



*THEY'VE GOT A DEAL:* Don Ashton, right, representing a Fall River group, agrees to purchase the Lincoln Park carousel from Tom Tillotson as the high bidder at \$630,000 at auction at New York's Lincoln Center Saturday.

## Old carousel heads for Fall River waterfront

### Private group buys Lincoln Park ride for \$630,000

By BOB JAGOLINER  
*Journal-Bulletin Staff Writer*

FALL RIVER — Lincoln Park's carousel, which went on the auction block Saturday in New York City, has been bought for \$630,000 by a nonprofit company called Fall River Carousel Inc.

Donald Ashton, a company representative, said yesterday that the group had outbid several other interested parties, including Roger Williams Park of Providence, during the auction at Guernsey's Auction House. He said the Providence park dropped out of the race after bid-

ding \$620,000.

Fall River Carousel was formed last week through the efforts of Mayor Carlton M. Viveiros and City Council President Daniel Bogan. The company is made up of local businessmen, including representatives from 10 banks in the city.

When owners of the park in Dartmouth, Mass., announced several weeks ago that the carousel was going to be put up for sale, Bogan suggested to other City Council members that Fall River should try to acquire it.

"Nothing much happened," he said yesterday. "Then an anonymous donor told me he would put up \$50,000 to try to get the carousel here." Bogan said he discussed the offer with Viveiros, who contacted bankers and other businessmen. In

all, \$700,000 was pledged to the effort, Viveiros said.

The mayor said that a fund-raising drive will be started to repay the pledges and to cover the expense of dismantling the carousel, moving it to Fall River and reassembling it. "I would say we are looking at a million dollars," Viveiros said. He said he does not anticipate any taxpayers' money being used in the effort.

#### New home at the pier

Viveiros, who said he was "ecstatic" over the carousel developments, expects that it will be housed at the state pier on the city's waterfront.

City officials are considering turning the state pier into a combination recreational and commercial area. "This will be a major anchor

for that," Viveiros said. "It's been primarily as a warehouse by several local industries."

The carousel was built in the Philadelphia Toboggan Co. in 1941. The ride all last summer, it decided to replace it with a modern carousel as part of refurbishing of the park.

Viveiros said no target date had been set for its Fall River move. He expects details of the fund-raising drive, and perhaps a date for its move to Fall River, to be worked out during a meeting of plans for tomorrow, with company officials.

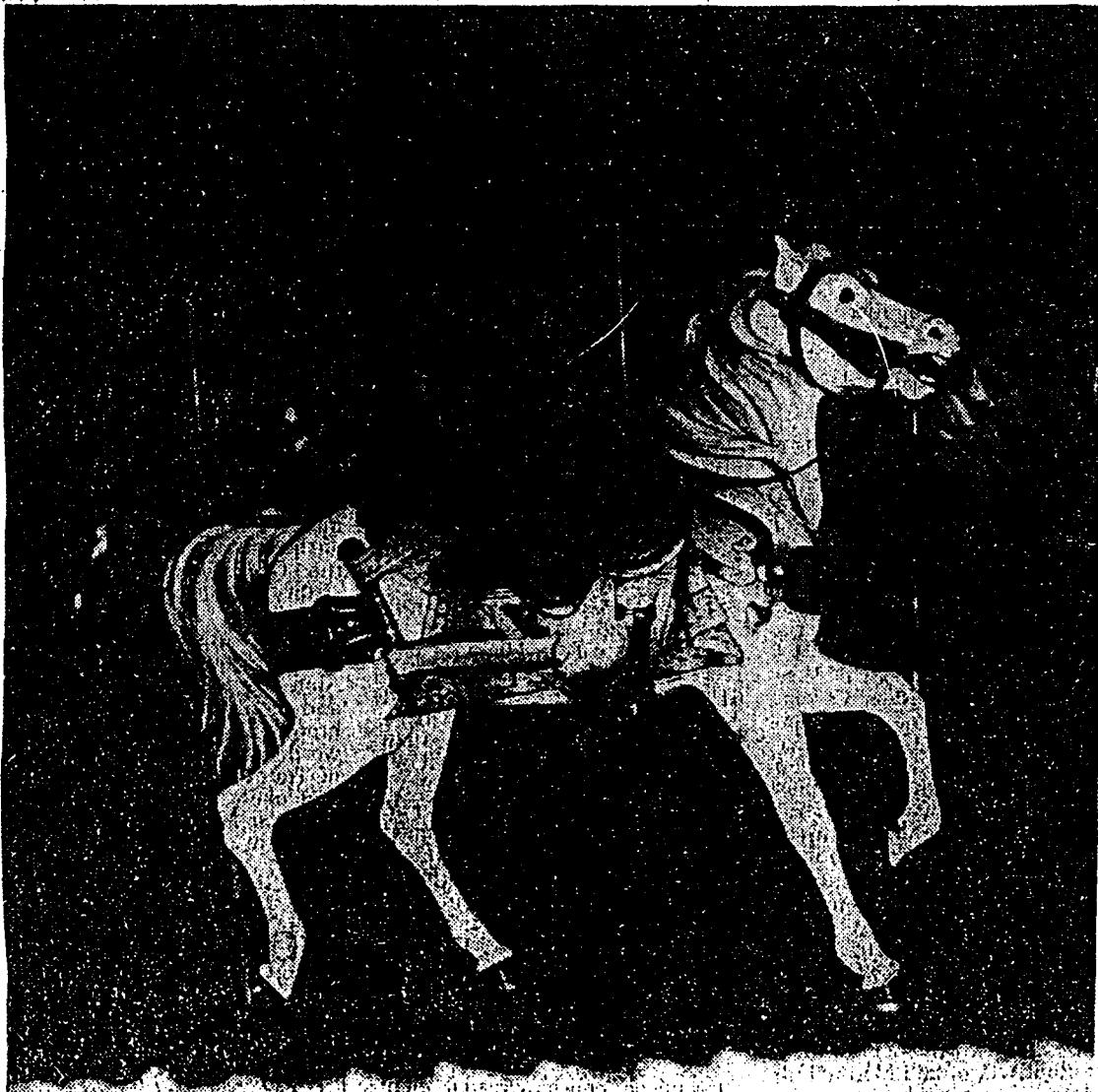
18 PAGES

FALL RIVER, MASS., MONDAY, DECEMBER 1, 1986.

\$1.80 Per Week Home Delivered  
Seven Days

THIRTY CENTS

# Business leaders head carousel drive



A campaign is about to swing into high gear in order to raise funds to relocate the Lincoln Park carousel on the city's waterfront.

Thomas A. Rodgers Jr., president of Globe Manufacturing Co., and William Gaudreau, president of Richman Brothers/Anderson-Little Company, have agreed to lead the \$1 million fundraising effort on behalf of Fall River Carousel Inc.

"We are pleased and honored to be involved in such a community spirited project," Rodgers said, "and we pledge our very best efforts to bring this project to successful culmination."

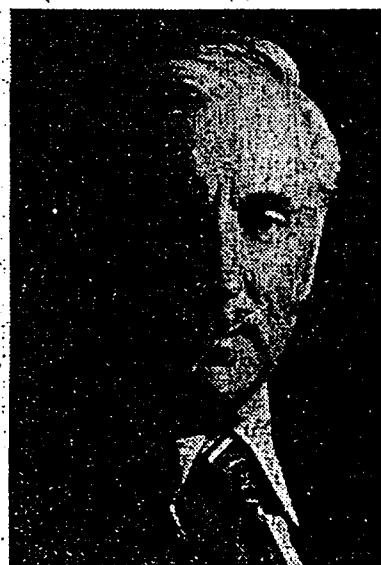
The drive, which will have its official organizational meeting Tuesday night at Heritage Park, has already received impressive contributions from local industrialists and the financial community. It is expected that special gifts will be announced at the

meeting.

The Fall River Carousel project will be offering businesses and organizations an opportunity to purchase various items which make up the carousel. The horses, chariots, art work on the carousel, lighted mirrors, decorated panels and other miscellaneous items will be offered as a way of financing this historic acquisition.

"Fall River is indeed fortunate to have acquired this beautiful and truly unique carousel," said Chairman William Gaudreau, "which many Fall Riverites have enjoyed as youngsters and which is an important part of Fall River tradition and history. The banking community has loaned us the money to acquire the carousel and now

(Continued on Page 6)



Thomas A. Rodgers Jr.



