



The Carousel

News & Trader

February 2010

Vol. 26, No. 2

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1927 Illions Supreme and Other
Significant Historic Carousels
Still Seeking New Homes

Carousel Postcards Give Insight
to Long Lost Carousel History

Gray Tuttle's Headless Illions

Gold Medal Concessions = Profits



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ON THE COVER



February, 2010
Vol. 26, No. 2

*The world famous
"American Beauty" Rose
Horse from the 1927
Illions Supreme,
operating in Pomona,
CA, in the 1970s.*

Photo courtesy of Darylle
Goodfield.

From the John and Cathy
Daniel collection.

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Letters to the Editor

Hi Roland,

Enclosed is a "bit" that you may find suitable for an upcoming issue of CN&T.

— Cathy Crawford

IN MEMORIAM

Charlotte Larsen

Many of you may remember her as a guest speaker for the National Carousel Association.

We met Charlotte and her husband, Henry, at the 25th Anniversary Convention in Burlington, NC, September 1998. The title of the convention was, "To Honor Jacob Dentzel". Her presentation was entitled, "Introduction of my great grandfather Jacob Dentzel".

Charlotte grew up knowing her uncle Harry Dentzel and she shared many fond and moving memories of her childhood years. Charlotte lived in Huntington Valley, PA, with her husband of over 66 years.

She was once quoted as saying, "People who love carousels are the happiest people."

Charlotte Larsen passed away on March 3, 2009. She leaves her husband, family, friends and a carousel legacy.



FROM THE EDITOR:

It has been one heck of a winter all over the country. Lots of snow and ice and freezing temperatures. This is, of course, expected in the north, but this year it has been north, south and everywhere. I hope everyone is staying warm and safe.

We have some nice photos of the Rose Parade in this issue, and it was a beautiful day for a parade in Pasadena.

But those who think we are immune to winter here in Southern California should have been watching the news in late January. As the song says, "It never rains in California, But girl, don't they warn ya, It pours, man it pours."

The song is actually about a singer who moves to Hollywood only to have his dreams squashed, but for the past few weeks, those lyrics have proven to be more literal.

Luckily, the rain held off just long enough for everyone to gather at Lourinda Bray's home in Pasadena for her annual "Before I take down my Christmas decorations" luncheon. As usual, just about anyone who can spell carousel in Southern California was there, and as usual, her home looked fantastic. Lourinda is living proof of what Charlotte Larsen said and her gatherings are a real treat.

Speaking of treats, we have some fun stuff coming up in the March Carver's Issue and the April Buyer's Guide should be bigger and better than ever, and we are looking forward to some big announcements on some rare antique carousels getting up and spinning again in 2010.

— Roland Hopkins

NOTE: In the Dolle article by Bill Benjamin and Barbara Williams in the January issue the Silver Beach photos (Fried Archive, Smithsonian), are actually Marianne Stevens' photos, going back to the days when the pioneers were exchanging photos.

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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.



I hope everyone had a great holiday season. Now it's back to work. I have a couple of more days in the Los Angeles area before heading to the Northeast to work on a number of carousels.

We have some new advertisers coming on board which is not just good news for the magazine, but should be good news for all of the carousels out there, as it is an indication that this long recession is finally taking a turn for the better.

This month we have Gold Medal. You may not know the name unless you own a carousel, but you certainly know their products. No doubt if you read the CN&T, you visit carousels and amusement parks. If you ever notice that one park you visit has great popcorn and other concessions, and another doesn't, you'll now know why. There is a huge difference between Gold Medal popcorn and products over those bought from a bulk discount wholesale store. This month we have a great story about the company and its roots which started in the 1930s.

The annual April Buyers Guide is coming up soon. In addition to the print resource, www.Carouselnews.com is the top carousel website on the internet. No one else comes close as a resource for carousel news history, and we're right on the heels of the larger amusement park and roller coaster sites. With over a million visitors a year and thousands of pages of information it's one-stop shopping for anyone looking for anything carousel. The CN&T Buyer's Guide is the only complete source for carousel related products and services on the internet as well as in print.

You will find a form in this issue that you can fill out and return to be certain you are included in our comprehensive carousel listing.

San Antonio's Kiddie Park Saved

The San Antonio Kiddie Park was in decline, and by the spring of 2009, its condition looked terminal.

The small amusement park on Broadway was sinking beneath a two-front attack: the neighborhood's urban decay, and the slow oxidation of deferred maintenance. People who loved the park as children were taking their own children elsewhere.

For several years Rad Weaver had been driving past the place to reach his office on the other side of Brackenridge Park. Weaver was thinking that someone should fix up this

classic Kiddie Park, and when he learned it was closing earlier this year, he told his wife, Ashley, that they should be the ones to do it.

Built in 1925, the Kiddie Park has hosted the better part of a century of birthday parties and cotton-candy-sticky kids, including Weaver himself. But, age and deferred maintenance, as well as sometimes-sketchy neighbors, had worn on the park. The Weavers, parents of a 3-year-old daughter, talked about how they would love to fix it up. Rad pushed the idea. Ashley, who knew she'd have to do most of the work, was more cautious.

It took about four months to close the deal. In the meantime, the local paper ran a story critical of the park's safety record, noting that a child had been injured by a sudden stop of the rickety roller coaster.

They had the rides re-inspected, bought insurance, closed access from Broadway so that there was only one entrance, added Wi-Fi, and – in the change most noticed by generations of fans – Ashley's father, Ronnie Irvin, took a blow torch to the roller coaster, cutting it into pieces and selling it for scrap.

As memorials, two of the old roller coaster cars now flank the entry gate.

It is great to see a piece of local history saved.

Chippewa Amusement Park Coming Back?

The Chippewa Lake Amusement Park in Cleveland was a regional treasure during its 100-year run with rides, attractions, dancing and family fun.

Chippewa Partners, LLC, based in California, has begun the first steps toward the development of Chippewa Landing, including resorts and a spa, a culinary institute, shopping areas and more.

The Medina County Department of Planning Services has begun preliminary discussions on how to develop the land that surrounds the old amusement park area. With the development of this area, it is assumed that the surrounding areas will develop as well, so the department wants to be adequately prepared.

"We're looking into working with Medina County Soil and Water," said Patrice Theken, director of Medina County Department of Planning Services.

Chippewa Landing preliminary stages are underway, such as clearing trees so building can begin.

Currently, the Big Dipper and some other remnants of the park are still standing and no construction has begun.

Michael Jackson Memorial Amusement Park

Plans to honor late pop icon Michael Jackson and his family's roots in Gary, IL, have expanded to possibly include a golf course and an amusement park with characteristics of Jackson's Neverland Ranch and at the site of the former Riverview Amusement Park in Chicago.

The latest addition to plans that already include a Jackson Family Museum, a performing arts center, and a 300-room hotel are to be built on about 100 acres of city-owned vacant land along Interstate Highway 94, says Odie Anderson, a Tinley Park resident who is president of the project.

"Everything is in the planning stages at this point, but we're moving on a fast track and we're looking forward to actually breaking ground some time in 2010," Anderson added.

In addition to having some of the characteristics of Neverland Ranch in California, the theme park's design also would be influenced by the former Riverview Park amusement park on Chicago's Northwest Side. The park would have roller coasters, trains and other rides familiar to anyone who sought thrills at Riverview or Neverland, according to Anderson.

"We're trying to extract the best and come up with a combination that made Riverview so attractive for kids of all ages as well as (have) special themes of Neverland that would be reminiscent of the Jacksons," Anderson said.

On a personal note, I was in negotiations with Neverland to place a carousel back at Mr. Jackson's home. We were in one of the final conference calls about the project when the news came that Mr. Jackson had passed away. It reminded me of a story from Bud Hurlbut about almost buying the carousel at Santa Monica Pier. He came within a day of owning it. I guess we should do a full story about that one. It's a fun story and just think of how different life would have been in the LA area without Santa Monica Pier's carousel.

Panama City Beach, FL, Park to Make a Comeback

The once-popular Miracle Strip Amusement Park is coming back, but only partially. Panama City tourists and residents may remember the old park, which was located on Panama City Beach from 1963 to 2004. It was sold to make way for

a new condo development, and after the condos were never built, the park's remains were leveled last Fall.

Bay County resident Teddy Meeks plans on resurrecting a few of the rides, starting with the old park's original carousel which he bought a few months ago.

"It was in the back of a 40-foot trailer with about six inches of dust all over it," Meeks said. "So I had to convince my wife it was okay to do this. She was a little apprehensive about it."

Meeks said his wife didn't need any more convincing when the carousel proved so popular at its new location in Pier Park. She gave Teddy the go-ahead to purchase four more rides, which are on their way to join the carousel at the popular beach shopping destination. But moving the rides and getting his wife's approval to do it wasn't the toughest part of the move. It was getting approval from the mall's owners.

"The process hasn't really been tough," Meeks said. "But going through the political process was a lot more daunting than getting [the machines moved] through here."

Once he got permission to move the rides, he was able to look forward to the park's opening. He plans on it being pretty popular.

