

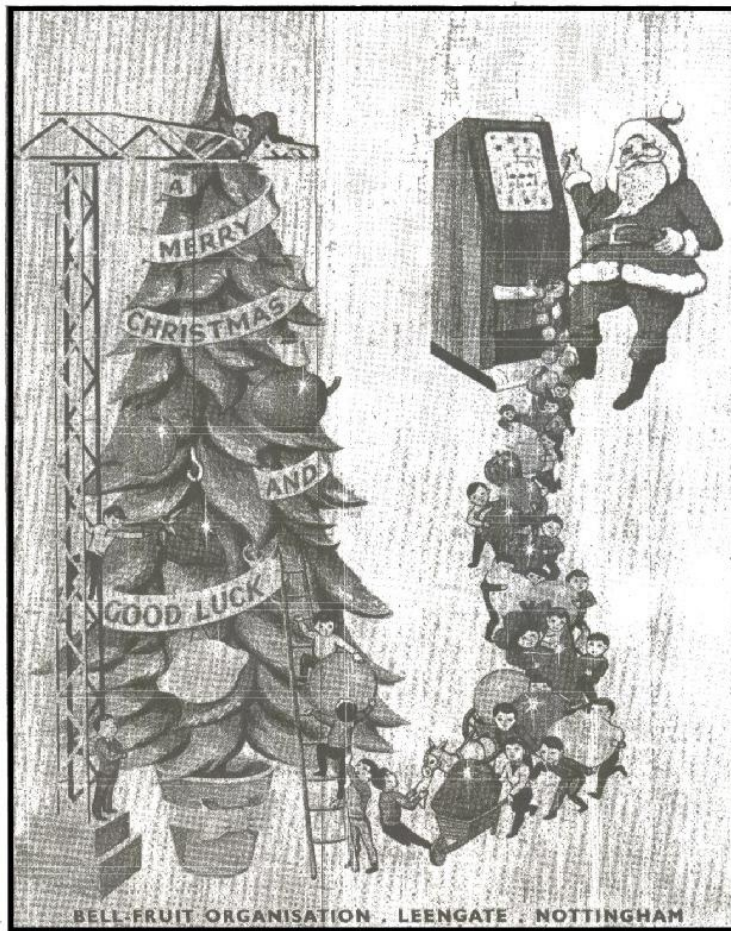
Freddy Bailey

Reflects on the History and times of Bell-Fruit Manufacturing Co, Ltd

Celebrating their 50 th, Anniversary in the Industry.



The Bell-Fruit Organisation wishing their customers a 'Merry Christmas' in the December 24th, 1966 issue of 'Coin Slot'.



Bell-Fruit Corp. Reno, Nevada. U. S. A.

Established in 1952

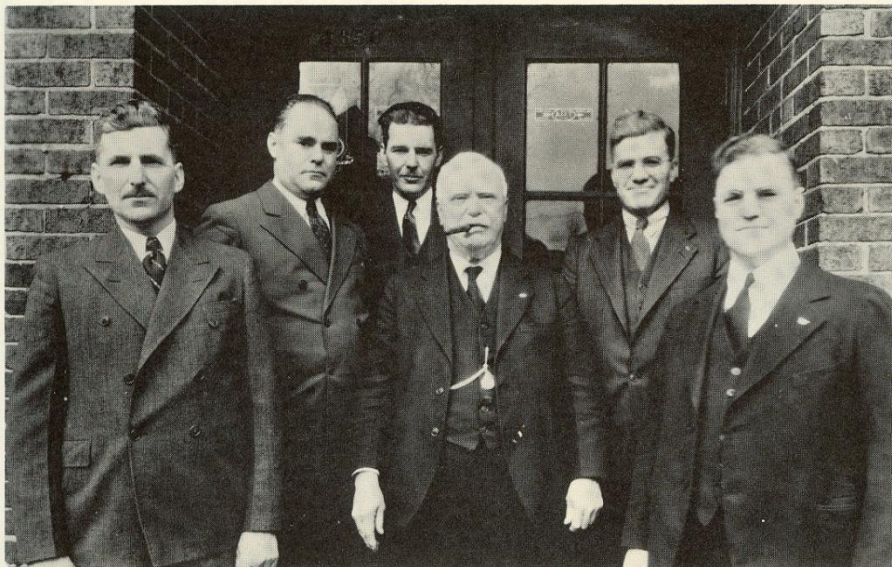
The Legend Lives On!!

The Early Years

Thomas White Burns Watling was born on August 24th 1862 in Edinburgh, Scotland.

In 1902 he purchased the D. N Schall & Company, a coin operated Amusement Machine Company based in Chicago, at that time Thomas Watling was living in Chicago.

In 1903 He and his brother John founded The Watling Manufacturing Company. This company made slot machines and coin operated weighing scales, and was located at West Washington Blvd, Chicago.

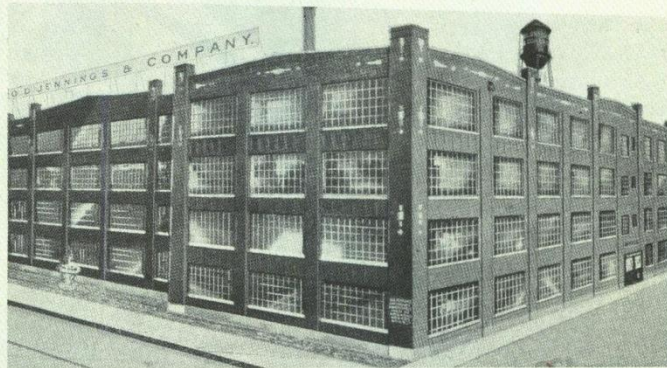
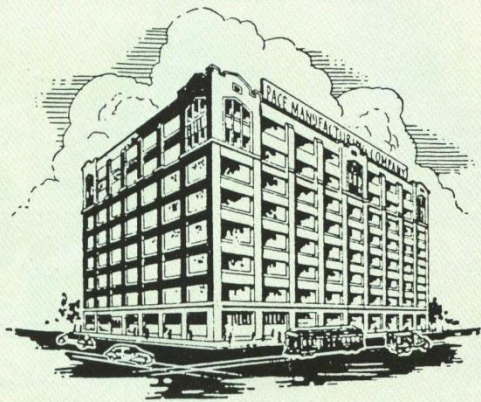


Watling Classics

The postcard of the Watling clan in front of the factory at 4650 West Fulton Street in Chicago dates to 1933. Tom Watling is surrounded by his five sons, Bill, Burns, Albert, Walter, and John. All took part in designing and production of the Watling line of slot machines.

The company would stay there until they moved to 4650 West Fulton Street,, Chicago in the early 1920's, where they would stay until 1951 when the U. S. Government enacted the Johnson Act (Prohibiting the transportation of gambling devices across State lines) this act completely shut down the manufacturing of Slot Machines in the United States for more than 10 years, Tom Watling died in 1941 when like the rest of the companies in the coin machine industry they were doing work for the U. S. military, at that time the company was being run by John Watling, Tom's eldest son.

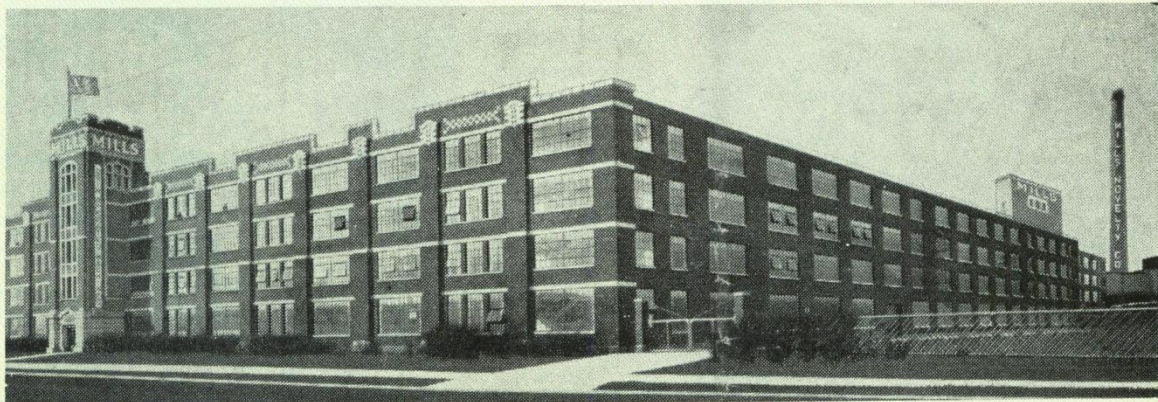
Throughout the previous 35 years Chicago had been the Capital of the World in the manufacture of Slot Machines and other coin operated equipment, companies like The Mills Novelty Company, O.D Jennings & Company, Pace Manufacturing Company and The Lion Manufacturing Company later to be known as Bally where amongst the early slot machine companies that called Chicago their home.