William Gaudreau

Sunday Herald News, December 21, 1986.



Thomas A. Rodgers is given the first year's payment of the \$1,000 pledge made by members of the Thomas Chew Memorial Boys' and Girls' Club for the purchase and maintenance of the Lincoln Park carousel. Herald News Photo by Norm Fontaine

## Youngsters raise funds for carousel project

Thomas A. Rodgers, president of Globe Manufacturing Co. and co-chairman of The Fall River Carousel Inc. fund drive, accepted a check from the members of the Thomas Chew Memorial Boys' and Girls' Club, who have pledged \$1,000 toward the purchase and maintenance of the historic Lin-

coln Park carousel.

Members of the club raised the first year's payment by holding two dances.

The overall carousel fund drive, which has a \$1 million goal, was launched on Dec. 2 with a kickoff held at Heritage State Park, where

initial pledges by Tom Tillotson of the Tillotson Rubber Co., the Fall River Herald News, and local financial institutions started the ball rolling.

"While we have received a lot of enthusiastic support," Rodgers said, "we need everyone in the Greater Fall River area to assist us in order to successfully acquire and maintain this traditional and historic carousel for present and future generations."

The drive is seeking pledges which will allow names of contributors to be placed in the carousel as reminders of those individuals and firms who helped preserve and operate this magnificent carousel. The enthusiasm and spirit exhibited by the youngsters of the Thomas Chew Memorial Boys' and Girls' Club is the kind of participation we need from many similar groups and individuals in the Greater Fall River community," Rodgers said.

Checks made payable to Fall River Carousel Inc., may be sent to P.O. Box 190, Fall River, Mass., 02722.

Co-chairman of the fund drive is William Gaudreau, president of Richman Brothers/Anderson-Little Co.





Tillotson Rubber Co. employees, led by, from left, Lorraine Paradise, who donated the clown doll, Beverly Medeiros and Rosalie Souza, are holding yard sales in the firm's cafeteria to raise money for the Fall River carousel.

*Herald News Photo by Jack Foley*

FALL RIVER, MASS., WEDNESDAY, JANUARY 7, 1987.

Some enthusiastic Tillotson Rubber Co. employees have come up with an enterprising and unique way to raise money to assist the Fall River Carousel drive.

They hold indoor yard sales — in the company's cafeteria — on their lunch hours, and have already collected more than \$400 for the carousel.

"Keeping the past in the future, that's our motto," said Rosalie Souza, who chairs the Tillotson effort. "We want to see this beautiful carousel remain in our area and if it is permanently housed in Fall River all the better!"

In November a delegation of Fall River bankers and business and community leaders was successful in obtaining the Lincoln Park carousel for the city when it submitted the high bid at a New York auction. The price, including the auctioneer's fee, was \$693,000, and the newly formed corporation, Fall River Corporation, Inc., is now conducting a fund raising drive to pay back the funds loaned by a consortium of local banks.

The plan is to locate the historic carousel at the Fall River Line

Pier.

"My three sons enjoyed the carousel at Lincoln Park and I want it kept here so that my grandchildren and future generations will enjoy it, too," said Mrs. Souza. When she read about the fund raising effort, which was first endowed by Tom Tillotson, owner of Tillotson Rubber, she decided she'd like to do her part, too.

She mentioned it to Bob Toomey, manager in the glove manufacturing division, and he responded, "Go ahead, and here's your first donation." With that, Mrs. Souza took up the banner. When she sought the help of co-workers, Lorraine Paradise and Beverly Medeiros were quick to join the effort.

The three women came up with the idea of an indoor yard sale and set a goal of \$500. But thanks to the participation of everyone at Tillotson, they have nearly reached that goal already and are still holding yard sales.

The yard sales feature a wide variety of donated items, including baked goods, homemade candies, dried flower arrangements, knick-knacks, toys, books and jewelry.

When Ms. Paradise went to

## Carousel has friends at Tillotson

Espirito Santo Credit Union recently conducted some business, she asked for the credit union's used Christmas ornaments to sell at the yard sale. She came away with a promise that the ornaments would be donated within the next few weeks.

Everett Perry, mechanic and truck driver for the company, obligingly helps the yard sale committee, and employees, even those who live outside Greater Fall River, have responded with enthusiasm.

The yard sales are held on an average of twice a week.

Donations to the carousel fund may be sent to: Fall River Carousel, Inc., PO Box 190, Fall River, MA 02722-0190.

Sunday Herald News, January 11, 1987.

# Community supporting carousel fund drive

*"It was with a great deal of pleasure that I heard you had acquired the Lincoln Park Carousel. I am enclosing a check for \$50. I understand my name will be placed on the carousel."*

This is a typical quote from the many people both in and out of the Greater Fall River area who have contributed to the fund drive now being conducted by Fall River Carousel Inc.

"Our check for \$100 is enclosed. The carousel has been remembered by my wife and I since we met there in the middle of 1945. Two years later we married and do not want to lose the carousel from this area."

The magic of the Fall River Carousel has touched a great many lives, and the response to the appeal has been terrific.

"The people of Fall River," says fund raising cochairman Thomas Rodgers, Globe Manufacturing president, "have recognized the wisdom of acquiring this important part of Fall River tradition and history and have made their feelings known by supporting the drive to raise the necessary monies."

Comments by business leaders and gestures of giving have been spurring the solicitation efforts on toward the \$1 million drive.

The youngsters from the Thomas Chew Memorial Boys' and Girls' Club have put their energies into conducting dances for their age group and have presented the committee with a check for \$333 as payment on their three-year pledge of \$1,000.

A sales representative of IBM has donated \$100 in the names of the office workers at Borden & Remington Corporation. Another worker at Tillotson Rubber Co. has

(Continued on Page A11)

## Community supporting carousel—

(Continued from Page One)

been making special goodies and selling them to fellow workers with the proceeds donated to making the Fall River Carousel a reality.

A letter from a former Fall River resident now living in Pocatello, Idaho, writes... "how proud I am of my hometown for having the foresight to preserve this childhood treasure."

Many Fall Riverites have made contributions as memorials to departed relatives and friends. Others simply want to become charter members of this effort. Still others have made contributions in the names of their children and grandchildren.

"The comments and good wishes," says cochairman William Gaudreau, president of Anderson-Little Co., "are inspiring to those of us hard at work soliciting funds. The far-reaching consequences of these efforts assure us that generations of youngsters will be grateful to those generous people who are making this possible."

One note urges the committee to try to acquire an authentic carousel band organ in order to provide the proper music for this operating carousel.

A Fall River woman made a \$10 contribution with a note stating that she began riding the carousel in 1914.

The spirit has invaded the Fall River school system. Many of the classes will conduct a series of events to raise funds for the carousel.

Every day in P.O. Box 190, there is a steady stream of contributions, all containing money from the citizens of our area along with comments on how much the carousel means to them, their families or to the city itself.

Obviously, the major part of the fundraising has to come from the businesses of the Greater Fall River area—and they have responded very well.

"Every single bank in Fall River has made a substantial commitment to the Fall River Carousel fundraising drive," says Robert Stoico, president of the First Federal Savings Bank. "The response to the appeal has been spontaneous and overwhelming," Stoico continued, "and we are very proud to be a part of this important Fall River effort."

Every segment of the business community has adopted the carousel drive, and important contributors have come forward from manufacturing, retail, restaurants, utilities, the media and small business.

"While we need to get help from all the businesses in the Fall River area," Rodgers said, "the spirit of the drive is found in the donations of the citizenry, and we appreciate that outpouring while encouraging everyone in the area to join in the effort."

# Carousel fund drive nears halfway mark

By Bruce McFarland  
Herald News Staff Reporter

The \$1 million fund-raising effort to house and maintain Fall River's historic carousel is almost at the halfway mark, a spokesman for the collection drive said Friday, and more volunteers have signed on with the sponsoring committee.

"The fund-raising committee has expanded to 30 members and we're just about halfway to our goal, thanks to donations from businesses and individuals," said John Scanlon, a member of the group's executive committee.

"We have every hope we'll meet the April 1 deadline for completing this campaign."

Scanlon emphasized that "The public is the key to this effort. So far, we've received individual contributions from \$5 to \$500, with \$50 donations being the most common. These are the kind of gifts we would like to see more of to make the project a success."

