A PICTORIAL HISTORY OF FREDDY BAILEY

HIS CREATIVITY IN THE WORLD OF

COIN OPERATED AMUSEMENT MACHINES



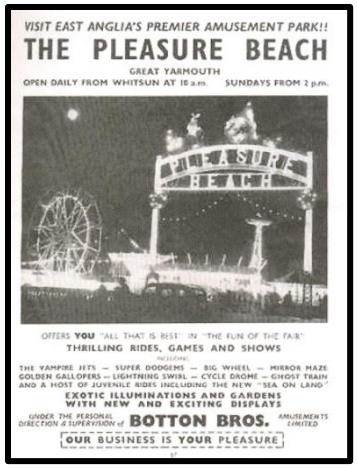
Freddy Bailey in his Golden Years, as Chairman of The Game World Group in 1980.

Freddy Bailey started in the coin operated machine industry in 1954 when his late father, a traveling showman David Bailey bought an amusement arcade in the small Norfolk village of Mundesley-On-Sea, on the east coast of England..



Above & Below my late father's first Amusement Arcade in 1954



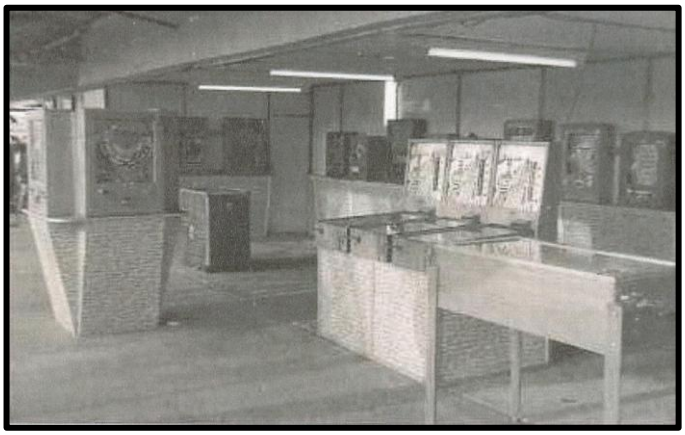




.

Above and Below, Botton Brother's Pleasure Beach, Amusement Park in Great Yarmouth 1952



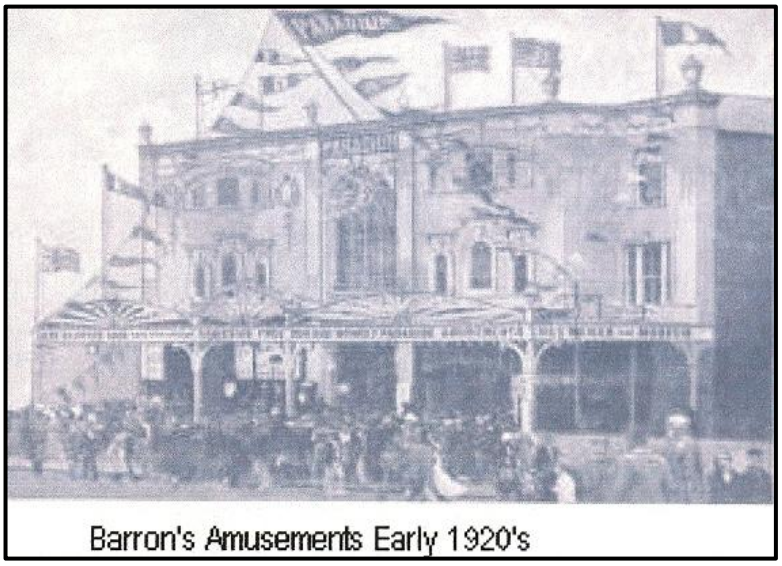


In 1952 David Bailey decided to stop traveling on the fairgrounds of England and took his family to Great Yarmouth, a major tourist destination on the East Coast of England, where he had obtained concessions from another traveling showman by the name of Botton, the Botton Brothers who had purchased an amusement park called The Pleasure Beach on the Great Yarmouth sea front from John Collins also a long standing showland family, The Botton Brothers who were also a famous showland family in the London area, had already achieved considerable success with another amusement concession known as Battersea Park, left over from the 1951 Festival of Britain attraction.