CHICAGO

Coin Machine Capital of the World

Chicago's four great slot factories manufactured over 700,000 machines between 1920, and 1940. They sold slots throughout America and to almost every civilized country in the world. The Mills factory boasted 370,000 square feet and 1,000 employees. Jennings, the second largest, had almost 250,000 square feet. They both qualified for the highest AAA1 Dun and Bradstreet ratings for financial strength and credit. The factories are: Pace Mfg., top left; O.D. Jennings, top right; Mills Novelty, bottom; and Watling Mfg., below. The latter is the manufacturer of the classic ROL-A-TOR machine depicted in the cartoon on the right.



After the Johnson International Act of 1951, all of the above named companies with the exception of Bally, migrated to Nevada, the only State along with Maryland in America where gambling was still legal and was allowed to operate slot machines.

O. D Jennings & Company did try to carry on manufacturing, but could only manufacture machines for the export market, and they too eventually moved their production to Ireland Island in Bermuda, and also set up a distribution center in Maryland, the only other State outside of Nevada where it was still legal to operate slot machines (Maryland would become the last State in the Nation to allow the operation of slot machines outside of Nevada) after Maryland banned the operation of slot machines in 1965,



Prepared By The Jennings—Keeney—Mar-Matic Group for the
Billboard International Directory

INTERNATIONAL Sales Organization Chart

Report on International Market Conditions:

The prospects for increased sales by the Jennings-Keeney-Mar-Matic Group to present customers, and the acquiring of energetic, new distributors throughout Europe is very bright.

Expansion

The emergence of affluent economies in Great Britain and the Common Market countries necessitates the planning for increased production capacities to handle the demands which will be created.

Imaginative, quality products and reliable service are the standards that the Jennings-Keeney-Mar-Matic Group have set for themselves for all their international markets.

Jennings - Keeney

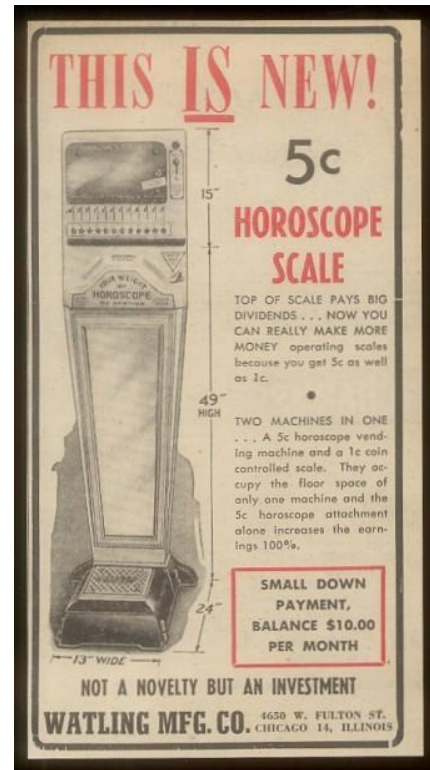
The challenge to maintain the high reputation for craftsmanship in the face of higher and higher demands for their products will be happily met.

UNITED STATES • Mr. Joseph S. Barranco Mar-Matic Sales, Inc. 1009 E. Baltimore St. Baltimore 2, Md. • Mr. Bill Gorman 2215 Pershing Ave. Las Vegas, Nevada • Mr. Arnold Gibbs 438 Minerva Lane Reno, Nevada UNITED KINGDOM • Mr. G. H. Grange Mar-Matic Sales Ltd. 31-35 Kirby Street Hatton Garden London E.C. 1, England GERMANY • Mr. Sidney Feldman Care of American Express Co. Wiesbaden, Germany New Distributors Manager • Mr. Jim Cherry (Mailing Address) 31-35 Kirby Street Hatton Garden London E.C. 1, England	FRANCE • Mr. Robert C. Fisher 11 Rue De Le Boulainvilliers Paris 16, France SPAIN • Mr. Robert C. Fisher Fisher Sales Company Guillermo Solana 1 Madrid 16, Spain BERMUDA • Mr. Maurice Sykes General Sales Co., Ltd. Ireland Island, Bermuda TURKEY • Mr. Lou Gevinson SAS Office Ataturk Bulvari Cinema, Han Ankara, Turkey PHILIPPINES • Mr. B. J. Wall Centennial Trading Co., Inc. Hong Kong Bank Bldg. P.O. Box 294 Manila, Philippines OKINAWA • Mr. Pinkey Merritt J. Pinkey & Son P.O. Box 15 Kosai, Okinawa
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**WE ARE APPOINTING
DISTRIBUTORS**

While O. D Jennings & Company, The Mills Novelty Company and The Pace Manufacturing Company struggled to compete with only the Nevada market for customers.

The Watling Manufacturing Company who had also moved it's slot machine tooling to Reno, Nevada in the hope of starting up alongside it's old Chicago competitors, decided to withdraw from the production of slot machines and concentrat on producing coin operated weighing scales. (This they did very successfully through to the early 1970's)



Rather than move their slot machine tooling from Reno, Nevada. John Watling sought the help of Lou Benetti of Nevada Novelty Company, a local route operator, who he had asked to try and sell the slot machine tooling for him, that was in 1957, Lou Benneti sought the help of a young man named Lane Fleischer a local slot machine dealer. Together Lou Benetti and Lane Fleischer decided they would try their hand at manufacturing, and formed The Bell-Fruit Corporation of Reno, Nevada.

After struggling to raise the necessary finances to start production, Benetti who had designed a new front opening cabinet, split with Fleischer and sold his designs to Mills Bell-O-Matic Inc, and left Lane Fleischer looking to sell the tooling on behalf of John Watling, Lane came up with an American Entrepreneur who he had been selling used slot machines to the U. S. military in Germany, his name was Kenyon F. Wilkinson.

Kenyon Wilkinson and his partner George Prock decided that there could be a possible market in Great Britain, and although slot machines were still illegal in most European Countries, there was talk of England legalising Fruit Machines (Slot Machines) for use in public houses.

Wilkinson contacted a well known coin machine dealer in London called Ralph Horwitz of the Chicago Automatic Supply company. who put him in touch with Jimmy Moran a fellow coin machine distributor in Northern Ireland, the old Watling slot machine tooling now labeled Bell-Fruit Corp. Reno, NV. U. S. A was then shipped to France where the Watling family had many connections in the

industry from the days when The Watling Manufacturing Company distributed their original Roll-A-Top slot machines in the 1930's, from there it was shipped to Northern Ireland, where it was then taken across the Irish border into the U.K. all of this was done because of certain imports from the U.S. that were still banned and also to avoid the heavy import duties that were imposed by the British Government on U.S. imports that were more than 40%.

Kenyon Wilkinson then contacted Sam Norman of Balfour Marine (Engineering) Ltd who was manufacturing the American Ami jukeboxes under the name Bal-Ami, Sam Norman made a deal with Wilkinson and Prock to manufacture a fruit machine using the Watling tooling under license from Wilkinson and Prock, this machine would be known as the "Silver Queen"



Sam Norman's "Silver Queen" 1958



Sam Knight's "Mills Penny" 1957

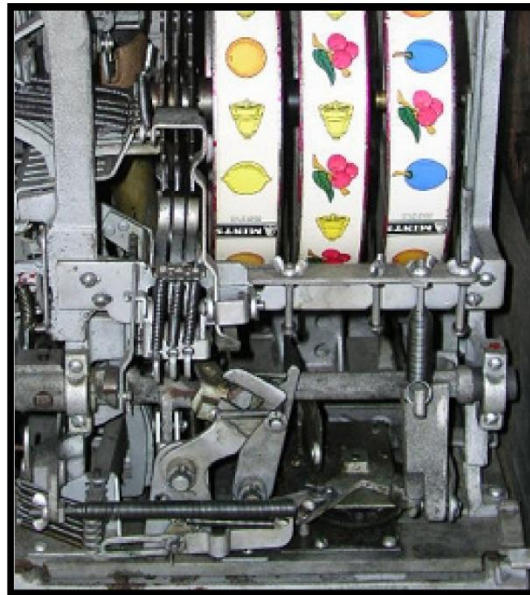
Sam Norman through his old friend Dave Laren of Laren for Music, a Bal-Ami distributor, contacted Arnold Burlin a large fruit machine operator in Manchester, who put him in touch with Sam Knight of the Mills Novelty Company (No relation to the American Mills Novelty Company) in Stockport, who was making fruit machine cabinets and installing the old Mills slot machine mechanisms in them, Sam Norman contracted with Sam Knight to sell him his cabinets with the name "Silver Queen" on them.