Headed by Thomas A. Rodgers Jr., president of Globe Manufacturing Co., and William Gaudreau, president of Richman Brothers/Anderson Little Co., the fund-raising committee is seeking contributions to acquire and maintain a tourist building attraction on the city's waterfront where the carousel will be located.

Contributions of \$5 buy 10 rides on the carousel, a familiar attraction at Lincoln Park for many years before being purchased by the city. Gifts of \$10 buy 25 rides and so on, up to unlimited rides for a year for a \$100 donation.

The city acquired the carousel at auction in New York City last November for \$693,000. Constructed in 1920 by the Philadelphia Toboggan Co., the carousel features 48 horses and two chariots that have carried thousands of riders in memorable, musical circles for years.

Contributors of at least \$50 will have their names enshrined on the carousel once it is situated on land near the Fall River Line Pier.

Scanlon said the group has received 212 individual donations so far and, with expansion of the fund-raising committee, it is expected greater emphasis will be placed on soliciting individual supporters.

Most of the donors have offered words of praise for the carousel effort, Scanlon said. "They're grateful we're doing this for the city and looking forward to enjoying the ride when it's finally installed."

Rosalie Souza, who chairs the fund-raising effort at Tillotson Corp. here, said, "My three sons enjoyed the carousel at Lincoln Park and I want it kept here so my grandchildren and future generations will enjoy it, too."

Her sentiment is typical of the attitudes expressed by most contributors.

Youngsters from the Thomas Chew Boys and Girls Club have conducted dances to raise funds for the project and gifts have arrived from as far away as Pocatello, Idaho.

Local businesses have provided much of the funding so far, Scanlon said, with each Fall River bank offering a substantial commitment.

"The encouragement we're receiving is tremendous," he said. To retain the fund-raising momentum, Scanlon said the committee is planning "several special events" in the near future, details of which will be revealed in the weeks to come.

# Carousel action shows positive attitude in city

**By Bruce McFarland**  
**Herald News Staff Reporter**  
 Acquisition of the Lincoln Park carousel, one of only 75 to 80 of its kind left in the world, is a "tribute to the credibility city government has achieved in the last 10 years," and the historic amusement is being described as the new focal point in the city's waterfront development plan.

Donald Ashton, senior vice president of Citizens-Union Savings Bank and a principal in the carousel fund-raising group, said Tuesday securing the initial \$700,000 in loans "in about 15 minutes" to buy the carousel was testimony to the confidence local business has in Mayor Carlton Viveiros, his administration and the City Council.

"Everybody relates to a ride on a merry-go-round," Ashton maintained, "and we believe locating the carousel near Heritage State Park will be a major attraction. It will draw many people to the waterfront area."

Speaking to members of the Kiwanis Club of Fall River, Ashton said the \$1 million fund-raising effort to house and maintain the

carousel has received more than \$400,000 in donations and pledges.

He said city residents and businesses have come forward with a "heartening response" to the call for donations.

The city acquired the carousel at auction in New York City last November for \$693,000.

Several waterfront developers are now considering invitations to submit extensive shoreline plans, including a new home for the carousel, and Ashton said the corporation has requested proposals from some of the best developers in the nation.

"These are the people who have designed South Street Seaport in New York City, Faneuil Hall Marketplace and waterfront projects in Boston and other major cities," he said. When submitted, plans will be reviewed by Viveiros, members of the city's economic development staff and business representatives.

The Fall River Line Pier has been mentioned as the tentative location for that home because, according to Ashton, it is "obsolete for modern-day cargo handling."

But one member of the Kiwanis  
 (Continued on Page 6)

## Carousel action —

(Continued from Page One)

group said "it would be a crime" to use the pier warehouse for the carousel.

Emile Gendreau, of Gendreau Trucking Co. here, told Ashton the city should promote use of the pier as a warehouse site — not convert it to a home for the carousel.

"The pier should be publicized. There are industries that could locate here if they knew of the warehouse space available," Gendreau said. "I'll fight for use of the state pier as a warehouse facility."

Ashton said his group has a "different opinion," and believes modification of the pier site as a year-round home for the carousel could generate significant interest in the city and its waterfront.

Ashton said "eventually, some (state) legislation will be necessary to transfer title of the pier property to the city." He said state officials "have already been approached" about this possibility.

Recounting the ride's unique character and worth, Ashton said of about 1,000 major carousels built by the Philadelphia Toboggan Co. between 1906 and 1930, "only 75 to 80" like the Lincoln Park example remain intact.

Constructed in 1920, the carousel features 48 horses, two chariots and 34 hand-painted scenes and columns.

The Lincoln Park ride is "in excellent condition" and one of the largest anywhere, he said.

"There's no doubt this is a major unique piece and a work of art,"

Ashton emphasized.

Last week, John Scanlon, a member of the fund-raising group's executive committee, said the committee has expanded to 30 members to accelerate the collection effort. "We have every hope we'll meet the April 1 deadline for completing this campaign," he said.

Ashton said sponsorship donations range from \$50,000 for a chariot, to between \$1,000 and \$6,000 for one of the paintings, are being accepted. Sponsorship of outer horses is going for \$15,000, he said; and inside horses are being offered at \$9,000.

"The amounts are based on what the pieces would sell for at auction," Ashton explained. "We have seen many pieces of lesser quality selling for even higher prices."

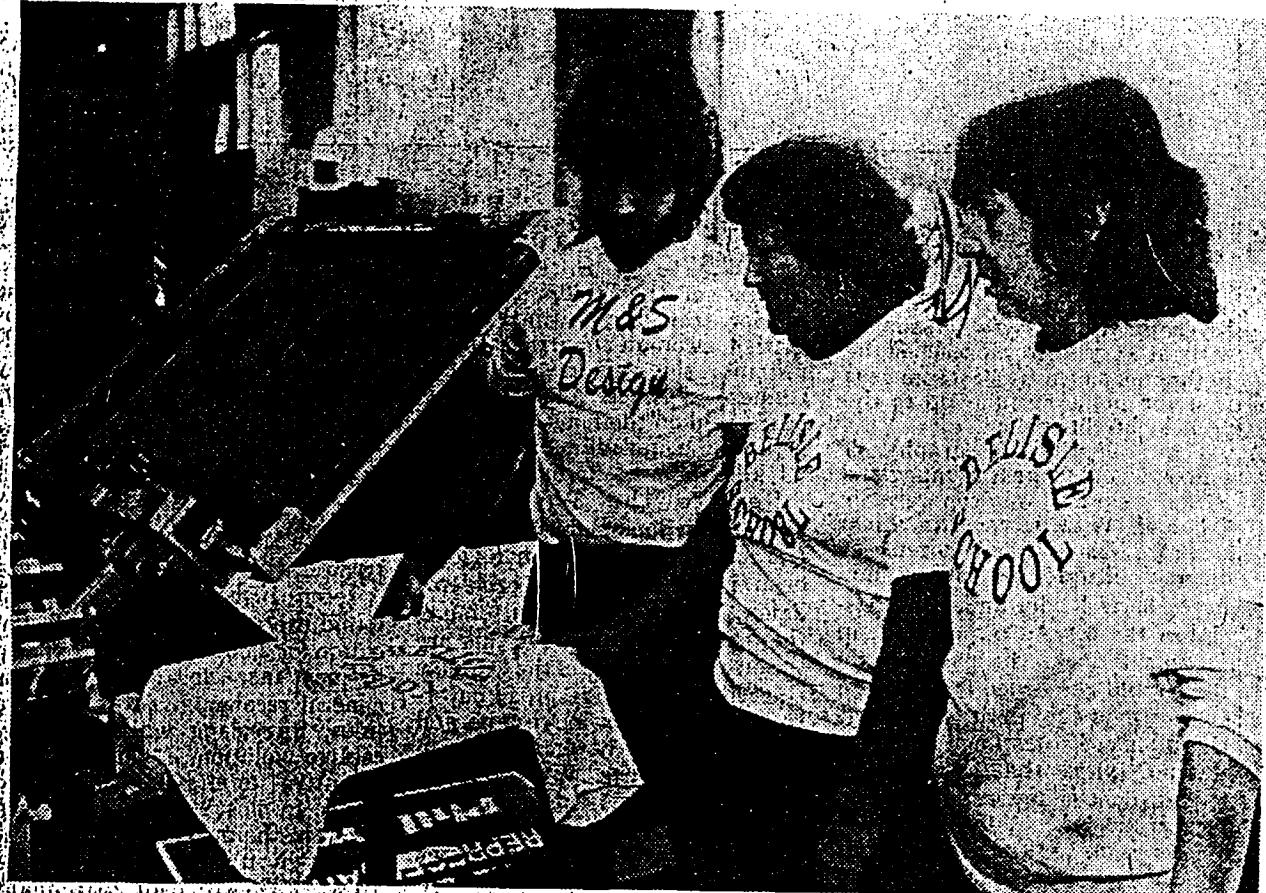
The fund-raising committee is headed by Thomas A. Rodgers Jr., president of Globe Manufacturing Co., and William Gaudreau, president of Richman Brothers/Anderson Little Co.

