



# BACK BY POPULAR DEMAND

# Eight Ball Deluxe

Bally®

Loosen up those trigger fingers, Sharpshooters...

Eight Ball Deluxe is back in town with a new look that's right on target for today's market.



*Limited Edition*

Eight Ball Deluxe returns in a Special Limited Edition. With an all new contemporary cabinet design it's ready to take on any hustler gunning for high scores and pinball excitement. Taking a cue from Bally's famous 8-Ball, the Deluxe Special Edition is a full-rack of extra features: 3 flippers, several shots with continuous build-up and the ever popular backbox carry-over feature that will challenge the best of sharpshooters!

Bally®  
PINBALL DIVISION

90 O'Leary Drive, Bensenville, Illinois 60106, U.S.A.  
Telephone: (312) 860-6400



PRINTED IN U.S.A.

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## BALLY ANNOUNCES THE RETURN OF EIGHT BALL DELUXE

### CHICAGO:

To meet the increasing demand for the return of Eight Ball Deluxe to the arcade scene, Bally has reintroduced its popular pinball game as "EIGHT BALL DELUXE--SPECIAL LIMITED EDITION."

"We knew Eight Ball Deluxe would be popular," explains Paul Calamari, Vice President Sales for Bally Pinball Division, "but we never anticipated this! It started with Eight Ball, which was an initial success. But the added features on Eight Ball Deluxe just took the arcades by storm."

The new Eight Ball Deluxe -- Special Limited Edition includes all the special features of the original model. The cabinet design, however, has been changed to add even more excitement to its return to the market.

Like 8-Ball Deluxe, the special limited edition carries a contemporary Western theme and all the popular extras of its predecessor: 3 flippers, several shots with continuous build up, and the popular black box carry-over feature.

To score the D-E-L-U-X-E, players must first make a series of "pool ball" drop targets. After a series is hit, followed by dropping the 8-Ball target, the D-E-L-U-X-E lights and a bonus is awarded. Completing D-E-L-U-X-E lights a letter in the black box carry-over features.

A Bank Shot lane awards bonuses and special when hit. But to reach the Bank Shot target, four multiplier drop targets have to be hit in the lane first.

Other playing features include a left lane for increasing scores each time the lane is entered, plus Extra Ball and Special scoring, and a right lane to build up special points by hitting the 8-Ball target in the corner pocket.

The new Eight Ball Deluxe--Special Limited Edition also features new thumper assemblies, plus new Wedge-base bulbs, lamps and sockets for longer life and ease of maintenance

Bring back the challenge and excitement of Eight Ball Deluxe for bigger profits than ever before! Shoot for Bally's Eight Ball Deluxe--Special Limited Edition, available now at Bally distributors.

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For Further Information Contact;

Mr. Tom Nieman, Vice President Marketing  
Bally Pinball Division  
90 O'Leary Drive  
Bensenville, Illinois 60106  
(312) 860-6400  
TWX Number: 910 6500 377



**YOU'RE INVITED  
TO WATCH BALLY  
KICK OFF  
ANOTHER GREAT  
YEAR!**

# Who's going to the Bowl games? Bally!

This has been quite a year for Bally.

Among other things, it's the first year of national corporate advertising for the company, with four-color two-page ads appearing in many national magazines.

Bally's national advertising campaign is designed to create a broad awareness of the many activities of the corporation...activities which are all related to providing Americans of all ages with the kind of wholesome leisure time recreation that is an essential part of a healthy lifestyle.

Now, we're bringing 1982 to a close, and kicking off 1983, with a spectacular appearance by Bally at six of the nation's premier college football Bowl games.

For the first time, Bally will be on national network TV, and on the Entertainment Sports Network (ESPN) with commercials in all of these games.

As a result, more than 76 million people will have a chance to see what Bally is today.

The bowl games will all be on both your local NBC-TV station, and ESPN.

We hope you and your family and friends will tune in, enjoy some great football, and have the pleasure of seeing your company, Bally, on national TV.



