

The Chester Pollard Company, (Research by Freddy Bailey)

As I go thought all of my files on the Chester Pollard Company, it could be questionable if indeed they ever did go into production and produce their Baseball machine.

On the following pages you will see and read about the various claims regarding the Baseball game first called “Let’s Play Ball” and then simply “BaseBall”.

In August 1929 Chester Pollard announced the production of their Baseball game,

In September 1929 Chester Pollard advertised their “Play Ball” game, offering various territories to operators.

In the September issue of Automatic Age in another section, there is an article where Frank Pollard claims that their “Play Ball” game as been thoroughly tested “With gratifying results”

In November 1929 Chester Pollard advertised their Baseball machine was in production, and orders were being taken.

In December 1929 Chester Pollard advertised that their “Baseball” game was being delivered the week of January 6th, 1929.

In January 1930 Chester Pollard claimed that their first producytion of 500 games was being produced and orders were being taken subject to the “Trial” games.

In February 1930 Chester Pollard announced that their “Play Ball” game was nearly ready and that Frank Pollard (President) would be in attendance at the Chicago Show, and every effort would be made to have their new baseball game there along with the other sports games produced by the company.

In August 1930 Chester Pollard announced in the trade press, that “Baseball” The Masterpiece of Sport Machines has been accepted by New York’s leading hotels and is proving the greatest money-earner of any mechanical game ever installed in these important locations.

In the February issue of The Coin Machine Journal of 1932, where they claim that Chester Pollard is developing an intricate Baseball machine which promises to be a sensation when it is ready for the market.

CHESTER-POLLARD ANNOUNCES NEW BASEBALL GAME

About five years ago, when the Chester-Pollard Company brought out their interesting automatic Football game, the pioneer of all sport machines in this country, they announced that they would proceed to manufacture and exploit three other games, comprising a series to be known as the "Four Major Sports," a quartet of sport machines reproducing Football, Golf, Horse Racing and Baseball.

The success of the football game was so great that the Chester-Pollards, who had formerly confined their activities to the manufacture of concession games for amusement parks, were obliged to move from their modest work-shops on West 45th. Street, New York, to a large factory building in the historical section of Manhattan which is known as Greenwich Village.

The Golf Game was the second of the series to go into production, and this attractive and dignified sport machine proved to be something of a revelation. Hotels of distinction and high-class clubs that had never before consented to install coin-controlled amusement devices were not only willing but eager to acquire Golf Games for the entertainment of their guests or club members.

The International Derby, a fascinating race-horse game, was the third of the series, introduced about eight months ago, and the Chester-Pollards found themselves in possession of another big money-maker. But the chief ambition of the company was to build a baseball game that would reproduce in a mechanical way all the essential features of our national pastime. It was the most difficult of the four sport machines to

build, but the Chester-Pollard engineers were equal to the task, and gradually overcame all mechanical problems that presented themselves.

The first Baseball Game to be built was placed on trial location about a year ago in New York City, and its success has been such as to assure the public that they have perfected a sport machine that is truly a masterpiece. The game, like the other products of the company, is essentially a game of skill, played by two persons in competition (one representing the team at bat and the other representing the team in the field. For each five-cent piece inserted in the coin-slot, a half-inning is played, or until there are three "outs." The machine is not electrically controlled, the batting and scoring of runs depending entirely upon the dexterity of the competing players in manipulating the levers governing the mechanism.)

Now that the Chester-Pollards have successfully launched their International Derby, they are going into production with the fourth offering of their sport series. Much interest has been evinced by operators throughout the country in the forthcoming Baseball Game, as it is a well known fact that any production from the Chester-Pollard plant is sure to be an exceptional piece of workmanship. Fifteen years of experience in the invention, manufacturing and marketing of mechanical devices have placed the Chester-Pollard organization in a position to guarantee their games as sport machines of the finest quality. Much is expected of the Baseball Game, and it is safe to say that all expectations will be realized.

A reprint from the August 1929 edition of Automatic Age.

Chester-Pollard *Entertainment Service*



THE FOUR MAJOR SPORTS

1—Baseball

3—The Derby

2—Golf

4—Football

WITH the introduction of the Chester-Pollard Baseball Game, we fulfill our promise to build four types of automatic games, as perfect mechanically as it is humanly possible to make them, and faithfully reproducing the four predominating sports—the only sports worth while presenting in an automatic way, as reproduction of the minor pastimes would not attract public interest. To quote Ethel Barrymore's famous speech about her play: "*That's all there is—there isn't any more!*"

These games are leased in given quotas to operators for distribution in restricted territories, under the protection and for the life of our patents. The operator, in turn, makes installations in Hotel Lobbies, Clubs, Railway Stations, Etc., on a percentage basis.

CHESTER - POLLARD

AMUSEMENT COMPANY, Inc.

188 West 4th Street

New York, N. Y.

