



*The*  
**Carousel**

*News & Trader*

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Celebrating 20th Anniversary;  
Bushnell S&G Looks toward 100

M. D. Borrelli and His Place in  
Carousel and Amusement History

Park Island and Fairyland Carmels

2010 NCA Convention Preview

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# ON THE COVER



May, 2010  
Vol. 26, No. 5

One of four Lincoln portrait horses carved by Marcus Illions. The nation honored Lincoln on the centennial of his birth with the Lincoln penny. M. C. Illions with his portrait horses. This figure rode the Illions at Atlantic Beach, RI.

NECM photo

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Email: sales@carouselnews.com

Web: http://www.carouselnews.com

Daniel Horenberger ..... Publisher  
Roland Hopkins ..... Managing Editor  
Ted McDonald ..... Webmaster  
Lisa McDonald ..... Controller

### Contributors:

Lourinda Bray, Leah Farnsworth, Marsha Schloesser,  
John Caruso

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# LETTERS TO THE EDITOR

## January 2010 Dolle Article Clarifications and Corrections



Dolle-Borrelli carousel at Casino Arcade Park, Wildwood, NJ. (Left)

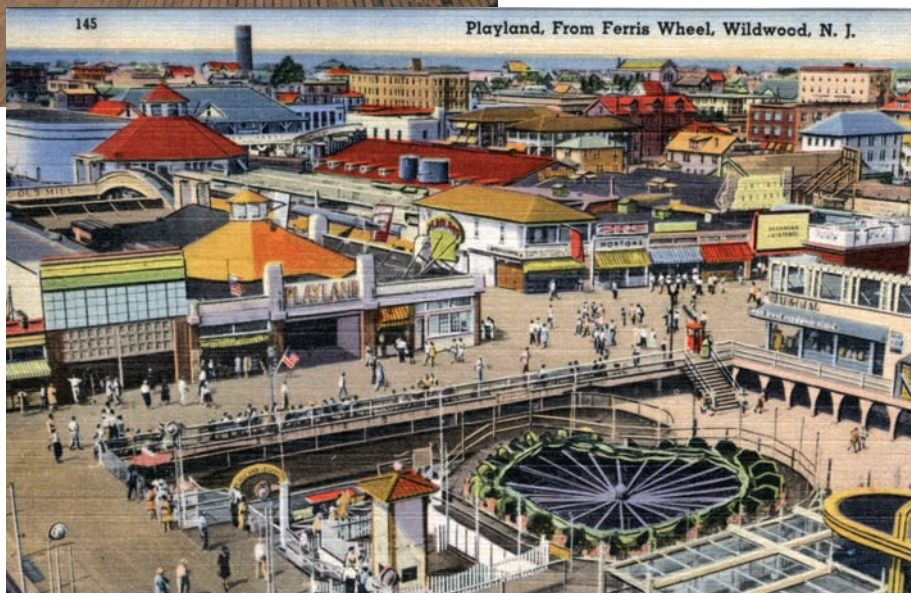
Playland Pier PTC #41 in Wildwood, NJ. The Post Office is the white building behind the long red roof. (Below)

*The biographical and professional background information about Frederick Dolle is from research done by William Benjamin. – Barbara Williams*

Clason Point is in the Bronx. It is not in Westchester County. – John Caruso.

*Thanks for the great article on the carousel at Wildwood, New Jersey. That is my favorite carousel postcard! That is indeed a 153 Wurlitzer and that organ played every day from Memorial Day through Labor Day from 10:00 AM to 10:00 PM. They would change the rolls two or three times a day. I worked the summer of 1947, between high school and college, as a bellboy in my aunt's hotel. I didn't have my driver's license yet, so I rode a bike six or seven times a day to check their box at the Post Office. It was across the street from the Carmel-Borrelli carousel and you could hear the organ from it.*

*The Carmel-Borrelli carousel was run by the Ramagosa Brothers in their Casino Arcade Park. But, Playland Park was run by a different company; the Cedar-Schellenger Corporation which was a real estate company. I wrote to them in 1948 to ask about the one band organ. These were inside a carousel building (PTC #41) where the boardwalk turned northeast. There was a Berni Import organ that sounded terrible and tinny. Luckily, it would play for ten to fifteen minutes. They turned on a great organ that faced*



*the Playland Pier and the ocean. Playland was the other amusement park in Wildwood. Their tickets were 25 cents for adults and beside their great PTC three row carousel, was a row of Skee Ball machines and I got to be good at it. If you got a score of 250, you got a coupon worth 25 cents that was for a ticket to ride whatever you wanted. I got a lot of free rides after putting my quarters in. They later called the pier the Marine Pier. Dear old PTC 41 was removed in 1974, the animals sold off in 1983.*

*Back to the reply from the Cedar-Schellenger Corp. – They did not know the make of the one organ that faced the ocean as they got it second-hand. But, I found out from Dr. Bill Black of Carousel Music that it was a Limonaire, a French-made organ.*

*– Dick Bowker*



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## From Dan's Desk

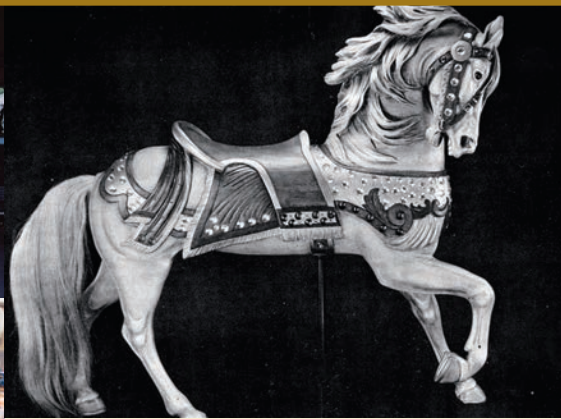
Message from the publisher,  
Dan Horenberger

*These are little bits of information that come across my desk. Some will become bigger stories in future issues of the CN&T; others are just passed-along information.*



It has been a busy winter and spring traveling up and down the West coast and across the country back and forth to the East coast getting carousels ready for the summer season. I have been on the road more often than not over the past few months, but things should be settling down soon, so look for a lengthy Dan's Desk next month.

The biggest carousel news there is, in the meantime, is that May is here again, and if your favorite carousel is not open already, look for it to be open by the Memorial Day weekend. Most seasonal carousels plan fun, special activities over the holiday weekend to celebrate the beginning of another season. This is the perfect time to get out, enjoy some spring weather, have some family fun, and support your local carousel.



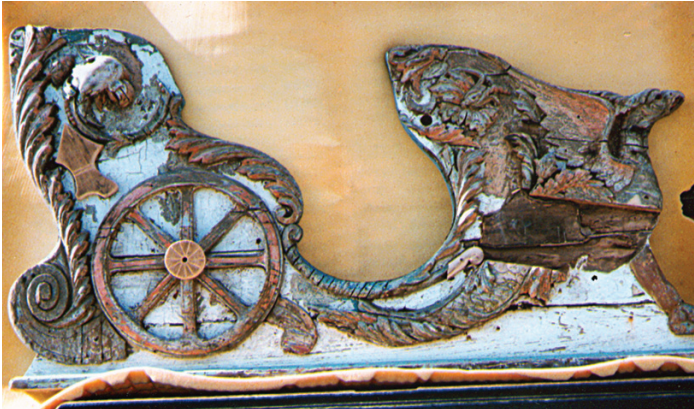
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**HELP WITH CHARIOT SIDE**



Hi Roland,

Enclosed is a photo of a chariot side that I recently obtained. It is my intention to restore the piece to its original image if possible. But, as you see in the photograph, a large section of the figure's body is missing, as are other parts throughout.

It is my hope that if the photograph was put in the CN&T requesting any information in the form of a photograph or reference to the piece, I may glean some insight into the missing pieces which would be extremely helpful to me.

The piece is believed to be French, according to Pam Hessey, who has restored a chariot side almost identical in the rear section. If only a clue to what is missing in the front section were available, the pieces of the puzzle would be complete.

Any help from the CN&T subscribers would be much appreciated.

Please contact or send information to: John McKenzie, P. O. Box 111, Seal Beach, CA 90740. (562) 493-6852. Email: carouselcapers@hotmail.com.

Thank you.

– John McKenzie



**APRIL ISSUE CORRECTION:**

“The two small photos of the Rockaway Beach, four abreast on page 6 (also above) is a Nunley-Murphy machine, not a Spillman. I will be sending more photos of the Nunley-Murphy machine and an article of its history. Also I will be sending an article on the carousels of Myrtle Beach.”

– Gray Tuttle

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# SOUTHERN CALIFORNIA CAROUSEL TREATS

## SAVE OUR WOODEN CAROUSELS

### Notes from Marianne...

By Marianne Stevens

*Carousel Historian, Co-Author of "Painted Ponies."*

*Marianne Stevens poses on her prized Loeff carousel at Shoreline Village in Long Beach, CA in the 1990s.*



Of all places to visit carousels, it would seem to me that Southern California is among the best.

Besides the obvious attractions of Disneyland and Knotts Berry Farm, there is Santa Monica Pier #62, Griffith Park, Magic Mountain, Castle Park, Seaport Village and Balboa Park. The NCA hasn't been here since 1989.

In addition to these operating historic carousels, there are several outstanding collections – among the finest in the country – of carousel art.



*Muller from the John and Cathy Daniel collection.*

The collection of Rol and Jo Summit is outstanding, consisting mainly of Illions horses and memorabilia. The Summits also have many fine examples of other carvers' work. Their restoration work is painstaking and very beautiful. In addition to all of this, there is a horse painted by Barney Illions, the last artist of the "Golden Age" of the carousel.



*French rabbit with coin from the collection of Rol and Jo Summit.*



*Knotts Berry Farm Dentzel lion.*



*Beautiful Muller from the collection of Rol and Jo Summit.*

Their presentation is impressive.

Then, there is the collection of John and Cathy Daniel which includes the complete Illions Sumpeme. The entire outer row of the Illions has been painted by carousel artists Pam Hessey and Lise Liepman, and the horses are truly magnificent. In addition, the Daniels have a rare Dentzel zebra, lion and tiger among many other notable figures.

Lourinda Bray's collection consists of many different figures of all carvers – over 300 in all – many of which have been restored. The collection is varied as well as huge.

Dawn and Buck Brasington's collection is smaller (whose isn't?) but equally fascinating, including a signed Heyn donkey and cart in their living room. Ask to see Dawn's other collection!

I don't want to denigrate any of these fine collections by only allocating a paragraph of description to them, but space is an issue and I wanted to be sure to leave some room for photographs.

This is just a sampling of the treats in Southern California. I neglected to mention Universal Studios, the Queen Mary and many others.



