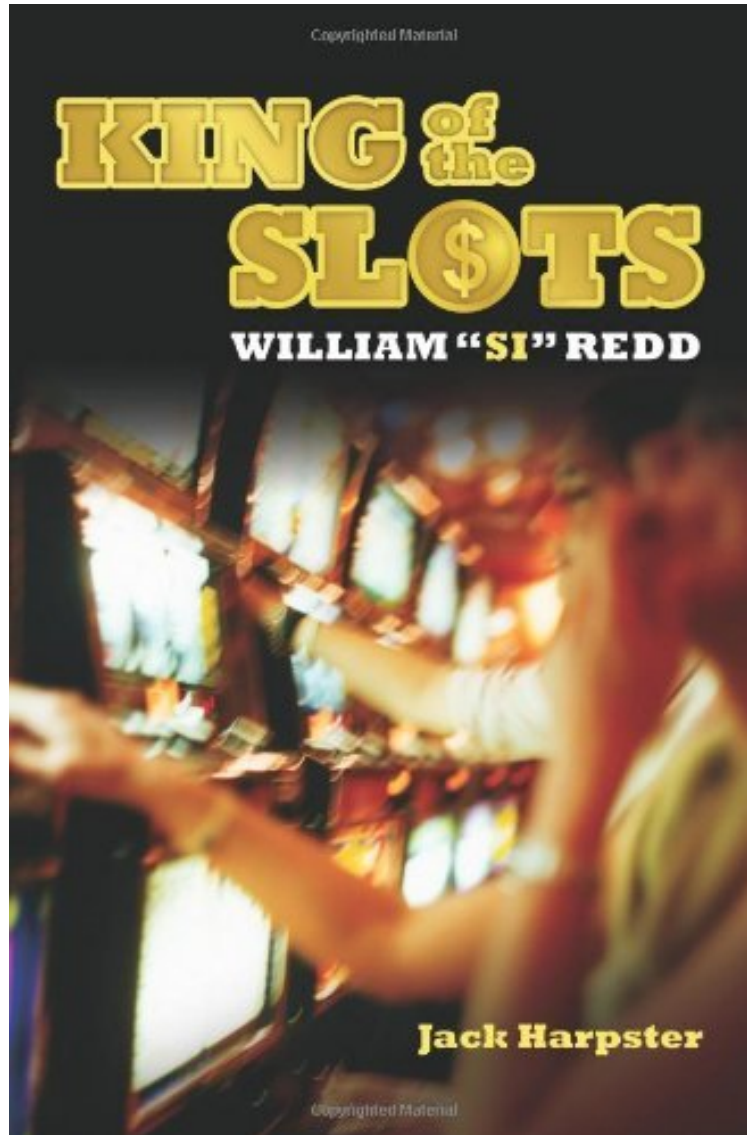


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## King of the Slots: William quot;Siquot; Redd

Jack Harpster

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**Jack Harpster : King of the Slots: William quot;Siquot; Redd** before purchasing it in order to gage whether or not it would be worth my time, and all praised King of the Slots: William quot;Siquot; Redd:

0 of 0 people found the following review helpful. Five StarsBy Traci MccartyExcellent book on Si Redd. Extremely well written.2 of 3 people found the following review helpful. Excellent bio of an important casino pioneerBy Dave SchwartzSi Redd might have had a bigger impact on American casino gambling than anyone else in the years 1960 to 1990. Redd was a distributor for Bally's in the years when the slot-maker pioneered in the electro-mechanical market, creating machines with more entertainment value and higher jackpots. Without these machines, slots would likely

have not eclipsed table games in revenue, as they did in the 1980s. Later, he founded International Game Technology (IGT), and did more to bring video poker and wide-area progressives to wide popularity on the casino floor than anyone else. Redd wasn't an engineer—he was a salesman. This doesn't diminish his importance to the development of new slot technologies; casino managers needed to be convinced to give the new machines a chance, and Redd had few rivals as a salesman. He also had the vision to encourage innovation and invest in developing new ideas that others might have turned down. In *KING OF THE SLOTS*, Jack Harpster traces Redd's career, from his childhood as a sharecropper's son in rural Mississippi, to his start in the coin-operated amusement business with pinball machines and later jukeboxes, to a successful career as a machine route operator and distributor, to a second career in Nevada as a slot salesman and, eventually, manufacturer. Harpster packs an incredible amount of detail—based on exhaustive research—into this biography, giving the reader a surprisingly vivid portrait of Redd. He is to be commended for drawing on a range of sources and melding them into a readable story. Despite his renowned philanthropy, Redd wasn't all sweetness and light—as a hard-headed negotiator, he didn't always make those he did business with happy. Towards the end of his life, he had a series of regulatory reverses that may have tarnished his legacy. Similarly, Redd didn't always have the Midas touch when it came to business. It's to Harpster's credit that he doesn't minimize these negatives, and they make his biography of Redd feel more balanced and more accurate for their inclusion. Even Las Vegas and casino history buffs will learn quite a bit from *KING OF THE SLOTS*. It's a well-researched look into the life of an important, but undeservedly lesser-known, gaming pioneer. It deserves a place in everyone's Nevada/gambling library.

This book offers the first full-length biography of the man often described as one of the most influential and innovative people in the gaming industry over the past 50 years. • Original research that includes interviews with more than two dozen gaming-industry insiders • Presents oral histories, including two by Redd himself, corporate records from gaming machine manufacturers, gaming industry journals, newspapers, and gaming scholars books and reports • Includes 30 photographs of prominent people, places, and events, and gaming machines that figured in the life of "Si" Redd

"Harpster packs an incredible amount of detail—based on exhaustive research—into this biography, giving the reader a surprisingly vivid portrait of Redd. He is to be commended for drawing on a range of sources and melding them into a readable story. . . . Even Las Vegas and casino history buffs will learn quite a bit from *King of the Slots*. It's a well-researched look into the life of an important, but undeservedly lesser-known, gaming pioneer. It deserves a place in everyone's Nevada/gambling library." - dieiscast.com "As a longtime pinball machine and jukebox distributor, Si Redd's insight and drive had a profound effect on the evolution of modern-day casino slot machines. Through his development of video poker slots, the first million dollar jackpot, and the founding of International Game Technology -- today the world's largest manufacturer of coin-operated gaming machines -- Redd's innovations have had an unparalleled affect on gaming worldwide. Jack Harpster's biography portrays the remarkable story of this colorful individual who was a predominant figure in the development of today's casino gaming industry." (Marshall Fey, grandson of Charles Fey, the inventor of the three-reel slot machine, and author of *Slot Machines: America's Favorite Gaming Devices*) "Si Redd is truly one of the founding fathers of the gaming industry. It's hard to imagine what our industry would be like today without him. Si's vision led to the birth of video poker and wide-area progressive jackpots -- two games that helped revolutionize and enrich the gaming experience, and have become favorites of millions of casino players across the country. But the visionary businessman was just one side of Si. Those of us who knew him saw another side as well: a philanthropist dedicated to creating a better community for all. The man you're about to read about led a truly inspiring life, and this book will help ensure that his legacy to our industry and our community will not be forgotten." (William S. Boyd, Executive Chairman of the Board, Boyd Gaming Corporation) About the Author Jack Harpster worked in business management in the newspaper industry for 43 years.