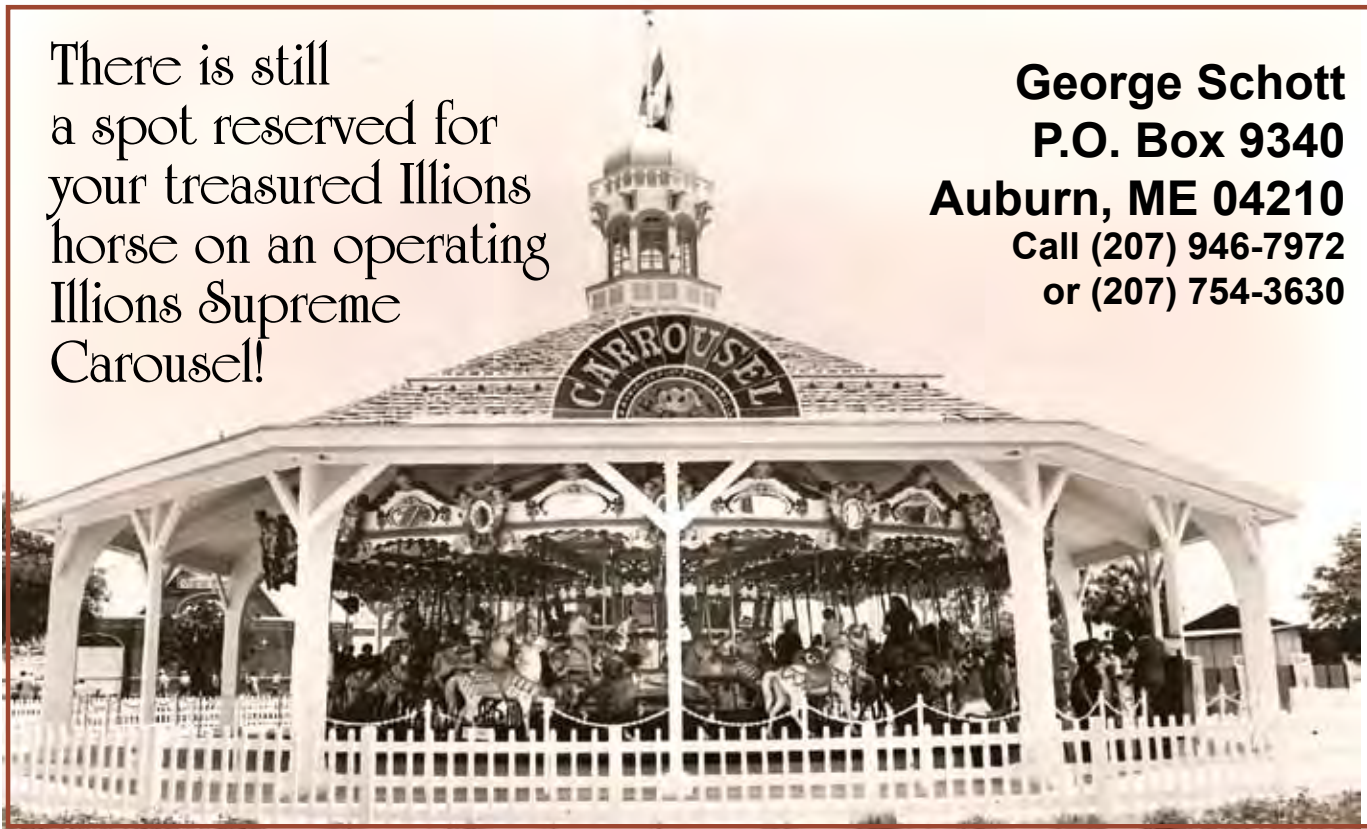
"Our job is to keep people occupied," Meeks said. "Keep the kids who aren't shopping, and the parents who aren't shopping occupied so that mom can go and do her thing."

The old park's rides will be in a central location in Pier Park. Meeks plans on a March opening, right in time for the prime tourism season.

Continued on page 8

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Binghamton Carousel Gets a Facelift

Work is beginning on the building that houses the carousel at Charles F. Johnson Park in Johnson City which was closed last year.

The \$500,000 project includes structural repairs, new windows, a fresh coat of paint, new electrical service and concrete. Part of the cost is being covered by a state grant. Some comes from the Town of Union community development block grant and the rest is being paid by the Village. The building has been standing since 1922.

"The carousel and building are listed on the National Register of Historic Places and the State Register, so that means we have to abide by very strict standards for how the restoration work gets done," says Town of Union Planner, Daria Golazeski.

The project should wrap up by mid-May and the carousel is expected to open by mid-June, 2010.

Enid Oklahoma carousel getting restored

Enid Kiwanis Club continues to raise money for its project to repair the Kiwanitrain and carousel at Meadowlake Park. The club has a goal of raising \$350,000 by the end of 2011. So far, the club has raised \$120,000.

Contributions can be made to Enid Kiwanis Club, P.O. Box 769, Enid OK, 73702. More information is available at www.enidkiwanis.com.

Owners of Legoland buy Cypress Gardens

The company behind Legoland in California and other parks in Europe has purchased the struggling Cypress Gardens in Winter Haven, FL.

A spokeswoman for UK-based Merlin Entertainments Group said the company bought Cypress Gardens, its Splash Island Water Park and the Botanical Gardens for an undisclosed sum. Julie Estrada, Merlin's US spokeswoman, wouldn't give any further details, but said it would reveal its plans for the property at a later press conference.

Merlin operates 59 attractions, six hotels and two holiday villages. Its holdings include Legoland, a theme park based on the children's toys, which has locations in Carlsbad, CA, the United Kingdom, Germany and Denmark. It also operates other attractions including the Madame Tussauds wax museums and a chain of aquariums called Sea Life.

Cypress Gardens owned two carousels. There is no word if either will be put back into action.

REQUEST FOR PROPOSALS: DEVELOPMENT OF A CHILDREN'S AMUSEMENT VENUE: FOREST PARK, QUEENS



Parks is requesting proposals for the Development of a Children's Amusement Venue, including the Renovation and Operation of the Forest Park Carousel and Snack Bar in Forest Park, Queens. All proposals submitted in response to this RFP must be submitted no later than Wednesday, March 3, 2010 at 3 pm.

For more information, contact: Evan George, Project Manager, NYC Parks & Recreation, Division of Revenue and Concessions, 830 Fifth Ave., the Arsenal-Central Park, Room 407, New York, NY 10065 or call (212) 360-1397 or to download the RFP, visit www.nyc.gov/parks/businessopportunities and click on the "Concessions Opportunities at Parks" link. Once you have logged in, click on the "download" link that appears adjacent to the RFP's description. You can also email him at evan.george@parks.nyc.gov.

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J. PUTNAM HENCK - 1918 2009

By Lourinda Bray

Special to The Carousel News & Trader

In the December 2006 issue of the CN&T, I wrote an article about the three Santa's Villages. It was with sadness that I learned of the passing of the builder of all three parks and the owner of Santa's Village in Skyforest, CA. J. Putnam Henck, known to his friends as "Putty", passed away at 91 from kidney failure on January 15, 2010. If anyone could be called a "Mountain Icon" in the Lake Arrowhead area, it was he. A Rotarian and business man, he had been named Citizen of the Year for the area in 2002. His family had pioneered the San Bernardino mountains during the logging days, had founded the first schools and brought water and electricity to the community.

After Santa's Village closed, Mr. Henck left his residence in the Park and moved into the family home, which was perched on the edge of Highway 18 and overlooked the flat lands below. During the Old Fire, he refused to leave his home stating that he had lived through wildfires there since he was seven. He could be seen on TV coming out of his front door in his bathrobe, flames and smoke everywhere, looking for his newspaper. He admitted later that the Old fire had burned nearer and hotter than anything he'd seen before.

From my first visit to the Park shortly after its opening in 1955, I had longed to work there when I was old enough. And it was to Mr. Henck that I volunteered the restoration of a carousel pony from his 1923 Allan Herschell Merry-Go-Round. After that first summer, along with restoring a horse, I was asked to do other "artistic" jobs around the park, such as remaking the signs and repainting the mushrooms. My first day back, I would visit with Mr. Henck in his office over the Entrance/Exit building where we would discuss my new assignments, the condition of the carousel and the local history of which he and his family were such a large part.

Mr. Henck lived in the Park with his wife, Pamela, who had been an actress and singer on Broadway at one time. I would sometimes work into the night, painting by the light of the carousel. He or Mrs. Henck would often take a stroll through the Park and would stop for a visit, sitting on the platform for a bit. It is these conversations, punctuated by reindeer moving about in their pen or a bear shuffling through the leaves in the Magic Train ride, that I remember



Santa's Village, Skyforest 1923 Allan Herschell carousel.

so well: stories of their travels, the doings of their children, worries for the future of the Park.

Mr. Henck had a great sense of humor. He was able to "find the funny and find the fun". One day, the gate post for the goat's night pen broke and needed to be replaced right away. He and I were standing together watching the maintenance crew digging out the hole; an easy task while going through composted nanny berries, but impossible when they hit the decomposed granite below. So, I looked at Mr. Henck and suggested we toss about a half dozen of the hot dogs from the Pixie Pantry down the hole and wait about five minutes for them to detonate (as they did in one's stomach) and break up the ground. He just looked back

at me and just when I got to thinking I had gone too far, he started laughing and couldn't stop. My memories are full of such exchanges.

After the auction of the Park's rides, props and memorabilia, no one was happier for me than Mr. Henck that I had been able to purchase "our" carousel. He presented me with 7 flats of boxes of vintage Christmas ornament hooks, which I had been coveting in the attic of the warehouse for years. A thousand hooks and a thousand memories.

Mr. Henck has gone now to be with his beloved wife, Pamela, again. To think of one is to think of the other: honorable, gracious, strong minded, ethical. community loving, family oriented, erudite people. I am grateful to have known such an amazing man and will miss them both always.



J. Putnam Henck. Photo courtesy of his daughter, Pam Thompson.

"THE BEST OF THE BEST" IN MY OPINION

SAVE OUR WOODEN CAROUSELS

Notes from Marianne...

By Marianne Stevens

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

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



An opinion is after all just what one person thinks, (or many think), but should be taken as such.

I offer my opinion on the following carousels based only on my long association with the subject.

Feel free to differ.

For Dentzel carousels, there is really only one choice for the finest. The former Dollywood Carousel, now [in storage] in Lancaster, PA. It is certainly the only one with a rooster, two dogs and a zebra. Most people have never seen a Dentzel dog – or a rooster anywhere. There are other menagerie figures as well. The restored figures are gorgeous. Released from a coat of "mud", they shine.

Some may say, that the "Stoner", aka "Rocky Springs" carousel is not operating [it should be].

As an alternative, I choose the machine which is now at the Please Touch Museum. This beautifully restored carousel should be called the "Fred Fried Memorial Carousel" and I challenge the NCA to accomplish that.

If you want to honor someone like Fred Fried, this is a meaningful way to do it.

Back to the subject at hand, the Glen Echo carousel would also be a good choice.



Among all horse Dentzel carousels, I would choose Fair Park in Dallas, TX, or the recently disassembled Libertyland carousel in Memphis, TN.

Both of these carousels were "enhanced" by Daniel Muller after delivery. He added roses, cherubs, Indian heads, eagles, musical instruments, dogs, and ribbons. Truly outstanding.

For Philadelphia Toboggan Co., the only carousel choice is PTC #6. Here we were are treated to a look at how all of the PTC's, (or E. Joy Morris), machines were. How sad that this is the only one left. PTC #9, #11, #12 and #14 with their E. Joy Morris menagerie figures were lost in the 1970s.