*A row of PTC and Loeff figures at Lourinda Bray's Running Horse Studio in Irwindale, CA, just outside of Los Angeles.*

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## Carousel News & Trader Forum

Dear CN&T,

What is the best brand of aerosol primer to use on aluminum carousel animals? Please tell me the brand of latex base-coating to use for indoor display and outside areas as well. I was told that Nova Color acrylics was the preferred brand. Does that company have clear coats too? Please educate me on the most durable process.

–Thanks, Kimberly

As far as I know there is not a good aerosol primer for an aluminum carousel horse. The best thing to use is a white marine primer that is labeled for use both on wood and metal.

Acrylic paint will not hold up in an outdoor situation for very long. It works best for indoor use and would go on a water based primer – which will not stick to aluminum. The best paint that I have found for use on either metal or fiberglass, (as well as wood), is Sign Painter's 1Shot, which can be found in an automotive paint supply store. It can be mixed with tube oils to achieve further colors and hues.

And don't forget to wash the aluminum horse with acetone before the primer is applied. This removes any grease or oil which may be on the piece.

– Lourinda Bray

Dear CN&T,

Do you have information on the fate of the 1925 Loeff Carousel in Redondo Beach, California? An elderly friend of mine remembers the white horse with the roses fondly.

Thank you.

Cynthia Perry

The carousel went to Belmont Park in San Diego – Rol [Summit] would remember the date – and was parted out in the early 1980s. I have one of the outside-row armored jumpers; the one with the star on the headpiece. I have a photo of myself at about 6-years-old riding the rose horse.

– Lourinda Bray

The information we have is that Charles Loeff negotiated a lease to place a showcase four-row machine on the beachfront at Redondo in 1912.

The machine was so popular that the city attempted to wrest control of it from Loeff. Instead, he removed the ride and left the building vacant later that same year. We have no information of any further dealings Arthur Loeff may have had with Redondo, considering how he and his father were treated in 1912. The Redondo carousel remained in storage in the San Francisco Ave. factory building in Long Beach until it was sold to J.O. Davis in the late '50s or early '60s.

If there was a replacement ride in Redondo, it had to have come from another source. Perhaps the Illions brothers brought a ride out since they operated a couple of carousels here into the mid century.

– Scott Ringwelski

## Carousel News & Trader Forum



Dear CN&T,

I have recently come into possession of some hand-painted cast iron (or some other cast metal) faces that used to reside on the old carousel in the Baltimore Zoo in Maryland. I'm trying to find out as much information as I can about where they came from, where on the carousel they were placed, and hopefully find a photo of the carousel itself. However, I'm having a hard time finding any information on the carousel, and I was hoping to maybe gain a bit of guidance. Any help that you could give me would be greatly appreciated.

Sincerely, Jeremy Klinger

These are Allan Herschell shield faces of which there were four designs – the Indian, the woman, the prince and the king. They were attached to the center of the shield and were surrounded by carvings of scrolls and leaf shapes. Sometimes these were painted on instead of being carved.

The question here is the weight. From the back of the pieces, they look like cast aluminum. If these pieces feel light weight – ie, easy to pick up, they they are aluminium. The original ones were made of cast iron and – for my arthritic fingers anyway – a bit of a chore to pick up (no handles or grip area). If iron, they would also be darker gray and fairly smooth inside and have a bit thicker wall.

The number is probably from making the cast of the original, which would have had the date of copyright molded in. can't remember if that's a raised date on the original - or an impressed date.

I used a set of these on the Santa's Village carousel when we had fiberglass rounding boards made to replace the tin ones. Using these copies meant that everything would leave the shop ready to go with no down time. I have the original ones at the shop.

My source for them was Carlos Sardina – who did quite a bit of brokering maybe 20 years ago. He currently runs an nicely restored Armitage Herschell in Missouri maybe.

He never would tell me his source for them, however - but i suspect it was Mexico as they do quite a lot of aluminum casting of carousel things there.

– Lourinda Bray

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## SPECIAL EVENTS

**May 29-31, 2010**

Nationwide. Memorial Day Weekend. If your local seasonal carousel is not already open, expect to see it open this weekend. Memorial Day is great time to go out and support your local historic carousel, and don't be surprised to find special happenings or events for the kids.

**Through Dec. 31, 2010**

Sandusky, OH. "Wild!" is the Merry-Go-Round Museum's 2010 Exhibit and will display rare carousel animals from several nationally known private collections. Prized for their artistry and valued by aficionados, these carousel animals are rarely seen in public. "Wild!" kicks off The Merry-Go-Round Museum's 20th birthday celebration, with additional events planned throughout the year. For information, call (419) 626-6111 or visit [www.merrygoroundmuseum.org](http://www.merrygoroundmuseum.org).

## COAA BAND ORGAN RALLYS

**May 29-31, 2010**

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**June 12, 2010**

Richland, WA. COAA Rally. Contact Dan Danko, or visit [www.coaa.us](http://www.coaa.us).

**June 12-13, 2010**

Knoebels Grove, PA. COAA Rally. Contact Tim Wagner (585) 425-7072, or visit [www.coaa.us](http://www.coaa.us).

## SAVE THE DATE!

**Sept. 21-26, 2010**

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## SEND US YOUR EVENTS!

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## CN&T Readers Go 'Round



*Jean Bennett from Southern California, and Vicki Vanden Bout from Sandusky, OH, took a field trip to Roswell, NM recently to spend a weekend with Marianne Stevens. All three of them tell me that the subject of carousels never came up.*



*Pat Wentzel sent in this picture of his wife Brenda with her sewing machine collection. Brenda displayed her toy and antique sewing machines at the Blennerhassett Museum in Parkersburg, WV. The Blennerhassett Museum is part of Blennerhassett Island State Historical Park. The display was presented in conjunction with the annual quilt show held at the museum.*



*The vehicles of good friends Rick Ellis and Pat Wentzel in the parking lot in Mansfield, OH, during an afternoon visit with Shae Anderson a few years ago. Note the license plates.*

## IN MEMORIAM

# Robert E. Frank 12/08/1933 – 12/08/2009



*Frank and Pat share a Christmas toast.*

**By Pam Hessey**

*Special to The Carousel News & Trader*

The carousel world lost a very talented carver and restorer on December 8th of 2009. Robert was born in Staten Island, NY and moved to upstate NY at an early age. He remained there until he entered the USAF.

After Robert spent 20 years in the U.S. Air Force, he retired as a Major in 1975 to raise his two young children as a single parent. He then pursued restoring classic automobiles for the next 20 years, specializing in Mercedes Benz. After a surgery for cancer left him unable to lift heavy car parts, he chose to return to his childhood hobby of carving.

His love of horses and of carousels drew him to the carousel world, and soon he taught himself how to create miniature carousel animals. Robert contacted me at Hawk's Eye Studio with questions about painting techniques, and later with questions about wood restoration. A friendship blossomed from a shared passion and interest, and soon Robert split his time between doing wood restoration for the studio, carving miniature carousel figures, and enjoying time with wife, Patty, and his devoted cocker spaniel dog, Sherman.

Robert's talent with a chisel and as a restoration artist is evident in everything he touched. He was graced with a combination of resourceful fortitude and inspired craftsmanship that closely paralleled that of the original carousel artists. Yet he was very humble about his talents. He gifted many of his carousel carvings over the years to valued friends, but when asked to sell them, he replied that "...selling them would make this a job, and carving is my passion, not my job." Robert's dedication to elevating carousel art echoes the passion in all of us, and his artwork is a joyful expression of that passion. Thank you, Robert.



*Frank with Pam Hessey and a beautiful Zalar jumper.*



*Frank with his menagerie.*

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## CAROUSEL OF HAPPINESS – THE HOME STRETCH



*The carousel building, shown here in mid-March, should be nearly complete by the time you read this.*

**By Janette K. Taylor**

*Special to The Carousel News & Trader*

NEDERLAND, CO – It's the wind up before the pitch.

For the volunteers, it's been four years of fundraising and building. For Scott Harrison, it's been 25 years of carving, building, tuning, painting, fundraising, publicizing....well, you get the idea.

The Carousel of Happiness in Nederland, Colorado is about to open at last, on May 29, 2010, with a Grand Opening celebration that is expected to draw many thousands of enthusiasts.

Nederland, Colorado, sits at 8,200 feet in elevation in the Rocky Mountains, about 17 miles from (and 3,000 feet above) Boulder, Colorado. Nederland is a town of 1,500 people, and the impact that the Carousel of Happiness is expected to have on this town is almost beyond comprehension.

"Over 5 million cars pass through Nederland every tourist season," said Doug Cosper, longtime member of the carousel board of directors. "They rarely stop as they are on their way to Estes Park, Eldora, Black Hawk...We think that the carousel will prompt them to stop, and spend some time in Nederland. As it is, the businesses in this little town just barely hang on. I think it will mean a lot to the town."

While the building funding is mostly complete, there are still expenses to be met before the grand opening, and in order to raise the last \$75,000 needed, the fundraising committee is launching its "One Last Merry-Go Round" fundraiser throughout the month of April. Every weekend in April will feature a different, imaginative twist on the standard community fundraiser.



*Hellen on the peacock. Doug Cosper photos*

The first weekend is a bake sale. But not just a bake sale. Two professional baker/dessert chefs have been persuaded to bake a huge assortment of decorated carousel-themed items. There will also be a parade of alpacas and llamas, as well as children's crafts at the carousel house.

The second weekend is a Massage-a-thon and Kid's movie day. Parents can drop off their kids to eat popcorn and watch movies in the town theatre for a suggested donation price and then head upstairs to make an appointment with one of 15 volunteer massage therapists who are giving chair or table massages in private tents set up in the Nederland Community Center. All massage fees go to the carousel. This is our second annual massage-a-thon; last year's was very successful.

The third weekend is an open house at the carousel, featuring even more children's crafts, including a pottery instructor helping kids make clay animals. Carousel T-shirts, brand name toffee and other items will be for sale. This will be the first chance a lot of townspeople will have to visit the carousel "up close and personal." Although it is not yet running, it is worth a visit just to bond with the wooden menagerie.

The fourth weekend is a dance concert to celebrate Earth Day, called "The First Earth Day 1970." Participants are encouraged to wear their old protest T-shirts and hip hugger jeans (if they'll still fit around their hips!) and a group of local musicians have formed a group especially for this concert.

The last weekend of the fundraiser will be a car wash, hay wagon rides through town, and carousel board members dressed as giant carousel animals collecting money in feed bags at the main intersection of town. After this, they will all collapse in exhaustion.