A reprint from the Sept 1929 edition of Automatic Age

FAR-REACHING POPULARITY OF THE "FOUR MAJOR SPORTS"

Since starting into production on their latest sport machine, "Play Ball", the Chester-Pollard Amusement Company, of New York, is being overwhelmed with inquiries from all over the country regarding their new product, which, they state, completes the cycle of the "Four Major Sports"—Football, Golf, Horse Racing and Baseball.

In manufacturing this quartet of automatic games representing the four leading sports, the Chester-Pollards have given to the public a series of amusement devices commanding admiration throughout the automatic world, as the ingenious mechanism of each sport machine has demonstrated that the inventors and engineers of the company are men of great resources and experience in their respective lines.

Mr. E. F. Chester, President of the organization, is particularly enthusiastic over the advent of the new Baseball game, which, he says, has been thoroughly tested with the most gratifying results. "As everybody knows," Mr. Chester goes on to say, "baseball is a sport that presents such a great variety of plays that to reproduce the game mechanically was no easy task. In fact, I'm free to confess that our inventors and engineers worked for a long time with their plans and experiments before they were satisfied that they had produced an automatic device that was truly representative of our national pastime—a sport machine that actually showed all the essential features of the good old American game.

In my opinion, there are just these four spectacular sports—baseball, football, golf and horse racing—that

lend themselves to effective reproduction in an automatic way. Of course there are many other games, but these four are the pastimes that are uppermost in the public eye. We've had great success with the predecessors of our Baseball Game, and there is every reason to expect the new sport machine to meet with equal, if not even greater popularity.

"It's a source of much satisfaction to myself and my associates that Chester-Pollard games are now to be seen in operation not only everywhere throughout the United States and Canada, but in other important countries as well. Our representatives in England, Snape & Hargreaves, with headquarters in Blackpool, write us that the games over there are winning much favor, and similar reports come from Australia, South Africa and other foreign lands—even such far-off countries as China and Japan."

Moving Target Moved to New Factory

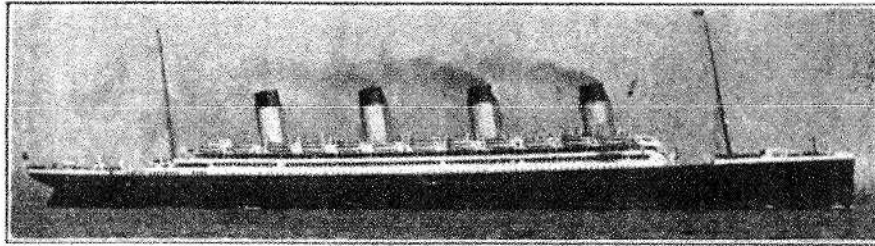
D. Gottlieb & Company of Chicago has recently moved into a new factory location and is getting production on the new moving target machine well under way again. The firm reports splendid interest in the new target as shown by inquiries and orders. The new factory building permits larger room for expansion, and is a light, airy structure that facilitates good working conditions for all the manufacturing operations.

She: "I'm a good girl. I've got to draw the line some where."

He: "Yeah! Well, show me the mark."

A Reprint of an add from the September 1929 edition of Automatic Age.

Contributing to the Success of Legitimate Coin-Controlled Devices



CHESTER-POLLARD GAMES

Football — Golf — Horse Racing — Baseball
NOW TRAVELING THE SEVEN SEAS!

On 82 Ocean and Coastal Passenger Ships. Recent installations, White Star Line between New York and Southampton, England. In Railroad Stations of the Pennsylvania; Lackawanna; Jersey Central; New York, New Haven & Hartford; Chesapeake & Ohio; Southern; Seaboard Airline; Nickel Plate, and in many of the great Terminals controlled by the Terminal Companies. In Lobbies of Leading Hotels and Clubs, and thousands of other locations in the United States and eleven foreign countries.

Territory Still Open

All territories not mentioned below have been leased. Games now in fifth year of successful operation. Ask the men who have them.

FOOTBALL—Indiana, Western Ohio, Eastern Half of West Virginia, the Dakotas, Philippine and Hawaiian Islands.

GOLF—Missouri, Nebraska, Minnesota, Colorado, Kansas, Arkansas, Wyoming, the Dakotas, Idaho, Philippine and Hawaiian Islands.

DERBY—Ohio, Illinois, Wisconsin, Indiana, Western Pennsylvania, West Virginia, Florida, Louisiana, all States West of the Mississippi, Philippine and Hawaiian Islands.

BASEBALL—Now in production, and orders being taken for Options on Territories, subject to results of trial games.

FOR ALL FURTHER PARTICULARS WRITE OR WIRE

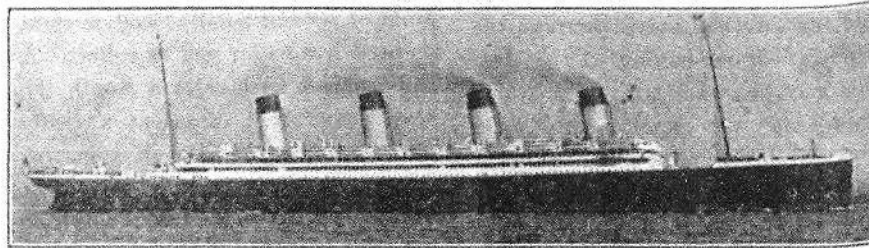
CHESTER-POLLARD
AMUSEMENT CO., Inc.