The always flamboyant Kenyon Wilkinson was becoming very impatient and was not at all happy with the machine being turned out by Balfour Marine (Engineering) Ltd, he also fancied himself as a fruit machine manufacturer. He saw a "For Sale" add in the financial times advertising a factory premises and cash register machine business in Nottingham, he said goodbye to Sam Norman, bought out George Prock and shipped his Watling Tooling to Nottingham, and then he brought over his Son Kenyon Wilkinson Jr and Lane Fleisher from the States, installed them in an hotel and on July 15th, 1963 formed Bell-Fruit Manufacturing Ltd.

Bell-Fruit Manufacturing Co. Ltd
"The Early Years"



Bell-Fruit "3-A-Like" 1963



Watling "Blue Seal" 1936

Tom Watling patented the watling slot machine mechanism in 1934, Bell-Fruit Manufacturing Co. Ltd used the same tooling on their first fruit machine the "3-A-Like" in 1963. The only changes were an electronic solenoid was fitted to pay out a 5/- token and the symbols on the reels.



Bell-Fruit Manufacturing Co. Ltd.
 "Logo"



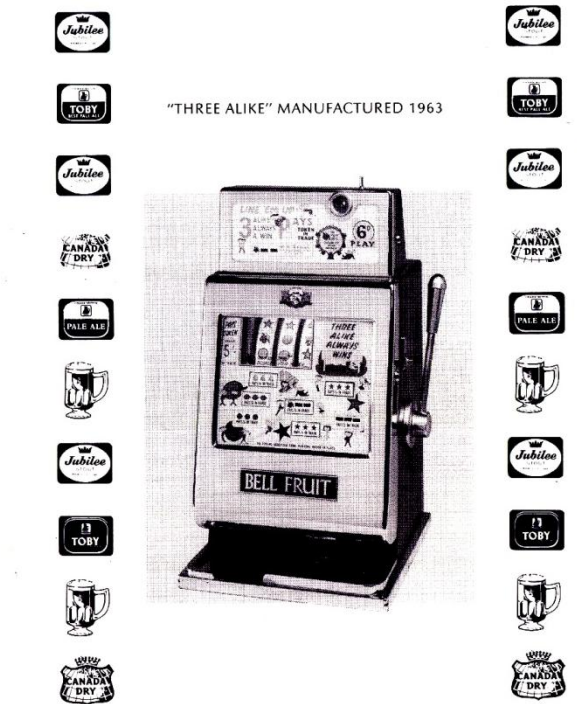
Watling Manufacturing. Company.
 "Logo"

Bell-Fruit Manufacturing Ltd

Established 1963.

In 1963 fruit machines were appearing in the backrooms of many British pubs, the types of machines that were being operated in those early day's were outright gambling machines, but to get around the British Gaming Laws most of them were being operated with cash in and tokens out, there was also the pinball gambling games known as Bally Bingo's.

The 1963 Betting and Gaming Act, allowed slot machines to pay out One Shilling in cash, and Five Shillings in prizes.



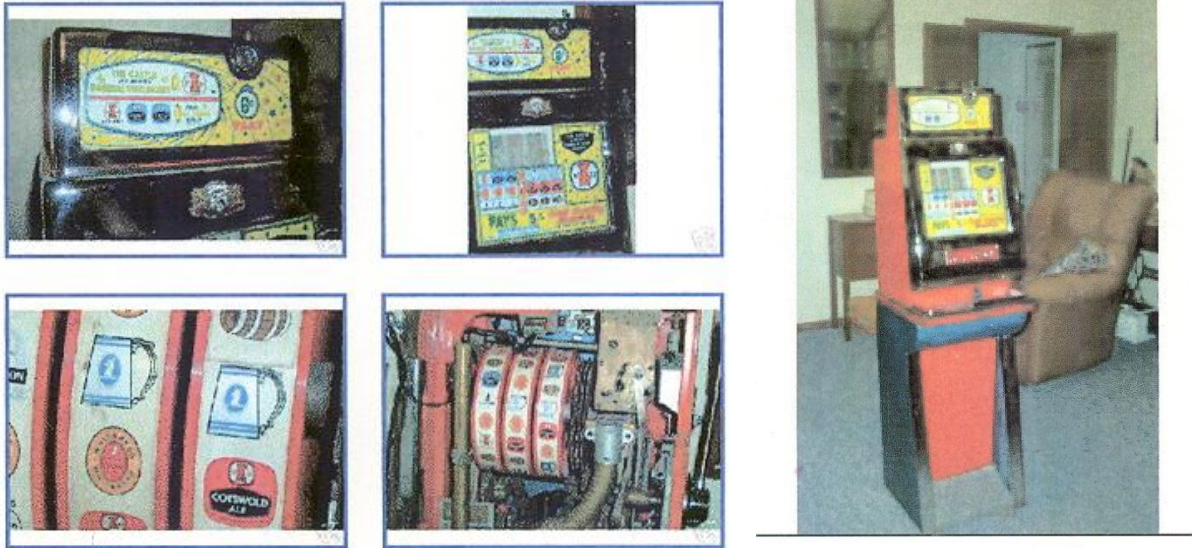
The 'Three Alike' was the first AWP machine manufactured by B.F.M. for pub siting. It paid out two sixpenny pieces and a gold award. It was the first machine with all paying symbols.

Later the Breweries had their own versions of the 'Three Alike' manufactured, incorporating their own reel strips and artwork, as shown here.

Picture courtesy Bell-Fruit Games 2013

Most of the fruit machines that were being operated in the British pub's were done through local operators doing business directly with the pub manager or licensee. Kenyon Wilkinson saw the potential of operating directly with the pub owners, those owners being the breweries.

He convinced Charrington's a London brewery that by removing the traditional fruit symbols from his fruit machines and replacing them with symbols depicting the various brands of beer sold by the brewery, that not only would the brewery make money from the machines, but also be a source of advertising of their beers. He also pointed out that many of their managed pubs were already putting various fruit machines in their locations, of which the brewer was getting no income



Within a short space of time Wilkinson had contracted several major breweries to install the Bell-Fruit machines in their managed public houses, he formed various subsidiary operating companies to install the Bell-Fruit "3-A-Like" models, at that time because of the legal payout being one shilling in cash and five shillings in prizes, the pub managers were very resistant to these machines, after all they had fruit machines already installed by local operators that paid out large jackpots and were making far more money than the Bell-Fruit "3-A-Like" with their very small payouts, also because the breweries were getting a cut from the Bell-Fruit machines, the pub managers were going to be getting very little for themselves.

Many took in the Bell-Fruit machines under protest, other simply took them in and placed them in a back room and kept operating the other fruit machines from the local operators.

Kenyon Wilkinson combated this by recruited local operators to join forces with him on a joint venture basis, one such operator was Dickie Needs of East Anglian Enterprises Ltd a well known street operator who had good connections with the two major Norfolk breweries, Steward & Patterson and Bullards Brewery, in fact Dickie Needs partner was Geofery Watling a local Norfolk businessman who was a major shareholder in the Steward & Patterson brewery, he was also Chairman of Norwich City soccer club.

Dickie Needs saw the potential of operating under contract to the breweries not only for the Bell-Fruit contract, but for the operation of other various amusement and music equipment with his pinball and jukeboxes that could be installed and protected under the umbrella of the Bell-Fruit contract.



COMMITTEE WARY OF PUB FRUITS

NORWICH Fire Service and Licensing Committee has decided not to take a gamble by issuing permits allowing 26 licensees to install fruit machines in their public houses.

After an hour long meeting it was decided to look at all the applications at a future meeting and deal with each one individually.

The Committee listened to the case in favour of installing Bell Fruit Machines which it was stated kept only one sixpence out of every 10 fed in.

Several of the licensees were represented by Mr. C. R. Kaile who said the machine was "completely divorced from what I would call a one-armed bandit."

Only four out of every 100 sixpences fed in were retained by the manufacturer. The equivalent of 90 were paid out and the remaining six were a matter to be decided between the licensee and the brewery.

Teenagers, said Mr. Kaile would not take advantage of the machines as they were too busy putting money in juke boxes.

A list showed that 24 local authorities in the Norwich area had agreed to similar applications. Mr. Kaile stressed the machines would not encourage gambling as there were no glittering prizes to be won. The machine paid out tokens, the highest worth 5/-.