To chart the progress of this last fundraiser, a 16-foot-





**Big smile from Scott as his project nears completion.**

tall giraffe with a thermometer in his neck has been built and painted and will stand at the entrance of town, letting everyone know how much money has been raised so far. Banners will announce each event, and a mailing to the carousel address list will encourage carousel fans to spread the word.

As the details of operating a carousel fall together, the excitement level continues to build, as we hope will the thermometer on the neck of the giraffe. Nine weeks to go... and counting!



**Wurlitzer band organ in its new enclosure.**

## Riding With The Rabbit

**By Richard Concepcion**

To those of you who are not familiar with me personally, my name is Richard Concepcion and I live in New York City. I've been a member of the National Carousel Association since 1973 and have long been acquainted with its original founders.

Outside of the carousel community of enthusiasts, I may be better known across the Internet as Rapid T. Rabbit, the host of the long-running (over 27 years) cable TV show in New York, "Rapid T. and Friends".

As typical Public Access programs go, RTR features whatever he happens to know or like the best...and carousels have long been among the recurring topics on the show. Over the years, I've been covering some of the local carousel scene around the New York City area, including happenings in Central Park, Coney Island, Long Island and thereabouts. Some of these TV show episodes can be downloaded off the Internet and others I can make similarly available on request. So in short, I'm a carousel-riding rabbit...though not a menagerie figure. I do feel fortunate to be living in a part of the country that has quite a few carousels, though that number has actually "gone up and down" over the years...pun intended.

In this, hopefully regular, column, I plan to share my thoughts, observations, memories and views about carousels and amusement parks in general as seen through my eyes and heard through my rabbit ears. Please take the time to share the ride.



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# Join our Membership

Join The Friends of the ~~New England Carousel Museum~~  
and **THE BUSHNELL PARK CAROUSEL**  
and help to support our work.



You can join the New England Carousel Museum and the Bushnell Park Carousel with this joint membership and enjoy the fun at both locations.

- \$50 Individual Membership  
Unlimited free rides for one season, unlimited free admission to the Carousel Museum, The Carousel newsletter and an invitation to the annual spring membership party.
- \$90 Family Membership  
Individual membership privileges are extended to the entire subscribing immediate family.
- \$125 Supporting Membership  
This membership is for those who wish to make an additional modest contribution to the Carousel Museum and the Carousel. These special members receive all the privileges plus a 30% discount on all Carousel Gift Shop merchandise.

**Philanthropists**

- The Brass Ring Club  
The Brass Ring Club was established for business members and individuals who choose to make a philanthropic contribution.

*Come Horse Around!*

## SPECIALS

- 600 General Admission Membership  
A special group-rate membership allows unlimited visits to the Carousel Museum building in Detroit and free rides on the Bushnell Park Carousel in Hartford, for Group members accompanied by any and all of their guests/children.
- \$75 Library Pass- Museum Program  
This membership is for libraries to have a pass on file for up to four people who wish to visit the New England Carousel Museum building.
- \$75 Library Pass - Carousel Program  
This membership is for libraries to have a pass on file for up to four people who wish to visit the Bushnell Park Carousel, May through October.
- \$150 Camp/Day Care Program  
Enables unlimited visits to the Carousel Museum and the Bushnell Park Carousel for up to 12 visitors at a time, from April through October.
- \$125 Senior Seaworthy  
Aged and infirm Seaworthy are entitled to unlimited visits for their seniors. Bring your horse and enjoy the Museum or take a ride on the Carousel.
- \$500 The Signature Club  
An additional benefit includes a 30% discount on a facility rental at either the Museum or the Carousel and an opportunity to suggest our educational programming.

## Can we count on your support?

The main mission of the New England Carousel Museum, a 501(c)(3) non-profit organization, is to preserve and protect antique wooden carousels and carousel pieces. We believe that the way to accomplish this goal is through education. We are in the business of educating children, who are the next generation of carousel lovers.

## Benefits of Membership

- ❁ Unlimited admission to the Carousel Museum building, including the Museum of New History, the Gilio Seminars Gallery and the fine art changing gallery and the Museum of Greek Culture.
- ❁ Unlimited rides on the Historic Bushnell Park Carousel.
- ❁ A subscription to the Museum newsletter *The Carousel*.
- ❁ 10% discount in the gift shops for card holders.
- ❁ 10% discount on facility rentals and birthday parties.
- ❁ Invitations to new exhibition preview opening receptions.
- ❁ Invitations to the members' holiday party at the Museum and the season opening reception at the Carousel.
- ❁ The opportunity to support the work of this wonderful, nonprofit, educational and fun organization.

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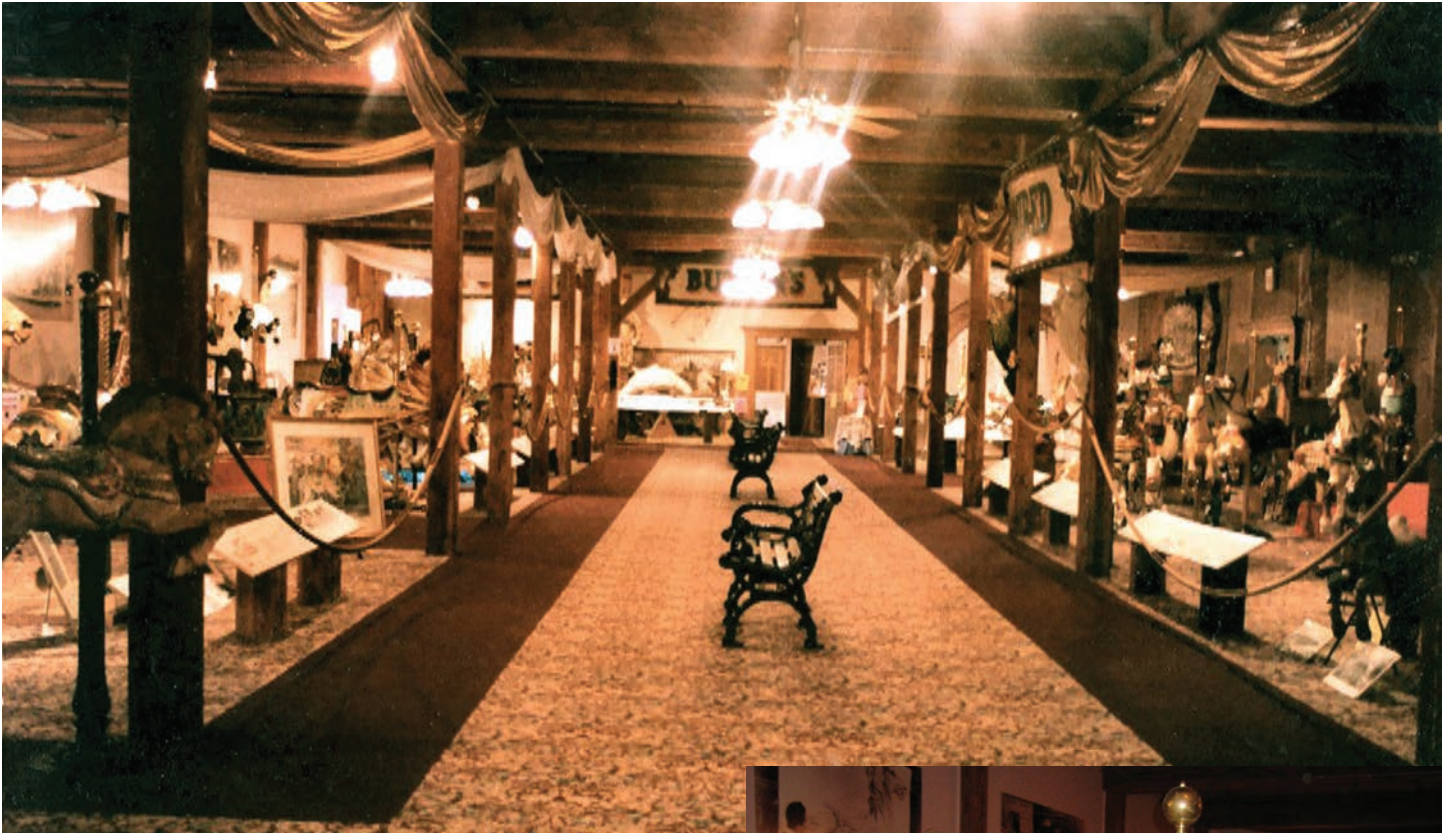
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*And much more.*

Bushnell Park Stein & Goldstein Looks Ahead to Centennial in 2014

# New England Carousel Museum Readies for 20th Anniversary



*The main gallery of carousel exhibits at the museum.*

**By Louise DeMars**

*Special to The Carousel News & Trader*

**B**RISTOL, CT – The New England Carousel Museum is celebrating its 20th anniversary as a non-profit educational (and fun) organization this year. Special events are being planned throughout the year to celebrate this milestone. Twenty years ago, the Museum was a tenant in the building and they owned one horse. Today, the museum owns the building and they are accumulating a substantial collection of their own. They have come a long way.

## **MUSEUM HISTORY**

Founded as a nonprofit educational organization in 1990, The New England Carousel Museum is located in Bristol, CT. At that time, the Carousel Museum rented 10,000 sq. ft. of space on the first floor of a renovated 33,000 sq. ft. factory building and displayed a diverse collection of carousel art and memorabilia. The Museum established a Board of Directors and a full-time museum professional was hired as the Executive Director on August 1, 1991.



*This Carmel-Borrelli horse, from the Donna Woolcott Collection, is on display in the main gallery.*

Photos courtesy of the New England Carousel Museum



**The Capano Collection displays a spectacular Flame Mane outside-row jumper created by Marcus Illions.**

In the beginning, the museum concentrated on creating an educational entity which presented the art and history of the carousel, and informed the general public about preserving this valuable yet vanishing piece of Americana. Although called a “museum” when first opened, in reality, an “attraction” was launched. An “oh! ah!” atmosphere was created, but there were no structured education programs or exhibition materials accompanying the pieces. Immediate energy went into the research necessary to create educational programs, temporary exhibitions and special events. These activities would create the opportunity for publicity that would bring people of all ages to visit and revisit the museum, while generating income for general operation. Educational programs were launched that were accurate, informative and fun. Grant funding was obtained that allowed our team to research, develop, design, and implement new exhibition material, giving the visitors, for the first time, a choice of how they learned about the subject matter.

Wonderful theme parties were produced as fundraisers. Equally as important as the funds raised, the parties gave the community a new look at the museum. To help expedite our growth, we began to pay close attention to our visitors. Through informal evaluation, we started finding out who they were and where they came from, why they came, and what they liked and didn't like about their museum experience. With this information we continue to improve the museum and the museum experience.