Donations of \$5 buy 10 rides on the carousel, gifts of \$10 buy 25 rides and so on, up to \$100 for an unlimited number of rides for a year.

To retain the fund-raising momentum, the committee is planning special events in the near future.

Those looking to donate to the non-profit carousel group may mail contributions to Fall River Carousel Inc. P.O. Box 190, Fall River, MA. 02722.

Fall River, Mass., Herald News, Monday, February 9, 1987.



## Belisle School T-shirts

Mitch Hallal, at left, of M&S Design on Martine Street, is making and donating T-shirts for the staff and parents of children at the Belisle School who will challenge each other to a volleyball game to raise funds for the Fall River Carousel fund. Looking on is team co-captain Maggie Walsh, center, and Rita Fleming, team captain. The game will be held Tuesday at 6:30 p.m. at the school.

Herald News Photo By Norm Fontaine

Fall River, Mass., Herald News, Thursday, February 12, 1987.

## Residents make 'heart' pins hangers to aid Carousel Fund

The residents of the Kimwell Health Care Center here are holding a fund-raiser to help acquire and maintain the Carousel on the Fall River waterfront.

The woodworking group has created heart-shaped pins and teddy bear hangers which will be featured at a raffle and sale during the Valentine Day festivities at the center. Proceeds will go to the

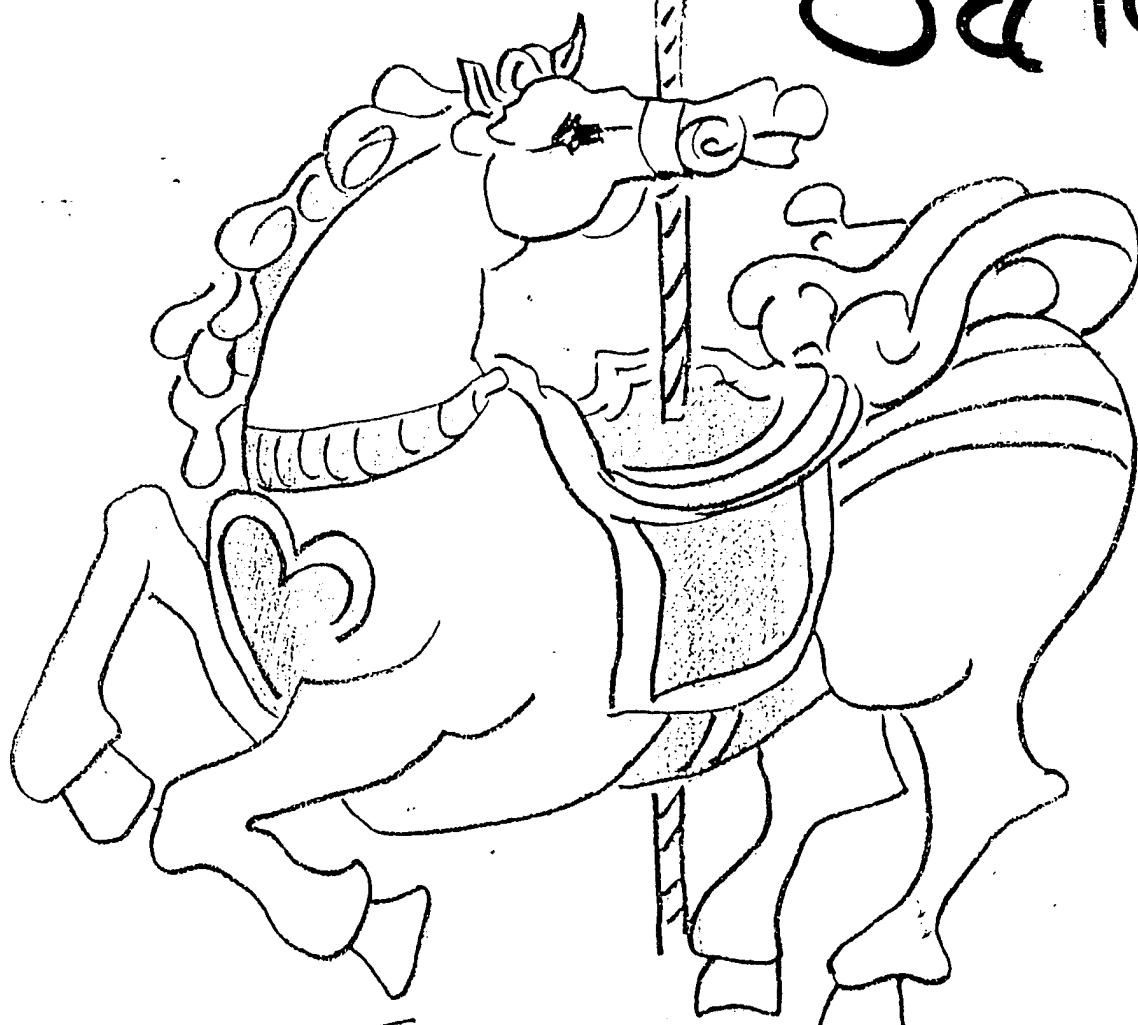
Carousel Fund.

The center has also announced the appointment of Lori-Anne Zote as therapeutic recreation director. She was first employed there in 1980 as a nurse assistant in 1980, and later transferred to the recreation therapy department. She recently completed an activity directors' course at Junior College.

Extra! Extra!

Red House Bake

Sale!



Friday Feb. 13th.

Period 5

Room 210

Proceeds To Be Donated To  
Heritage Park Carousel Fund.

FALL RIVER, MASS., SATURDAY, FEBRUARY 14, 1987.

## *Carousel drive spurred by grass-roots effort*

A grass-roots fund-raising effort aimed at involving as many people as possible is furthering the momentum behind purchase of the famous Lincoln Park Carousel.

Groups from various segments of the city are staging activities not only stimulating interest in the well-known merry-go-round, but financial support.

Fall River school children are particularly active. The Fall River School System has created a series of projects, all of which call for widespread participation.

The Hector L. Belisle School is having fun by collecting soda bottles and cans for redemption. Well over 2,000 cans and bottles have been collected to date. A pizza party, compliments of Chuck E Cheese will be the reward for the class that collects the most.

A raffle is part of the Belisle School's activities, which include a T-shirt project. And they have launched a poetry and writing contest. A volleyball game between

teachers and parents was held recently with proceeds going to the carousel fund drive.

While the carousel will directly benefit from the participation by so many students, teachers, and parents, "It will be a learning experience for the children, a new way for them to experience community participation in causes and a good way to learn how to interrelate with other people," said Belisle School teacher Barbara Wolstenholme.

The Morton Friends of the Carousel is a growing activity which has a great many students, teachers, and parents working diligently to carry out a successful program.

Morton Middle School students have caught the carousel fever, conducting cake sales and selling carousel T-shirts designed by seventh grader Michael Megna. He was assisted by graphics teacher Kurt Peterson, who cut the stencil

(Continued on Page 8)

# FALL RIVER CAROUSEL



### Carousel —

(Continued from Page One)

and produced the shirt.

The Morton students are holding an afternoon dance to benefit the drive, and are preparing a slide show, in which Mayor Viveiros will wear one of the shirts as part of the celebration.

The Woman's Touch Boutique will hold a fashion show Feb. 25 at the Venus de Milo to introduce a new line of wedding fashions, the proceeds going to the Carousel Fund.

Mayor Viveiros and City Council President Daniel E. Bogan will be appearing to help the cause. They are principal movers in the "Save the Carousel" project.

A series of meetings are slated to involve people from the industrial area in which in-shop programs are conducted to raise funds

in competition with other firms.

A finale is being readied by Radio Station WSAR and the committee to conclude the drive sometime in April. Reported to be a "spectacular," it is aimed at attracting huge crowds.