The Managing Director of Bell Fruit, Mr. K. F. Wilkinson, said that people did not play the machines very much. They played until they got a five shilling token which may have cost them six or seven shillings which they then exchanged for purchases in the public house.

Two licensees supported the machines. Mr. A. Wells of the Tuckswold public house said that people coming from the North and Midlands often asked why there were no fruit machines in Norwich public houses.

Mr. D. B. Blanchard of the University Arms said that city publicans were already dealing with any teenage problems which might exist.

Dickie Needs at his home in Fakenham, Norfolk 2008. The first fruit machines in Norfolk Pub's.

Pictured above is the late Dickie Needs of Triangle Amusements Ltd, East Anglian Enterprises Ltd and Bell-Fruit (East Anglia) Ltd. Who along with Kenyon F. Wilkinson secured both Bullards and Steward & Patersons the two leading breweries in East Anglia in the 1960's..

On a personal note, I first met Dickie Needs when I was 14 years old, he was the first operator to install Bryan's wall machines in my late fathers amusement arcade at Mundesley-On-Sea, on the Norfolk coast, we remained friend's for more than 50 years, right up until the time of his death just 4 years ago

Cope Alman & Dr. Bill Pilkington

It needed all Wilky's high pressure salesmanship to try and make a breakthrough with the Breweries (in those days a traditional British pub was sacrosanct) so when the breakthrough came and the orders started flooding in, the company was suddenly and disastrously undercapitalised. Only when Wilky became associated with Cope Allman did he have the financial weight to attract investment money, and so it was that on the 30th June 1966 Cope Allman bought the majority shareholding of BFM and assumed all liabilities, formed their own directorships and put their own man in to run the place, who was Dr. Bill Pilkington.

Wilky was a man of great vision, and Bill Pilkington eventually turned Wilky's vision into reality through his tremendous skill and foresight. However, each was given to hard bargaining and determined to give nothing away to the other, so there were constant disagreements over transfer prices which held up both production and the introduction of new models. Since Wilky had no understanding about levels of production, at that time, BFM was in the ludicrous position that it could earn the same percentage profit on a low level as on a much higher rate; which spread fixed costs over a greater number of machines. So not surprising, the manufacturing end of the enterprise proved rather less than successful, so that at the end of 1966, Cope accepted 804 machines in London in settlement of a £326,000 debt. Apparently Wilky expected the machines to be sold, instead of which Cope's went into the business of operating them for themselves.

Now that Cope's had their independence, Pilkington forced deals to get into the Operations side of the company in more depth, and acquired some 3,000 sited machines which were owned by Bell-Fruit Limited who were running separate operating facilities (as they still do today). These 3,000 machines, coupled with the 804 paid off against the debt, made it possible to create a sales outlet for Bell-Fruit Limited, so it was that Bell-Fruit Limited was acquired, and Cope Allman issued nearly two million shares for the entire capital of the little joint ventures that Wilky had entered into around the country.

The Group secured its position further, when in January 1972, Pilkington bought Mecca Leisure Services from Eric Morley and Sir Maxwell Joseph, and acquired between 5,000 and 6,000 sited machines, together with contracts for 3½ years for the companies in the same Group. After this acquisition the company had approaching 30,000 units on site, including Juke Boxes (which were losing some £60,000 a year - Pilkington disposed of for £550,000).

In 1968 the Gaming Act had a large effect on our machines, and it actually brought the industry as a whole under control. Pilkington's greatest contribution to BFM was in the involvement and implementation of this Act, to place the company in the most favourable position consistent with what the Act allowed. This saw the formative years of the Brewery rental schemes and activities.

Because Cope's now had control of both the Manufacture and the Operating of machines, the business took off well and truly, and Cope Allman all of a sudden became a force in the fruit machine business which has since become a major driving force for them.

The above page is from a booklet published by Bell-Fruit to celebrate their 25th Anniversary in 1988

SPECIAL OFFER ON THREE ALIKES

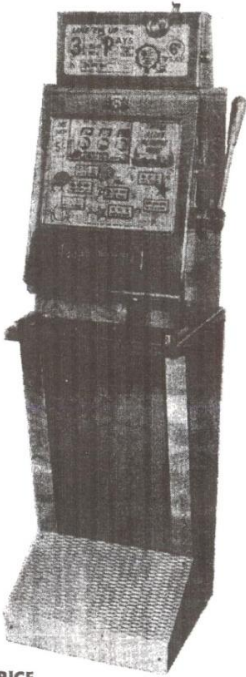
* BELL-FRUIT'S WELL PROVEN 3 ALIKE MODEL IN ITS POPULAR 'METAL CABINET ON STAND' RECONDITIONED TO A VERY HIGH STANDARD

FEATURES include

- * 6^d COIN PLAY
- * FREQUENT 2 x 6^d PAYOUTS PLUS 3^d GOLD AWARDS
- * FAST PLAY CYCLE
- * VERY STRIKING DISPLAY GLASS IN CHOICE OF WHITE, BLUE or PINK
- * FRONT OPENING
- * SEPARATE ACCESS TO COIN REJECTOR
- * LOCKING CASH DRAWER
- * FULLY METERED

DIMENSIONS
4'11" High 1'8" Wide 1'4" Deep

**DIRECT FROM THE
FACTORY TO YOU
AT AN AMAZINGLY LOW PRICE**



SPECIAL OFFER ON THREE ALIKES

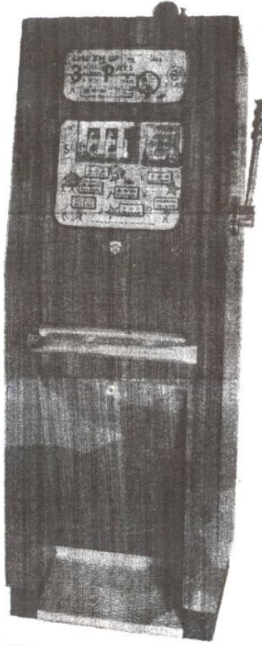
* BELL-FRUIT'S WELL PROVEN 3 ALIKE MODEL IN ITS POPULAR 'WOODEN CONSOLE CABINET' RECONDITIONED TO A VERY HIGH STANDARD

FEATURES include

- * 6^d COIN PLAY
- * FREQUENT 2 x 6^d PAYOUT PLUS 3^d GOLD AWARDS
- * FAST PLAY CYCLE
- * FRONT OPENING
- * FULLY METERED
- * VERY STRIKING DISPLAY GLASS
- * NON-SPILL PAY CUPS

DIMENSIONS
4'11" High 1'8" Wide 1'4" Deep

**DIRECT FROM THE
FACTORY TO YOU
AT AN AMAZINGLY LOW PRICE**





BELL-FRUIT MANUFACTURING CO. LTD.
LEENGATE · LENTON · NOTTINGHAM · TEL. 71231



BELL-FRUIT MANUFACTURING CO. LTD.
LEENGATE · LENTON · NOTTINGHAM · TEL. 71231

The adds from the British trade paper "Coin Slot" above shows the original models made by Bell-Fruit Manufacturing Co. Ltd

While Kenyon Wilkinson was signing up various breweries to install his customized "3-A-Like" fruit machines in their locations, other manufacturers were becoming aware of this new source of income from these "Pub Locations" and were introducing machines aimed at this new market, one such company, Automatic Coin Equipment Company better known in the trade as ACE, was making a machine known as the "Monte Carlo".

Bally from the U. S. had a strong British distributor in Phonographic Equipment Company, and introduced their now legendary electro-mechanical "Gold Award" model through that company, the Bally Corporation had been selling their gaming machines in the U.K. with great success, and Bally machines were soon the best machines to operate, and many operators were now in a position to offer far superior machines to the breweries than Bell-Fruit.

Cope Alman soon realized that although Kenyon Wilkinson had opened a new market for slot machines in the U. K. he was the wrong man to run the intricate financial details (In march 1966 Kenyon F. Wilkinson and his son Kenyon F. Wilkinson Jr, registered Bellfruit (Financial) Ltd) required for such an operation. And so Cope Alman quickly installed a man capable of such a task, that man was to lead The Bell-Fruit Organisation for the next 20 years his name was: Dr. Bill Pilkington.

The constant battles and disagreements between Kenyon F. Wilkinson and Dr. Bill Pilkington was getting out of control, and Cope Alman gave Dr. Pilkington full control of both Bell-Fruit Manufacturing Co. Ltd and Bell-Fruit Ltd the operating arm of the group, Bell-Fruit Ltd along with the many joint venture companies such as Bell-Fruit (East Anglia) Ltd under the shrewed leadership of Dickie Needs went on to secure many brewery contracts that included Watney's

Englands largest brewery chain at that time, and become the largest operator of A.W.P machines in the U.K.