The museum has matured considerably over the past 20 years, and it continues to grow and evolve. We have been through many growing pains, all of them helping us to achieve independence, maturity, and many of our goals. There have been major improvements in many areas, including the expansion of the museum collection, thanks to a generous grant for collection acquisition from the State of Connecticut. NECM created a restoration department to allow opportunities for artisans, carvers, painters and restorers to work with the museum on a regular basis to restore antique pieces, create new carousel pieces and demonstrate the art of the



**The Goodman collection display in the history gallery. This charming Muller-Dentzel jumper has a beautiful face and is in early or original paint.**

carousel. This department also helps to generate income for the general operation of the museum.

In December of 1998, a grant from the state and a donation from a private foundation made it possible for the museum to purchase the building and the Bristol Center for Arts & Culture was established. The purchase of the building not only gave the New England Carousel Museum a permanent home but it also gave us the opportunity to grow and expand our educational offerings and create more community events.

The New England Carousel Museum received the contract from the City of Hartford, in April, 1999, to manage and run the historic Bushnell Park Carousel. This spectacular carousel, created in 1914 by Solomon Stein and Harry Goldstein has 48 horses, 2 chariots and a wonderful Wurlitzer Band Organ.



**Armored Stein & Goldstein jumper on the 1914 Bushnell Park Carousel in Hartford, CT.**



***Glo Sessions fine art gallery opened in 2000.***

As we evolve, The New England Carousel Museum has concentrated on turning the building at 95 Riverside Avenue into The Bristol Center for Arts & Culture. In November 2000, we expanded the Carousel Museum experience on the first floor of the building by adding three new galleries: one exhibition on the History of the Carousel that displays the Goodman Collection, and two fine art galleries. Glo Sessions, a local artist of international reputation, allowed us to create a new show of her work entitled, Bristol 2000: A Retrospective, to launch the new fine art galleries. Since that time we have had the opportunity to exhibit over 50 art shows in the temporary gallery space that include fine art, folk art, photography, wood carving as well as other mediums. Once the downstairs was completed, we turned our attention to developing the second floor of the building.

The Museum of Fire History opened to the public on the second floor of the building in June, 2002. Carlyle "Hap" Barnes donated his fire equipment and memorabilia collection as well as the funding to create this new splendid museum. The opening of the Fire Museum was accompanied by rave reviews.

Funding was received for a new Museum of Greek Culture that was built on the second floor. The Greek structure is finished and work was completed on the exhibits in 2009.

The reconstruction of the museum restoration department was completed last year and our restoration team has been in full production, helping to generate income for the museum. The second floor also houses the studio of our master carver, Juan Andreu and the Bushnell Park Carousel office, which we manage. The new second floor entrance that includes special needs accessible rest rooms and a special needs ramp has been completed along with a new passenger elevator completed last May. The elevator connects the floors making the building fully accessible to everyone.

**THE MUSEUM TODAY**

This year we are concentrating on Board development, the creation of a new strategic plan for our organization and building improvements. We have elected enthusiastic individuals to our Board of Directors who will help to guide us



***The Museum of Fire History opened in 2002.***

through our continued growth. We received a grant from the Connecticut Humanities Council that allowed us to research, write and produce a historic collections manual and we are preparing to computerize our collection information. The Museum staff continues to develop new educational programs. Our goal is to maintain the excellence created in our existing programming while developing new experiences for our visitors. Our new education committee is helping design new programs that coincide with the local school's curriculum to help bring more school groups to the museum.

The unique aspect of the second floor is the major uncommitted floor space, that we intend to keep open for all to use. We are creating a new multipurpose gallery space that will allow the organizations and artists the opportunity to extend their offerings by overflowing into the gallery to present additional programs and temporary exhibitions. With the improvements made to the building, we now have many facility rentals at the museum, including wedding, bar mitzvahs, dinners and performances. The space is also used to run parties, ballroom dancing, country western dancing, Contra dancing, Tai Chi classes, and yoga classes which have all proven to be popular.



***The new home for the Museum of Greek Art and History at the NECM. The installation of exhibits is now complete.***



*The restored open space on the second floor is host to numerous private and museum organized events.*

In addition, the museum staff has created recurring activities including the Connecticut Woodcarvers Annual Show and Sale each June, the Carousel Tag Sale entitled "We Have Junk", accumulating items throughout the year and setting up a Tag Sale area during the summer season. We have created an annual ACE Awards for our community, honoring people for their contribution to the art, culture and entertainment of the Greater Bristol area. This dinner dance has been very popular. Our new Craft Fair held in November grew this past year to 53 vendors in the Museum building. Our largest fundraising activity of the year is our Harley Davidson Fat Boy Raffle. This will be our 12th year of running this 6 month raffle. It is labor intensive, but without it, we would not make it through the long winters.

The Bushnell Carousel will turn 100 years old in 2014.



*The winner of the 2009 Harley-Davidson raffle. This marked the 12th year for this major museum fundraising event.*



*A private party occupies the second floor function space.*

NECM has established a wonderful "marriage" with the City of Hartford. Having been given the responsibility for this million dollar historic antique wooden carousel is a thrill and has allowed us to further fulfill our museum mission, "to preserve and protect antique wooden carousels and carousel pieces."

Our focus over the past few years has been on obtaining the funding to restore the carousel. We have an Adopt-A-Horse campaign and a Pennies for Ponies campaign in the public schools to help raise the funds for the restoration. We have now developed a "Countdown to 100" program, which gives the carousel a birthday party each year leading up to the carousel's centennial when a major city-wide celebration will be held.

### **EDUCATION**

The main mission of the New England Carousel Museum is to educate the public about the art and history of the antique, wooden carousel. Our job is to help educate the next generation of carousel lovers, our future preservationists. With less than 200 antique, wooden carousels left in our country, we need to teach the children about the importance of preserving this very special piece of Americana. If not the children, who is going to protect the carousels after we are gone?

Children today are bombarded by high tech activities from



*The education room at the museum.*



**Arts and crafts in the Carousel Classroom.**

computers to virtual reality. We need to get them to the carousel so that we can share with them the simplicity, joy, and the magic of the carousel. The NECM educational programs help to teach children and adults about the art and history of the carousel. The Spin & Learn program gives our visitors a 20 minute presentation of fun facts about the carousel.

When the yellow school buses pull up to the carousel and the children experience a Spin & Learn program, their attitude changes about the carousel. Instead of using the carousel like a jungle gym, they ride with respect and view the carousel with renewed interest.

Give us 100 children for a Spin & Learn and we will give you back 100 carousel lovers.

### THE RESTORATION WORKSHOP

The New England Carousel Museum Restoration Department has grown and evolved under the direction of Judy Baker, the master painter for the museum. Judy has been painting carousel pieces for over 20 years beginning as an apprentice painting underbellies and hoofs for other painters.



**The carving shop in the restoration workshop.**



**Crescent Park outside row jumper with peek-a-boo mane, olive trappings and topaz jewels in mid-restoration.**

Today, Judy has an apprentice, Lisa Ronalter, working with her to help carry on the work of the department.

Juan Andreu, our wood restoration, artist holds a Ph.D. in fine arts from the University of Valencia, School of Fine Arts, in Spain, where he specialized in drawing, painting, and sculpting in wood, bronze, and stone mediums. In addition to doing the wood restoration of antique animals for the Museum, Juan also creates new full-size wooden pieces.

Although our department is small, our artists produce museum quality restorations. In addition to individual pieces brought in for restoration, we have animals from three carousels in our shop each year to restore for municipal carousels; the Crescent Park Looff carousel from East Providence, RI, the PTC #80 from Holyoke MA, and of course, the Bushnell Park Carousel from Hartford, CT.



**Juan Andreu, NECM wood restoration expert also carves original full-sized figures.**







**Bushnell Park Carousel • Hartford, CT**  
**1914 Stein & Goldstein**

Photo courtesy of The New England Carousel Museum & The Connecticut Press;  
*"Flying Horses: The Golden Age of American Carousel Art"*



*Restoration apprentice, Lisa Ronalter touching up the armored Loeff jumper from Crescent Park.*

Visitors to the museum can see the Bushnell and other historic carousel figures being worked on by our artisans, enhancing their museum experience.



*Armored Loeff jumper with trappings repainted.*

### **THE RESTORATION OF THE BUSHNELL PARK CAROUSEL**

The Bushnell Park Carousel was created by Solomon Stein and Harry Goldstein of the Artistic Carousel Company from Brooklyn, NY. Stein & Goldstein made 17 carousels in their career and there are now only three left operating in the U.S. Hartford has one of them. The carousel began operating outside of Albany, NY, in 1914 and was moved to Meyers Lake Amusement Park in Canton, OH, in the early '40s. The carousel was in operation in Ohio until purchased by Hartford, CT, in 1974 to help with the revitalization of the downtown area.

Upon receipt of the management contract in 1999, the museum realized that there was an enormous amount of work to be done in order to bring the carousel back to its original glory. Since no fire protection system was in place in the carousel pavilion, the first step was to find a way to protect the antique wooden carousel and wooden pavilion from fire. Using an existing restoration fund, NECM received permission from Hartford to use the fund to install a fire suppressant system telling them that it didn't do us any good to paint them pretty, if they burn to the ground. Over the next two years we worked with the City of Hartford to install a sprinkler system throughout the building. This left us with the need to raise funds for the remaining restoration. We created a plan consisting of six phases of restoration which began with the installation of the sprinkler system.

In 2003 we began Phase Two, which consisted of the refurbishing of the carousel platform. The horses were lifted and the chariots were removed to clear the platform for sanding. The removal of many coats of old paint unearthed magnificent yellow pine planking which we kept natural and protected with Gymthane; giving us a high gloss, non-skid, low maintenance finish which showcased the beautiful natural wood grain.

Phase Three of the carousel restoration, the painting and gold leafing of the carousel structure, was completed in 2004 and was funded through a variety of sources. Most notable was Pennies for Ponies in which children in the Greater Hartford schools donated their pennies to the carousel res-



*The museum's master-painter, Judy Baker puts the finishing touches on a Holyoke PTC jumper.*



*Two jumpers from the Holyoke PTC #80 carousel at the NECM restoration workshop*



**A row of restored Bushnell S&G jumpers.**

toration. In addition, NECM approached Alan Swift, owner of Swift and Sons, a gold leaf manufacturer in Hartford. Mr. Swift turned 100-years-old that year and still went to his office every day. Swift agreed to donate the 23K gold leaf needed to complete Phase Three. We brought in Waldemar Karwowski, one of our restoration artists to paint the carousel structure and gold leaf the trim on the machine. Waldemar, an old world artist, specialized in painting and gold leafing church interiors, state houses and theaters. Phase Four, the painting of the Carousel sweeps, was completed in 2005 and was funded by the museum.