Albert Botton and his brother Jimmy were men of vision, their family had traveled the London and home counties fairground circuit for generations, with their big rides, but in the years after World War II when England was starting to recover from five years of war, they realised that the British public wanted to be entertained by more than just going to traveling fairs, they wanted to travel once again to places like Brighton, Bournmouth, Southend and Blackpool, where prior to World War II these very popular destinations for the families of soldiers that had just returned from fighting in the world war had been so popular, those families that had once took their children to paddle on the beach, ride the ponies and eat fish and chips in the seafront cafes and visit the Sportsland arcades wanted to have their fathers once again take them to the Seaside and visit these popular facilities that had added novelty games and coin operated machines along with the popular game of bingo or the ever popular Donkey Derby.

After two years with his concessions at The Pleasure Beach, David Bailey also got a concession at The Paradium, another popular amusement center on Great Yarmouth sea front, The Paradium was built in 1923, it was the very first purpose built amusement arcade to be built in England.

The Paradium was owned by the Barron family, another old traveling family headed by Clarance Barron one of seven sons of George Barron who had been amongst the first to introduce the first moving picture shows to England at the turn of the century along with another traveling showman called Randall Williams, George Barron along with Randall Williams were the early pioneers that expearimented with coin operated machines, while Randall Williams travelled the fairground circuits of England with his moving picture booths, George Barron's son Clarance Barron was operating some of the first coin operated phonographs designed and developed by Haydon & Urry who also developed some of the first moving picture projectors and who supplied them exclusively to traveling showmen.



Barron's Amusements Early 1920's



The Barron family opened the Paradium in 1923, it ran till 2005. *Clarance Barron.*

The Paradium built in 1923 was not only an amusement arcade, but a virtual family entertainment center of that era, it housed several side shows, a mirror maze, a live ammuntion rifle range as well as a dodgem track and numerous working models and other coin operated novelties.

David Bailey's concession in The Paradium was the Tin Can Alley, a game where a player would throw a soft ball and try to knock off the six cans that were stacked like a pyramid, this stall was run by me at age twelve, it was a disaster so much so that the Barron family told my late father that he did not have to pay any rent.

(My family would stay close friends to various senior members of the Barron family for more than 40 more years, in fact in the early 1960's, I became engaged to Georgie "Maggots" Barron III, daughter Madelaine, and although it did not last we remained friends through the 1980's)

In 1956 my elder sister Sylvia would marry her fiance Billy Burrows, another traveling showman from the Notts & Derby section of the showmans guild, by this time my father had got a taste of operating various fruit machines and jukeboxes, my mother who was only used to traveling on the fairgrounds found it difficult to settle down and live in an house, so my father decided that we would move back to the Midlands area of England and let my sister Sylvia and her new husband Billy Burrows run the Mundesley-On-Sea amusement arcade, myself along with my mother and father moved back to Belper, an established showman's winter quarters, where we started to install various fruit machines and jukeboxes in local pub's, clubs and café's.

In 1958 my father went to Germany and discovered that because of the German laws relating to coin operated gaming machines, any machine that was more than three years old, must be taken out of circulation, he could not believe what he saw, there were virtually 1,000's of perfectly good fruit machines just piled up at the back of the German distributors warehouses, they were offered to my father for just a few pounds each, and so started our getting into the coin machine business on a full time business, for the next couple of years my father would import these German mechanical fruit machines, convert them to the old British penny, and sell them to virtually every amusement arcade that was operated by traveling showmen or to the seaside arcades that had been created in recent years by other traveling showmen that had also settled down away from traveling the fairgrounds.

By 1960 my father was exhibiting at the Amusement Trades Exhibition in London, I had left home and opened a showroom in the midlands region of Derby, I was converting the old Mills fruit machines that were coming into England from the U. S. at the rate of 20 machines a week, then one day my father and mother came to see me, they said they were going back to live on the east coast and open another arcade, and would I come home and be with them, a short while later we went back to Mundesley-On-Sea, and ran my fathers conversion business, from the arcade that now belonged to my sister and her husband, after the summer of 1960 came to a close, my father was offered a concession to operate an amusement arcade at the side of The Lacon's Arms a popular Pub at Hemsby-On-Sea a small coastal village about 10 miles from Great Yarmouth, my father bought my mother a new house at Caister-On-Sea halfway between Great Yarmouth and Hemsby-On-Sea, this location turned out to be a small goldmine, and my father operated that until he retired in 1970.