Kenyon F. Wilkinson returned to the U. S. and died in a car crash in the late 1960's, he will be forever remembered as the first man in the U. K. to have opened the door to the operating of fruit machines in British pub's that has been a major source of revenue to the British fruit machine operators for more than 50 years.

Bell Fruit Manufacturing Company: Part Two "The New Models"



CLUB INTERNATIONAL

ONE OF THE NEW GENERATION OF MACHINES FROM BELL-FRUIT



Coming direct from the factory to you, the Club International gives you sophisticated play appeal together with a return on your capital outlay that puts it right into a class of its own.

SOME OF THE FEATURES OF THE UNIQUE "CLUB INTERNATIONAL"

- Simple Conversion to Decimal Coinage
- Credit-Replay Meter.
- Hopper Pay-Out
- Fourth Reel Odds Feature
- Reel Height Non-Spill Pay-Cup
- Tic-Tac-Toe
- All Flags Light After a Sequence of Non-Paying Plays for Bonus Payment
- Unit Design for Simple Service
- Covered Plug-In Relays
- Multi-Rejector for 2/0d. 1/0d. Separate 6d.
- High Quality Cabinet and Silk Screening
- Lift-Off Door
- Full Range of Meters - Can Be Seen When Side Opening Cash Boxes are Removed
- Hold Feature and Skill Stops
- Hand Height Operating Lever
- Alternating Jackpot (100-200) With the Chance of a Maximum Win of £15.0.0d. through Odds Feature.
- Dimensions 4' 9" High 2' 11 1/2" Wide 2' 0 1/2" Deep.


BELL-FRUIT MANUFACTURING CO. LTD.


LEENGATE · LENTON · NOTTINGHAM · Tel. 71231



FULL HOUSE

ONE OF THE NEW GENERATION OF MACHINES FROM BELL-FRUIT



Coming direct from the factory to you, the "FULL HOUSE" gives you sophisticated play appeal and up-to-the-minute stylings with a new approach to glass design.

SOME OF THE FEATURES OF THE UNIQUE "FULL HOUSE"

- Interchangeable Units for Simple Service
- Gives Change for 2/- 1/-
- 6d Token and Coin Play
- Mystery Payouts
- Non-Spill Pay Cups
- Tic-Tac-Toe
- Hold and Cancel Buttons
- Skill Stops
- All Coins In and Out Recorded on Meters
- Dimensions 4' 8" High 2' 6" Wide 1' 10" Deep
- Credit Replay Meter and Side Opening Cash and Token Drawers Optional
- The "FULL HOUSE" Lights Up Progressively During a Losing Run and Pays 10 6d Tokens When Fully Lit
- Metered External Token Refill.


BELL-FRUIT MANUFACTURING CO. LTD.


LEENGATE · LENTON · NOTTINGHAM · Tel. 71231

In 1966 Bell-Fruit Manufacturing Co. Ltd brought out their first new console models "Full House" and "Club International" to compete with the other fruit machine manufacturers that had entered the market.

Also at this time Bell-Fruit introduced their 1d "Strike" model that would compete directly with the ACE "Monte Carlo" arcade model, so they were now in a position to compete in all levels of the fruit machine market both domestic and Internationally.



Quality
Breeds
Success

STRIKE

UP TO THE MINUTE STYLING & PERFORMANCE BY BELL — FRUIT
YOU CAN'T BEAT THESE FEATURES.....

Interchangeable Units for simple service

1p play

2 credits for 2p

5 credits for 5p

10 credits for 10p

Irrevocable Credit counter

All wins paid automatically

2—10 × 1p pays

Certain wins pay 25p token

Mystery Pays

Tic—Tac—Toe

Random Hold and Draw

Hold after a hold and hold after a
token win

Fully Metered

Metered and lockable 1p refill meter

Side opening cash box

All Pins illuminated increase centre
reel mystery pay to 10

50 Volt working

Dimensions:

4ft. 8 in. high × 2ft. 6 in. wide

× 1 ft. 10 in. deep



A MEMBER OF THE COPE ALLMAN INTERNATIONAL GROUP



BELL-FRUIT MANUFACTURING CO. LTD.



LEENGATE . LENTON . NOTTINGHAM . TELEPHONE — 71231

This move would take Bell-Fruit Manufacturing Co. Ltd to the forefront of the British coin machine industry once again, and also make them a leading European fruit machine manufacturer that would last up to the present day.

This move away from the antiquated "3-A-Like" models first introduced to the U. K. by Kenyon Wilkinson would also see a new generation of fruit machines now known as "AWP" machines that would be created by and keep Bell-Fruit Manufacturing Co. Ltd as a market leader for the next 40 Years.

FIRST ELECTRO-MECHANICAL A.W.P. MACHINE

*Direct from the
Factory to you....*

The FULL HOUSE

THE "FULL HOUSE"
LIGHTS UP PROGRESSIVELY
DURING A LOSING RUN
AND PAYS 10 6^d TOKENS
WHEN FULLY LIT

● INTERCHANGEABLE UNITS FOR SIMPLE SERVICE

● GIVES CHANGE FOR 2/6 2/- 1/-

● 6^d TOKEN AND COIN PLAY

● MYSTERY PAYOUTS

● NON-SPILL PAY CUPS

● TIC-TAC-TOE

● HOLD AND CANCEL BUTTONS

● SKILL STOPS

● ALL COINS IN & OUT RECORDED ON METERS

● DIMENSIONS:
4'8" High 2'6" Wide 1'10" Deep



ONE OF THE NEW GENERATION OF BRITISH MADE MACHINES !



BELL-FRUIT MANUFACTURING CO. LTD.



LEENGATE · LENTON · NOTTINGHAM · Tel. 71231

After the successful launch of their "Full House" and "Club International" models at the 1966 ATE show in London, Bell-Fruit Manufacturing Co. Ltd would make in-roads into the lucrative European market with operations in Holland and Germany. Bell-Fruit Ltd the operating arm of the company had already established operating partnerships with both the British N.A.F.F.I locations in the U.K. and abroad in Holland and Germany, so it was a natural progression to establish sales outlets in those countries.

Under the capable hands of Gordan Rand Bell-Fruit International soon became the operator to be recond with in the Netherlands, it was not until 1975 that Bell-Fruit would breakthrough and produce a machine suitable for the lucrative German wall machine market, under the direction of Bill Hayward Bell-Fruit Manufacturing's Director of game developments and with the assistance of Peter Drury another Bell-Fruit employee, they developed the "Lucky Bell".

Bell-Fruit Manufacturing Co. Ltd: “Bell-Fruit goes International”

COIN SLOT, Saturday, March 22, 1975. Page 8.

BELL-FRUIT'S GERMAN VENTURE IS UNDER WAY

By DAVID SNOOK

BELL-FRUIT have opened their West German office and launched their new machine for the German market in undoubtedly the biggest overseas venture the company have carried out.

The new company is called Bell-Fruit Spielautomaten G.M.B.H. and is at 8000 Munchen 80, Einsteinstrasse 111. Until now, Bell-Fruit have confined their West German interests to operating machines in N.A.A.F.I. premises on British bases.

The new venture has been undertaken after a great deal of investigation into trends in West German machine design and operating systems. It represents a huge investment in the future of gaming and amusement machines in Germany.

The new machine is called the Lucky Bell, which was given its first public showing on the Bell-Fruit stand at the Amusement Trades Exhibition in London in January.

It is a well machine with three rotating discs and cross-cross pay lines. It accepts 50 pf, 1 Dm, 2 Dm, and 5 Dm coins. The game is an 80 pf game with a 15-second time cycle. It has a digital credit counter, which shows up to 3990 Dm.

While any recorded on the credit counter except for bonus games. Payouts vary between 20 pf and 2 Dm.

Bonus games are awarded on three different combinations of symbols and a further stepping feature gives a maximum of 20 bonus games. During the bonus games only there is a 50-50 chance of winning 2 Dm on each spin. During a bonus series, there are three chances of increasing the bonus series by a further ten games.

The Nottingham company's sales Director, Mr. Alan Poulton, told "Coin Slot": "We have been trying for a long time to produce a machine for the West German market that we are satisfied in what the German operators and public will enjoy playing".