NECM is currently in Phase Five which consists of the full restoration of the horses and chariots. All 48 horses and both chariots were in need. We began grant writing and fundraising to complete this final phase of the restoration and succeeded in raising \$90,000 toward the needed \$232,150. Work began during the 2005-'06 off-season by restoring the first six horses. We restored three more horses over the 2006-'07 off-season and six more in the '07-'08 off-season. We have just completed six more horses in the 2009-'10 off-season.



**Bushnell Stein & Goldstein jumper before restoration.**



**The lead horse nearly completed, (above), and another beautiful S&G jumper, (below center).**

Our goal is to have the entire Carousel Restoration Project completed in time for the 100th anniversary celebration of the creation of the Bushnell Park Carousel in 2014. An additional \$142,150 is needed to complete this project. This is an important milestone for the Bushnell Park Carousel with a major city-wide celebration being planned for Hartford at that time.

**ADOPT-A-HORSE**

Please help us to restore the Bushnell Park Carousel. We now need to fund raise again to be able to complete the restoration of the remaining horses.

If you adopt a horse at the inside row, middle row or outside row level you may name your horse and have a commemorative plaque added to the carousel marking your generous donation.

Contributions of any amount are welcome. All donors will be listed on a plaque inside the building. We invite school children, corporations, businesses, individuals and foundations to support this worth while project.



**Judy Baker adding detail touches to the S&G jumper, the restored lead horse in the background.**

## Can Horses Really Fly?



It was a good year for donations to the museum. Topping the list is this Carmel-Borrelli chariot from the Fun Forest Carousel in Seattle. (This would appear to be the sister to the chariot shown on page 34). The c. 1915 bejeweled chariot, titled "Leda and the Swan", was a gift from the collection of an interior designer. Her puppy, Lola, took a liking to the piece and decided it was a chew toy. Thanks to Lola, the chariot now has a new home at the NECM. Photo © 2010, Bryan Page

### MUSEUM'S FUTURE

In addition to ongoing maintenance, renovations and improvements to the building including roof repairs and a new air handling system, the museum is also seeking funding to install an operating Bertazzon carousel inside the building. The carousel, donated to the museum a few years ago, remains in storage in Florida awaiting its new home in New England. Having a working carousel in the museum building will increase attendance and special function activities, helping to generate operating income while adding to the visitor's experience.

The New England Carousel Museum is located at 95 Riverside Avenue, Bristol, CT 06010 For information, call (860) 585-5411, email: [info@thecarouselmuseum.org](mailto:info@thecarouselmuseum.org), or visit [www.thecarouselmuseum.org](http://www.thecarouselmuseum.org).

The Bushnell Park Carousel is scheduled to open for the season on Saturday, May 1st at 11 am to the public. The member's party is planned for Friday, April 30, 2010 from 5:30 to 7:30 PM.



Another recent donation, this large, charming English bow rocking horse, c. 1900-1910, should have real horse hair mane and tail. It still has some of its original leather.



Better keep those eyes peeled for the June issue of *The Carousel News and Trader*. It will feature an exclusive on the soon-to-be-released special collector's edition of *Flying Horses: The Golden Age of American Carousel Art 1870 - 1930*, (The Connecticut Press: 8.75" x 11.00," 172 pp., 200-plus color and b&w photos, index, 2010).

As part of its 20th anniversary celebration this fall, The New England Carousel Museum is collaborating with The Connecticut Press to produce this limited, signed, and numbered edition that is destined to become a classic keepsake. If you are looking for a beautifully photographed visual reference to the Golden Age of America's master carvers, then look no further than *Flying Horses*. Funny name. Seriously beautiful. Stay tuned for more information on how you can order your copy of this treasure ... coming in next month's issue of *The Carousel News and Trader* magazine.

### WE NEED YOUR HELP

The Bushnell Park Carousel will turn 100 years old in 2014. Over the ten years the New England Carousel Museum has managed the Stein & Goldstein Carousel we have researched where the Carousel began operating. We are told that the Carousel began operating outside of Albany, New York in 1914. We have not been able to locate where it operated. Some people say it ran in Midway Park, some people say it ran at Al-Tro Island Park. Are they one and the same?

The Carousel moved to Meyers Lake Amusement Park in Canton, Ohio in the early 40's where it operated until purchased by the City of Hartford in 1974 to help with the revitalization of downtown Hartford, Connecticut.

Can anyone tell us where the S&G Carousel operated outside of Albany in 1914? Can you verify this information? And, are there any early photographs of the Carousel when it ran in the Albany area?

That information will be a great present to the Carousel when she turns 100 years old. Can you help us or tell us where we can find the information?

– Louise DeMars

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# From a “Ring Boy” for Frederick Dolle to Builder of His Own Carousels **M.D. Borrelli and His Role in the 20th Century Amusement Industry**



*Loeff lion from Fun Forest, Seattle, with distinctive Borrelli jewels.* Photograph courtesy of Guernsey's, New York, New York

By William Benjamin, Ph.D.,  
and Barbara Williams

Special to *The Carousel News & Trader*

In our previous article in *The Carousel News and Trader* (January, 2010) concerning Frederick Dolle, we included valuable insights about Dolle that were detailed in a letter that M.D. Borrelli sent to Frederick Fried in 1963. This letter was obtained from the Frederick and Mary Fried Folk Art Archives located in the Smithsonian Institution's National Museum of American History. We referred to this as the "Borrelli letter".

Carousel reference books have primarily focused on two aspects of Borrelli's individual contributions, his role as a carousel builder, using his own frames together with figures carved by others, and for his addition of jewels, many feel to an excessive extent, to the figures on his carousels. As we

detail in this article, further research has provided a more complete history of his life and his role in the amusement industry during the 20th century.

### **M.D. Borrelli's early life**

The Borrelli family hailed from San Gerardo, Caserta, Italy. Caserta is located about 10 miles north of Naples. M.D. Borrelli stated in the "Borrelli letter" that his father had wanted him to enter the priesthood, but the Mount Vesuvius eruption, in April of 1906, "killed all prospects of being a priest". "I just wanted to leave and get away from all the past experiences, it was then I decided I wanted to come to America."

Mario Domenico Borrelli arrived at Ellis Island on March 3, 1907 aboard the ship *Deutschland*. In his immigration records, he provided his name as Domenico Borrelli. He arrived without any fellow family members and in possession



**The Deutschland, the passenger ship upon which Mario Domenico Borrelli immigrated to the United States.**

of only \$10. He claimed that he was 15 although subsequent records show that he was only 13 at that time. Even though he indicated that he would stay with his brother Francesco in the Bronx, New York, he made his way to the home of his cousin Joseph Borrelli who, according to the 1910 census record, lived in Cliffside Park, New Jersey.

Cliffside Park was very near to Little Coney Island, where Borrelli obtained his first job with Frederick Dolle as a “ring boy”. Copies of his World War I and World War II military registration documents and his death certificates provide his full name as Mario Domenick (changed from Domenico) Borrelli, although in his professional life he referred to himself as M.D. Borrelli. Due to conflicting information in these documents we couldn’t determine the exact month of his birth. He was born either on July 31st or August 31st, 1893. We also have not been able to find information about Borrelli’s wife. Where we expected there to be references to his wife, we found none. His U.S. Naturalization document from August 12, 1924 does not list a “wife” and shows that



**Immigrants arriving at Ellis Island, circa 1905.**

he has no children. This is interesting because the Silver Beach carousel website indicates that Borrelli and “his wife” placed jewels on that carousel’s figures in the summer of 1924. As shown later, Borrelli’s World War II military registration document lists his brother Vincent as his contact person, not his wife.

**Partnership with Frederick Dolle’s Wife Elizabeth**

We previously detailed the period between 1907, when M.D. Borrelli began working with Frederick Dolle, and the time of Dolle’s death in late 1912 (*The Carousel News and Trader*, January, 2010). We were able to identify and trace eight carousels that were manufactured during that period. In his letter to Frederick Fried, Borrelli indicates that he became a partner with Elizabeth after Frederick’s death and that his partnership “was to operate and manage” the two



**View of Virginia Beach boardwalk and amusement area, circa 1910.**

**Borrelli would operate a carousel here with Dolle’s widow, Elizabeth.**

Barbara Williams collection



# M and E AMUSEMENT CORP.

179 29th STREET - AVALON, NEW JERSEY

May 23rd 1963

M. D. BORRELLI  
SEC.-TREAS.

PHONE 967-7141

*Letterhead from the "Borrelli letter". Could M and E have represented the first initials of Mario Borrelli and Elizabeth Dolle?*

carousels currently owned by the Dolles located in Virginia Beach, Virginia and Lake Orion, Michigan.

M.D. Borrelli's military registration card dated June 5, 1917 shows that he was living and working at the Virginia Beach Casino as a "machinist" and was employed by E. Dolle. We previously had not been able to determine the location of the Dolle carousel in Virginia Beach but this document suggests that it was placed at the Virginia Beach Casino, which was incorporated in 1911.

A man in the photograph of the Dolle carousel at the Park Island Amusement Park in Lake Orion, Michigan (see the January article) was previously identified as Vincent Borrelli. At that time, we didn't know the relationship of Vincent to M.D. Borrelli.

Vincent (Vincenzo) Borrelli has now been determined to be M.D. Borrelli's younger brother. His immigration documents show that he arrived in the United States on September 25, 1913. Vincent's arrival occurred less than one year after Frederick Dolle's death and is clearly linked to assisting his brother M.D. and Elizabeth with the running of the Park Island carousel. In the 1930 United States census, Vincent Borrelli, together with his wife Hazel and his newborn son Michael Vincent (b. April 28,

1929, d. February 27, 2000) are shown to reside in Camden City, New Jersey. Vincent lists his occupation as "Operator, Amusement Device". It isn't known if he was still working with his brother at that time.

REGISTRATION CARD		No. 21
1	Name in full: <i>Domenico Borrelli</i>	Age in yrs: <i>23</i>
2	Address: <i>Virginia Beach Casino</i>	City: <i>Virginia</i>
3	Date of birth: <i>31st August</i>	Year: <i>1893</i>
4	Are you (1) a natural born citizen, (2) a naturalized citizen, (3) an alien, (4) or have you declared your intention to become a citizen? <i>No</i>	
5	Where born: <i>Legnano - Grand - Italy</i>	
6	If you are a citizen, of what country are you a citizen? <i>Italy</i>	
7	What is your present occupation? <i>Machinist E. Dolle</i>	
8	By whom employed? <i>at Virginia Beach Casino</i>	
9	Have you a father, mother, wife, child under 18 or a sister or brother under 18, wholly dependent on you for support (specify which)? <i>No</i>	
10	Married or single? <i>Single</i> Race (specify which): <i>Neapolitan</i>	
11	What military service have you had? Rank: <i>No</i> Service in State: <i>No</i>	
12	Do you have other registration cards? <i>No</i>	

I affirm that I have verified where answers and that they are true.