188 West 4th Street

New York City

Reprint from an add in the November 1929 edition of Automatic Age.

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GOLF—Missouri, Nebraska, Minnesota, Colorado, Kansas, Arkansas, Wyoming, the Dakotas and Idaho.

DERBY—Ohio, Illinois, Wisconsin, Indiana, Western Pennsylvania, West Virginia, Florida, Louisiana and all States West of the Mississippi.

BASEBALL—Now in production on first 500 machines, and orders being taken for options on territories, subject to results of trial games. First deliveries week of January 6th, 1930.

FOR ALL FURTHER PARTICULARS WRITE OR WIRE

**CHESTER-POLLARD
AMUSEMENT CO., Inc.**

199 West 4th Street

New York City

Reprint of an add in Automatic Age December 1930 edition.

Entertaining the Traveling Public with High-Class Sport Machines



Union Station, Toronto, Canada

CHESTER-POLLARD GAMES

Football — Golf — Horse Racing — Baseball

To be seen in operation in Railway Stations of the Pennsylvania; Lackawanna; Erie; New York, New Haven & Hartford; Chesapeake & Ohio; Southern; Seaboard Airline; Nickel Plate; Chicago & Eastern Illinois, and in many of the Union Stations controlled by the Terminal Companies. Installed on 82 Ocean and Coastal Passenger Ships; in leading Hotels and Clubs, and thousands of other locations in the United States and eleven foreign countries.

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FOR ALL FURTHER PARTICULARS WRITE OR WIRE

CHESTER-POLLARD

AMUSEMENT CO., Inc.

188 West 4th Street

New York City

A Reprint of an advert from January 1930 of the Automatic Age.

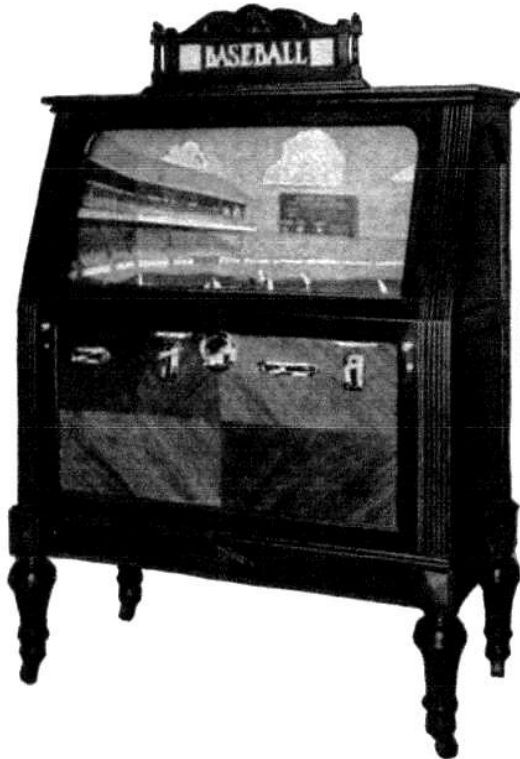
Baseball Machine Ready

The Chester-Pollard Baseball Games are almost ready for the market, the production model having been completed to the satisfaction of the engineers of the Company, and placed on location in the recreation rooms of one of the leading clubs of New York City. During the experimental operation of the game, the Chester-Pollards will make sure that there are no mechanical defects, and when assured that the machine is flawless, will immediately complete the building of the first five hundred games at present under construction.

E. F. Chester, President of the Company, will be in attendance at the Chicago show, making his headquarters at the Chester-Pollard booth, where he will be pleased to meet visiting operators. He has informed us that every effort will be made to have one of the new Baseball Games in display, together with the other sport machines manufactured by his Company.

Article in the February 1930 edition of Automatic Age

BREAKING ALL RECORDS— CHESTER-POLLARD BASEBALL GAMES



The Masterpiece of Sport Machines has been accepted by New York's leading hotels and is proving the greatest money-earner of any mechanical game ever installed in these important locations. Hotels and Clubs throughout the U. S. and Canada are anxiously awaiting installations.

Played as Real Baseball Is Played

The Reasons Why The Game Is a Masterpiece:

- No. 1—The Pitcher delivers the ball to the Batter. Unless the Batter connects with the delivery, it is a ball or strike. If four balls are delivered, the batter "walks" to first base.
- No. 2—The Batter may bunt or hit the ball hard. When running to bases the runner's progress is shown by a series of little lights along the base paths.
- No. 3—The Fielders stop the ball and return it to the base where the play is to be made. Should the ball reach the base in time to head off the runner, an out is registered.
- No. 4—The Score Board registers each out, strike and run.
- No. 5—Other features: A runner can steal bases; the ball can be knocked over the bleachers for a home run, and, in fact, every play can be made as in the actual game of baseball.