For later, (or non-menagerie PTC carousels), I'd go with PTC #46 at Disneyworld; despite the mutilation of changing standers to jumpers, masking of Lady Liberty on the round- ing boards, and removing the spectacular Poseidon (Ro-



Above and below, classic postcards from PTC #6, now known as the "Kit Carson Carousel" in Burlington, CO, show the lion and camel.

The all stander machine dated circa 1905 is one of the few historic merry-go-rounds still in original paint.

The ride operates seasonally and for special events and has recently opened an adjacent museum and probably has one of the best gift shops you will ever see.

**1927 Illions Supreme
at the Los Angeles
County Fairgrounds
in Pomona, CA.**

**Harry Illions moved
the machine from
Celoron Park in
New York to
Pomona, CA, in 1952
where it ran until
the late 1970s.**



Photo courtesy of the Rol & Jo Summit, Flying Horses collection

man) chariots, banished to Euro Disney and then incredibly, forgetting where they were.

For Illions, it would be the Pomona Fairgrounds carousel; John and Cathy Daniel's Supreme. By far the best one in existence, it is now for sale. Let's hope this treasure finds a home in the US.

It is about time that the US implements laws against great art works, (and that is what this is), leaving the country. Not to mention stepping up with a dollar or two to help place them into proper locations to get these precious pieces of living history spinning again

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ROSE PARADE, 2010

CAROUSEL FIGURES AND BAND ORGANS



The Kaiser Permanente carousel theme float was given the "Extraordinaire Trophy" at the 2010 Rose Parade.

PASADENA, CA – The 2010 Rose Parade once again celebrated the things that we love so much and work so hard to preserve.

In particular, for us carousel and amusement park fans, last year it was the Santa Cruz Beach Boardwalk float. This year it was Kaiser Permanente with their touching carousel theme float, and the Lions Club with a beautiful calliope float.

I heard from many readers who were looking forward to seeing photos of the floats in the magazine. I was not able to get there myself, but hopefully these couple of photos courtesy of Darryl Bender will suffice.

The Kaiser Permanente Carousel float was designed by Raul R. Rodriguez, "who has won more awards than any other designer in the history of the Rose Parade, and by builder, Fiesta Parade Floats." This was not just a beautiful float, but an inspirational float as well. I wish it had gotten more time on TV.

The Kaiser float, "Consists of children, all courageous fighters against life-threatening diseases, riding giant animals on a county fair-like carousel decked with wholesome fruits and vegetables. The float aims to inspire viewers to get

a 2010 healthier lifestyle ticket, requiring strength and commitment, and to jump on board a ride to better total health, a central theme of Kaiser Permanente's ongoing "Thrive" message."

Not a bad thought for 2010. The eight children riding the float were young Kaiser Permanente patients, ages 11-18, each heroically fighting through significant illnesses such as cancer, sickle cell, asthma, and diabetes.

The Lions Club Organ float was in the theme of "Decades of Service" Designed by Dave Pittman, the Lions Clubs International presented a gigantic and colorful calliope to entertain parade viewers.

"The group's 24th Tournament of Roses entry was highlighted by eye-catching splashes of color, flags, bunting, rotating wheels

and especially by rousing music – the language understood by the sighted and sightless. Lions Club members have for decades been committed to the elimination of preventable blindness. The club's International President Eberhard J. Wirfs of Germany and his wife Margit were among the riders on the float."



*The Lions Club Calliope float, "Decades of Service".
Photos courtesy of Darryl Bender*

The Illions Stander Was Given a New Head and Saddle by Ernest Jenner

The Headless Illions: The Real Story, From Gray Tuttle



Illions horse with head in primer just after the head and saddle top were carved. The carving was done in 1973 at Tuttle's Indian Trail Amusement Park in Northampton, PA, by master-carver Ernest Jenner from Washington state.

By Gray Tuttle

Special to The Carousel News & Trader

While rereading the back issues of *The Carousel News and Trader*, I kept running across auction ads and articles referring to, and showing a horse that we owned years ago.

The horse was pulled from one auction as being “not authentic”, and called strange in other articles.

I feel it is time for the “Rest of the Story”.

The horse was from the one of the last Illions carved; one of the Supreme machines. This machine and horse is seen in the 1940s movie *Little Fugitive*.

We bought this machine in 1971 from the McCullough family in Coney Island. The horse was missing the head, chest and top of the saddle.

Ernest Jenner, from Washington state, the first of the contemporary carousel carvers, mentor to Tobin Fraley and myself, was hired to carve the missing parts for the horse.

I arranged for Ernest and his wife to attend the first NCA convention in 1973 at Sandwich, MA, where he presented an in progress carving display, working on a closed mouth Dentzel head.

After the convention, Ernest accompanied Judy and me back to our Indian Trail Amusement Park workshop in Northampton, PA. Ernest stayed for a month carving the missing parts and the Illions stander was completed during this period.

We did not know at that time what the original head



The Illions horse stripped, Carousel News & Trader, July 1995, auction article. All photos courtesy of the “Tuttle Collection”

looked like so the style and position were left to Ernest.

In the early 1980s, the horse was traded to Sauzer's Kid-ieland in Schererville, IN, to be used as an office display.



Screen shot from the 1953 movie “Little Fugitive” showing an Illions carousel.



The completed, painted Illions horse as featured in The Carousel News & Trader, March 1998.

Photo courtesy of the "Tuttle Collection".

The horse was never operated on the Sauzer's early Illions menagerie machine, which I brokered for the Sauzers.

This horse has been in several restoration articles, including the Carousel Magic article in the March 1998, Carousel News and Trader, August 1993 and July 1995 auction articles in CN&T.

A photograph of the horse is featured in "The Carousel Horse" by Sherill Anderson, page 125. Also, the CN&T June, 1993 issue, page 19, features the Illions/Jenner horse in a Gunserys Auction advertisement.

It is a great horse with a novel history.



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***An Illions
Supreme
at Coney
Island,
ca. 1930s.***

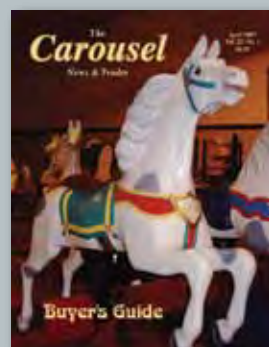
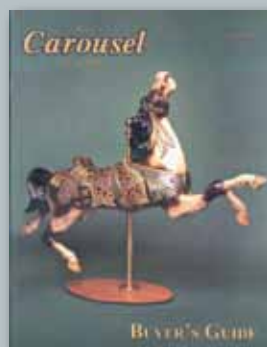
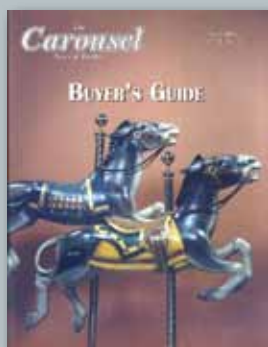
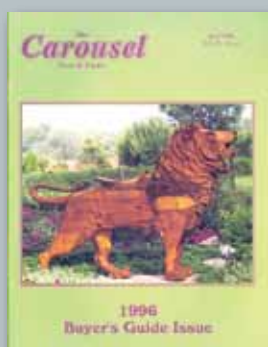
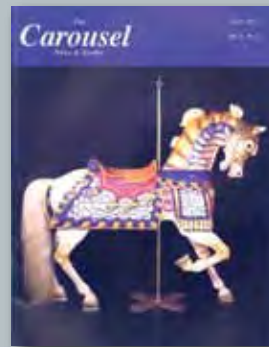
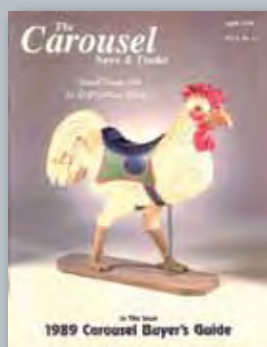
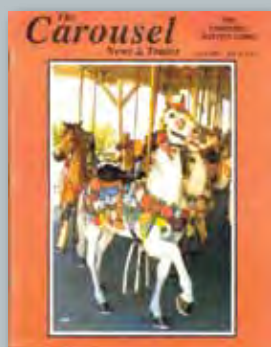
All photos courtesy of the
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The Illions Joins Other Precious Antique Machines in Storage, Awaiting New Homes

1927 Illions Supreme, Considered Among the Finest Carousels Carved



The Illions Supreme operating at the Los Angeles County fairgrounds in Pomona, CA in the 1970s. Darylle Goodfield photo

By Dan Horenberger

The Carousel News & Trader

The most asked question of us at the magazine is: "where is that carousel today?"

Unfortunately, many of the original carousels are lost; but as we hear every day, they are not forgotten.

With all of the historic carousels that have been lost, the good news is that many of these remaining pieces of art have been saved over the past decades.

A number of others remain intact, in storage, and are looking for new homes.

Finding a home for a carousel isn't an overnight process. Many take years, if not decades for successful relocations.

Recent success stories include the Albany State Museum carousel, Over the Jumps, Nunley's, PTC #33, and the Please Touch Museum among others. These carousels were in storage and waited decades for a new home. If it were not for the hard work of the local carousel enthusiasts, they would still be waiting for a home or, eventually sold off piece-by-piece to individual homes.

Marianne Stevens has saved several carousels. The Looft carousel from Playland at the Beach getting returned to San Francisco is a shining moment in carousel history.





"This photo shows an early superstructure for the Pomona installation. The overhead horses are Illions-carved from a Prior & Church Racing Derby. The Prospect Hotel machine was the last of three so-called Supremes, (The top of the Illions lines were always called that; these three are distinguished by a distinctive evolution of style and the fact that each was completed within a breathless span of two years). It was Illions' next to last machine, and arguably, his greatest single ensemble."

– Rol Summit

Photo from the Rol & Jo Summit, Flying Horses collection.

A city got their piece of history back. We receive letters and emails all of the time from riders saying how great it is to have the same carousel their parents rode on back where it belonged so they could ride it again.

Marianne's Carmel carousel, now in Kennewick, WA, after almost 10 years of restoration, is finally getting closer to a new home. But, due to city officials coming and going from election to election, the rules and support keep changing.