In fact, the company even overcame the most difficult hurdle three years ago when they obtained a Zulassung (license) to operate and sell a machine called Zander. It was an up-right, however, which is not popular with the German public. In fact, Bell-Fruit are one of only three foreign companies to obtain a Zulassung in West Germany. One of the reasons for this is that the German authorities are very strict about the design and operation of machines. "Experience has shown us that we are the right group to work together, and we have no real doubts about the next steps in try-

ing to get our machines into the German market."

At their factory, Bell-Fruit set up a design team to produce the Lucky Bell, consisting of Derek Allen, Peter Dingle, and Charles Hamilton Richards and Robert Hill, working under Production Director Bill Haywood.

The Lucky Bell has been produced on similar lines to the machines already popular in West Germany. "We do not mean many trips to Germany to see machines in operation for themselves, constantly consulting with Bell-Fruit's German agent, Mr. Poulton said of the German market. "We estimate that the

market in Germany has annual sales of 40,000 machines. They are about 100,000 units on the market, out of which have to be replaced every three years. Many are repaired, rather than being replaced. We are looking at the world probably as big as our own. We are not aiming to take a large proportion of that market overnight. The major West German manufacturer that we intend, over a period of time, to gradually build up our West German sales. We do have a substantial share of the market there."

"We think our entry into the German market will give the operators a greater degree of choice in equipment. We think our machines will do well there because of its quality, play-appeal and presentation".

Spares service
The General Manager of the Bell-Fruit Spielautomaten year.

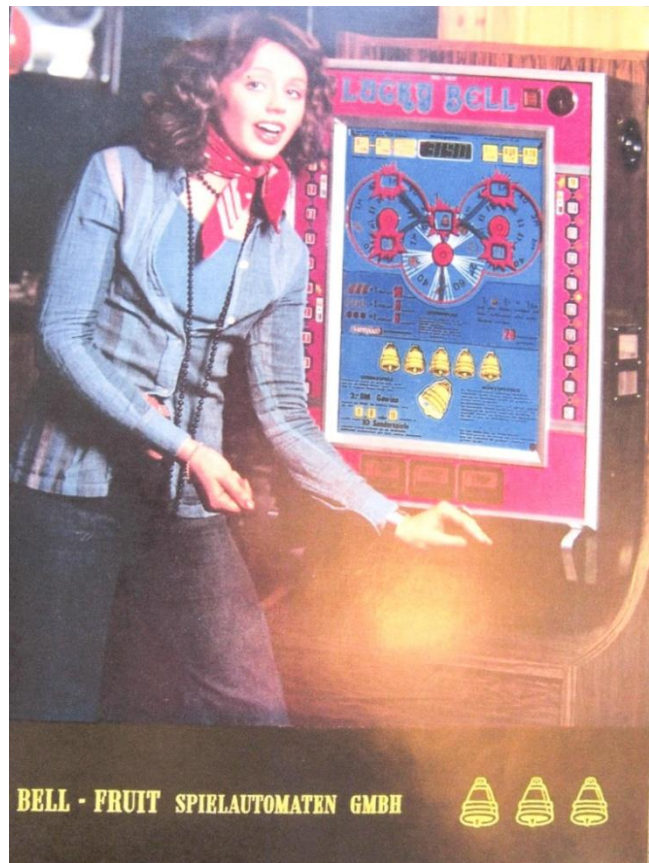
GMAT is Herr Hubertus Stewak, who has been in the business all his life. His father is a distributor and operator of slot in Bavaria. Also on the Munich office staff is Herr Peter Stedemann, the technical engineer.

They will offer a back-up service and Bell-Fruit have already shipped large amounts of spare parts to Munich.

West Germany's established method of distribution consists of 33 wholesalers. Bell-Fruit will be selling only through three wholesalers and distribution arrangements have already been made with about half of them.

The Lucky Bell has been exhibited recently at Frankfurt, Berlin and Hamburg, and has been well received. Orders have already been delivered and Mr. Poulton reported that repeat orders were being received.

He added that Bell-Fruit intended to produce at least one new German machine each year.



Z.O.A. PRESIDENT TALKS OF STEPS TOWARDS UNITY

By MARY OFFENSHAW

IN Hamburg recently, we spent some time with Mr. Carl Heinz Wende, President of Z.O.A., one of the German operators' associations. During our conversation he made some interesting comments on the present situation between the V.V.A. and Euronat, the two international trade associations for the coin slot trade.

"In relation to this we have reason to change this policy. There would be absolutely no We have positive results from our collaboration."

Then he continued: "It is true that when the V.V.A. was formed things did not go well. I think it brings no advantage now to keep on making the fracture for him. What we must do now is to concentrate on the next steps in try-

ing to get our machines into the German market."

During our conversation Mr. Wende was of course speaking as President of Z.O.A., the strongest of the three German trade associations working together, as mentioned at the beginning of this report. About the untimely death of Mr. Gerhardt Schuler last August the V.V.A. has had no President for some time.

Bell-Fruit Manufacturing Co, Ltd. The New 1968 Gaming Act.

Another major milestone in the history of the Bell-Fruit Manufacturing Company, was the unprecedented decision by Dr. Pilkington to start selling Bell-Fruit machines direct to operators through a network of established coin machine distributors, so on July 4th 1969 a letter was sent out inviting distributors and operators to attend the launching of their new "Wildcat" models, this was done at the Bridgeford Hotel on July 21st-22nd with Miss Jennifer Lewis (The reigning Miss United Kingdom) in attendance to greet potential customers. (Miss Lewis was also the cover girl on the artwork for the "Wildcat" machine)

The Bell-Fruit Manufacturing Company's "Wildcat" model was the first in a series of successful models with various versions going to Holland and several scandinavian countries, "Wildcat" was one of the first "All British" fruit machines incorporating a multi coinmech and accepting both cash and tokens, it was also accepted by the British operator as a machine that met the requirements of the new 1968 Betting & Gaming Act.

You are invited to meet the Chairman of Bell-Fruit



Directors: Dr. C. W. Pilkington (Chairman) A. H. Massey E. Marlowe G. A. Birch A. Paulson L. Johnson

TELEPHONES: Manufacturing Division: NOTTINGHAM 792451-3
Sales & Operations: NOTTINGHAM 71231-4
CABLE ADDRESS: BELL-FRUIT, NOTTINGHAM

LEENGATE • LENTON • NOTTINGHAM
ENGLAND • NG7 2ND

4th July, 1969

Dear Sir,

It is doubtful whether any industry in the past has been subject to as much change in any one decade as ours. At this moment in time it is not so much the change, as the uncertainty surrounding interpretation of newly introduced legislation, that makes forward planning so difficult.

After taking a long hard look at the current position we have developed a new range of machines - the WILDCAT range - which we believe will enable all of you to forward plan again.

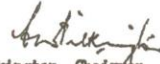
What have we done? We have incorporated in the range of 6d. (2½ new pence) and 3d. (1½ new pence) value token play pub machines:-

- 1). Flexibility, to allow the use of credit meters or not as may ultimately be decided by the Gaming Board.
- 2). Decimalisation.
- 3). Sensible interpretation of linked play as has already been agreed with the A.T.A.
- 4). A price range to offset those increased costs arising from Gaming Machine Licence Duties.
- 5). Everything else which you have come to take for granted from Bell-Fruit.

As the largest operators in the pub trade we share the industry's problems with you; on the 21st and 22nd July you will see how we intend to overcome them and you will be able to discuss them with me and my colleagues.

Miss Jennifer Lewis (Miss United Kingdom) will be there to greet you - she is the theme for the display glass of WILDCAT.