Chester-Pollard Amusement Co., Inc.

Manufacturers of the Successful Football, Golf and Derby Games, the Balloon Racer, Kentucky Derby and Cony (Rabbit) Race.

188 West Fourth Street

New York City

Reprint from the August 1930 edition of Automatic Age

THE Aurora Manufacturing Corporation, of New York City, in this issue offer to the trade a new and up-to-date vending machine called the Aurora No. 3. This new type variety merchandise vender has many interesting features that are of great value to the operators who will appreciate a vending machine of this kind, particularly considering that it has a double changeable delivery device, which makes it possible to vend a great variety of merchandise as, for instance, from the smallest to the largest nuts; even small toys, marble, ball gums, etc.

It is constructed of heavy sheet steel and has a slug-proof mechanism. Its appearance is attractive and will appeal to the public at large.

By Harry S. Durland

An interesting development in the trend of sales through vending machines is the steadily increasing demand by the public for heated nuts.

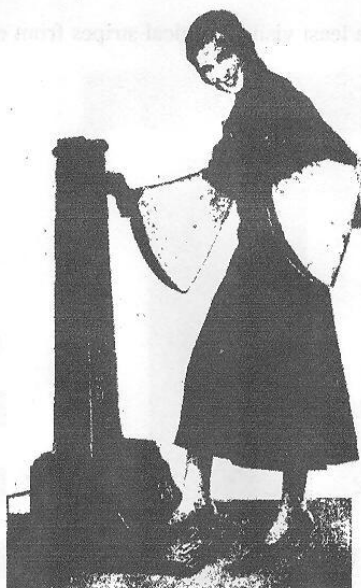
An unusually attractive vender of unique design and sturdy construction with a heating unit that costs only 1½¢ per day to operate is now being extensively marketed by the Metcraft Corporation, of New York City.

Operators who have been operating machines of this type find that their patrons are fast finding out that warmed nuts are twice as tempting and appetizing as when they are served cold. This particular machine mentioned above with a red flasher in front of a smartly designed machine have made these "Tasty Hot" venders welcome in the most fastidious locations.

With their usual thorough methods, the Chester Pollard Company is developing an intricate baseball machine which promises to be a sensation when it is ready for the market.

The machine will require two players, each representing a team and practically all of the plays such as stealing bases, foul balls, force outs, etc., can be played simultaneously. The machine should be popular.

The Recreation Specialties Company announces a new ball table. The outstanding feature of this table is that it is possible for two to play at the same time. A nickel evenly divides 16 balls. Watch for the announcement of this machine in this magazine.



Hiboy Shoe Shining Machine

This is a new type of shoe shining machine with futuristic design manufactured by the Berghman Company of Chicago. (See advertisement in this issue.)

The machine is electrically driven and can be supplied in any voltage. On the left of the machine is a tray holding a dauber and on the right is a cup and a ring to hold a can of polish. There are no moving parts except the motor and the reduction gears, which operate quietly in transmission grease. The castings throughout are finished in porcelain enamel.

AT THE FAIR this year in Leipzig, Germany a vending machine for the sale of penny lines of sewing material, such as yarn for darning, sewing cotton and thread, as well as needles.

MAR-BALL

The winner of all games

SAMPLE

\$59.50

Write for prices on quantity lots

DIXIE MUSIC CO.
Miami, Fla.

The Coin Machine Journal is always first with the latest.

SURPRISE

Brand New.

The Hottest,
Niftiest, Fastest,
Shootinest Game
Ever Produced.

A DIFFERENT MACHINE

More play for the Money
and loads of speed. The
handsomest Machine of
them all, and decorations,
Oh Boy!

To see it is to fall in love
with it and to itch to play it.

SAMPLE MACHINE

\$19.50

TEN MACHINES

\$17.50

(each)

SEE US FOR QUANTITY
PRICES

It Looks Like \$100.00

See us at Booth No. 72 at the
Sherman House, February
22, 23, 24, 25

Specialty Mfg.
Company

Dept. D

617 West Division Street
CHICAGO, ILL.

The February 1932 copy of The Coin Machine Journal.

NEW Thoroughly Tested For Twelve Months

in 6 amusement parks and resorts last summer and 8 city stores this winter and proven an outstanding success both Winter and Summer.

Sportland

(Trade-Mark)

is designed to give the public what they NOW DEMAND—a variety of entertainment for a long run at a small charge which meets conditions and solves them.

The games that constitute this modern recreation center are the cream of amusement devices, beautifully constructed and thoroughly tested.

TABLE GAMES

BASEBALL
Price \$92.50

TENNIS
Price \$38.50

GOLF
Price \$50.00

HOCKEY
Price \$125.00

BILLIARDS-BAGATELLE
Price \$135.00

WALKING RACE
Price \$285.00

BICYCLE RACE
Price \$250.00

The above games (not coin controlled) are the foundation and success of SPORTLAND—which however, includes 5c coin controlled machines, Drink stand, etc. With this combination success is assured.