We have other places like Euclid Beach trying to save their historic PTC #19 carousel and hold on to their heritage. The Euclid Beach carousel has been sitting in storage for over a decade now while politics dictate the outcome, with politicians arguing where the carousel should go, just to further their careers, and not thinking about the best interest of the carousel or its history.

Just to show how difficult it can be to relocate a historic

carousel, look to PTC #61. Once, the heart and soul of Idora Park, the carousel was saved at auction over 20 years ago by Jane Walentas. After years of painstaking restoration, the carousel is now ready to go, simply awaiting final city approval for its permanent installation.

I know first hand about dealing with cities. After years of working to get a carousel located, finding the funding and countless city council meetings, then comes another election. Now you have all new people with different agendas. Often it is back to scratch, having to bring them up to speed on why placing a carousel in their area is important. Local citizens who have worked for decades trying to get a carousel back in their area have to start all over. Local citizens, just looking to better their community, not for profit or fame, just wanting to make where they live a better place and retain a part of their local history

We do have some great saviors of carousels. Duane



Another rare photo of the American Beauty "Rose Horse" operating on the Illions Supreme in Pomona, CA.



The incredibly detailed carvings on the Illions Supreme go right to the back of the saddles. Darylle Goodfield photo



The American Beauty "Rose Horse" to the left of this beautiful jumper on the Supreme at Pomona. Darylle Goodfield photo

Perron is one of the best with several saved machines. But, even with his fantastic track record, PTC #15 just lost its location. A beautiful 4-row, completely restored machine, with no new location on the horizon, even though it has a great history and has had millions of happy riders in the last few years alone.

Marianne, Jane, the Perrons, and the Daniels are just a few of the people who have sacrificed and saved carousels from being lost forever.

Today approximately 20% of the remaining park model classic carousels from the "Golden Age" are either in storage or in danger of losing their homes. Some of these carousels having been in storage for over 40 years.

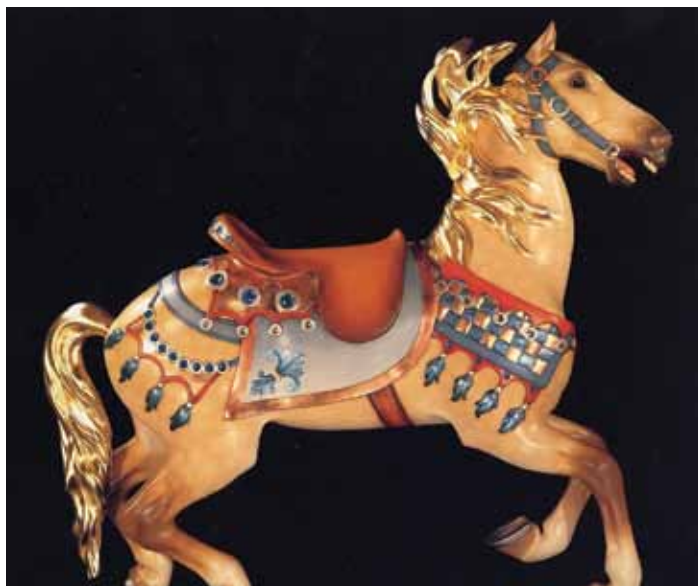
Thankfully, we haven't lost a significant carousel to individual animal sale since the Whalom Park Looft. A few years before, also in Massachusetts, was the break up of the Stein & Goldstein in Belchertown. Those sales were a wake up call for many carousel people.

Collector prices dropped and the market was saturated. Still, to this day, ten years later, we still have plenty of collector quality individual animals available to the public.

If you're collector looking for a great carousel animal,



Another beautiful stander from the Illions Supreme. Darylle Goodfield photo



The figure left, shown above restored with repaired mane.

just visit our website at www.CarouselNews.com, click on "Buyer's Guide" and "Dealers". There you will find Gary and Sandy, Ken, Barb and Butch, Jim, and all of the others who have plenty of great figures to offer. Also, keep an eye on the CN&T for individuals selling their figures.

With carousels today remaining whole, it has stabilized the individual figure sales market that was dropping, and bolstered the carousel marketplace; the circumstances helping both sides of the carousel hobby, keeping both the individual collector, and those wanting to save carousels, happy.

The days of getting new enthusiasts involved seem to be lost. After Fred Fried's 1964 book "A Pictorial History of the Carousel", people like Nina and Maurice Fraley, and then later, their son, Toby, continued to bring the importance of the historic carousel and the artistry of the animals into mainstream America.

Tobin started with the book "The Carousel Animal". Along



Stander show left, shown above after extensive restoration.



Above and right, Illions jumper on the carousel in Pomona and restored. Pomona pictures courtesy of the John and Cathy Daniel and Rol and Jo Summit collection.

with Charlotte Dinger's book "Art of the Carousel", the flood gates were open and the interest in carousel figures and the collector market went through the roof. And let's not forget the No. 1 selling book on carousel animals, "Painted Ponies" by Bill Manns and Marianne Stevens. These books brought our carousel passion to the public. Tobin followed bringing miniatures to the collector market. Today, the name "Tobin Fraley" on a miniature is the difference between a miniature and a collectible miniature.

One of the greatest carousels ever made, was made more famous from miniatures and these books than it ever was from when it operated for riders – the 1927 Illions Supreme. The Supreme which last operated at the Los Angeles County Fairgrounds in Pomona, CA.

This machine has become more famous in storage than it ever did while it was up and running. The world-famous American Beauty "Rose Horse" is shown on the cover of "Painted Ponies".

The images of these animals have been used in more books, magazines and calendars than the animals from any



other carousel. More miniatures have been made by more companies, (approved and not approved), of figures from this carousel than any other. Illions' finest effort are the most recognized carousel animals in the world.

It is by far the "Supreme" of all carousels, still in storage for decades, now waiting for a new home.

John and Cathy Daniel are avid collectors of many things. One day they went to a carousel show. They came home with a nice horse, nothing special; an inside row Parker.

That little horse started a carousel collecting bug. Today the Daniel's have one of the finest carousel collections in the world.

At the time, many carousels were being broken up and sold piece-by-piece. Some people were buying as dealers to make a quick buck, and others buying and selling, just trying to make their collections better. The Daniels made their collection better.

Both John and I were working at Baranger Studios, owned at the time by Mr. Burton Burton, who started the Casablanca Fan Company. (Yes, his name was Burton Burton).

Baranger Studios made animated jewelry store window displays from the 1920s to the 1960s. Mr. Burton turned the



The Ruth? band organ, original to the Illions Supreme. Current whereabouts unknown.



Another example of the detailed carving on the Supreme, right down to the back of the saddles. Photo courtesy of Marge Swenson.



Cathy Daniel with the “American Beauty” Rose Horse. Possibly the most famous carousel horse of all time prior to repainting.

factory into a museum. I was working to restore Mr. Burton’s collection of music machines and other collectibles. John was in charge of the Baranger motion displays and restoring the building.

As John’s carousel interest increased, we found a common associate, Alex Jordon, who owned *House on the Rock* in Wisconsin; the best single attraction you could ever go to. John had sold Alex some Baranger motions in the past.

One of my first jobs was working at the *House on the Rock*. What John didn’t know was what Alex had in the warehouse. Truckloads of carousel animals. This was a match made in Heaven.



Bill Manns and John Daniel with the “American Beauty” Rose Horse and a miniature replica in the early 1980s.



The restored American Beauty “Rose Horse” today.



Beautifully restored figures from the Illions Supreme at "Daniels Den", awaiting a new home to operate on the carousel again. (Tiger not included).

John had Baranger Motions and Alex had carousel animals and music machines. The deals started happening, and, before long, the *House on the Rock* had the largest collection of Baranger Motion displays in the world and John and Cathy Daniel had one of the greatest carousel collections around. Still, to this day, many of these pieces are the main core of the Daniel's collection. Along with the carousel figures is the beautiful Minerva dance organ featured in the December, 2009 CN&T.

During this period came the opportunity of a lifetime. The Los Angeles County Fairgrounds Illions Supreme carousel was for sale. A machine John had grown up on, being a Southern California native.

This machine wasn't just another carousel, it had special meaning to John and Cathy.

At a time when carousels were being broken up piece-by-piece, the Daniels knew very well that this machine was far too special to have that happen.

The Illions Supreme wasn't just another carousel. Of the three Supremes, this was their finest effort. The detail even surpassed the other two Supreme machines, let alone ev-

ery other carousel ever manufactured.

The carousel had already been removed from the Fairgrounds and was in storage when the Daniels learned it was for sale. If you ask John when he bought the machine, his response will be, "The minute I saw it."



Black and white photo of Illions jumper at Pomona. Courtesy of Marge Swenson



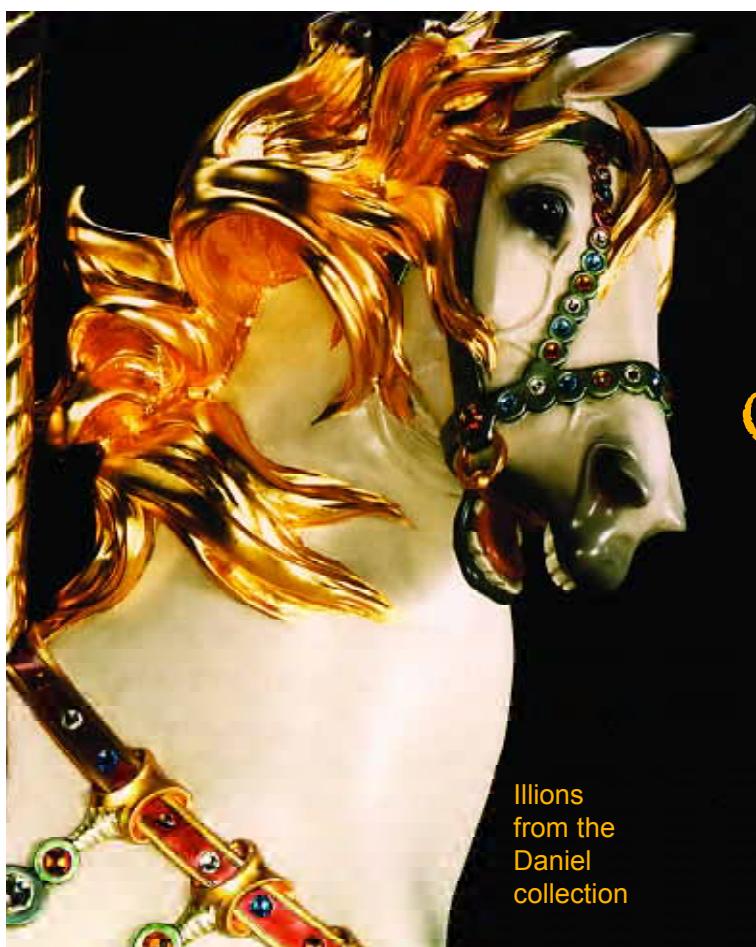
Illions jumper shown above while operating at Pomona, and to the right, the horse restored to its original Illions glory by Lise Liepman.