Also in 1960, my brother-in-law and I started dealing in used Mills fruit machines, we would buy machines that were still on American coinage from The Phonographic Equipment Company Ltd for roughly £50.00 each, take them to a company called Mandry Brothers who would convert them to the English coinage and repaint them, we would then sell them to various traveling showmen and operators, we then progressed into operating in café's and pub's in the Norfolk area, in those days the best machines to operate was Bally Bingo's, and the new Bally Console models, after we had been buying these machines on a regular basis, Cyril Shack one of the directors of Phonographic Equipment Company Ltd offered to go into partnership in the operating end of our business, we formed a new company and called it Automatic Games & Music Co, Ltd, we soon became on of the largest companies on the East Coast. This went on for several years, my brother-in-law and I seperated and he started Burrows Games & Music Co, Ltd. I carried on as Automatic Games & Music Co, Ltd.









Cyril Shack Exclusive Bally flyers for Phonographic Equipment Co. Max Fine

In 1962 I went into partnership with Jeff and Henry Harris to friends of mine who had a jewelery shop in Great Yarmouth and worked a stall on Great Yarmouth market in the Summer months, they had a lot of connections in their home town of Peterborough, we formed Peterborough Automatics Ltd with Max Fine another director of Phonographic Equipment Company Ltd, who was also Cyril Shack's older brother (Although Max Fine died several years ago, Cyril Shack is still alive and well at age 90, just a few months ago, we spoke on the phone for more than two hours, the first time for more than 50 years) after several months, I sold my share of Peterborough Automatics Ltd to Jeff and Henry Harris (Who are still two of my closest friends, we still speak on a regular basis) Jeff and Henry bought the shares off of the directors of Phonographic Equipment Company Ltd, and they still run the business today.







Freddy & Jeff Harris New Jersey 2010. Freddy & Henry 1990. Freddy with Mike York 1986.

In 1969 Freddy Bailey had suffered a few setbacks along the way, he had got married, had two children, the marriage was a disaster, he had started to gamble and after his first wife walked out on him and took their kids, he decided to pack up and go to Ireland.

He gathered what he could in the way of cash, the princely sum of £300.00 he put a Sega slot machine on the back seat of his car and his father gave him a coin machine pusher that he had made, Freddy set out in his Vauxhall Victor car that had two bald tyres and one head lamp, and headed to Liverpool to get the ferry to Dublin, after arriving in Dublin Freddy approached Leo Cafolla who ran an arcade in O'Connell Street, after trying to convince several members of the Cafolla and DiVito families to let him fix their machines on a regular basis, he got the break he needed, he convinced one of the elders in the Cafolla family to let him convert some Ace Casino Royal machines, after that happened, every arcade owner in Dublin was chasing him to do work for them, within three years Freddy had become a major supplier of games to the arcade community, he also started operating slot machine all over Ireland, he then went into partnership with a Supermarket owner who had started a dance club over the supermarket, he convinced his partner to turn the dance club into a up scale disco, they called it The Zhivago Club, by 1971 the Zhivago Club had become the number one Night Club in Ireland.

By 1977 Freddy Bailey had become a leading distributor in Ireland, he was instrimental in forming the Irish Amusement Caterers Association, during this time Freddy still expanded his operating company and formed Automatic Games & Music (Ireland) Ltd and started dirstibuting various games, while on a trip to a trade show in Holland, he met Rudy Hommerson, who told him about a company in Germany that was producing a new video cocktail table, Freddy called the company, drove from Holland the same day, he arrived in Lich, a small town close to Frankfort at 10:00 pm the same night, and by 11:00 pm he had secured the exclusive distributorship for Ireland by purchasing one machine.