*Domenico Borrelli*  
Signature of Registrant

*Image of M.D. Borrelli's World War I military registration card.*

### Borrelli Carousels

While it is not known exactly how many carousels Borrelli produced, the number of surviving individual figures with his distinctive jewels is quite plentiful. Borrelli may have continued to purchase figures from Charles Carmel after Dolle's death. Some carousels attributed to M.D. Borrelli are composed of mixtures of figures, likely from other carousels, many of which have the distinctive Borrelli jewels. It has been difficult to determine the dates that Borrelli's carousels were made and placed. It isn't always clear whether they were constructed during his partnership with Elizabeth Dolle or after he assumed controlling interest in the business following her death. Or, perhaps carousels on

which we see Borrelli-jeweled figures were built by others using figures from original Borrelli carousels.

### Marshall Hall Amusement Park, Charles County, MD

One of the earlier carousels attributed to Borrelli, but possibly dating to Frederick Dolle because of the exclusive use of Carmel horses, was at Marshall Hall Amusement Park, Charles County, Maryland.



*Inner housing of Marshall Hall carousel showing original artwork. Courtesy of Gray Tuttle.*



*Marshall Hall carousel, circa 1960. Courtesy of Burkey W. Boggs*



**Marshall Hall carousel, circa 1960. The shape of the rim panels is like those on Dolle's carousels at Park Island, Lake Orion, Michigan and Clason Point, Bronx, New York, but the decorative painting on the rim is much different. Note the overhead speaker, indicating piped-in music was being used at that time. Courtesy of Burkey W. Boggs**

The park at Marshall Hall originated in 1889 and early issues of the *Washington Post* indicate the presence of a carousel in the park as early as 1896 along with a Ferris wheel, baseball field, bowling alley, and dancing. The early carousel may have been replaced with the carousel seen here. Without its date of installation, which we have been unable to determine, it is difficult to positively attribute it to either Dolle or Borrelli. Gray Tuttle, who bought the horses and animals in spring of 1974, stated in *The Carousel News and Trader*, June, 1988, "It was a Carmel-Borrelli with a lion, a sea monster and two armored horses. All gears were stripped on the machinery, so it was junked."

### **The B & B, Coney Island, New York**

In his letter to Frederick Fried, Borrelli mentions that Carmel carved his last set of figures for him "...as he became



**The B&B Carousel on Surf Avenue, Coney Island, circa 1990's. Courtesy of John Caruso**



**B&B Carousel on Surf Avenue, Coney Island, November, 1945. Barbara Williams Collection**

aged and sick...he made for me, since I had affected such good friendship with him." Charles Carmel passed away in 1931, so presumably Borrelli obtained these figures in the 1920s. Borrelli says that he then bought a Mangels carousel frame from a Mr. Johnson and shipped the carousel to Bertrand Island Park, New Jersey, where it operated for three years. Borrelli indicates that it was then sold to the B&B Carousel Company on Surf Avenue, in Coney Island where it was operating at the time he wrote the letter in 1963.

The B&B, Coney Island's last wooden carousel, continued to operate at this location until 2005 when it was saved from possible dispersment at auction by the city of New York. Revitalization plans for Coney Island include placing the B&B on the boardwalk near the Parachute Jump ride.



**View of the Ocean City, Maryland boardwalk, circa 1960. Barbara Williams collection**





*This tucked-head Illions horse is similar to one seen at Fun Forest, Seattle, Washington.*



*An Illions-jeweled jumper.*

*Carousel at Playland Park, Ocean City, Maryland, circa 1970s. Photographs by Gray Tuttle. The top right and bottom two photos courtesy of Rol and Jo Summit.*



*A Borrelli-jeweled Carmel stander.*

### **Playland Park, Ocean City, Maryland**

A carousel at Playland Park, on the Boardwalk at Ocean City, Maryland, had a rounding board that prominently stated "M.D. Borrelli, MFG of High Grade Carousels".

According to Leah Farnsworth (*The Carousel News and Trader*, September, 2007) the carousel was a mixture of Carmel, Illions and Dentzel horses. She also indicated that the outside row horses as well as the inner row Carmel and Illions horses were jeweled. Rol and Jo Summit are of the

*Photographs by Gray Tuttle. The top right and bottom two*

*opinion that the jewels on the Illions' horses are the work of Illions, not Borrelli. More photographs of this carousel are seen in Leah Farnsworth's article.*

### **Fun Forest, Seattle, Washington**

A carousel with perhaps some of the most heavily jeweled Borrelli figures was installed at the 1962 World's Fair in Seattle, Washington. When the fair closed, an amusement park, Fun Forest, was established at the site. The carousel had a sign indicating that it was manufactured by Borrelli.



*The Fun Forest Seattle carousel in 1979 shows the extensive jeweling and modern metal platform. Joan Cole photo*



*Heavily jeweled Carmel armored stander. Joan Cole photo*



**Carmel armored stander, Fun Forest, Seattle, WA.**  
 Photograph courtesy of Guernsey's, New York, NY

Prior to Fun Forest, the mixed carousel was owned by Paddy Conklin, an important figure in the Canadian traveling carnival business who had placed the carousel on the Canadian side of the Niagara Falls. Prior to that, the sign indicates that the carousel had been located at Manasquan and Wildwood, New Jersey.

The Fun forest carousel was a mix of Loeff, Carmel and Illions figures. There was a Loeff sea monster and a Loeff lion. The lion was very similar to the one seen on the Dolle carousel at Park Island, Lake Orion, Michigan. The Illions "Lincoln horse" at Fun Forest, profiled in Marianne Steven's article entitled *The Lincoln Carousel Horse Quest* in *The Carousel News & Trader*, December, 2009, was originally on the Seaside Heights, New Jersey, Illions carousel.



**Fun Forest Seattle chariot in park paint.**  
 Photograph courtesy of Guernsey's, New York, NY



**Fun Forest, Seattle Chafatino stander in park paint.**  
 Photograph courtesy of Guernsey's, New York, NY

There was also an Illions flying mane outside row horse. What can be seen of the scenery panels in the central housing area suggests modern changes, as is the metal platform. Both European and American style spiraling is seen on the brass poles.

#### **Seaside Heights, New Jersey**

The Illions carousel at Seaside Heights, New Jersey was originally at Coney Island where it was known as the Chafatino in the name of the family that owned it. According to the Chafatino family, the carousel was an intact Illions when it left Coney Island. Installed at Seaside Heights in 1956, the carousel, now known as Freeman's, had six standing Borrelli-jeweled Carmels and a Dentzel lion and tiger. Three Carmels stood inside of the lion; three others were inside of the tiger. According to Floyd Moreland, prior to placement



**Chafatino carousel at Coney Island. The flying mane stander was at Fun Forest along with its second row partner, as identified by Rol and Jo Summit. Photo courtesy of The Summits**



**Freeman's, Seaside Heights, New Jersey, circa 1950's.**  
Courtesy of Floyd Moreland.

of the Illions at Seaside Heights, a Borrelli carousel was installed there from 1955 to 1956. It replaced the Dentzel that burned in the summer of 1955. Was Borrelli's presence at Seaside Heights responsible for some kind of a swap between his carousel and Freeman's?

A total of six Fun Forest Chafatino-style standing Illions' figures were sold at Guernsey's auction in 1988. The Illions Lincoln horse had been stolen prior to the auction. That leaves one missing horse to match the number of absent stationary Illions' on the Seaside Heights carousel.

The Illions' on Borrelli's Ocean City carousel are Chafatino-like. They must have come from another Illions of the same period (1923-1924) that was parted out.



**Dentzel tiger at Seaside Heights, New Jersey, circa 1970's.**  
Photo by Gray Tuttle, courtesy of Rol and Jo Summit

### Roller Skating Businesses

In his letter to Fred Fried, Borrelli indicates that he ventured into the roller skating business in 1937, shortly after Elizabeth Dolle's death. He first opened a roller skating rink in Gloucester City, New Jersey in 1937 and operated the rink at this site until 1950 (*The Billboard*, November 18, 1950). He subsequently acquired the MacArthur Roller Dome in Franklinville, the Alcyon Park Roller Rink in Pitman, and the Sunset Beach Roller Rink in Almonesson, all in New Jersey. Two advertisements in May, 1943 issues of *The Billboard* newspaper refer to activities at his Roll Arena Recreation Center in Gloucester and Sunset Beach Rink in Almonesson. During the war years, Borrelli lived in Gloucester, New Jersey, as indicated in his military registration card from April 27, 1942, which also shows that he was employed by the Olympia Amusement Corporation, one of his business corporations. The card also indicates that his brother Vincent lived in nearby Grenloch, New Jersey.



**(Left) One row of Carmel standers on Freeman's at Seaside Heights, New Jersey, circa 1980.**

Photo by Dr. Norma Menghetti, courtesy of Floyd Moreland

**(Above) A second row of Borrelli-jeweled Carmels on Freeman's.**

Photo by Gray Tuttle, courtesy of Rol and Jo Summit



*Borrelli's Sunset Beach Park, Almonessen, New Jersey, circa 1953.*

Barbara Williams collection

### **Sunset Beach Park, Almonesson, New Jersey**

Borrelli's foothold in Almonesson seems to have led to what was likely his last large amusement venture. He describes it quite well in his own words in the letter to Fried, "In the year of 1941, I purchased a former picnic ground, on Almonesson Lake, N.J. I developed the area, and called it Sunset Beach Park, Almonesson, N.J. and operated it as an amusement park, till 1958. In my development I installed bowling alleys, a ballroom, a bathing beach, boats for hire, and four refreshment and eating stands. This ballroom was the finest in the East with accommodations of 1,500 people at one time, and the first ballroom to be air conditioned by Carriers, Inc., Syracuse, N.Y. In the year of 1958, I was stricken with a heart condition, and later on the same year, I was stricken again twice...my physical condition forced me to sell this park, for 30 cents per \$1.00 valuation, and accept retirement."