The purchase was made and then the restoration began. The finest restorers around started on the animals. Tobin Fraley Studios worked on numerous restorations. Lise Liepman and Pam Hessey were working at the time for Tobin. They were setting a new standard of restoration.

Today, this style of restoration is commonplace, but Tobin and his staff of artisans started a new level of restoration with some of the finest examples being the figures from the Illions Supreme.



There were just three Illions Supreme carousels known. John had the Pomona machine, and as time progressed, the other two sold, piece-by-piece. John couldn't save them all, but he did save their frames. Thanks to the Daniels, the heart of all of the Supremes are still beating.



**Illions
from the
Daniel
collection**

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1927 Illions Supreme
Prospect Hotel, Coney Island, NY
Photo courtesy of Barney Illions
From the Rol & Jo Summit Flying Horses Collection



A gracefully restored figure shown above and at left on the machine in Pomona. Above photo courtesy of Bill Manns

I have been fortunate to help with them all. Some in large ways, and others in small. But all still have a special place in my heart, and my back – moving the frames from storage to storage over the years.

Still, to this day, the frame and trim for the Los Angeles County fairgrounds frame is in storage at my shop.

I will never forget placing one of the frames in storage at Dave Bradley's "Bradley and Kaye's" shop. Dave was one of my great mentors along with John. The thought of doing

an Illions Supreme restoration all together was a great idea. Unfortunately, it never happened, but talks and stories promoted the infectious enthusiasm I still have today.

I still get together with Bud Hurlbut from Knotts Berry Farm to this day. Bud and Dave were great friends. One thing we always agree upon is that we miss Dave. He was the father of the modern day carousel.

One of the Illions Supreme frames is at Bonfante Gar-



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dens in Gilroy, CA, still operating with replacement figures today. Mr. Daniel recreated the Supreme animals and put together what is considered the finest new carousel ever made. This was when most new carousels looked like cheap carnival rides. The detail on this machine is second to none. One that new carousel manufacturers looked at to set a standard for today's new carousels. Mr. Daniel recreated just what Marcus Illions wanted; a Supreme machine using the original frame, with attention paid to every detail.

George Schott saw the detail and greatness of the Supreme and he purchased one of the frames from the Daniels. All of the Illions trim was hand carved. Not plaster or repetitious cutouts and paintings like many other carousel manufacturers of the day. This trim took as much work and has the same detail as a Supreme horse.

Today, George Schott is working on populating this great machine with original Illions animals. He is only a few animals short of being able to complete the quest. If you have an Illions animal for sale, make sure to call George first. His contact info is in every issue of the CN&T.



Restored standers and jumpers from the 1927 Illions Supreme. Restorations by Tobin Fraley Studios with Lise Liepman and Pam Hessey.

We are close to having another Supreme machine saved from the grave thanks to George.

But, as time has a habit of doing, it just keeps moving. Days turn into weeks and weeks into months, months to years and years become decades. The decades of trying to find a new home for the carousel is coming to an end for the Daniels.

As we all know in our hearts, we never really own anything. All we do is take care of it until the next person gets their chance. The Daniels have decided to pass the torch. After decades of protecting and preserving this special carousel they are looking for a new home for this great machine.



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Before and after Illions Supreme jumper shown above and below. One of the many horses restored by Pam Hessey and Lise Liepman.

We have a lot of carousels looking for new homes but none compare to the Illions Supreme.

If you have an interest or location for this one-of-a-kind carousel, please contact us at www.carousel.com.

For complete history on the Illions Supremes and other manufacturers of carousels we suggest the numerous books mentioned in this article. "Painted Ponies" is always suggested as the best place to start.

For even more information try to find old issues of the magazine "Carousel Art" By Marge Swenson and Sondra Evans. Their magazine had some of the best details you could ever find about carousels.

And, of course, we hope you keep reading *The Carousel News & Trader* as we continue to dig up new and old carousel history and do our best to help create the inspiration and enthusiasm needed to find new homes for these few precious moving pieces of American art and history.



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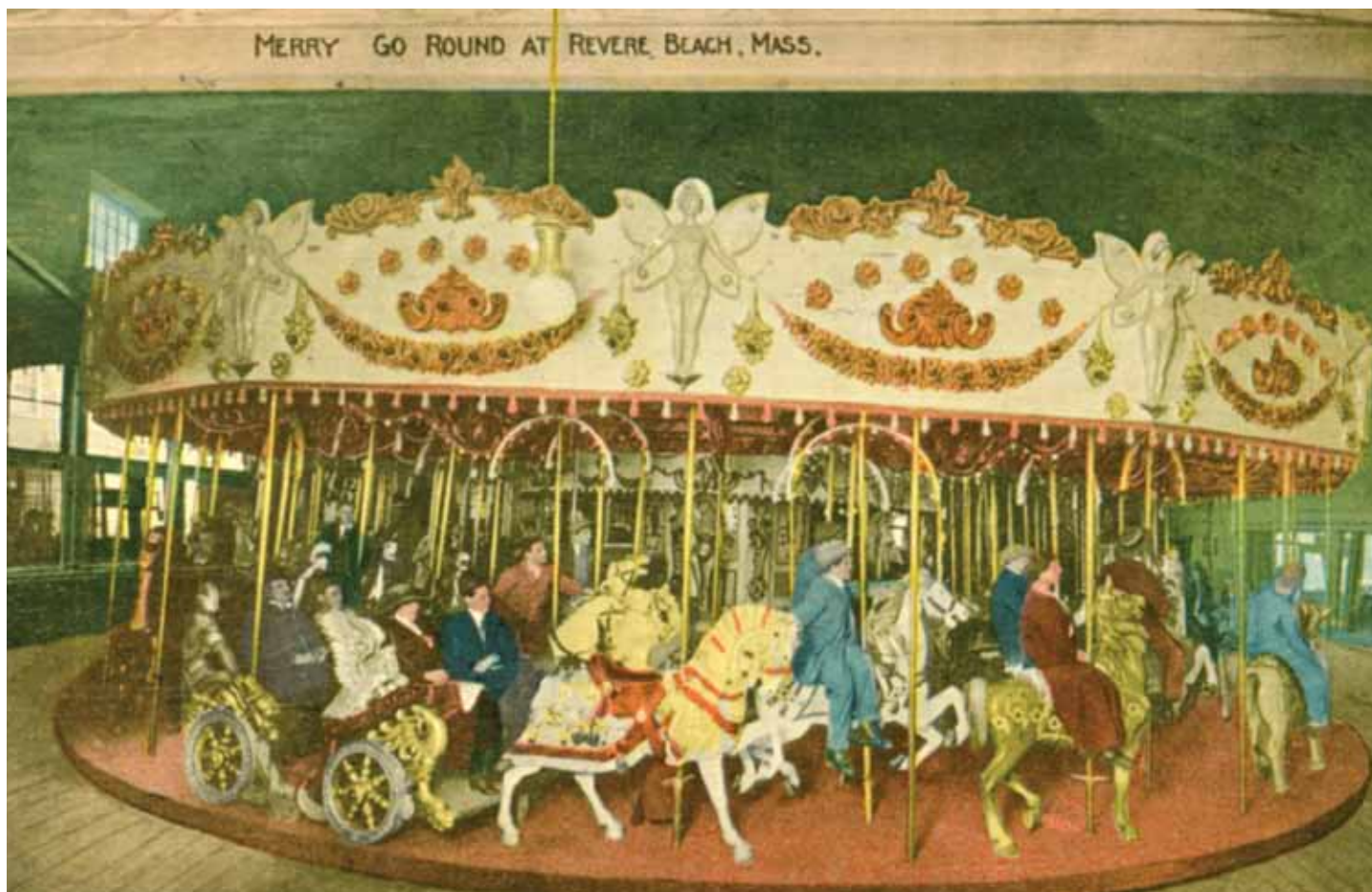
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Lourinda Bray's Postcards Offer a Look Back into Carousel History

Collecting Postcards - Part 2: A Sample of American Postcards



Ex. 1: Muller T - Revere Beach - "Merry-Go-Round at Revere Beach, Mass." (Chariot Lt - white armored Rt). \$65.

By Lourinda Bray

Special to The Carousel News & Trader

This is the largest section in my list of carousel postcards: The American Carousels. It contains all the printed information I can find on the card which allows me, and the Arizona dealer, to have a basis for comparison to keep me from acquiring duplicates; most of the time. At the end of each description I have included the price I paid for the card.

I use a series of abbreviations for space saving and include a legend at the head of the list. For example: MFR = Manufacturer, MGR = Merry-Go-Round, N&E = Norman & Evans, P = Painting, RPPC = Real Photo Post Card, Lt = Left, etc. I try to indicate anything which will help me identify a new card.

Using Landscape in the printer, I list the maker, (when I can identify it), whether it is Tinted, B&W, P or RPPC.

Then I go 5 spaces before showing the name of the ride



Muller T/L - "Hurley's Hurdler's, Revere Beach, Mass." Photo no. 1154 - shell frame - colored shells, tinted photo. \$75.

All postcards courtesy of the Lourinda Bray collection



Ex. 2: Muller T - "Hurley's Hurdlers, Revere Beach, Mass." "A61161" - Ombre pink. \$250.

and/or the park, the city and state, any numerical coding, anything on the reverse such as a description or notation and whatever I see on the front that helps with an "at-a-glance" identification.

This section is also alphabetized and double spaced between the entries and single spaced within the entries. This makes it easier to read the information and also allows me to insert new cards.

Sometimes I cross reference cards. For example, the Revere Beach cards are also cross referenced under "H" for Hurley's Hurdlers.