"The fund drive needs all the help it can get," says Tom Rodgers, president of Globe Manufacturing Company, and one of the drive's prime supporters. "We hope everyone in the area will respond with some kind of contribution, so that the drive can be successful. It's great for the city — and will be a boon to the developing Fall River waterfront. We would really love to see citywide citizen participation."

Contributions can be sent to Fall River Carousel, Inc., P.O. Box 190, Fall River, MA 02722-0190.



### Morton students aid carousel fund

The two sixth grade classes at Morton Middle school are doing their bit for the Fall River Carousel Fund. Left photo, members of the "Red House" class conducting a benefit bake and t-shirt sale include, from left, Greg Hackett, George Santos, Kristen Paiva, Barbara Tessier and Rebecca Masterson. Right photo, members of the "White House"

class, displaying a poster proclaiming the fact that they exceeded their goal in their own "Save a Horse" program through their donations in their homerooms, are, from left, Stephen Medeiros, Lynne Souza, Rebecca Collins, Derrick Silvia and Dawn Luciano.

Herald News Photos by Dave Souza



3/9/87 J.T.Scanlon

## SALE OF CAROUSEL CUPS PROJECT

The Fall River Carousel Committee is planning to merchandise SAVE THE CAROUSEL cups with a full color horse depicted on the face of the cup; cost \$10.00/ea.

The cups are of high quality produced by the Noric Co., of Attleboro Falls. In cooperation with the carousel effort and the Greater Fall River communities, the Nordic Co. is producing them at a very reasonable price.

The cup project is designed to assist in the fund raising effort by allowing everyone to purchase a cup, affording them another opportunity to participate and to keep the fund raising drive visibly before the public.

There will be beginning and follow-up publicity relative to the sale of the cups, and those places which will be handling the cups will be prominently mentioned.

We are primarily asking the financial community to handle the sale of the cups. Counter displays will be provided to assist in this effort. It is our plan to sell 2,000 carousel cup keepsakes. Should the demand warrant, a new order will be placed, but our feeling at present is that 2,000 will just about carry the enthusiasm.

The initial order available to us will be 500, so each bank will be asked to handle about 50 cups. Monies collected will be turned over to The Fall River Carousel, Inc., P.O. Box 190, FR MA 02722.

Requests for additional cups or any questions regarding the sale of the Carousel Cups should be referred to John Scanlon, @ 674-2323, or 7 North Main Street, Fall River, MA 02720.

# Fall River chips in: Carousel fund halfway to goal

SUNDAY, MARCH 8, 1987

By Kate Boylan  
Standard-Times staff writer

**FALL RIVER** — The people of Fall River — young, old and in the middle — are working hard to pay for the 1920 Lincoln Park carousel they adopted in November. And they're halfway there.

City business leaders formed a nonprofit group and bought the 48-horse Lincoln Park carousel Nov. 1 for \$630,000, with private contributions and loans from local banks, at a special auction in New York City.

Now it's the people's turn to pitch in to pay for their new prized possession.

"I think the city's 100 percent behind it," said John T. Scanlon, coordinator of the fund-raising drive for Fall River Carousel Inc.

About half the \$1 million goal has been raised, he said. "That's a lot of money, a million dollars."

The carousel is in storage at the Fall River Line Pier, crated in pieces until it's time for reassembly. Woodworking students at Diman Regional Vocational Technical High School will put it back together, but they must wait for some decisions to be made first.

While Fall River is interested in keeping the carousel as a centerpiece to a possible marketplace/festival area on the State Pier, no definite plans have been made. A feasibility study will be conducted first for overall uses of Fall River's waterfront, with the carousel location as one question to be addressed.

The carousel, much of it held together by wooden pegs, was moved in December to the Line Pier building from its old home at Lincoln Park in North Dartmouth.

Scanlon estimated it might take two years before the  
(See CAROUSEL, Page 7)

## ■Carousel

(Continued from Page 1)

carousel goes around in Fall River.

"We need a place," Scanlon said. "The thing could run tomorrow."

A new \$360,000 carousel sporting 36 horses is due to arrive at Lincoln Park March 16. The old carousel building is being revamped to house the new merry-go-round.

In the meantime, interest in paying for Fall River's carousel is swelling, Scanlon said. Schoolchildren, workers, business leaders, politicians and others are joining in.

"We are busily, busily raising money through a variety of methods," Scanlon said.

Morton Middle School students designed T-shirts to sell and are holding cake and cookie sales.

"We gave them some slides to inspire them," Scanlon said.

The students decided to write a script and put music to it to go along with the slides. They then donated the scripts and slides to the Fall River Carousel Inc.

"We'll use it at the moment to demonstrate what the carousel looks like when we're making speeches," Scanlon said.

Students at another school held a parent-teacher volleyball game and collected cans and bottles to raise \$1,000.

The Thomas Chew Memorial Boys and Girls Club made a three-year pledge of \$1,000. The club has contributed \$330 raised through dances.

The business community has been involved since the project's inception, when Tom Tillotson of Tillotson Rubber approached Mayor Carlton M. Viveiros with the idea.

Every major financial institution in the city joined in the effort, lending and helping to raise money, Scanlon said.

Thomas Rodgers, president of Globe Manufacturing, and William

Gaudreau, president of Anderson Little, are co-chairmen of the drive.

Viveiros and city council President Daniel Bogan volunteered for the fund-raising efforts as the stars of a recent fashion show by Woman's Touch Boutique on Columbia Street.

The Center City Business Association plans an auction June 13 near the bell tower at South Main Place.

Special banners showing the carousel will fly on the street.

The most active company so far has been Tillotson Rubber. Employees there hold flea markets on lunch hours and have raised \$1,500.

Scanlon said he received a \$60 check from Globe Manufacturing Thursday morning.

With a contribution, charter members receive a card worth free ride proportionate to the contribution.

For a contribution of \$50 or more contributors may have their name put on the carousel. Many people are sending contributions on behalf of their grandchildren, Scanlon said.

Also in the works is a series of canister collections in city stores. Everyone who puts \$1 or more into a carousel tub will receive a pin saying "I helped save the carousel."

Limited-edition cups with the horse symbol also will be offered Scanlon said.

Scanlon said he hopes the money can be raised by the end of June.

Contributions can be sent to P.O. Box 190, c/o Fall River Carousel Inc., Fall River 02722.

The effort has spread outside Fall River as well. Scanlon said he received letters from former Fall Riverites in Florida and elsewhere with contributions for the carousel.

One letter came from Pocatello, Idaho, saying "I'm so proud of our former city that we were willing to take a chance and save the carousel."

"The whole inspirational aspect has been the overwhelming response."

Sunday Standard Times  
March 8, 1987



# FALL RIVER CAROUSEL

Section B

Sunday Herald News, April 12, 1987.

## Belisle School raises \$1,000 for benefit of Fall River Carousel

By Marion Flanigan  
Herald News Staff Reporter

Just about everybody cares for the Fall River carousel, a community cause that unites all ages. But the students of the Hector L. Belisle School expressed their support of creating a permanent Fall River home for the Philadelphia Toboggan Co. classic in an exemplary way — they worked together and raised \$1,000 for the project.

At a recent assembly, attended by the school's 180 students, from kindergarten to grade 6, Principal Harvey Lescault presented a check for \$1,000 to Raymond H. Bibeau, president of the Lafayette Federal Savings Bank and chief executive officer of Fall River Carousel Inc.

How did they do it? By a concerted effort, involving children, parents, teachers and foster grandmothers active in the south end neighborhood surrounding Belisle.

A major portion of the funds — some \$600 — came from a can-and-bottle redemption campaign, in which 12,000 bottles and cans were gathered, washed, sorted and stacked in the school lobby. Helpful clerks at the Globe Wine Co. Inc. on South Main Street

cooperated in redeeming the monumental collection of glass and metal.

The school charged admission to a lively volleyball game between parents and teachers. Parents sent in homemade goodies, which the children purchased at nominal rates, increasing the carousel revenue. And fund-raisers held a raffle, in which the first prize was family membership to Heritage Plantation in Sandwich, the site of another historic carousel.

Principal Lescault presented ribbons to students who had participated in the school's carousel poster project, and toys and games to the outstanding student fund-raisers.

Belisle students, assisted by their parents, have a tradition of expressing full-scale support for worthy public projects. "We raised \$1,000 for the Statue of Liberty restoration, so we thought we'd try it again for our own carousel," Lescault said.