This meeting led to a strong relationship with Herman Otto Sulms and Reinhard Stompe the two principals of the original Video Games Gmbh, that would later merge into Video Games (United Kingdom) Ltd after one year together Freddy bought out his two German partners and formed Game World (Manufacturing) Ltd. The rest is history as described below.



Freddy with Reinharde Stompe & Otto Solms.



Reinharde Stompe with Joe York & Otto Solms.

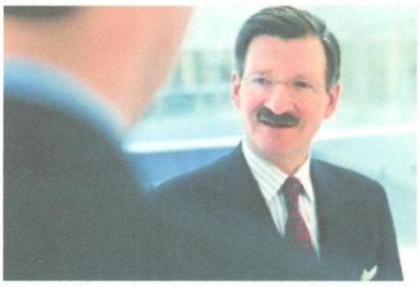
Freddy Bailey renewing his relationship with Reinharde Stompe & Otto Solms in 1986 when he secured the rights to the video game called Looping for both the U.K. and the U.S.A. Freddy as stayed in touch with his two ex partners, Reinharde Stompe who is running a Safari Resort in South Africa, while Otto Herman Solms is the Vice President of the Bundetag in Germany.

Hermann Otto Solms

From Wikipedia, the free encyclopedia

Hermann Otto Solms (born November 24, 1940 in Lich, Germany; also known as **Hermann Otto Prinz zu Solms-Hohensolms-Lich**) is a German politician of the Free Democratic Party (FDP).

From 1991 to 1998 he was Chairman of the FDP Bundestag Faction. Since 1998, he has been Vice President of the Bundestag.



Contents

- 1 Training and Career
- 2 Family
- 3 Party
- 4 Books

Training and Career

After completing his secondary education (Abitur) in 1960, Solms carried out his required military service and then completed a degree in Finance in 1964. He studied Economics in Frankfurt am Main and Giessen, Germany and Kansas, USA, finishing in 1969 with an economics degree and in 1975 with a doctoral degree in agriculture (*dr. agr.*).

In 1970 he began working as a researcher at the Institute for Environmental Management Studies at Giessen University and in 1973 he became the personal advisor of Bundestag vice president Liselotte Funcke. Since 1976 he has been an independent consultant.

Family

Hermann Otto Solms is married and has three children.

Party

Since 1971, Solms has been a member of the FDP, holding the post of Treasury Secretary from 1987 to 1999. After the death of his successor, Gunter Rexrodt, Solms was again appointed Secretary of the Treasury in the summer of 2004, confirmed on May 5, 2005 in Cologne by a majority of 90.6%.

He has been a member of the Bundestag (MdB) since 1980, serving as Deputy Chairman from 1985 to 1991, and as Chairman of the FDP Bundestag Faction from January 15, 1991 to October 26, 1998, at which time he was selected to serve as the Vice President of the Bundestag. He was selected for this office again in 2002 and in 2005.