Interestingly, the sale of Sunset Beach Park led Borrelli to file a lawsuit against Varbalow Realty Company, which had placed \$250,000 into an escrow account for the purchase. This deal fell through and Borrelli sued for the funds in May, 1958. Two years later the Supreme Court of New Jersey ruled in Borrelli's favor in a case known as Sunset

**"In the year of 1941, I purchased a former picnic ground, on Almonesson Lake, N.J. I developed the area, and called it Sunset Beach Park, Almonesson, N.J. and operated it as an amusement park, till 1958."**

Beach Amusement Corp vs. Belk 33 N.J. 102 (1960). This case is often cited to this day in legal decisions in support of a litigant being rewarded by charging its legal expenses against a "fund".

The carousel at Almonesson has features seen on Dolle carousels. The rim scenery paintings, panel shapes, and lighting are very much the same. The sweeps have decorative scrollwork, the central housing panels are characteristic with bold frames and large mirrors. The Borrelli jewellery is evident on the standing horse and chariot side. The reflective spots on the central housing mirror panels may be jewels or mirrors.

### **One Last Carousel**

Although it seemed that his illness and sale of Sunset Beach Park would be the end of his amusement industry career, Borrelli indicates in his letter to Fried that he had regained sufficiently good health by 1963 to have completed the building of one more carousel and was in search of a suitable location for its placement. "I would like to continue, to be with children and people, as the amusement business has always been a part of my life, and is very dear to me, and they are missed very much as a part of my life."

We have not been able to determine whether or not this

**Lakeside View  
of Borrelli's Last  
Amusement  
Venture, Sunset  
Beach Park,  
Almonessen,  
New Jersey,  
circa 1953.**

*Barbara Williams collection*



carousel was ever put into operation.

Mario Domenico (Domenico) Borrelli passed away in Broward County Florida in February of 1969. His legacy lives on in existing Borrelli-jeweled carousel figures and in the memories of his carousels. Whether he enhanced carousel figures with his jewels or ruined them is a matter of opinion. It cannot be argued that his jewellery was truly unique.

**Postscript**

In this article are facts, tie-ins and loose ends. Borrelli's career as a carousel builder is addressed in-part only as we take a look at a few of his carousels. How many more there were and where they were located is the rest of the story.

We found some wonderful information about Domenico Borrelli's background and family and it's a joy to finally know his full name! There are still lots of stones to turn over in researching his carousels. It is hoped more about Mario Domenico Borrelli will come to light.

REGISTRATION CARD—(Men born on or after April 28, 1897 and on or before February 16, 1897)

SERIAL NUMBER 239	1. NAME (Print) MARIO DOMENICK BORRELLI	ORDER NUMBER
2. PLACE OF RESIDENCE (Print) 410 Jersey Ave. Gloucester Camden NJ		
3. MAILING ADDRESS		
4. TELEPHONE	5. AGE IN YEARS 48	6. PLACE OF BIRTH Italy
7. NAME AND ADDRESS OF PERSON WHO WILL ALWAYS KNOW YOUR ADDRESS Vincent Borrelli (Brother) Greenloch NJ		
8. EMPLOYER'S NAME AND ADDRESS Olympic Amusement Corp. Jersey Ave Gloucester NJ		
I AFFIRM THAT I HAVE VERIFIED ABOVE ANSWERS AND THAT THEY ARE TRUE		
D. N. S. Form 1 (Revised 4-1-42)	(over)	16-21620-2 Mario Domenico Borrelli

**Image of M.D. Borrelli's World War II military registration card. He was 48 years old.**

**Contributors:**

1. Burkey W. Boggs. Marshall Hall photographs.
2. John Caruso. B&B carousel photograph.
3. Fred and Mary Fried Folk Art Archive, Smithsonian. Borrelli letter.
4. Dr. Norma Menghetti. Freeman's photograph.
5. Dr. Floyd Moreland. Freeman's photographs, Seaside Heights information.
6. Rol and Jo Summit. Freeman's and Ocean City photographs, Chafatino photograph and information, Fun Forest information.
7. Gray Tuttle. Ocean City photographs.
8. Fred Dahlinger. Historical insights.
9. Guernsey's, New York, NY. Permission to use photographs from their Dec. 10, 1988 "The Carousel at Auction" catalog.

*Note about the authors:*

The Borrelli biographical and business enterprise research and presentation are by William Benjamin. Carousel observations are by Barbara Williams.



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# Playland Park lead horse and Fairyland Park Middle-Row Stander **Dolle Article Uncovers History on Borrelli-Carmel Horses**



*Loeff lion in the front yard.*

**By Leah Farnsworth**

*Special to The Carousel News & Trader*

**O**n a cool March day in 1981, we arrived at the docks of a freight company near Milwaukee, WI. My husband, Peter, and I were there with a trailer to pick up a crate from Oregon. Inside was a large Borrelli-Carmel stander that I had purchased from a friend in Portland. I wanted to know its history.

In her 1983 book, *The Art of the Carousel*, the late Charlotte Dinger has a photo of this horse in park paint on the Ocean City, NJ, Playland Pier carousel. Charlotte told us that it was the largest horse on the carousel. She said that it was a very early Carmel carving, and it was the lead horse of the carousel, which was owned by Allen Roy Herschell. The horse is carved with his upper eyelids covering the upper part of the glass eyes. I have never seen another horse like this.

Photos taken in 1977 can be seen in my article in the Sept. 2007 issue of CN&T. One of the rounding boards reads: M.D. BORRELLI, MFG. OF HIGH GRADE CAROUSELS.

Photos courtesy of the Leah and Peter Farnsworth collection

The horses were a mix of Carmel, Dentzel and Illions carvings. Later, the carousel was sold to a dealer in South Carolina. A May, 1980, brochure had pictures and prices for some of these horses.

When I purchased the horse, it had been stripped. That is the way this horse looks in our photo on page 159 of the Marianne Stevens and William Manns book, *Painted Ponies*. Some of the old jewels were missing and some were cracked. A bag of old jewels was sent along with the horse. Later we had the horse restored and rejeweled and painted as a palomino by Jon and Linda Layton.

In January, 1979, a middle-row Borrelli-Carmel came with me from a Wisconsin dealer that lived near us. I had seen pictures of this horse and many others from the same carousel in an earlier brochure from an East Coast dealer. It said that the horses came from the Wildwood, NJ carousel. In the 1964 Fred Fried Book, *A Pictorial History of the Carousel*, he wrote that the Wildwood carousel was originally at Fred Dolle's Fairyland Park in Westchester, NY, then sold to Ragamosa brothers at Savin Rock, NJ.

Over many years I spoke to several people from the New



**1907 middle-row Borrelli-Carmel stripped.**

York and New Jersey area who had photographed this carousel, but no one had a photo showing our horse in the middle row. I finally gave up.

I wasn't fond of the heavy coat of paint, so I tried to find time to carefully strip the horse to original paint.

With our active family, I found that spare time was priceless, and I wasn't rich. When I was getting a group of horses ready for a display, I knew I didn't want to show the horse half-stripped. Making a poor decision, it was stripped to the bare wood, but first I took a photo to document the original colors. Then he spent four months with nine of our other horses on loan to the Waukesha County Museum to celebrate the re-opening of a large display area. The exhibit was educational, and this Carmel represented the inner-row Coney Island style.



**Middle-row 1907 Borrelli-Carmel showing original paint on trappings. Peter Farnsworth photos**

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**Ca. 1902 Borrelli-Carmel lead horse, last operated on board Playland Park carousel, Ocean City, NJ. Layton Studios restoration.**

When the January, 2010 issue of the CN&T arrived, I began reading about Fred Dolle. Then, I looked at the small photo of Vincent Borrelli with a big white horse, our big Carmel! I was surprised.

us that our Carmel was carved to be a lead horse. She was right, on two carousels.

Then, I noticed the Loeff lion in front of the Carmel. The trappings look like our Loeff lion in very old paint, standing across the living room from the big Carmel. Even the dark and light paint patterns and jewels looked the same. I immediately called to tell Roland at CN&T, and he asked me to write about it. That evening, Peter was able to make an enlargement of the lion and we could then see that the trappings are identical, but there is a difference in the curve of the tail and the curls in the mane. We know that our lion came from another carousel.

We appreciate the research that William Benjamin Ph. D. and Barbara Williams have done, and want to thank them for sharing their knowledge. After living with these Carmels for 29 and 31 years, and looking for more of their history, it came to us in January. Thank you.

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Criss-Cross the Trail of Lewis and Clark, Sept. 21-26, 2010

# NCA 2010 Convention Heads NW For “Carousels of Discovery”



*The Grand Coulee Dam on the Columbia River.*

**T**he theme for this year’s NCA Convention, September 21-26, 2010, is “Carousels of Discovery” as it will criss-cross the trail of Meriwether Lewis and William Clark in their quest to map a new pathway to the Pacific in 1803. With journals filled with over 1 million words, maps, and illustrations, the Lewis and Clark Expedition experienced and reported on the greatest road trip in American history. Expecting an easy water voyage to their destination, they would soon struggle to find an easier route over the Rockies. They would name the uncharted rivers, valleys and new species of flora and fauna of the Louisiana Purchase in an area that would be soon known as the Pacific Northwest.

The 2010 National Carousel Convention will be headquartered at the Ramada Spokane Airport, literally within walking distance of the baggage claim area of the Spokane terminal. Ample parking will be available for those who drive. The attendees will visit the new and antique carousels of Washington, Idaho, and Montana. Traveling across state lines is not unusual for carousel conventions but like Lewis and Clark, this promises to be quite an expansive road trip featuring some new carousel territory yet unvisited by the NCA’s chartered buses.

Pre-convention activities begin Tues., Sept. 21 with a “Tech Day” hosted by the 1909 Loeff carousel in Spokane’s Riverfront Park. There will be presentations on: Daily opening



*Gondolas over Spokane Falls. Photo Credit: Spokane Regional CVB/Alan Bisson.*

procedures; Ride operator training; Mechanical operations and restoration; Ongoing maintenance and restoration of the publicly owned Loeff carousel; and an open forum discussion on the challenges of today’s operating carousels.

Pre-convention activities continue on Wed. morning Sept. 22nd with a visit to Washington’s tri-cities of Pasco, Kennewick and Richland to view the restored carvings of their classic 1910 Dolle-Carmel-Borrelli Three Rivers Carousel. The name is derived from the confluence of rivers; the Snake and the Yakima into the Columbia. It was a major encampment area just below Horse Heaven to replenish the Corp of Discovery before their final leg down the mighty Columbia River to the Pacific in Nov. of 1805. The Three-Rivers Carousel, fully restored and waiting



*Tri-cities vineyards in the Columbia Basin.*

for the completion of its new building, includes 36 jumpers, 8 standers, and 4 classic chariots plus a newly carved cougar and husky representing the mascots of Washington’s two largest universities. Our day trip will pass through the expansive Columbia Basin which produces a variety of crops including thousands of acres of vineyards and orchards.