SPORTLAND cost less and makes money for you twelve months a year. Every park and summer resort from the largest to the smallest want a Sportland. Send us the plan of your space and we will submit diagram with cost and show you profits.

Act quickly to secure exclusive privilege.

CHESTER-POLLARD AMUSEMENT CO., INC.

140 W. 42nd St.

NEW YORK CITY

Always mention AUTOMATIC AGE when writing to advertisers

A reprint of an add by Chester Pollard in April 1932.

By reading the time line for the production of the Chester Pollard “Play Ball”-“Baseball” game and looking at the various adverts and articles shown in this file, it is quite clear to me that either Chester Pollard was trying to fool operators into buying their non-existent baseball game, or they had many problems and could not bring it to the market.

It is my understanding that a Chester Pollard Baseball game has never been found, although Chester Pollard claimed in one of their ads that at least 500 were produced

This is only submitted by the fact that the last add in the file from The Coin Machine Journal of February 1932, a full two years after Chester Pollard claimed the machine was ready, announcing the machine was nearly ready, one can only draw their own conclusions.

I think that the game referred to in the Coin Machine Journal of February 1932 was indeed the table game known as Sportland.

In April 1932 an add appeared from the Chester Pollard Company advertising a table game called Sportsland, that contained a baseball game, could this be the only type of Baseball game that Chester Pollard ever produced ?.

Another theory could be that the Chester Pollard Company was looking further to the future and in the direction of rejuvenating the Penny Arcade, by way of their Sportsland project that used table games, one of which was a Baseball table game.

It seems that back in 1931 Chester Pollard had quietly tested several of their Sportsland style arcades in and around the beaches of New York City, featuring table games of various Sports such as Table Tennis, Hockey, Golf and Baseball, not unlike a pool style table. (See the attached lay-outs and articles covering these ventures in the press at the time)

One must now change direction and try to understand the brilliant mind of Frank Pollard, he obviously realised that apart from his “Football” game that had been such an outstanding success, but his Golf Game had not been so popular, his mind thought could have been that perhaps his “Play Ball” game in the same cabinet as their Golf Game, could also not have any longevity in locations, in fact one distributor had realized this and created a game to replace the Charles Pollard Golf Game to a game called “Trickle Down”, a pinball style game.

I have also heard that a book (Written by Susan Ford) is being written about the Pollard Family, and in that book (Not seen by me or confirmed) it is claimed that the Chester Pollard Company was approached by some mob people with machine guns, who wanted to take over a piece of their Sportsland business in New York, this caused them to sell their business and move to Washington State and put their energy into developing the West Coast for this new and exciting style of operation.

In 1939 it appears that the family moved to Seattle, and started Chester Brothers Research Engineering, they produced there non coin-op Sportsland table for the retail market, and launched it at the Eddioe Bauers Sports Shop on Second Ave, in Seattle, it sold for \$67.50.

Shortly after this, Frank Chester who was the inventive brain, then branched out on his own, and after World War II, worked for the Hughes Aircraft Corporation Research and Development Laboratories in Culver City, California. He retired in 1959 as Senior Associate Engineer in the Airborne Systems Laboratories-Product Design Section.

As Susan Ford said, “How about that? AND that’s only a small part of the Chester-Pollard history”. (According to Susan Ford, daughter of the past President Ford)

And so it seems that the mystery of the Chester Pollard coin operated “Play Ball” or “Baseball” machine in there comes closer to being solved, and that Chester Pollard did build many baseball table games, but possibly not those of the style of the Chester Pollard coin operated “Football” as it was first marketed under, or did the Chester Pollard Company in their wisdom, lay a smoke screen for other manufacturers to follow, while they got ready to rejuvenate the Penny Arcades into a modern day “Sportslands”.

Read the attached articles and you be the judge.

"Sportlands" Seen as Evolution of the Penny Arcade

By WILLIAM GERSH, New York Representative
In an interview with Mr. E. F. Chester, President, Chester-Pollard Amusement Co., New York

There was no doubt in the minds of many of the men engaged in the automatic industry that eventually the penny arcades as they exist today, would be supplanted by some form of higher and better entertainment for the general public, and for the type of families who would not find it embarrassing to bring their children along with them. This has not alone been in the minds of a few, but many manufacturers have tried to encourage the arcade owners to use modern business tactics to develop and encourage a better class of patronage.

Naturally there are many ways to view this situation. But there did not remain a single doubt that a better class patronage was desirable for the continued survival of the arcade. Since the arcade also found that it could not exist unless it were on a busy thoroughfare it was more than apparent that these institutions would not prove profitable in any other locations but where the highest rents were paid. Again this enforces the argument for a better class patronage who could afford to keep such institutions alive and profitable vent-

ures. To demonstrate the public's acceptance of small recreation centers we have but to point at the great success miniature golf enjoyed while in its prime.