Sincerely,

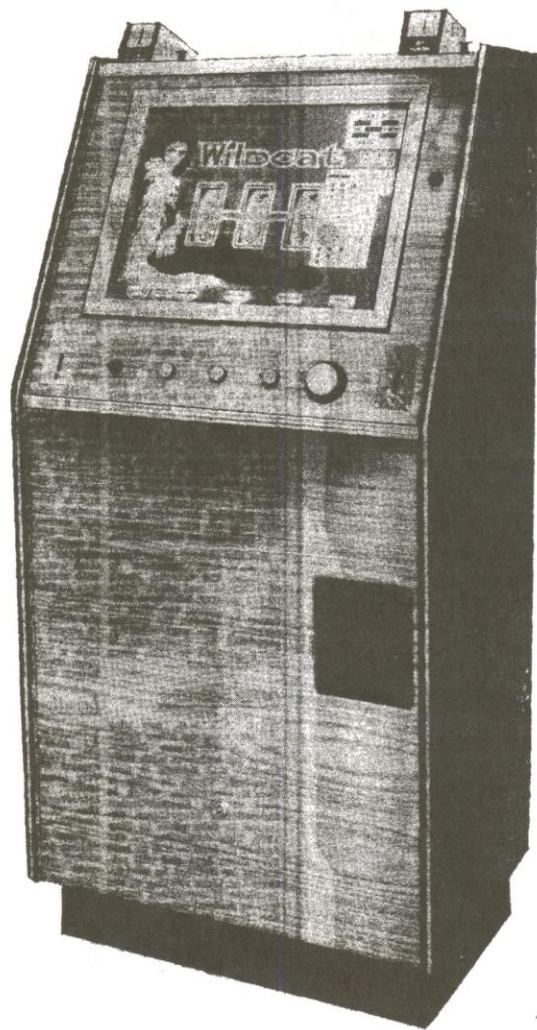

Dr. C. W. Pilkington, Chairman,
Bell-Fruit Group.

at the River Room, Bridgford Hotel, Trent Bridge, Nottingham
10 a.m.-6 p.m. 21st. & 22nd. July

Bar

Refreshments

You are invited to the World Premiere of WILDCAT



at the River Room, Bridgford Hotel, Trent Bridge, Nottingham
10 a.m.-6p.m. 21st. & 22nd. July



BELL-FRUIT MANUFACTURING CO. LTD.



"Wildcat" was quickly followed by other models in the series suitable for both Pub and arcades operation, making Bell-Fruit Manufacturing Co, Ltd once again the new "A.W.P" market leader.

POLICY CHANGE AND NEW MACHINE FOR BELL - FRUIT

Distributors to be named: Wildcat launched

THE launching of the first machine in their new Wildcat range has been used by Bell-Fruit to announce a major change in policy—the appointment of distributors for the first time in the Nottingham firm's recent history. Mr. Ken Travers, Bell-Fruit's trade sales manager, said: "We anticipate that there will be six distributors appointed in various districts to cover the whole country. Primarily, of course, their job will be to look after sales of the Wildcat range."

The firm are quick to point out that although there is but one Wildcat at present, it must be described as a range. "The reason for this is that it is so versatile that other models for different types of site will be quick to follow. In effect it is a range all on its own."

They intend to follow the slopenny play machine with a threepenny play model and eventually a club machine—all based on the same design. The Wildcat has been expressly designed for the firm's new financial year, which has just begun.

Of the distributors, Mr. Travers said: "We know who they will be but cannot yet announce their names as final negotiations are still taking place."

He continued: "Distributors will add strength to our arm. We could have appointed them some time ago but felt we should first achieve a reputation for our equipment. Before its present administration took over, we must admit Bell-Fruit equipment did not have a particularly good name. Now we feel no one in the trade can deny that we produce the finest quality equipment it is possible to buy in this country."

"We also wanted to establish a reputation for ethical trading methods which was why for our first year we kept to direct sales force methods. We are in no way dissatisfied with our sales

force—in fact we intend to keep it—but we feel we can now appoint distributors from a position of strength."

"Vote of confidence"

The quality of Bell-Fruit equipment is renowned throughout the industry and as Mr. Travers pointed out the firm gave their own equipment the highest possible vote of confidence in that they use it themselves!

Mr. Travers said: "We just cannot afford to sell 'duds' to the operators for we are one of the largest operators ourselves and use our own equipment. So any problems the operators get with Bell-Fruit machines we get too but we get them one hundredfold."

One drawback with Bell-Fruit equipment is that while its quality has always been undeniably sound it is expensive. When this was put to Mr. Travers he said: "That is something we have tackled with the Wildcat."

"With this range we want to improve production methods and standardise design to produce a machine which is very competitive in price with any comparable British product but at the same time retain Bell-Fruit quality. This has resulted in a machine equally as well made as the Pull House but within about 15% of the price of its rivals."

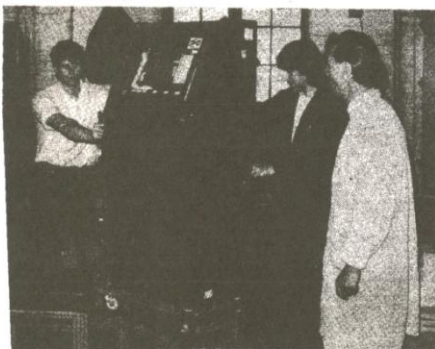
One unusual decision taken by the firm is to keep credit

pending legislation. "We are making provision for the meters to be wired off but we think the operators find them so invaluable that they would like to keep them right up to the last moment."

The Wildcats are now pouring off the production line in the Leengate, Nottingham, works. When one was shown to "The World's Fair" last week it was found that the Bell-Fruit quality was still very much there.

An extremely straightforward machine, the Wildcat's only feature beyond hold and draw is a number of mystery pays. It has front-loading cash boxes, a separator between the coins and tokens, and retains a great many of the inherent quality ideas of the Pull House, such as coloured relays, which one would expect in a higher-priced machine. An attractive flash contains a picture of Miss Jenny Lewis, Miss United Kingdom, 1967, and subsequently fourth in the Miss World Contest.

The firm intend to hold an exhibition of the machine at the Bridgeford Hotel, Nottingham, on July 21 and 22 in the River Room. At the show, Mr. Travers will be joined by Miss Lewis and also Dr. C. W. Pilkington, Bell-Fruit's Chairman, and Dr. C. W. Pilkington, who is very much an expert on the new gaming legislation. Bell-Fruit feel Dr. Pilkington will be able to help many operators unangle the complexities of the new laws.



Wildcats are rolled off the production line in the Bell-Fruit factory at Nottingham.

Bell-Fruit Manufacturing Co, Ltd appointed several distributors that have since become household names in the coin machine industry, CT Leisure Ltd, K & R Distributing, DMD Distributors Ltd, Associated Leisure LLC, London Coin Ltd, Memomatics, Glencoe, Music Hire, Ruffler & Walker Ltd and many other leading distributors.

AB DANNEMANS
AUTOMATSERVICE
Box 8005 UMCA 8
090/124250, 104450, 31610



6d
PLAY



Quality
Breeds
Success

Wildcat

AMUSEMENT MACHINE WITH PRIZES

WILDCAT without credit replay meter which gives replayable tokens direct to the player.

WILDCAT with credit replay meter which can be **SIMPLY CONVERTED** to give replayable tokens direct to the player.

FEATURES COMMON TO BOTH MODELS:-

- *Accepts 2/-, 1/-, 6d. and 6d. replayable tokens.
- *Front-opening cash box.
- *Cash separated from tokens inside cash box.
- *All coins metered in and out.
- *Many mystery pays.
- *Tic—Tac—Toe.
- *Hold and cancel buttons giving linked play within the maximum permitted stake.
- *Fully decimalised.
- *Locked token refill switch with meter.
- *The compact dimensions are :—
Height 57 in. Width 26½ in. Depth 19½ in.
- ***BELL-FRUIT QUALITY.**



WETTERGRENS AUTOMATSERVICE
Skolgatan 41 B 214 22 MALMÖ
Tel. 040/110182

A MEMBER OF THE COPE ALLMAN INTERNATIONAL GROUP



BELL-FRUIT MANUFACTURING CO. LTD.



LEENGATE, LENTON, NOTTINGHAM. Tel. 71231



CLUB



KWALITEIT
SERVICE
GARANTIE

Wildcat

AMUSEMENTS AUTOMAAT

- ★ VERWISSEL BARE UNITS
- ★ AFSTANDBEDIENING COMPLEET
- ★ INWORP GULDEN EN KWARTJE
- ★ METER REPLAY
- ★ FRONT OPENING GELDBAU
- ★ ROBUST
- ★ NIEUW



I.A.

INTERNATIONAL AMUSEMENT

BELL-FRUIT NETHERLANDS BRANCHE

AMSTELDIJK 47 — AMSTERDAM
TEL: 719772 — TELEX 16626

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BELL-FRUIT MANUFACTURING CO. LTD.