## Bally's Bowl Schedule

|                                                                       |                                        |                |
|-----------------------------------------------------------------------|----------------------------------------|----------------|
| <b>INDEPENDENCE BOWL</b><br><b>WISCONSIN vs.</b><br><b>KANSAS U.</b>  | Saturday, December 11,<br>8 p.m. (EST) | Shreveport, LA |
| <b>HOLIDAY BOWL</b><br><b>BYU vs.</b><br><b>OHIO STATE</b>            | Friday, December 17,<br>9 p.m. (EST)   | San Diego, CA  |
| <b>TANGERINE BOWL</b><br><b>AUBURN vs.</b><br><b>BOSTON COLLEGE</b>   | Saturday, December 18,<br>8 p.m. (EST) | Orlando, FL    |
| <b>CALIFORNIA BOWL</b><br><b>FRESNO vs.</b><br><b>BOWLING GREEN</b>   | Saturday, December 18,<br>3 p.m. (EST) | Fresno, CA     |
| <b>HALL OF FAME BOWL</b><br><b>AIR FORCE vs.</b><br><b>VANDERBILT</b> | Friday, December 31,<br>2 p.m. (EST)   | Birmingham, AL |
| <b>BLUEBONNET BOWL</b><br><b>ARKANSAS vs.</b><br><b>FLORIDA</b>       | Friday, December 31,<br>8 p.m. (EST)   | Houston, TX    |

## An award from Bally, to the best high school football players in America.

a half-time presentation sponsored by Bally.

And you'll learn about a special Bally award to recognize these outstanding players: the Bally All-American Football Team Award, which includes a plaque for each player, and \$3,000 worth of athletic equipment for the high schools where each of these top athletes played.

If you watch the BlueBonnet Bowl, on Friday, December 31, you'll not only see great football, and Bally's exciting TV commercial... you'll also see the top 23 high school football players in America, during

### THE 1982 BALLY PREP ALL-AMERICAN FOOTBALL TEAM AWARD.

## A great kickoff, for another great year!



This exciting schedule of appearances by Bally on many of the nation's foremost Bowl games is a fitting conclusion to a great 1982.

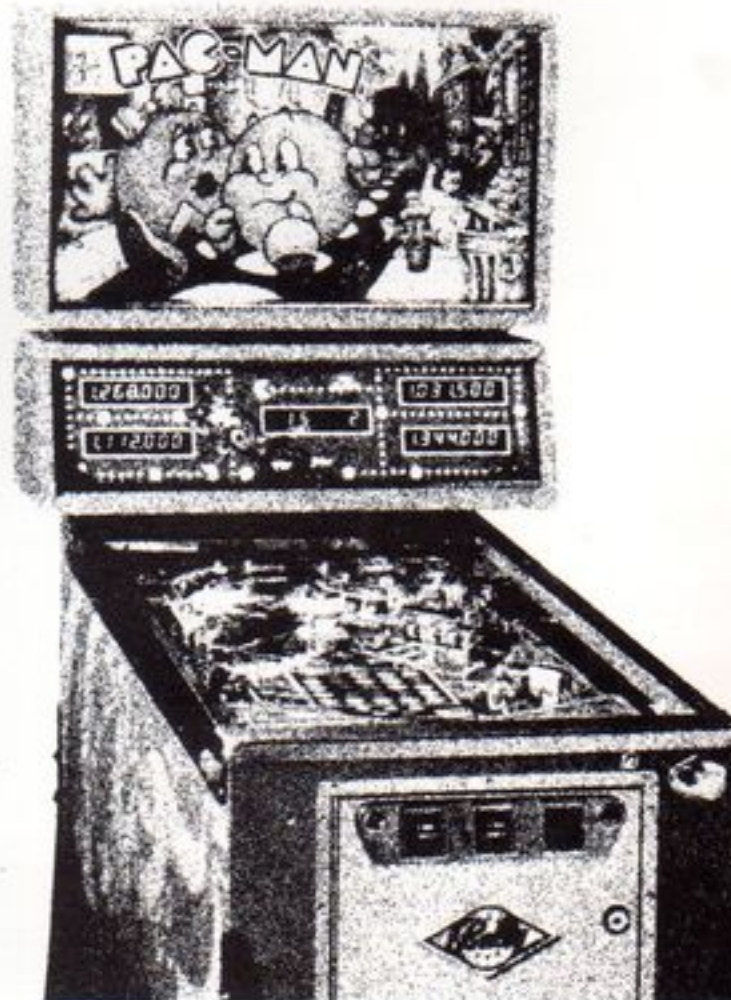
It's also the perfect kickoff for the great year to come.

There's no question, we've got a great team at Bally.

And we're in for another great year.

So tune in. (Consult your local TV listings for the date in your area.)

You'll see lots of great football. And a company you have every right to be proud to be a part of.



**Bally<sup>®</sup>**

**Fun is our business**

Bally Manufacturing Corporation, 2640 W. Belmont Avenue, Chicago, Illinois 60618



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