I always think it's fun when I can find the same carousel presented in different ways. For example, the first three cards are from Revere Beach, MA. Using my inventory system, they are listed:

Ex. 1: Muller T - Revere Beach - "Merry-Go-Round at Revere Beach, Mass." (chariot Lt - white armored Rt) \$65

Ex. 2: Muller T - "Hurley's Hurdlers, Revere Beach, Mass." "A61161" - ombre pink \$250

Ex. 3: Muller T/L - "Hurley's Hurdler's, Revere Beach, Mass." "photo no. 1154" - shell frame - colored shells, tinted photo \$75

The "T" after "Muller" tells me to look for a tinted photograph. "T/L", as in example 3, tells me the card is both tinted and a lithograph. This same shell frame was used for other subjects such as "Souvenir of..." for beaches and resorts.

On the second and 3rd card, the photographs are the same, with both showing the sign on the roundingboard that reads: "The Horses Were Designed and Built Expressly for



Ex. 4: Parker RPPC "Emerson, Neb." "Carnival Days" "June 1911". Two abreast Abilene style horses, chariot Lt, eagles on trim, mirror shields. \$150.



Ex. 5: Illions Sepia Pleasant View, RI - "The Merry-Go-Round at Pleasant View R.I."

John J. Hurley "Muller Bros. Phila." The first card has a central floral motif with lights instead of the signage. There are also half hoops of lights suspended from the flights. I believe example 1 must be a later card as it is postmarked 1913 and was printed in Boston, Mass, where earlier cards were more often printed in Germany as examples 2 and 3 were.

The following are examples of various types of entries in American Carousels":

Ex. 4: Parker RPPC "Emerson, Neb." "Carnival Days" "June 1911". 2 abreast Abilene style horses, chariot Lt, eagles on trim, mirror shields. \$150

The note on the reverse says that the sender has a job selling tickets for the Big Top, working for the owner, Elwin Strong. The store at right sells drugs as well as paint, varnishes and oils. This is a fine example of why it's important to always have a loupe handy when you are buying postcards. Since this is an RPPC, the clarity of the image holds true even with magnification.

Ex. 5: Illions Sepia Pleasant View, RI - "The Merry-Go-Round at Pleasant View R.I." 2 children on live ponies in foreground. \$35

Ex. 6: Illions T - Pleasant View RI - "The Merry-Go-Round,

Example 5: (left) Illions at Pleasant View, RI, is dated 1916 and gives a look at a lively beach scene as a pair of children take a pony ride. The white horse on the left identifies this as an Illions Carousel. The mirrors on the rounding boards match the mirrors on the center panels. The carousel is placed on sand in this image.

Example 6: (below) was made some years later as the sand is now covered by a wooden area leading up to the carousel. There is a picket fenced area around the ride, a puppet show at left and a food stall at right. The white path looks like stiched panels of canvas on tamped sand.



Ex. 6: Illions (below) T - Pleasant View RI - "The Merry-Go-Round, Pleasant View, R.I." "11:39" water in background. \$30.

Pleasant View, R.I." "11:39" water in background \$30

Example 5 is dated 1916 and gives a look at a lively beach scene. A pair of children are taking a pony ride. The white horse on the left identifies this as an Illions Carousel. The mirrors on the rounding boards match the mirrors on the center panels. The carousel is placed on sand in this image. Example 6 was made some years later as the sand is now covered by a wooden area leading up to the Carousel. There is a picket fenced area around the ride, a puppet show at left and a food stall at right. The white path looks like stiched panels of canvas on tamped sand.



Ex. 7 “A night scene of the “Million Dollar Pier” above and a full shot of the pier right. The postcard right, Ext. 8 is postmarked 1922.

Ex. 7: Drawing - Million Dollar Pier - “Night Scene, Million Dollar Pier, Atlantic City, N.J.” “84445” Carousel Lt, Double Wheel Rt. behind.

Ex. 8: Drawing - I keep this second card behind Ex. 7. As we are looking out over the ocean in the night view, the carousel must be inside the area between the the square tower with 3 flags and the red roofed building at left.

Ex. 8, the daylight view, is postmarked 1922. Ex. 7 seems earlier to me. As a pair, \$25.



Example 7 (left), “Night Scene”, and Example 8, (below), show the carousel and “Million Dollar Pier” in Atlantic City, NJ, circa 1920s.



Ex. 9: Illions - “Merry-Go-Round Carousel, Seaside Heights, Ocean County, New Jersey” “L-150” Sphinx chariot Lt. Tan horse Center, yellow Rt. Color photo - 1985. \$12.50.

This is considered a “Vintage” postcard. Even without the copyright date, from the clothing, we would say this card is from the 1980’s. The rounding board paintings show seaside themes. At center is a team of black draft horses pulling a whaling boat onto shore through the surf and the painting at right is a view of the ocean through the legs of a pier.

Occasionally, you’ll find more modern postcards in black and white.

Ext. 9: Illions in New Jersey, (left).

Ex. 10: Dentzel B&W
 - Forest Park, Hanover, PA
 - "The Merry-Go-Round, at Forest Park...." "Rides, skating, dancing...Hanover, PA." Muller chariot, enormous lion (Muller?)

I think of this as my "Buyer Beware" card. It was listed on eBay as an RPPC with a starting price at \$100. When it arrived after I made a hefty payment of \$300, I realized that it was a printed lithograph, not an RPPC. There was nothing to be done as I had not found the envelope for it until I did the bills several weeks later. The same card came up again on eBay and went for around \$125 that time. Still, it's a great card of a bygone carousel.

The next 3 cards are examples of Modern cards:

Ex. 11: Allan H. - Ross Park, Binghamton, New York. "(Top left clockwise) an exterior view...carousel museum." white roached maned jumper Rt with yellow & orange blanket. \$7.50

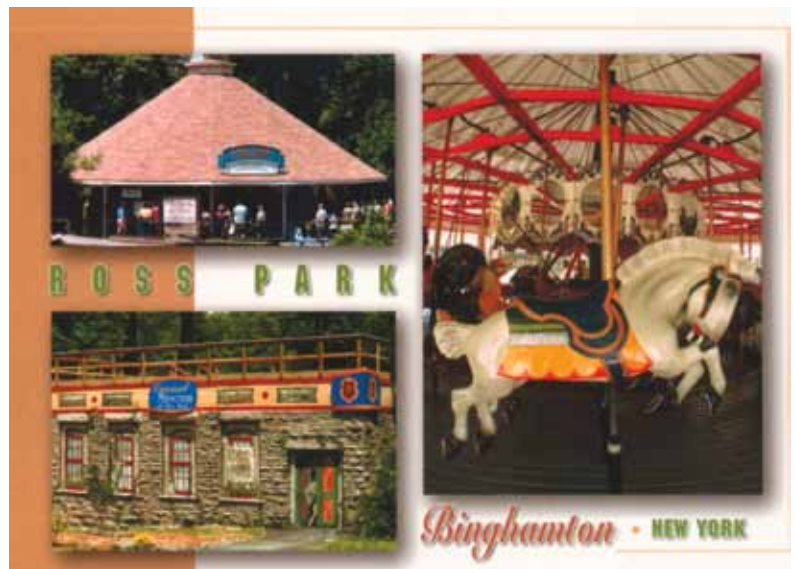
Ex. 12: PTC - fiberglass - Asbury Park, N.J. - "New Jersey Park Carousel to happy...located in Asbury Park, N.J."

This is quite an interesting card as it shows an original frame now populated with fiberglass horses. The standers are of two body designs and head positions. On the 2nd and 3rd row are Chance Allan Hershells. The rounding boards look like they still have their original paintings of landscapes with dragons stenciled onto the white surrounds. The sheilds have nicely carved frames with organic shapes and bevelled mirrors. \$5

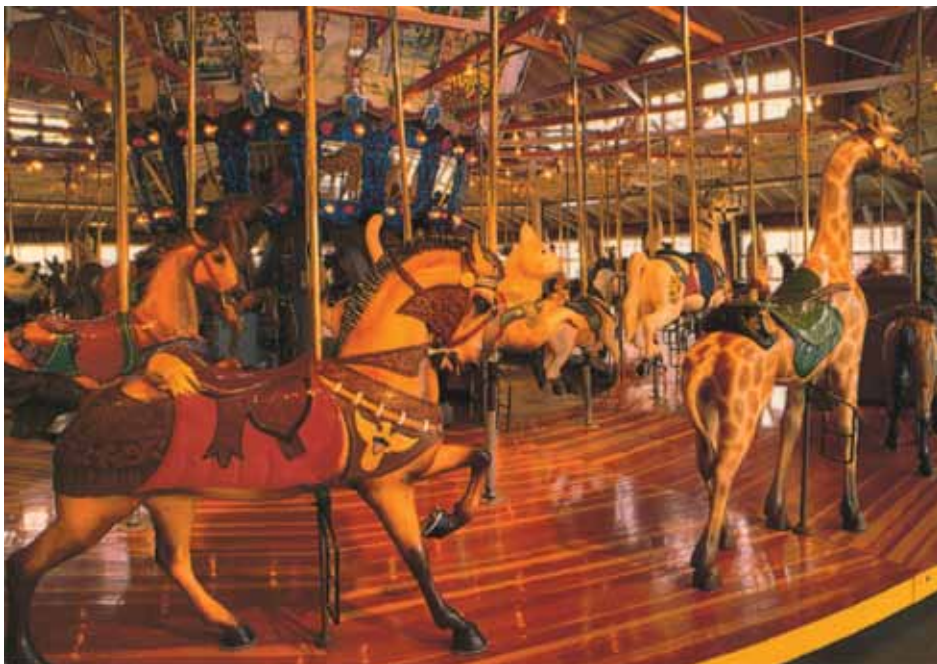


The Merry-Go-Round, at Forest Park, Hanover, Pa.

**Ex. 10 shown above.
 Ex. 11 right and
 Ex. 12 below.**



**Modern Postcards
 show the historic
 Ross Park in carousel
 in Binghamton, NY,
 and fiberglass repacement
 figures aboard a
 PTC frame in Asbury
 Park, NJ.**



*A modern postcard
from Richland Carousel
Park in Mansfield, OH.
The hand-carved wood-
en carousel opened in
1991 and has 53 figures
and two chariots.*

Ex. 13: Richland Carousel Park, Mansfield, Ohio - "The Richland Carousel Park opened in 1991...at 75 N. Main, is open daily." giraffe Rt., stander with eagle on shoulder Lt. \$4.50.