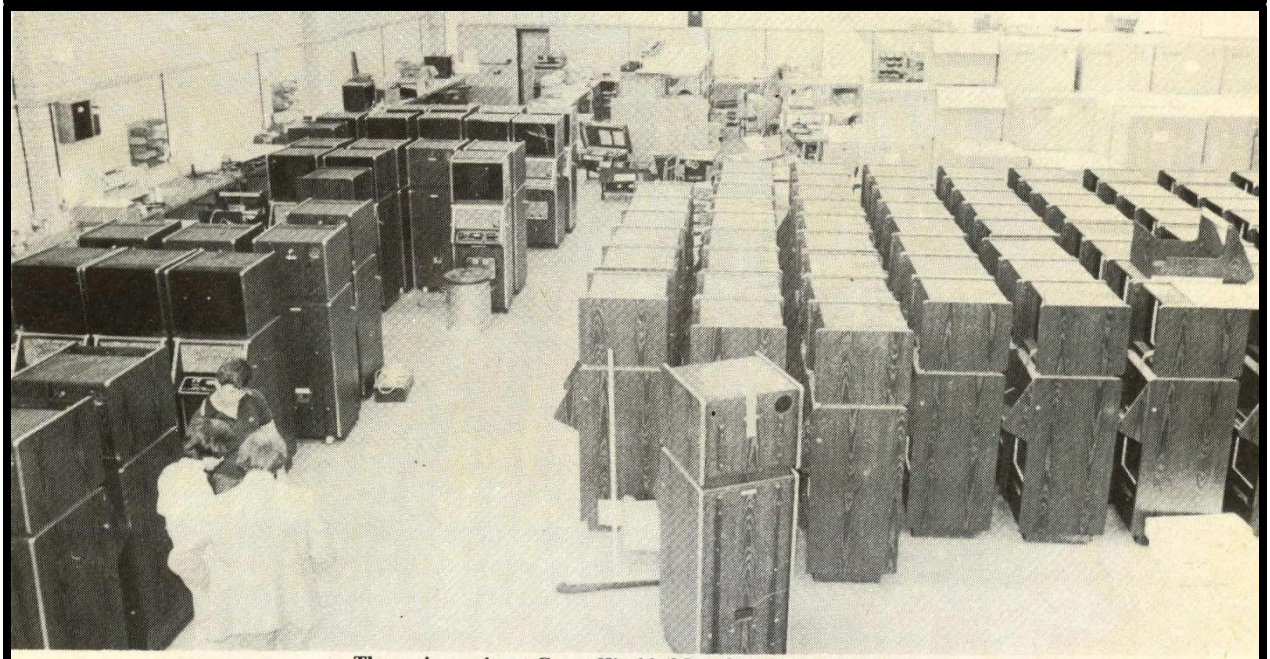
Books

Michael F. Feldkamp (ed.), *Der Bundestagspräsident. Amt - Funktion - Person.* 16. Wahlperiode, München 2007, ISBN 978-3-7892-8201-0



In 1977 Freddy Bailey became the exclusive distributor for England and Ireland for the games produced by Video Games Gmbh, in Germany. By 1979 Freddy Bailey and the directors of the German company had formed Video Games (U.K.) Ltd. In 1980 Freddy Bailey bought out the German directors and changed the name of the company to Game World (Manufacturing) Ltd.

VIDEO GAMES
UNITED KINGDOM LIMITED
NOTTINGHAM · ENGLAND



The main works at Game World (Manufacturing) Limited.



By 1981 Game World (Manufacturing) Ltd was one of the major video game companies in the U.K. they had expanded into not only manufacturing but also operating and distributing, they had opened a second facility, with not only a showroom but also an ultra modern suite of offices to accommodate Freddy Bailey's expanding empire









Video Games designed and produced by Game world (Manufacturing) Ltd between 1979-82



Triple Game Console featuring Space Invaders I & II and Lunar Rescue, (Licensed from Taito) with player stools for arcade operation in 1979.









By 1981 The Game World Group were known all over the world, Freddy was seen at every major trade show, making deals to license games from all of the major manufacturers.



The luxurious showroom of The Game Worlf Group that housed Freddy Bailey's personal collection of antique slot machines, pinball machines and jukeboxes, that would be destroyed in a mysterious fire at the premises of Game Worlds outside shipping company in 1981.





The Game World Group Booths at many of the Major International Trade Shows in Europe.





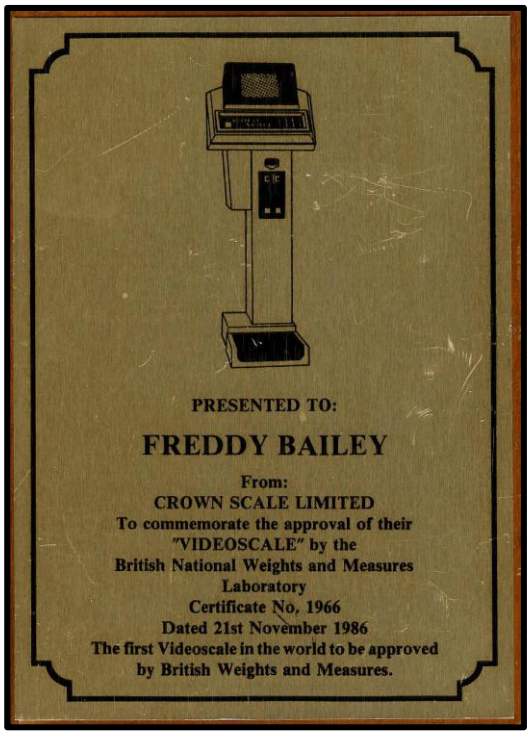
Freddy Bailey was personally responsible for all of the cabinet designes at Game World (Manufacturing) Ltd, Freddy Bailey always thought of the serviceman when designing.