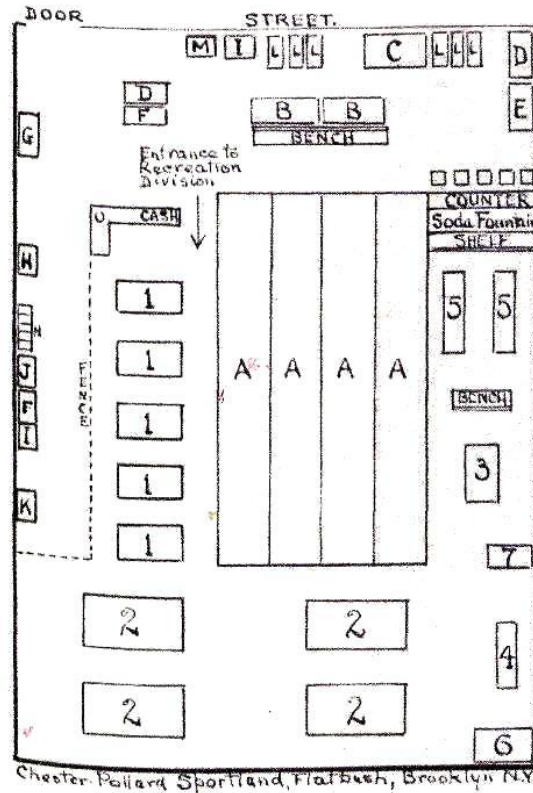
There was no doubt that miniature golf would fail. The main reason was the great fickleness which can be attributed to John Public. If the miniature golf courses would have been so built that they could remove the courses and replace them with some other miniature game it is safe to predict that they would have lasted for years and years.

Chester-Pollard Amusement Co., realized through their sixteen years of successful building of coin controlled and other games that the public sincerely appreciated miniature recreation centers. But Chester-Pollard can be classified along with those other dignified firms who first expensively test their own calculations before they attempt to show them to others. In this manner they spent a considerable amount of money to develop and manufacture five outstanding table games which are now going over in the East.



Here are shown a group of highly interested players in the table game section of Sportland. These new recreation centers offer a great variety of entertainment.

Floor Plan of Sportland



Recreation Division

(1) Table Baseball; (2) Table Tennis; (3) Table Golf; (4) Table Hockey; (5) Table Bagatelle; (6) Bicycle Race; (7) Pin Game without Coin Slot.

Coin-Control Division

(a) Skee Ball; (b) Whirlpool; (c) Photo Machine; (d) Baseball; (e) Football; (f) Golf; (g) Derby; (h) Radio Rifle; (i) Traveling Crane; (j) Basket-ball; (k) Boxing Game; (l) Pin Games; (m) Rollit; (n) Motion Picture Machines.

All 5-cent Coin Control Machines
(o) Soda Fountain, Merchandise Counter, Cash and Change Booth.

to such clubs as the Lido Country Club, the Westchester-Biltmore Country Club, as a test. They went over with a bang. The social elite found that they had a great deal of recreation. The success of these games among the social leaders greatly encouraged the manufacturers and they went further.

They made their first Sportland recreation center installations in New York City and these today are making more money than they had even dreamed of. Down at Playland Park at Rye, N. Y., which

For the benefit of those who wish to know the record of this outstanding firm in the automatic industry I wish to recite something of their past. They have been the originators and pioneers of several different types of games which have all proven extremely successful as many an old time operator can tell you. They developed many of the Park Concession Games, Balloon Racer, Kentucky Derby, Coney Rabbit Racer, and a number of ball rolling games including the poker game in this class.

In accordance with their Sportland plan they have developed five outstanding table games which are not coin controlled. These are: Table Tennis, Table Hockey, Table Baseball, Table Bagatelle, and Table Golf as well as some exercising games like Bicycle Race, Walking Race, Rowing Race, etc.

A number of these tables were first sold

is without a doubt one of the most successful and outstanding amusement parks in the country this Chester-Pollard Sportland ran right through the winter and brought in a tremendous amount of revenue for the owners. Mr. Frank W. Darling himself at the last meeting of the members of the National Association of Amusement Parks told of the great success which Playland had with the Chester-Pollard Sportland.

They still went further. They then placed, into a store which had been selected for the purpose by someone who came to see them, another Sportland recreation center. This store was really in the outlying district of the city of Brooklyn, N. Y., and immediately gained the patronage of the people in the vicinity and from many other vicinities. It is today one of the most popular recreation centers in Brooklyn. This proved to the Chester-Pollard people that they had something which the

old arcade could not have. They could place their Sportland away from the tremendously busy sections of the city and still gain a great patronage.

The table games this last Summer made a tremendous hit with various columnists in the city of New York. They used their full columns to tell of the interesting play of the Table Baseball game. Naturally, such publicity attracts great attention to these games. What is more, these columnists themselves engaged in playing the game knew whereof they spoke. There even was a contest between themselves to prove who could play the game better than the other. That is but an example of the interest and the tremendous play these Table Games have been getting.