LEENGATE, LENTON, NOTTINGHAM. Tel. 71231



QUALITY
BREEDS
SUCCESS

HAPPY-GO-LUCKY

A FAST PLAY CYCLE MACHINE
FOR BUSY SITES

LARGE CAPACITY 6d. HOPPER
PAY UNIT

10 P IN, GIVES 4 × 6d. PIECES
TO PLAYER

5 P GIVES 2 PLAYS

2, £5 JACKPOT PAY COMBINATIONS

FRONT OPENING CASH BOX

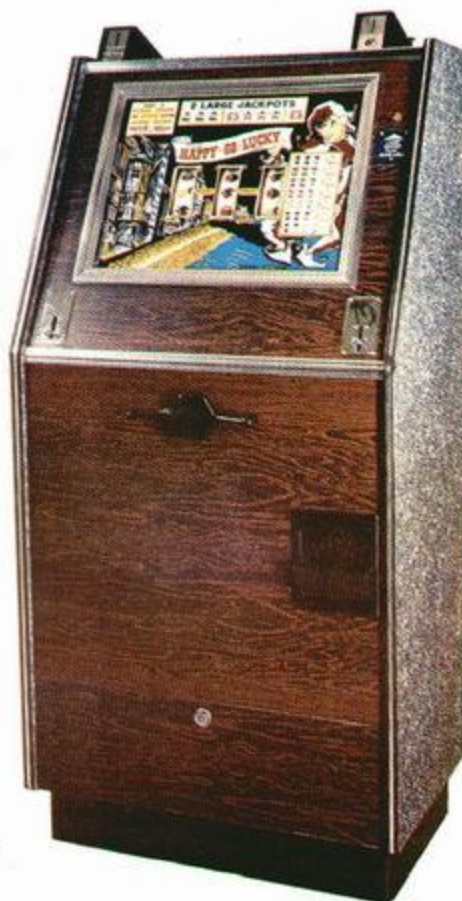
ALL COINS METERED IN AND OUT

TIC—TAC—TOE

KIT SUPPLIED TO CONVERT TO
5 P PLAY

DIMENSIONS:—

HEIGHT 57 in. WIDTH 26½ in. DEPTH 19½ in.



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BELL-FRUIT MANUFACTURING CO. LTD.



LEENGATE, LENTON, NOTTINGHAM. Tel. 71231



QUALITY
BREEDS
SUCCESS

SPIN AND TAKE

AMUSEMENT MACHINE WITH PRIZES

The "Spin and Take" feature allows the restart of any or all reels within one play

but look at these additional money spinning features

*Accepts 2/-, 1/- and 6d. replayable tokens.

*Front opening cash box.

*Cash separated from tokens inside cash box.

*All coins metered in and out.

*Many mystery pays.

*'Criss-Cross' payouts

*Fully decimalised.

*Interchangeable units for simple service.

*Locked token refill switch with meter.

*Compact and attractive dimensions:—
Height 57 in. Width 26½ in. Depth 19½ in.

*Sophisticated styling with Bell-Fruit
quality. —————

*Respin feature gives extra chance of
winning—every play. —————

*Another First in Leisure Pleasure
Equipment by Bell-Fruit.
NEW 'SPIN AND TAKE'



A MEMBER OF THE COPE ALLMAN INTERNATIONAL GROUP

BELL-FRUIT MANUFACTURING CO. LTD.



LEENGATE, LENTON, NOTTINGHAM. Tel. 71231



QUALITY
BREEDS
SUCCESS

PENNY SPINNER

UP TO THE MINUTE STYLING AND PERFORMANCE BY BELL-FRUIT
YOU CAN'T BEAT THESE FEATURES...

THE "PENNY SPINNER" FEATURE
ALLOWS THE RESTART OF ANY
OR ALL REELS WITHIN ONE PLAY

1 P PLAY

FRONT OPENING CASH BOX

FULLY METERED

CRISS-CROSS PAYOUTS

RESPIN AND CANCEL BUTTONS

INTERCHANGEABLE UNITS FOR
EASY SERVICE

DIMENSIONS:—
HEIGHT 55 in. WIDTH 24½ in. DEPTH 22 in.

RESPIN FEATURE GIVES EXTRA CHANCE
OF WINNING EVERY PLAY



A MEMBER OF THE COPE ALLMAN INTERNATIONAL GROUP

BELL-FRUIT MANUFACTURING CO. LTD.

LEENGATE · LENTON · NOTTINGHAM · Telephone 71231

Throughout the next several years Bell-Fruit Manufacturing Co, Ltd would expand their market share in many Countries in Europe, most notably one of those being Ireland, in the late 1970's the Bell-Fruit Manufacturing Co, Ltd produced models such as "Each Way Treble", "The Each Way Nudge Gambler" and the legendary "Bell-Fruit Accumulator" that out sold every other make and model by at least two to one in that country.



Bell-Fruit Manufacturing Co, Ltd: 1980's Tough Times

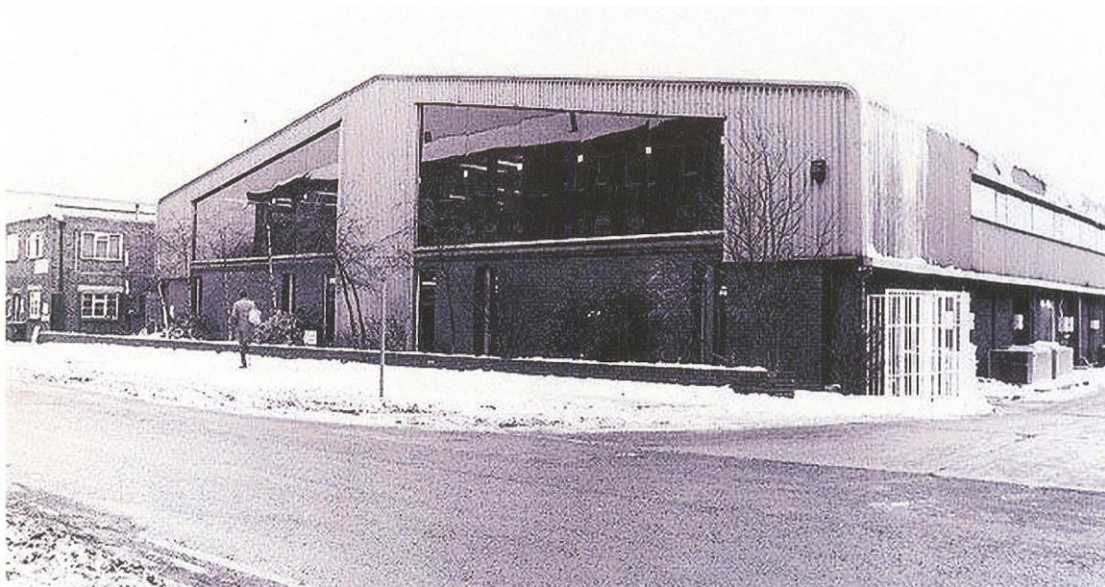
By 1987 Bell-Fruit Manufacturing Co, Ltd was facing tough competition from companies like JPM Ltd who had taken over the number one spot in fruit machine manufacturing, Bell-Fruit was now in joint second place with Barcrest Ltd, so for the first time in their 25 year history they were forced to cut their work force from 800 employees to 300 employee's, this was mainly due to new technologies being introduced, and with Bell-Fruit being an advocate for the development of these new and exciting trends, it was understandable, that such steps were taken.

Also around this time the company had not only streamlined its operation to meet the demands of the educated fruit machine player, but also the challengers of their new rivals in manufacturing.

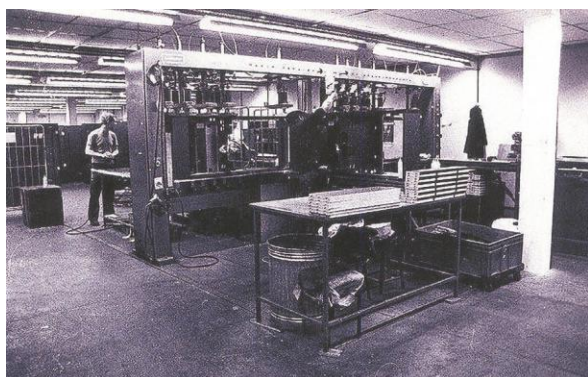
They did this by moving away from their old and antiquated premises known as the “Old Tannery” and relocated to a new state of the Art custom built factory.



The “Old Tannery” Building in Leengate, Lenton, with the new purpose built factory just across the road from the “Original” site.



***The Ultra Modern Factory in Nottingham, 1987
(Photo's Courtesy of the Lenton Listener)***



So as we move forward into the future of this great pioneering company, we must first remember the coin machines pioneers that helped to make Bell-Fruit Manufacturing co, Ltd the success it is today as part of the Novamatic Empire.

Tom Watling, Kenyon Wilkinson, Dr. C. W Pilkington, Bill Hayward, Ken Travers, Alan Poulton, Gordon Rand, Dickie Needs, John Gill, Barry Vale, Jim Stevenson, Peter Drury, Keith Healy, Alan Towle, Colin Taylor, Martin Taylor and Lesley "The Witch" and many more who escape my old memory.



***Bell-Fruit Manufacturing Co, Ltd Now part of the Novamatic Group.
To be Continued....***