This card shows a brand new carousel with horses carved in the "Muller style". The back says there are 53 figures and

two chariots. It looks like it has cedar plank flooring. I guess you could say that these animals are the antiques of the future.

All of these last three "modern cards" cards are glossy prints of beautiful color photographs.

Next time I will take a look at European and other foreign postcards.

Carousel Modelers and Miniature Association Reorganizes for 2009

The Carousel Modelers and Miniatures Association (CMMA) has been reorganized. The CMMA was founded in 1986 for the purpose of bringing together modelers, miniaturists and woodcarvers interested in building operating miniature carousels.

CMMA membership includes the quarterly publication, *Horse Tales*, a membership directory and the hobby's greatest fellowship. Plans are also underway for a 2009 convention.

The CMMA is now accepting 2009 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.



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SOLID BRASS TUBING

Installation available

Brass Ring Entertainment is doing several new brass tubing installations this spring. Due to the large volume, we have some great prices on brass that we can pass along to other carousels this winter.

Prices are based on 30 or more full length pieces
(Sorry, no small quantities available at these prices)

PRICES: PER PIECE.

1" straight brass no twist .032 thickness 12 feet long

Plain, not polished \$50.00

Polished \$80.00

Polished and clear powder coated \$95.00

1" twisted rope .032 thickness 12 feet long

Plain, not polished \$65.00

Polished \$95.00

Polished and clear powder coated \$110.00

1 3/4" straight brass no twist .032 12 feet long

Original brass on many Allan Hershell and Spillman machines.

Plain, not polished \$80.00

Polished \$120.00

Polished and clear powder coated \$140.00

2 inch twisted rope .032 thickness 12 feet long

Plain, not polished \$110.00

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Polished and clear powder coated \$190.00

2 inch twisted rope with 1 3/4 inch swaged end, 6 feet long
*Perfect for Allan Hershell, Spillman and other carousels with
1 3/4" size pole holes on the animals who want a twisted pole.*

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***Fiberglass replica of Tobin Fraley's famous piece.
Molded from the original lion.**



Painted by carousel artist, Lise Liepman.



Location the Los Angeles area.

Price \$4,500

Call 818-394-0028

or email dan@carousel.com for more information

NCA 2010 Convention “Carousels of Discovery”

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.

The convention will begin with a pre-convention Tech. Day on Tues., Sept. 21 and will be hosted by the Spokane Host Carousel. Information will be provided on the operation, training, restoration and preservation of an antique carousel.

Day two, Wednesday, Sept. 22nd, will begin with a pre-convention bus trip to the Tri-Cities, (Kennewick, Richland and Pasco), WA, to view the restored classic wooden 1910 Dolle-Carmel-Borrelli Three Rivers Carousel, including 36 jumping horses, 8 standers, a newly carved cougar and husky and 4 classic chariots. The carousel was originally operated at St Joseph, MI.

Day two will end with the convention kick-off dinner at the 1909 Looft Carousel in Spokane's Riverfront Park.

Day three, Thurs., Sept. 23rd, will begin with a bus trip to Missoula, Montana. Along the way, we will pass through the Silver Valley of North Idaho. We will visit “A Carousel for Missoula” a 1995 community carved 3-row carousel with a 1994 Stinson Band Organ and antique frame. We will have lunch in Missoula. Our day will continue on to the state capital of Montana, Helena. We will overnight at the new Great Northern Hotel with the 2001 Great Northern Towne Center Carousel and Carvings mechanism. The carousel features 12 Jumping horses and 16 Menagerie hand carved by Ed Roth and painted by Bette Largent. The carousel is located immediately out the front door of our hotel. We will enjoy dinner and educational presentations in the hotel and then visit the carousel and enjoy ice cream treats.

Day four, Fri., Sept. 24th, will begin with a short bus ride to Boulder, Montana and the Jefferson County Fair and Rodeo grounds and a visit to their Circa 1950s Brill hand-cast aluminum carousel.

Our day will continue with another short bus ride to the Butte Mall, the current location of the Spirit of Columbia Gardens community carved carousel currently on display. We will continue on to Missoula for lunch. On our way back to Spokane we will visit the Silverwood Theme Park in North Idaho and their 1954 Alan Herschell carousel featuring 32 classic metal jumping horses. Our visit will include dinner and presentation on the history of Silverwood and their carousel. We will return to Spokane and the Ramada after dinner.

Day five, Sat., Sept. 25th, will begin with a bus ride to Grand Coulee Dam on the Columbia River. Grand Coulee Dam is the largest hydro electric complex in the Western Hemisphere. We will continue on to Republic, Washington and the Ferry County Fair Carousel, a circa 1895-1900 Amitage-Herschell 2-row carousel featuring 24 hand-carved wooden jumpers. Our visit will include lunch in their new Art and Nancy Morris Carousel Building and other activities.

Our day will end back at the Ramada with the annual banquet and preservation fund auction.

Our final day, Sunday, September 26th will include breakfast at the hotel and the annual National Carousel Association membership general meeting. Our “Carousels of Discovery” journey will then be complete.

For information and updates, visit www.nca-usa.org.

– Don Largent

CAROUSEL CONCESSIONS

From Popcorn to Sno-Kones™, Since The 1930s, Gold Medal Concessions = Profit



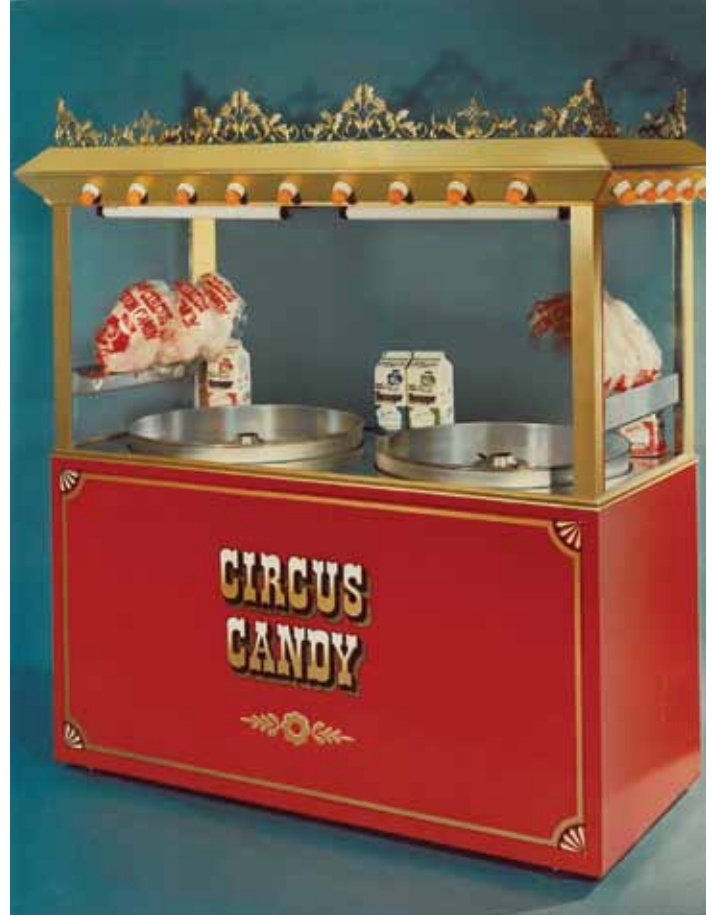
Gold Medal's retro popcorn machines come in sizes and styles to meet any space and need and are an attraction themselves while returning an 80% profit.

By Carrie Lynne Tierney

Special to The Carousel News & Trader

Nothing stirs the senses more than the smell of warm, buttery, fresh-popped popcorn and no one does it better than Gold Medal Products. If you are at the movies, the Friday night high school football game or just finished riding your favorite carousel; you probably enjoyed a Gold Medal food product while you were there. Since the 1930s, Gold Medal popcorn, Sno-Kones™ and other products continue to be our favorite snack food. *Carousel News and Trader* readers have asked us to learn what makes Gold Medal Products so good and how their profit counselors help carousel operators rake in the dough with food concession sales.

Dan Kroeger, President and CEO of Gold Medal Products, Cincinnati, OH, gave CN&T access to go behind the scenes and see what keeps this company No. 1 in conces-



Cotton Candy remains a favorite and can return 85% profit.



A countertop Gold Medal popcorn machine from 1957.

sion foods for more than seventy years.

Whether you are the operator of a carousel; amusement park or run a community parks and recreation department; Gold Medal products more than likely fill your mobile and permanent concession stands. All over the United States and in twenty countries and growing, Gold Medal Products is the true industry leader in concession foods, equipment and so much more. Imagine the challenge and fun Gold Medal's official, Flavor Technologist, Todd Sunderhaus, has in creating new flavors for Gold Medals customers each year. Customers from as far away as Japan anxiously anticipate each year's new products. This year will not disappoint any customer.

Gold Medal's new products were revealed at the IAAPA Expo in Las Vegas, November 2009. Attendees were thrilled to see the new products roll out from Gold Medal.



Along with popcorn and cotton candy, nothing says a summer day in the park like a Sno-Kone™. Not only are you making your customers smile, but you can return an 82% profit.

"Not only is it fun for us to introduce new products to our customers, but they know that every new product is a potential for new profits," says Chris Petroff, nineteen-year employee, and Western Regional Sales Manager, for Gold Medal.

Everything from the introduction of a new SnoKone™, mobile-model unit, designed for the entry-level concession customer. The new unit, not requiring electricity to operate, is at an affordable price point. Veteran concession customers will look forward to adding this to their equipment.

"In addition, new gourmet popcorn flavors and a fresh made cheese popcorn tumbler are big hits this year," says Petroff.

"At IAAPA, we introduced the Cheese Popcorn Tumbler, and the entire drum rotates providing more thorough kernel coating coverage and less popcorn breakage."

"We got great feedback at IAAPA and at our fifty-first annual dealers meeting in early December. Customers and dealers agreed that the show is just as important as the food product. Most concessionaires realize the flash gets the cash," says Petroff. "The Tumbler is sure to be the flash that brings in the cash."