There was a Sportland also installed at Long Beach, one over at Jackson Heights in Long Island and attracted tremendous interest and play on all the games. So much for that, here is what a Chester-Pollard Sportland recreation center looks like.

Let us assume that some individual has rented a large store and has placed this Sportland in there. We walk into the store. To one side of us we see a soda fountain. On the other side there is a regular display case selling athletic equipment. (Chester-Pollard found that the people playing the games became athletically minded and therefore there was a market for athletic equipment, such as golf balls, golf sticks, tennis racquets, etc.) We also see many coin-controlled games. These are all of the 5-cent class. There are no penny machines in any of the Sportlands.

Then we see a fence. Inside this fence are the table games. These are not coin-controlled. To enter through the gate in the fence it is necessary to pay the attendant 25 cents and he stamps a ticket with a time stamp which shows the hour and the minute when we entered into the games. We have a half hour play for the quarter. We can play any game we wish, Tennis, Golf, Baseball, Hockey, or any of the others. If we get too greatly interested in one of the games and stay for more than a half hour we pay extra, *pro rata*. Our ticket is punched again on the way out and therefore the owner can show us how much longer we stay. If it was another fifteen minutes we would have to pay the additional half rate.

Giving the public this half hour play always produces a crowd. Through psychology we realize that a crowd gathers a crowd. By that we mean seeing a crowd of people we usually walk over to see what the matter is. Therefore the attraction increases the business. Sometimes the games are all full with players, it has been definitely proven then, that the overflow will immediately start to play the coin-controlled games. Even when many of the players are through with the other games they will stop, on their way out, to play the *coin-controlled machines*.

In one of these places, a coin-controlled machine of a new type which will soon appear on the market took in \$12 per day. That gives you somewhat a rough idea of the intake in 5-cent pieces in these places. One place with only four hours play per day is averaging \$670 per week. The nickels just pile one on top of the other.

What is more, it has been found that mothers will send their children down to play the games. Men and women play these games and greatly enjoy them. In such better neighborhoods as Jackson Heights where the installation was outdoors and a sort of covering built of canvas was made, whole families entered the Sportland there and found a great deal of enjoyment in the many coin operated as well as the table games.

Most of all to the men in this industry is the fact that these Sportlands mean a revolution and actual evolution of the penny arcade. They have thoroughly proven themselves. They have thoroughly demonstrated the public's appreciation for finer and better coin-controlled entertainment. They are sponsors for a finer patronage to coin-controlled machines and such other devices as the table games.

Chester-Pollard today are leading the parade and have brought about this evolution in a comparatively short time. We do not say that this spells the doom of the penny arcade. On the contrary it proves to the individuals that Sportland recreation centers can be set up on side streets and attract a well paying patronage. It proves that the public is willing to part with nickels even in times as these for their entertainment and that the nickel can as easily be had as the penny. That it isn't necessary to even dream of the public holding back from certain coin-controlled

machines. That 5-cent machines are profitable in operations such as these.

This revolution of penny arcades is in fact proof that where such fine coin-controlled machines as the famous Chester-Pollard Football, Golf, Baseball, and other machines placed in penny arcades had their big play for a few months and then petered away, here in the Sportlands they have been going on for a year and as the people become more acquainted with the location they enter in greater numbers.

Chester-Pollard have on their files many fine letters of praise from various men and parks which have already installed Sportlands but this summer will see a tremendous growth of the Sportland idea. There will be a great many of them placed throughout the East and with the approach of next Winter many of these outdoor places will be moved indoors and profits will be just as great. The large billiard parlors in New York City are taking up the idea and have Sportlands installed as fast as they can. Dwyers' famous billiard parlor on Broadway proved to them what a success these ventures can be. Today at Dwyers they are even running Table Tennis Tournaments and these tournaments are attracting the outstanding players of the country through the courtesy of the Table Tennis Association of America.

As you drive through the country roads this coming summer you will also find many a roadside stand fully equipped with a Sportland. The idea is gripping; the profits are there. Many men are getting into the swing of the thing and that means a great deal of locations for the manufacturers of coin-controlled games of 5-cent play.

As Sportlands develop, the coin-controlled games will find a ready location, where profits are bigger because of the varied interests contained under one roof. Sportland is a permanent and a twelve months' business, which, on account of its versatility, can keep abreast with modern recreation with the smallest amount of outlay and trouble. Sportland has come to stay, and to stay modern.

Matteossian—Beardsley claims to be related to you and says he can prove it.

Jergensoltion—Why, the man's a fool.

Matteossian—That may be a mere coincidence.

California Ball Gum Distributor

The American Chewing Product Corp., of Newark, N. J., have appointed as their California distributors for the regular standard size 5-8 inch ball gum, the Advance Automatic Sales Co., 1114 Buchanan St., San Francisco, California. This concession has been made to the Advance Automatic Sales Co., after more than seven years of pleasant business experience during which time the American Chewing Products Corp., had an opportunity to observe the square shooting and fair dealing business principles employed by the Advance Automatic Sales Co., formerly as operators and lately as distributors and manufacturers of vending machines and supplies.