**Dragon Hollow play area at A Carousel for Missoula.**

The convention kicks off officially Wed. evening with a riverside dinner at the Spokane Riverfront Park 1909 Looft Carrousel. You will have an opportunity ride the carrousel as well as time to explore this 100 acre park in the heart of the city. Riverfront Park was the original location of Expo '74. It is also situated on the shores of the Spokane River and its internationally known urban water falls. The carrousel, original to Spokane's Natatorium Amusement Park, was saved and placed in the new park in the urban core in May, 1975.

On Thursday we will ride past scenic Lake *Coeur d'Alene* and through the historic Silver Valley of Idaho on our journey to Missoula, MT. Lunch will be among horses and dragons as we learn more about how a western community came together to create "A Carousel for Missoula". This is a great American carousel success story which united cowboy boots and Birkenstocks, university and industrial, into a united community that would create and gift the children of Montana's "garden city" a merry-go-round to ride.

Next, we cross the Continental Divide and enjoy panoramic views along the eastern slopes of the Rocky Mountains on our way to Helena, the third state capital of Montana. Originally a gold rush town, Helena's historic downtown includes the Last Chance Gulch. Yes, this carousel journey will be laced with stories of discoveries – gold, silver, and copper.

We will spend the night at the new Great Northern Hotel in the heart of Helena. The town center and hotel is named in honor of the Great Northern Railroad. Dinner will include presentations on Montana's rich history. After dinner we will walk across the courtyard to ride the Great Northern Carrousel and enjoy a gourmet treat of Painted Ponies Ice Cream. This new carousel was created by Ed Roth, Chuck Kaparich and Carousel Concepts in 2002 and features 40 figures including Montana state animals, birds and fish. The carvings were painted by Carrousel Consultants.

On Friday we visit the Boulder River Carrousel, a rare circa 1950s Brill hand-cast aluminum carrousel. The ride was originally built and operated by the Montana State School for the Developmentally Disabled. Nicknamed the "cooking pot" carrousel, the original horses were created from donated aluminum pots and pans when aluminum ingots became short in supply. After sitting idle for years, the carrousel was moved a short distance to the new Jefferson County Fair and Rodeo Grounds on the site of the former state facility's dairy.



**State Capitol Building, Helena, MT.**

A short ride through the Montana Rockies brings us to the city where "Copper was King", Butte, MT. We will view the community-carved carrousel which is part of an adapted recreation of the "Spirit of Columbia Gardens" Amusement Park Carrousel. Butte, built on the richest pile of minerals on earth, enjoys a colorful mining history that includes the amusement park which opened in 1899. The amusement park was swallowed up by the expansion of the Berkley open pit mine.

We return to Missoula for lunch, then venture into Idaho to visit the Silverwood Theme Park. Silverwood is a relatively new park that has grown into the largest theme park in the Pacific Northwest. It is also home to a restored two-row metal 1954 Allan Herschell carrousel. After dinner, there will be a presentation on the construction of a modern family-owned amusement park before we return to Spokane.

Saturday we will visit the largest concrete structure in North America, Grand Coulee Dam, built during the Great Depression. This dam provides irrigation water to the Columbia Basin Project and the thousands of square miles of farmland. The dam resulted in a 150 mile long reservoir named for Franklin D. Roosevelt that serves as a recreation mecca for the region. You will discover why it is named "coulee".

Next, we head to Republic, WA, home to the lovingly restored Ferry County Fair's circa 1895-1900 Armitage Herschell carrousel. Lunch will be in the fairground's new Morris Pavilion named in honor of NCA members and long-time residents, Nancy and Art Morris. Republic is nestled in a beautiful mountain valley, surrounded by towering pines, just south of the Canadian border. This merry-go-round will always be special as it brought together a community of local pioneer families, the historic gold mining operations, and the Native American tribes along with carrousel volunteers from throughout the entire Pacific Northwest. All of this took place in a county that is the least populated of the entire state.

Our return to Spokane circles back over Sherman Pass and crosses over a northern slice of Lake Roosevelt to the small northeast Washington community of Chewelah and a rest stop at the Misteqe Antique Auto Museum. Then, back to Spokane for the annual convention banquet and fundraiser auction at the hotel.

Sunday morning will conclude the 2010 convention with breakfast and the NCA general membership meeting. For additional information and updates visit, [www.nca-usa.org](http://www.nca-usa.org).

# "Carousels of Discovery"

## NCA 2010 Convention Sept. 21\*-Sept. 26

*The 2010 NCA Convention will be headquartered at the Ramada Hotel located at the Spokane International Airport in Spokane Washington.*

*We are calling the 2010 Convention: "Carousels of Discovery" as we will cross the path the "Corp of Discovery", led by Lewis and Clark, followed across the Inland Northwest 200 years ago.*

### \*Pre-Convention:

**Tues. Sept. 21 2010 - Tech Day**

*Technical Conference hosted by the Spokane Carousel. Information on the operation, training, restoration and preservation of an antique carousel.*

**Wed. Sept. 22**

*Visit the Tri-Cities to view the restored figures of the 1910 Dolle-Carmel-Borrelli Carousel.*

## 2010 Convention

**Wed. Sept. 22**

*Check-in. Kick-off dinner at Spokane's Riverfront Park 1909 Loeff Carousel.*

**Thurs. Sept. 23**

*Pass through Silver Valley in Northern Idaho on the way to Missoula, MT, and a visit to "A Carousel for Missoula", 1995 community carved 3-row carousel on an antique frame. After lunch in Missoula, on to the state capital of Helena, MT. Overnight at the new Great Northern Hotel with the 2001 Great Northern Town Center Carousels and Carvings mechanism with carvings by Ed Roth, painted by Bette Largent. Dinner at the hotel and ice cream at the carousel.*

**Fri. Sept. 24**

*To Boulder, MT, and the Jefferson County Fair and Rodeo grounds and a ride on their 1950s Brill hand-cast aluminum carousel. Then, to the Butte Mall, the current location of the Spirit of Columbia Gardens community-carved carousel on display. Then, to the Silverwood Theme Park in Northern Idaho and visit their 1954 Allan Herschell. Dinner in Silverwood and back to Spokane.*

**Sat. Sept. 25**

*Visit the Grand Coulee Dam on the Columbia River, the largest hydro electric complex in the Western Hemisphere. On to Republic, WA and the Ferry County Fair Carousel, circa 1895-1900 Armitage Herschell. Lunch and other activities at the new carousel building. Back to Spokane for the annual banquet and preservation fund auction.*

**Sun. Sept. 26**

*Breakfast and closing comments.*

*For more information on the 2010 Convention and great ideas for additional pre-and post- convention stops, visit:*

**[www.nca-usa.org](http://www.nca-usa.org)**



1909 Loeff, Riverfront Park, Spokane, WA  
*This "sneaky tiger," is just one of three known to be carved by Loeff and the only one the public can still ride. Gary Nance photos.*



1895-1900 Armitage-Herschell, Republic, WA  
*Ferry County Fair Park Carousel.*



1995 Community-Carved/Antique Frame  
"A Carousel for Missoula" Missoula, MT  
Photo by Donnie Sexton/Travel Montana

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CMMA membership includes the quarterly publication, *Horse Tales*, a membership directory and the hobby's greatest fellowship. The 2009 convention was held at the Herschell Carousel Factory Museum.

The CMMA is now accepting 2010 memberships. Past CMMA members will be contacted with membership information. Membership dues are \$20 per year. Checks or money orders should be made out to the CMMA and sent to the CMMA secretary-treasurer.

If you are interested in carousel models, miniatures or woodcarving, please contact the CMMA for additional information. All inquiries or questions should be sent to Patrick Wentzel, CMMA secretary-treasurer, 2310 Highland Ave., Parkersburg, WV 26101-2920 or call (304) 428-3544, or email [pwentzel@patrickwentzel.com](mailto:pwentzel@patrickwentzel.com).

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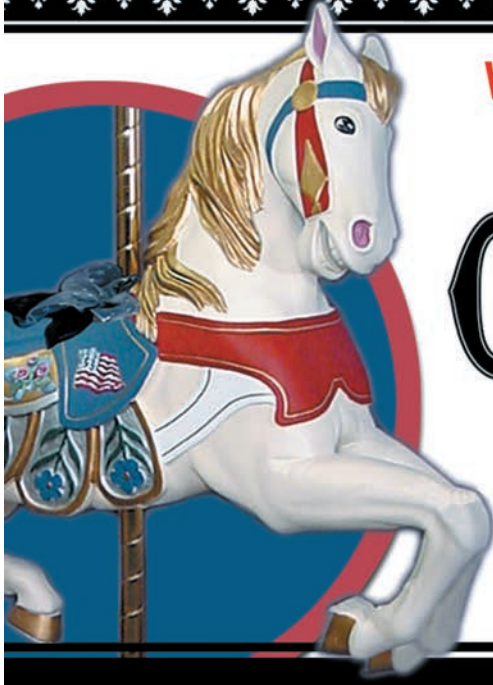
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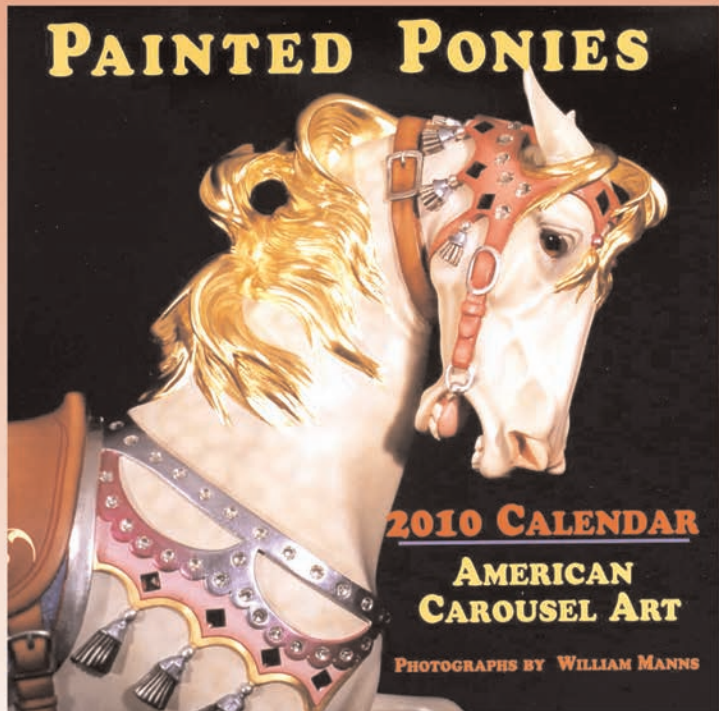
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