



Guide to the UNLV Libraries Collection of Bally Manufacturing and Entertainment Promotional Materials and Reports

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Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1h65q>

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Creator:	Bally Manufacturing Corporation
Title:	UNLV Libraries Collection of Bally Manufacturing and Entertainment Promotional Materials and Reports
ID:	MS-00932
Date [inclusive]:	1968-2013
Physical Description:	2.59 Cubic Feet (4 boxes)
Physical Description:	2.17 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Bally Manufacturing and Entertainment Promotional Materials and Reports includes annual reports, financial reports, promotional materials, press releases, and clippings dating from 1968 to 2013.

Preferred Citation

UNLV Libraries Collection of Bally Manufacturing and Entertainment Promotional Materials and Reports, 1968-2013. MS-00932. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

Bally Technologies, Inc. is an American manufacturer of slot machines and other gaming technology based in Enterprise, Nevada. It is owned by Scientific Games Corporation. The company was founded in 1968 as Advanced Patent Technology. It eventually changed its name to Alliance Gaming and acquired, in 1996, Bally Gaming International, a former division of Bally Manufacturing. In 2006, the entire company adopted the Bally name. Bally Manufacturing, later renamed Bally Entertainment, was an American company that began as a pinball and slot machine manufacturer, and later expanded into casinos, video games, health clubs, and theme

parks. It was acquired by Hilton Hotels in 1996. Its brand name is still used by several businesses previously linked to Bally Manufacturing, most notably Bally Technologies.

Source:

Hast, Adele. *International directory of company histories*. Volume 3. St. James Press, 1991

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Scope and Contents Note

The UNLV Libraries Collection of Bally Manufacturing and Entertainment Promotional Materials and Reports includes annual reports, financial reports, promotional materials, press releases, and clippings dating from 1968 to 2013. This collection contains material pertaining to Bally Manufacturing Corporation and Bally Entertainment.

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Arrangement

These records are organized into two series:

Series I. Bally Manufacturing, 1968-2013;

Series II. Bally Entertainment, 1982-2003.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2019-045.

Processing Note

In 2019 as part of an archival backlog elimination project, Miguel Dominguez, Nia Banks, and Autumn Bassett compiled the materials from multiple sources that included subject files and previously cataloged material and wrote the finding aid.

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Related Materials

Related Collections

The following resources may provide additional informations related to the materials in this collection:

Las Vegas Casino and Hotel Advertisement Clippings Collection, 1986-1999. MS-00644. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada

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Names and Subjects

- Financial records
- Advertising
- photographs
- Publicity
- Promotional materials
- Casinos
- Las Vegas (Nev.)
- Reno (Nev.)
- Atlantic City (N.J.)

Collection Inventory

Bally Manufacturing, 1968-2013

Physical Description: 1.30 Cubic Feet (2 boxes)

Physical Description: 1.08 Linear Feet

Scope and Contents: The Bally Manufacturing series includes financial reports, promotional materials, and clippings ranging from the years 1968-2013.

Arrangement: Materials are arranged according to their material type.

Title/Description	Containers
Annual reports, 1968-1989	box 01
Prospectus, 1991-1992	box 01
Securities and Exchange Commission Form 10-Q, 1991-1995	box 01
Securities and Exchange Commission Form 10-K, 1990-1993	box 01
Equity research, 1992-1995	box 01
Press kits, 1989-2012	box 02
Press releases, 1969-1993	box 02
Promotional materials, 1974-2013	box 02
Clippings, 1992-1996	box 02

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Bally Entertainment, 1982-2003

Physical Description: 1.30 Cubic Feet (2 boxes)

Physical Description: 1.08 Linear Feet

Scope and Contents: The Bally Entertainment series includes financial reports, promotional materials, and clippings from Bally's various hotels and casinos, ranging from the years 1982-2003.

Arrangement: Materials are arranged according to their material type.

Title/Description	Containers
Equity research, 1995-1996	box 03
Securities and Exchange Commission Form 10-Q, 1995	box 03
Securities and Exchange Commission Form 10-K, 1994-1995	box 03
Press kits, 1993-2001	box 03
Press releases, 1987-2003	box 03
Promotional materials, 1986-1996	box 03
Clippings, 1982-1999	

box 03

box 04

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