mrs. William O'Donnell, American

5. NAME AND ADDRESS OF PERSON TO WHOM THIS CARD IS LOANED (Print) Mrs. William O'Donnell, American

6. PLACE OF EMPLOYMENT (Print) American

7. SIGNATURE (Print) William Thomas O'Donnell

D. R. S. Form 1 (Revised 1-1-42)



William Thomas (Bill) O'Donnell  
26/9 1922 – 11/7 1995



All Saints Catholic Cemetery and Mausoleum  
Des Plaines, Cook County, Illinois



REGISTRATION CARD—(Men born on or after February 17, 1907 and on or before December 31, 1921)

SERIAL NUMBER 141 NAME (Print) GEORGE AUGUST GAST ORDER NUMBER 10

1. PLACE OF BIRTH (Print) 2547 N. MANGO AV. CHICAGO ILL. (Street and number) (City, township, county, state)

(THIS PLACE OF RESIDENCE GIVEN ON THE LINE ABOVE WILL DETERMINE LOCAL JURISDICTION; AND 1 OF REGISTRATION CERTIFICATE WILL BE IDENTICAL)

2. MARITAL STATUS

3. TRADES, OCCUPATIONS, ETC. (Print) 4000

4. PLACE OF EMPLOYMENT (Print) NAT. 0212 AUG 30 1921

5. NAME AND ADDRESS OF PERSON WHO WILL ALWAYS KNOW YOUR ADDRESS THEODORE GAST 2222 RIVER PARK

6. EMPLOYER'S NAME AND ADDRESS HAKOBA STRANSEN RIVER PARK

7. PLACE OF EMPLOYMENT OR BUSINESS RIVER PARK

8. I AFFIRM THAT I HAVE VERIFIED ABOVE ANSWERS AND THAT THEY ARE TRUE.

9. SIGNATURE (Print) George August Gast

10. D. B. N. Form 1 (Revised 1-1-02)



George August Gast  
30/8 1901 – 23/11 1973

Ridgewood Cemetery, Des Plaines  
Cook County, Illinois

MANUFACTURERS OF HIGH-GRADE WOOD PRODUCTS  
CABINETS, BOXES AND FURNITURE SPECIALTIES  
TO YOUR ORDER

CHURCHILL MET CO.  
2119 Churchill St. CHICAGO, ILL.

Ole Gullicksen  
7/5 1867 – 28/5 1948



Forest Home Cemetery, Forest Park  
Cook County, Illinois

REGISTRATION CARD—(Men born on or after February 17, 1907 and on or before December 31, 1921)

SERIAL NUMBER 1060 NAME (Print) David Saul Gottlieb ORDER NUMBER 10634

1. PLACE OF BIRTH (Print) Brooklyn - N.Y. (Street and number) (City, township, county, state)

(THIS PLACE OF RESIDENCE GIVEN ON THE LINE ABOVE WILL DETERMINE LOCAL JURISDICTION; AND 1 OF REGISTRATION CERTIFICATE WILL BE IDENTICAL)

2. MARITAL STATUS

3. TRADES, OCCUPATIONS, ETC. (Print) 1898

4. PLACE OF EMPLOYMENT (Print) New York City

5. NAME AND ADDRESS OF PERSON WHO WILL ALWAYS KNOW YOUR ADDRESS 1529-42 St. Brooklyn

6. EMPLOYER'S NAME AND ADDRESS 128 St. New York

7. PLACE OF EMPLOYMENT OR BUSINESS

8. I AFFIRM THAT I HAVE VERIFIED ABOVE ANSWERS AND THAT THEY ARE TRUE.

9. SIGNATURE (Print) David Gottlieb

10. D. B. N. Form 1 (Revised 1-1-02)



David Saul Gottlieb  
14/3 1898 – 16/11 1961



Sharon Gardens Cemetery, Valhalla  
Westchester County, New York  
Section 65 Security, Row Q, Lot 112

D. Gottlieb & Co.