



# Department of Justice

FOR IMMEDIATE RELEASE  
THURSDAY, JUNE 28, 1972

The Department of Justice filed a civil antitrust suit today charging Bally Manufacturing Corporation of Chicago, Illinois, with conspiring with its distributors to allocate territories for the sale or lease of the company's amusement and gaming equipment, including slot machines, pinball machines and arcade games.

Attorney General Richard G. Kleindienst said the complaint, charging Bally with a violation of Section 1 of the Sherman Act, was filed in the U.S. District Court in Chicago.

The suit alleged that since at least 1967 Bally has allocated to each of its distributors an exclusive market territory within which to confine its sales or leases of Bally amusement and gaming equipment.

The suit also alleged that Bally has required its distributors to refrain from selling or leasing Bally equipment to customers located in another distributor's territory, and that Bally has enforced adherence to these exclusive territorial arrangements by policing the sale and lease of its equipment by its distributors.

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Acting Assistant Attorney General Walker B. Comegys, in charge of the Antitrust Division, said that as a result of these practices, competition in the sale, lease and distribution of Bally amusement and gaming equipment has been eliminated, that Bally distributors have been prevented from selling or leasing such equipment to customers of their own choice, and that purchasers or lessees have been deprived of the opportunity of buying or leasing such equipment from distributors of their own choice.

The complaint asked for a permanent injunction against the continuation of Bally's territorial allocation practices.

The suit also asked that Bally be ordered to notify all its amusement and gaming equipment distributors that they are free to sell those products at such prices, to such persons, and in such areas as they may freely choose.

Bally sells its amusement and gaming equipment through approximately 85 distributors located throughout the United States and in foreign countries. Its domestic sales of such equipment in 1970 amounted to about \$11.3 million.