In 1983 Freddy Bailey started working with two young Italians by the name of Daniel Tumidio and Maximo Portolani who owned a company in Italy called D.P.S (Digital Portrait Systems) and secured the rights to the U. K. for an Horiscope machine that they were developing, the machine was not a success, but Freddy saw the potential in these two young electronic geniouses, he quickly formed a working relationship with these two young men, and together they developed a coin operated Video Weighing Scale, but greed got in the way and Maximo Portolani and his partner split up, something that Freddy had antisipated at an early stage of their relationship, so much so that when Freddy wrote up their agreement, he wrote it in such a way that he could choose who he would continue to work with in the event that the two partners split up, Freddy chose to work with Daniel Tumidio, and after serving an injunction on Portolani who was trying to produce an exact copy of Freddy's video scale.

By 1986 the new Video Scale had passed the rigid testing and was approved by the British Weights and Measures Department, the first Video Scale in the World to get this approval. That year Freddy won an award for his Scale at the Amusement Trades Exhibition in London





At this time Freddy had joined forces with a new public company called Leisure Investments PLC, and formed Crown Scale Ltd, and because of the success of the Video Scale, the board of directors decided to only operate the Video Scale and not sell it, over the next year, Crownscale Ltd installed more than 1,000 Video Scales in every major location in the U. K. but destony once again would not treat Freddy Bailey fairly, the public company had expanded into so many different fields that included casino's, race track, pool halls and even a sports book in Las Vegas that the company was forced into liquidation and suspended from the stock exchange. Freddy who had taken stock in the company that could not be sold for three years, was left holding millions of pounds worth of stock, and had to watch in horror as his fortunes once again slipped away.





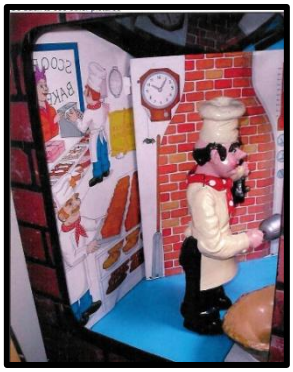




Freddy Bailey licensed The Yolkels characters exclusively from his friend David Garrett in 1985, on a world wide basis for anything coin operated, an agreement that is still in force.







The Scoopy Capsule Vender was first made as a gumball machine in 1928, in 1981 Freddy Bailey met a character called Thurston Schultz who had created a coin operated capsule vender styled on the 1928 gumball machine, Freddy made a deal with Thurston Schultz to produce it under license for the U.K. and The Game World Scoopy was patented by Freddy Bailey and produced in a limited quantity, several of these have appeared recently on EBay.

Freddy Bailey sold his company to the ill fated Leisure Investments PLC in 1989, after the company crashed he was left holding a large amount of worthless stock in the company, and since that time he has lived in the United States, where he has had considerable success as a operator as well as a creator of various products to help the coin machine operator to succeed, including the first amusement center located in a McDonalds fast food restaurant, he created the first pre-paid phone card machine, the first video based weighing scale, he has recently wrote a book on the history of the coin operated machine industry of the 1930's, as well as writing numerous articles on the coin machine industry of today, a passion that he still has, even after all of the up's and downs that he has endured in an industry such as his, can cause one, if they are careless and not sensible with their wealth, something that Freddy could not master, but he says he has no regrets, just like Frank Sinatra says in the song "I Did It My Way" . Freddy is now 73, he still as the drive, if not the money, but he states a quote from another popular Frank Sinatra song "That's Life".

Freddy is now writing a fictional novel based on probably the best known character that as ever been known in the coin machine industry, his late and dear old friend of 40 years Marty Bromley, a project that he feels is his best project in 65 years of being in the Coin Machine Industry. Freddy's motto is "Knowledge is Good, Vision is Great, Imagination is Everything".