The carousel fund grows, not only by big individual and corporate donations, but also through grassroots enthusiasm like that shown by the students of Belisle, an example of democracy in action.

Donations may be sent to Fall River Carousel Inc., P.O. Box 190, Fall River, MA 02722-0190.

**School kids contribute to carousel**

Page B2



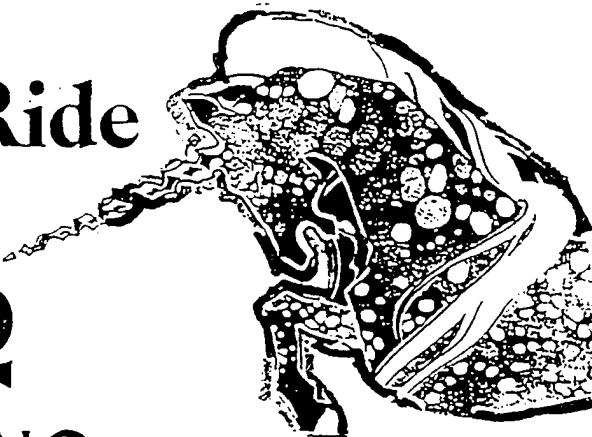
# Local

At a general assembly of all the students and teachers of the Hector L. Belisle School, principal Harvey Lescault, right, presents a check for \$1,000 to Raymond H. Bibeau, chief executive officer of Fall River Carousel Inc. The money was raised in a school-wide effort.

Herald News Photo by Jack Foley



# Join Us For A Ride *on the* **FALL RIVER CAROUSEL, INC.**



**A**s a charter member of The Fall River Carousel, Inc., you will be supporting the community wide effort to acquire and maintain a tourist building attraction for the Fall River waterfront. You will also be eligible for rides on the carousel for your children and your grandchildren.

A contribution of... \$ 5.00 gives you a ticket for 10 rides —  
\$10.00 — 25 rides  
\$25.00 — 50 rides  
\$50.00 — 100 rides  
\$100.00 or more — unlimited rides for 1 year

**Contributors of \$50 or more will have their name enshrined on the carousel.**

*Just fill in the coupon below. Please make your check payable  
to: The Fall River Carousel, Inc.*

Please enroll me as a Charter Member of The Fall River Carousel.  
Enclosed is a check in the amount of \$ \_\_\_\_\_

Name: .....

**Street** .....

City/State/ Zip . . . . .

I understand that I will receive a membership card designating me as a Charter Member.

# FALL RIVER CAROUSEL, INC.

P.O. BOX 190 • FALL RIVER, MA 02722-0190



# FALL RIVER CAROUSEL

FALL RIVER, MASS., THURSDAY, APRIL 30, 1987.

## Carousel expert praises city

By Marion Flanigan

**Herald News Staff Reporter**  
Frederick Fried, an authority on American folk art, Smithsonian fellow, consultant to major museums, and pioneer in the preservation of carousels, came to the First Baptist Church Wednesday with a message of congratulations to the Fall River community.

"I want to congratulate the community for saving a great historical piece, a landmark, and a work of art. The 1,500 members of the National Carousel Association thank you from the bottom of our hearts," he said.

Fried was referring to the Philadelphia Toboggan Company's 1920 carousel, formerly a snowpiece of Lincoln Park, and captured in November, 1986, by city leaders for \$693,000 at Guernsey's Big Apple Auction in Lincoln Center, New York City. Fried was present at that historic event.

The classic 48-horse merry-go-round, with its fine sculptured details, and two ornate chariots, is in good condition, awaiting reassembly in a new permanent home on the city waterfront.

Fried, author of the definitive work on the evolution of flying horses, "A Pictorial History of the Carousel," affirmed that the city has acquired a very significant example of folk art, representing an era of American sculpture that has, until recently, been overlooked by historians.

His lecture, illustrated by slides, included allusions to the Philadelphia Toboggan Co., a firm founded by Henry B. Auchy and Chester E. Albright in Germantown, Pa., in 1903. The company excelled in the production of roller coasters, and, as Fried noted in his book, "exquisitely carved carousels. The crestings were lavish, the animals showed great craftsmanship and design, and no one in the United States could match their chariots."

Fried, a carousel fancier since childhood, can identify carousels not only by their manufacturer, but also, in many cases, by the master carvers who sculpted them—Gustave and William Dentzel, Salvatore Cernigliaro, Marcus Charles Illions, Solomon Stein and Harry Goldstein, and Albert and Daniel Muller, to name a few.

"You have a treasure," Fried assured members of the Lifetime Learning program, and their guests. Donald Ashton, treasurer of Fall River Carousel, Inc.; John Scanlon, in charge of fund-raising for the operation, and several carousel authorities from southern New England. "I'm not yet sure who the specific carvers of your carousel were, but I know something about their families." He pledged that the Fall River Carousel will become a focus of his meticulous research in the months to come.

Fried advised that, in the re-

(Continued on Page 32)

### Climb Aboard Fall River's CAROUSEL



Send contributions:  
Fall River Carousel  
P.O. Box 190  
Fall River, Ma.  
02722-0190

(Continued from Page One)

assembly of the carousel, close attention be given to the integrity of the piece, the placement of the horses in dramatic positions according to the original plan. He noted with dismay how a classic upper outside rim of Philadelphia Toboggan Co. carousel had been defaced with fiberglass and outlandish decoration when it was reassembled in Disney World.

Fall River Carousel Inc. plans to acknowledge contributors of \$50 or more by inscribing their names on the base of the carousel. When asked if this concept is appropriate, Fried said, "Of course, as long as the name plates aren't too large."

In response to a woman who hoped that the admission price would be cheap enough for all children to enjoy the ride, Fried suggested that the city get corporations to underwrite certain days when the regular price of the ride would be reduced—say, from 50 cents to 25 cents—for children.

Fried is a pioneer in documenting the development of the carousel—an amusement of almost universal memory to adults in the western world, but, like many ingenious inventions, taken for granted until it became, as it is today, an endangered species.

Speaking through his "Lifetime Learning" audience to the community at large, he told the people of Fall River: "You have an original—a great work of art." He described the aesthetic impact of a hand carved carousel as "a nature mobile—it moves; it has carving and painting; it's a sculpture, and it has music—art in all dimensions."

Today, there are less than 200 original carousels in operation for the public in America, Fried noted. Several great ones, including a carousel he now owns, are stored in museums; his is on loan to the Smithsonian Institution. Too many, he noted, have been broken up, and the glorious teams of horses, bears, sea serpents, tigers, lions, giraffes, unicorns and other mythical beasts have been doomed to prance in suspended isolation.

With the dismantling of so many time-honored merry-go-rounds, carousel art has tended to become the private enclave of individual



Frederick Fried

as a decorative showpiece, or worse still, divide the wooden horses crossways and set them up as wall reliefs on either side of a mantel or picture window. Fried noted. ("Don't do that," he commanded). In contrast, Fall River can be proud for saving a whole carousel from being broken up, he emphasized.