Mr. Louis Wolcher, the head of the Advance Automatic Sales Co., has been known personally and has had business dealings as an operator with Mr. Schaeffer of the American Chewing Products Corp., for over eleven years. Mr. Wolcher has had very unique experiences in operating large routes of machines actually from one end of the country to the other, starting in New York City and operating in all the Eastern Cities, Middle West and finally the Pacific Coast. The Advance Automatic Sales Co., have forged ahead as operators and distributors and they are now, after buying out the machines formerly owned by the Pacific Vending Co. of San Francisco, the largest operators of candy and confection machines in Northern California.

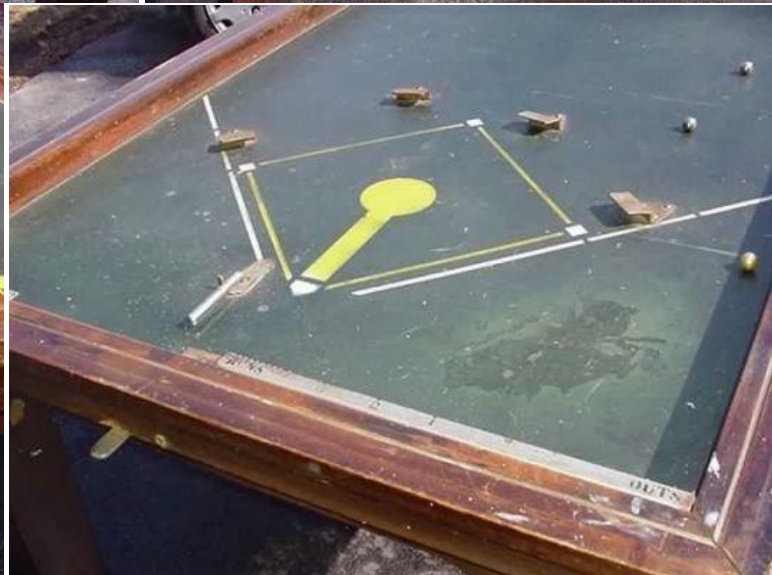
California ball gum operators will get quicker service from the San Francisco stock warehouse of the Advance Automatic Sales Co.

Watch Out Havana

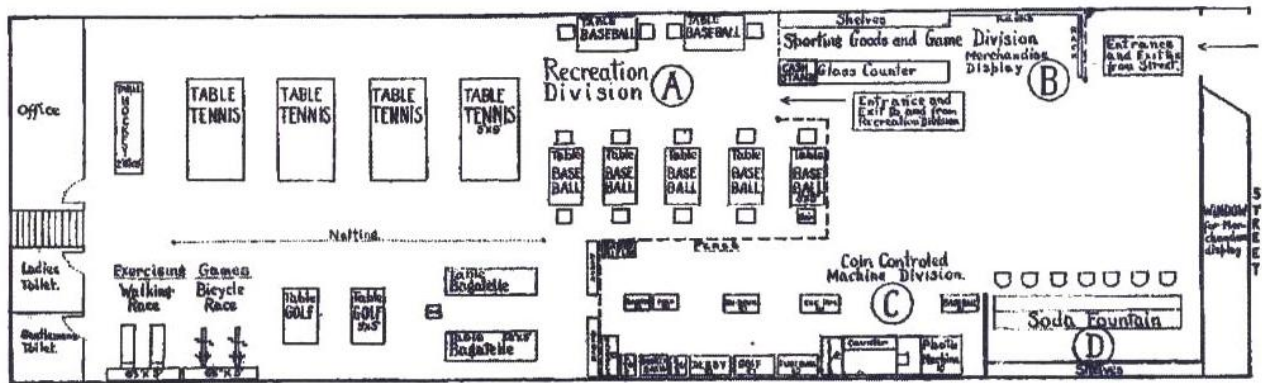
Al Stein, well-known as a partner in Peo Mfg. Co., has sold out his interest in Rochester and is now with George Berend operating machines in Florida. These boys are experienced men in the business and ought to make good on a big scale—provided they don't fly over to Havana too often.

"Look here, Waiter, I just found a collar button in my soup."

"Oh, thank you, sir, I have been looking all over for it."



Do the above pictures of the Chester Pollard “Sportsland” Baseball table look familiar, they should these were the Chester Pollard baseball tables that were in the New York City, “Sportslands” operated by the Chester Pollard Company.



Here is a typical layout of a new type arcade as suggested and put into operation at Long Beach, L. I., by the Chester-Pollard Co.

The lay-out above was a typical lay-out for a Chester Pollard “Sportsland” that used mostly interactive sports games, not unlike today’s Family Entertainment Centers. And that was the genius of Frank Pollard and his brothers who started out as a Circus Act. The rest is coin machine history.

I always love to get feedback on any article I write, so please feel free to comment.

Freddy Bailey (The Official British Coin Machine Historian)