Petroff described how Gold Medal does more than listen to its customers; Gold Medal works with customers to come up with new models and improve equipment by testing prototypes in the field before full roll out delivery. New auto-shut-offs on popcorn kettles and improvements to mid-size cotton candy machines are just a few of the exciting models



Pick a flavor – any flavor. Maybe stick with your favorite or try something new today.

now available for the 2010 season," says Mr. Petroff. "Our dealers are the ears in the community and learn what our customers want." One such dealer, Coleman Concessions, remains loyal because of Gold Medal Products response to customers needs.

"Listening to and responding to our customers and their needs is our number one priority", "We treat our customers right with our 100% product/equipment guarantee. We have had customers who have suggested changing a piece on equipment and we do it," says, Daly McAfee, owner of Coleman Concessions, (Atlanta and Macon, Georgia). "We are working right now on a prototype with one of our customers

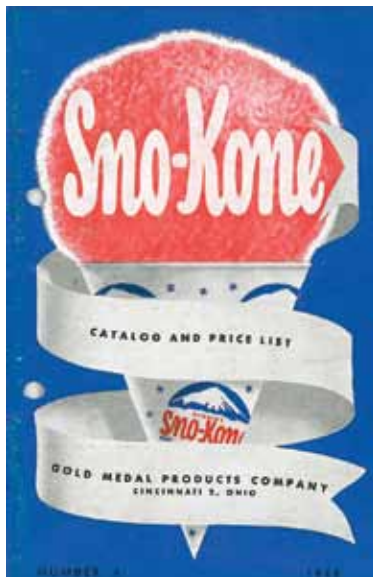
in an amusement park and getting good feedback to give to the home office. Paying attention to every detail and providing every imaginable service is what Gold Medal does best," McAfee said.

McAfee knows what is out there and says, "Gold Medal is just superior to any other concession food and equipment manufacturer out there. They came up with the smallest Caramel Popcorn unit, less than five square feet, and the quality is the best caramel corn. We are seeing a tremendous boom in caramel corn. Gold Medal has the best 'totes' (rolling or table top equipment) and has everything from popcorn, funnel cakes, cotton candy, margarita machines, you name it, we have it. The 'totes' are all hot sellers and really bring in the profits for our customers."

"As a dealer", says, McAfee, "Gold Medal takes my suggestions and works with me to meet my customers specific

needs. The food products taste the best; their equipment holds up long term and I never have customer complaints. Some concession businesses stock two lines, the low-end and then the high-end like Gold Medal. Customers who have tried Gold Medal will want nothing but Gold Medal. You just can't beat the taste of their products", says McAfee.

Most customers know that keeping that 'just popped'



Sno-Kone™ graphic from the 1948 Gold Medal catalogue.

J. C. Evans and others at a trade show in 1963.

popcorn smell in the air certainly keeps folks lined up and wanting popcorn. How does Gold Medal Products make it possible? It all started back in 1931.

Gold Medal's Early Days

Gold Medal did not start out as a food concessions company. Back in January 1931, Gold Medal founder, Dave Evans, purchased Cincinnati's, Kings Ink Company. Dave manufactured and sold ink to the 5 & 10 stores during the Depression and wanted to offer supplies his customers might need. Before long, Dave began manufacturing library paste and needed an attractive label for the 3-ounce jar. A local print shop had designed a gold medal medallion for a customer. The customer decided on something else. When Dave stopped in to the printers, he shared that he was looking for something special. The printer showed him the gold medal graphic. Dave selected it and the company's name was changed to Gold Medal Products.



Before long, Dave offered his customers his latest invention, David's Imitation Fruit Concentrate. From there, he began to specialize in other concession foods that could be made and sold easily. His Uncle, Walter Evans, who worked for *Billboard Publishing*, was well known in the carnival industry. Walter saw that David's fruit concentrate and other foods like popcorn, were huge hits with customers. He suggested larger packaging be used and more variety added, and this is when the first Sno-Kone™ was invented by Gold Medal Products. With the help of Uncle Walter, Dave and Gold Medal Products changed course and began to specialize in concession foods, equipment and packaging.

In January 1937, Cincinnati experienced a historical flood and the Ohio River reached over the twenty foot flood stage, rising past the second story of the Gold Medal Products building. Everything at the Pearl St., downtown location was ruined; but this did not stop Dave Evans.

The carnival operators were needing his product and he needed to get Gold Medal Products back up and operating again. With three hundred dollars, he was back in business.

By 1942, business had tripled and Gold



Leroy Hubbard and the new popcorn machine in the early-mid 1960s.





A young Doug Evans at a trade show exhibits how easy it is to whip up some cotton candy and profit.

every one, a Gold Medal specialty from production equipment to product.

Since the 1940s, folks go to their favorite movie houses, local amusement parks and want nothing more than the dependable and unique Gold Medal products they have come to love and enjoy. Nobody can have popcorn at home that tastes as good as it does at the movies. Thanks to Gold Medal's Flavacol™, a secret ingredient, we continue to crave Gold Medal's popcorn!

Medal Products had to move to Third Street. There was a need to manufacture popcorn and Sno-Kone™ makers and with a strong economy in 1949, the concession food industry was especially strong. Innovative ideas and new product development brought cotton candy (floss) and other big hits into every carnival, amusement park and movie theater. Before long, Gold Medal Products were found all over the country because of the snack industry growth explosion. Concessionaires knew that the profit margin is incredibly high and continues to be today.

Gold Medal Products out grew their space and moved in the 1950s to a state of the art 92,000sq.ft building, and able to serve all markets, large or small. Gold Medal was the first to allow customers to custom design their cabinets and wagons. By 1997, a 410,000 square foot facility, housing more than three hundred employees was built. Gold Medal Products continues to be at this location and has room to expand. Good thing, they continue to have astonishing sales!



Gold Medal on Freeman Street in the 1950s.

Gold Medal continues to dominate a recession proof industry that guarantees an incredibly high profit margin for their concession-selling customers.

"Ticket sales may cover the operating costs of a carousel, but it is the concessions that make the profits," says Terri Oyrasun, owner and operator of Tilden Park Carousel, Berkeley, CA. "To have high quality equipment that never needs servicing and food products that are demanded by

Gold Medal Today

The Sno-Kone™ is just one of many patented trademarks held by Gold Medal. Sno-Kones™ and flavored popcorn once made popular by the carnivals, now have ordinary people demanding to have the highest quality products like cotton candy, funnel cake, elephant ears, candy/caramel apples and popcorn. Each and ev-

Gold Medal on Third Street in the 1940s.



Gold Medal's modern headquarters on Medallion Drive.



Current Gold Medal CEO, Dan Kroeger.



J. C. Evans at a trade show in the 1960s. Photos courtesy of Gold Medal archives



David Evans, founder.



Bruce Evans



J. C. Evans

carousel riders, makes Gold Medal Products the only company I want to do business with.”

Whether you are a carousel operator or other type of Gold Medal customer, Gold Medal Products continues to manufacture quality equipment and food products for their customers, at their headquarters in Cincinnati, OH, for eight decades now.

Popcorn kettles and tumblers, cotton candy, snow-cone type and a variety of other concession-food equipment can be made to customer provided specifications in their sheet metal and fabrication facilities.

Product and project engineers at Gold Medal work to make sure no detail is overlooked. Offering more than two hundred models of popcorn machines and still designing new ones is what sets Gold Medal Products apart from the rest of the competition.

Dealers At the Front of the Line Bringing Customers the Best

With the help of a network of Gold Medal dealers, the company is known for providing every imaginable need a concessionaire might have from equipment to the boxes needed to hold the popcorn. More than three hundred dealers from across the United States and overseas, continue to help strengthen customer loyalty. (Gold Medal has ten branch offices and dealers in twenty countries, and still growing.)

Dealers pride themselves on reaching out to every customer from the one-man, mobile cart vendor to the international amusement parks and movie-theatre chains, specifically helping each customer select the right equipment, dealers serve as ‘profit counselors’ and help customers achieve extraordinary concession sales. It is this special service that makes Gold Medal the leader in the concession food industry.



The good folks from Coleman Concessions.



Auto Breeze Cotton Candy machine.

At corporate headquarters, exporting products to places like Russia, Malaysia, Mexico, Japan and the Middle East, is all in a day's work. Gold Medal Products has the best international sales team in the industry. Assisting customers with everything from proper documentation as to how products are manufactured and ensuring appropriate electrical components and voltage are in compliance. Gold Medal can and does do it all. The International team represents Gold Medal at trade shows in Asia, Europe, Middle East and North and South America.

Amusements and Carousels are the Back Bone of Concession Food Sales

"Sixty percent of our business is 'popcorn' related. From the popcorn, flavoring, bags, boxes, equipment, you name it, we are a one-stop-shop-for-all, for our customers," says Chris Petroff. "We know that the carnival and amusement industry, and that includes carousels, have been the backbone of our business for more than seventy years. The past year was a great one for us. Even with the economic down turn, people still visit their local parks and may be staying closer to home. They are always wanting food and we make sure they get their moneys worth," says Petroff.

Chris says that he loves servicing states West of the Mississippi and as far away as Alaska and Hawaii. Gold Medal



Shallow table top fryer with drain. Profit waiting to happen.

products can be found at nursing homes, car dealerships, bars and lounges, schools, throughout the rental industry, and at a variety of venues most people wouldn't think of. And of course at carousels and amusement parks. "Everyone wants popcorn – popcorn makes everyone happy," says Petroff.

Here is a schedule of where you can see the latest Gold Medal products.

Gibtown Trade Show, Gibsonton, FL. Feb. 9-13, 2010; Showest, Las Vegas, NV. March 15-18, 2010; NRA, Chicago, IL. May 22-25, 2010; IAAM, Houston, TX. July 23-27, 2010; ShoEast, Orlando, FL. Oct. 11-14, 2010; IAAPA Attractions Expo, Orlando, FL. Nov. 15-19, 2010

For more information, visit www.gmpopcorn.com.

NOTE: If you are in and around Georgia, Daly McAfee of Coleman Concessions would like to extend an invitation to their annual Open House to see the latest Gold Medal Products for 2010. For information, contact Coleman Concessions, 795 Fulton Street, Macon, GA 31206 or email them at daly@colemanconcessions.com.



New products from Gold Medal include the Sno-Kone™ Bear among the many others. All designed to bring smiles to your customers and profits to your carousel and park.

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