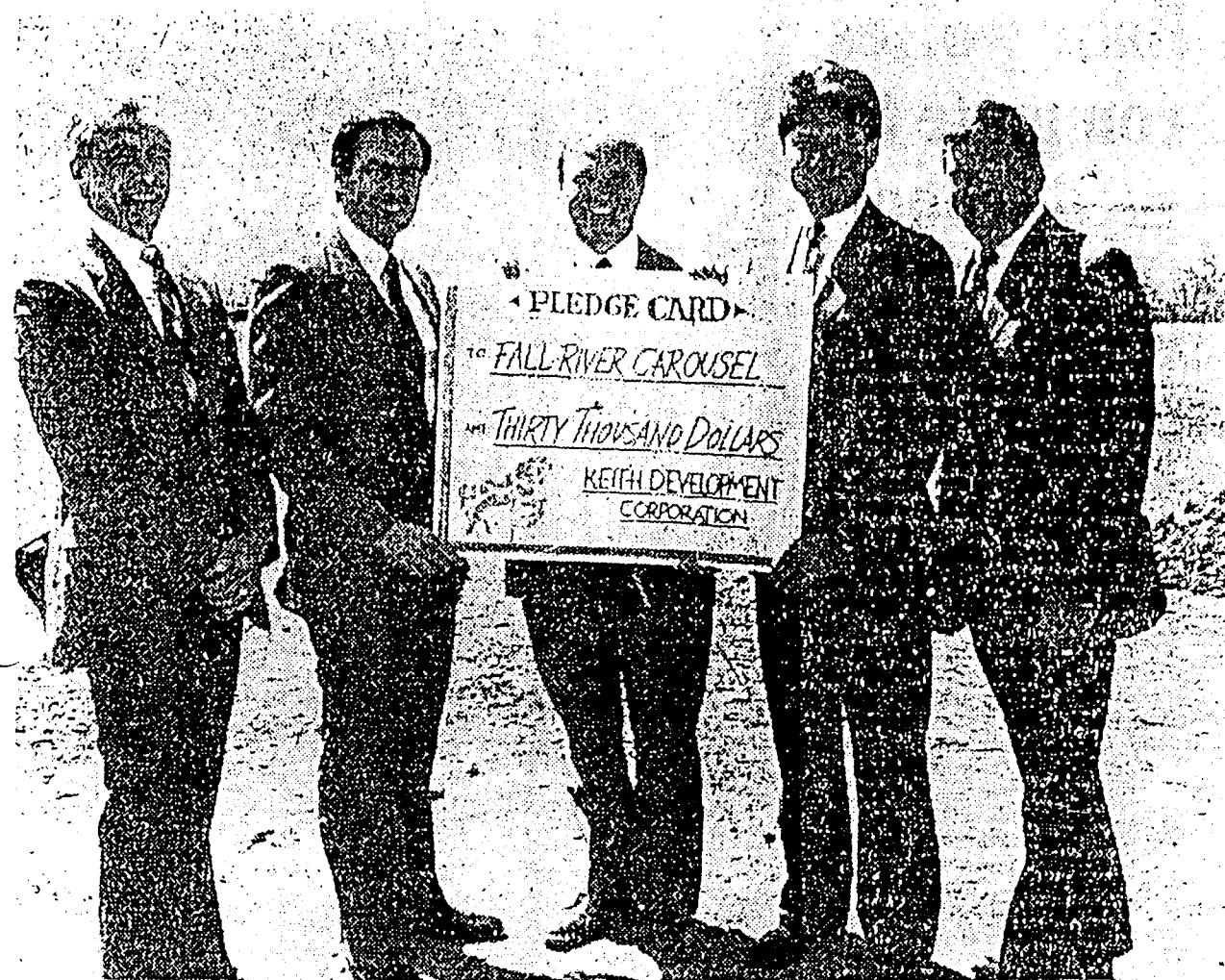
The National Carousel Association has as its primary goals the protection of operating carousels still in existence, providing information on their history and restoration, and promoting awareness of this unique art form.

The art expert forecast that, in acquiring the PTC classic, the city will greatly increase its outreach as an historic site and tourist attraction.

"When you have the carousel set up, the National Carousel Association will hold a convention in Fall River, bringing many new visitors to your hotels and restaurants, stores and shops, and museums," he suggested.

The Rev. Donald Mier, pastor of First Baptist Church, said that he and Madeline Smalley, Lifetime Learning coordinator, were surprised that the series should capture such a world-wide authority as Fried. "But he told us there was nowhere he'd rather speak, than here in Fall River," Mier said, adding, "Wonderful things are

Fall River, Mass., Herald News, Thursday, May 21, 1987.



## Company donates to carousel project

Keith Development, builders of the Landing at South Park, a condominium development, presented a \$10,000 check and a \$30,000 pledge to the Fall River Carousel Committee. Shown, from left, are Raymond Bibenau, president of the committee; Mayor Carlton Viveiros; John Keith, president of Keith Development; Eugene Kelly of Keith Development; and Daniel E. Bogan, chairman of Fall River Carousel Inc.

Herald News photo by Dave Souza

# Thanks...

Fidelity  
5/29/87



A special thanks to students, teachers and principals in Fall River's Elementary Schools. Thanks for helping us sell "Kazoos for the Carousel". We're almost halfway to our \$25,000 goal . . . all to benefit Fall River's Carousel.

### YOU'RE INVITED . . .

To be part of our "Kazoo Festival" at Kennedy Park on Saturday, June 20th . . . site of the Annual Chourico Festival. Bring your kazoos and join in the fun! More details soon!

### PRIZES . . .

You could win one of 50 GREAT PRIZES . . . including color t.v.'s, radios, Music Cruises and more! Everyone is eligible!

For your chance to win: 1. You must be at Kennedy Park the day of the Festival between 1 p.m. and 2 p.m. 2. We'll give you a "lucky number". 3. You must be present to win. No purchase necessary.

Prizes will be drawn at the conclusion of the "Kazoo Festival" at approximately 3:30 p.m. Saturday, June 20th, 1987.

p.s. WSAR/Fall River School Children "Carousel Kazoos" are available from most Elementary School Students for \$2.00 each. Kazoos are also on sale at WSAR Monday thru Friday 9 a.m. to 5 p.m.





## Fall River Carousel cups now available

Holding Fall River Carousel cups, created by the Nordic Company of Attleboro Falls for the Carousel Committee, are Olga Scanlon of John T. Scanlon Associates, and local bankers, from left, Donald Ashton, Raymond Bibeau and Robert Stoico. Close-up view shows the nine-color drawing of the horse depicted on the cups, a special limited edition being sold to the public at Fall River banks as a keepsake.

Herald News Photos by Jack Foley

10

Fall River, Mass., Herald News, Thursday, June 18, 1987.



### Talbot students create carousel horse

The eighth grade class at Talbot Middle School, under the direction of art teacher Theo Ditmars, designed and constructed a carousel horse after reading about the Fall River Carousel fund drive. Shown admiring the handiwork are from left, Mike Brillo, Craig Gendreau, B.J. Bernier and Eddy Cabral.

Herald News Photo by Norm Fontaine

# Nostalgia pumps donations into carousel fund drive

TUES. 8/18/87  
\$620,000 contributed by 857 individuals, several companies

By JAMES H. McDONALD  
*Journal-Bulletin Staff Writer*

FALL RIVER — With his check for \$50, an elderly man sent a note to John Scanlon at his office on North Main Street.

"I met my wife at the old Lincoln Park carousel," the man wrote, explaining his nostalgic and romantic reasons for sending the money.

Scanlon added that "another man gave me \$2 out on the street and apologized for not giving more because that's all he could afford."

Those two donors are among 857 individuals who have joined several business firms and corporations that have contributed \$620,000 toward the \$1 million that is being sought to operate the old carousel in the city.

Scanlon, spokesman for Fall River Carousel Inc., a conglomerate of local business and civic leaders spearheading the fund-raising drive, said the group needs an additional \$70,000 to pay for the carousel,

PROV. Journal  
Fall River

which it bought for \$690,000 at a New York auction. The rest of the \$1 million is needed for insurance, dismantling the carousel, moving it and reassembling it.

The laconic description in the auction catalog listed it simply as "The Philadelphia Toboggan Company Carousel #54, 1920," even using two r's for the less-familiar spelling of the old merry-go-round.

"But it's more than that," Scanlon asserted. "It's one of fewer than 200 wooden hand-carved carousels left in the country. At one time, there were 1,200."

Headed by Councilman Daniel E. Bogan as chairman, Fall River Carousel Inc. is conducting a study to determine the best place to put the old carousel, although plans call for setting it up in the area of the state pier and Heritage State Park. Until a final site is chosen, the dismantled carousel is in storage at a pier warehouse.

Scanlon said there has been a  
*Turn to CAROUSEL, Page C-3*

## Carousel

*Continued from Page C-1*

people out there who still haven't done as much as they could have," he said.

Many contributors recalled bringing their children and grandchildren to ride the carousel while it was at Lincoln Park in Dartmouth and said they want their donations to be used so youngsters can have the same enjoyment again, Scanlon said.

In one case, he added, "factory workers at Tillotson Rubber Co. held lunchtime yard sales, in addition to selling souvenir lapel pins, coffee mugs and T-shirts, and raised a total of \$3,000."

But "we still need help, and there are a lot of professional and business

contributors" Scanlon said. "And they're proud that the city had the foresight to bring the carousel to our community, instead of letting it end up in Alabama or someplace else," Scanlon added.

Tentative plans call for having the carousel in operation by November 1989.

Cont'd. Tues. 8/18/87

## State Pier —

(Continued from Page One)

senior associate with Land Design/Research Inc., of Columbia, Md.

The number of visitors to Battleship Cove could thus be increased from 130,000 to over 415,000 annually, based on a careful market analysis, according to LDR consultant John Gunther-Mohr. Lemmon and Gunther-Mohr presented four alternative development proposals for the State Pier to the special waterfront planning committee appointed by the mayor Thursday afternoon. Robert Karam is chairman of the committee.

The proposal clearly favored by LDR is "public attraction development." The long, two-story pavilion next to the ships would make the area an all-year attraction, said the consultants. With the Battleship Massachusetts, U.S.S. Kennedy, the U.S.S. Lionfish and the P.T. boats pulling the tourists in, the present State Pier building could later be con-

or ripped down, to make or a second center featuring a special retail market area and a marine service center on the south side of the pier, said the consultants. Between the concourse-pavilion for the naval exhibits and the market and marine center, there would be a green public access area leading to the end of the pier.

The retail area could include restaurants, apparel stores and recreational attractions. "This development would be phased in over time as the level of tourism and local support increased," says the first-draft LDR report. The marine service center would be a landing point for cruise ships, and have a capacity for limited cargo intake.

The Lincoln Park carousel would be located between the concourse exhibit area and Heritage State Park. "The Lincoln Park Carousel becomes almost the logo for new parts of the development project," Bert A. Winterbottom, LDR's principal, said earlier. "It will provide activity and motion, and get the local community to the waterfront."

These proposals were realized, additional public attractions could be created on the state land currently used by Conrail as a railroad yard, said the consultants. There are over 20 acres of public land on four different parcels in the State

*FRI. 9/18/87*

One of the new attractions in that state-owned area, for example, could be a Lizzie Borden Museum, which would call for a twin-theater facility using holographic projection and sophisticated audio-video technologies. One theater would recreate the crime projected onto a set-piece replica of the Borden home, the other theater would recreate the trial.

That idea is based on the Salem Witchcraft Museum which draws over 400,000 people and shows that "a highly controversial subject can be presented in historical context with respect for local sensitivities," according to an earlier LDR report.

Located on a major tourist route to Cape Cod and Boston, and able to draw on the 4 million-plus population of the Boston area, the consultants are sure that the Battleship Cove area can attract hundreds of thousands of visitors.

The plan for a new State Pier area includes a two-story concourse next to the ships, public access in the middle, and a special market and retail center. The carousel would be between the concourse and park.



By Sean Flynn  
Herald News Staff Reporter

A pavilion along the north side of the State Pier, with enclosed walkways leading to the ships, is the key element in a proposal to create a rejuvenated waterfront next to Battleship Cove. "With a concourse featuring special exhibits, classic naval war films, and more active and passive displays, Battleship Cove can become the definitive naval fleet exhibit in the country," said Wayne Lemmon, a

(Continued on Page 6)

*FRI. 9/18/87*

# Concourse is the key to design

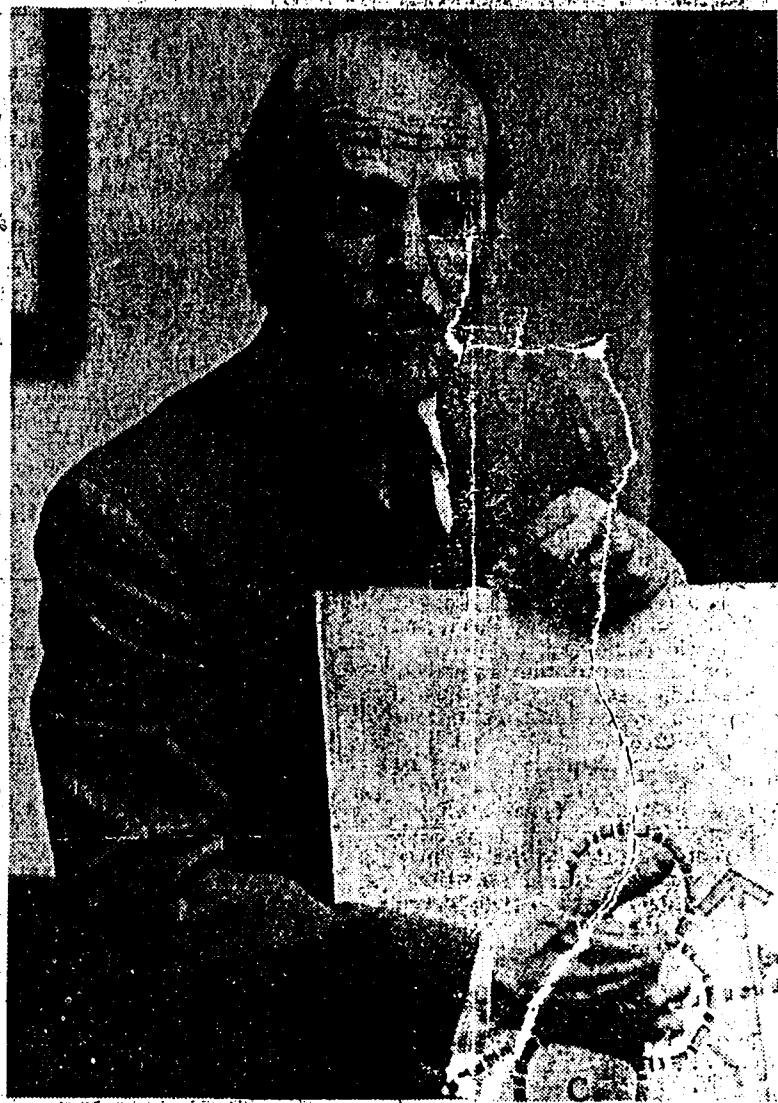


### Saving the past for the future

On behalf of the Friends of the Carousel at Tillotson Corp., employees Lorraine Paradise, left, and Rosalie Souza present a Christmas package containing \$1,800 for the Fall River Carousel to John T. Scanlon, fund-raising coordinator. The group previously donated \$1,500. The employees have adopted the slogan, "Working to Save the Past for the Future."

Herald News Photo by Norm Fontaine

F.R. HERALD - Sun 12/20/87



William Burbank, a landscape architect with the BSC Group, presents plans for the Fall River Carousel pavilion.

Herald News

Photo by Jack Foley

# Plans unveiled for Carousel and waterfront

By Sean Flynn

**Herald News Staff Reporter**

Detailed plans for a centerpiece Fall River Carousel pavilion were unveiled on Wednesday, as part of a proposed \$20 million first phase waterfront project at Battleship Cove.

Consultants and a city official presented a list of detailed projects, each with a separate price tag, to the board of directors of Fall River Carousel, Inc., that would change the whole appearance of the area between the Heritage State Park footbridge and the battleship.

Landscape Architect William Burbank, with the BSC Group, submitted to the board three alternate sites for a dramatic two-and-one-half story pavilion to house the Carousel. The construction of the pavilion, deck, lighting, and carousel assembly and set up would cost between \$1.1 and \$1.6 million, depending on the final plans.

The carousel would be either located out on the promontory near the parking lot at the bottom of Central Street, would be moved farther inland at that site, or would be moved closer to the Braga Bridge.

Burbank and BSC prefer the middle option — moving the pavilion inland from the promontory. If that site is selected, visitors coming off the footbridge and heading towards the battleship could walk under part of the pavilion.

Burbank, who has been working on the expansion of Heritage State Park for the state's Department of Environmental Management, said the pavilion would have to be at least 11 feet above the existing grade to meet the Taunton River floodplain requirements. A ramp would wind up to the second level

and would be handicapped accessible.

With the ramp, the round structure would be 80 feet in diameter and have a peaked roof, reminiscent of the park pavilions that were popular in the Victorian era, but with a solid steel inner structure. The pavilion and its lighted carousel would be visible from across the river, and a drawing card for the park.

BSC Group staff visited the Philadelphia Toboggan Co. and photographed a series of carousel pavilions before coming up with the design. The carousel has 48 horses and two chariots, so the design would allow 100 people to wait comfortably around the outside ramp and enjoy the view, said Burbank.

Placement of the carousel pavilion has to be coordinated with a phase II expansion of Heritage State Park, and phase I of a plan to revitalize Battleship Cove and the State Pier area — so the private and public sectors are making a concerted effort to cooperate in the different areas.

Fall River Carousel, Inc., the U.S.S. Massachusetts Memorial Committee, the city's Waterfront Committee, the Fall River Office of Economic Development, the Bristol County Development Council and the Massachusetts Arts and Humanities Council want an overall approach in creating a new waterfront at Battleship Cove.

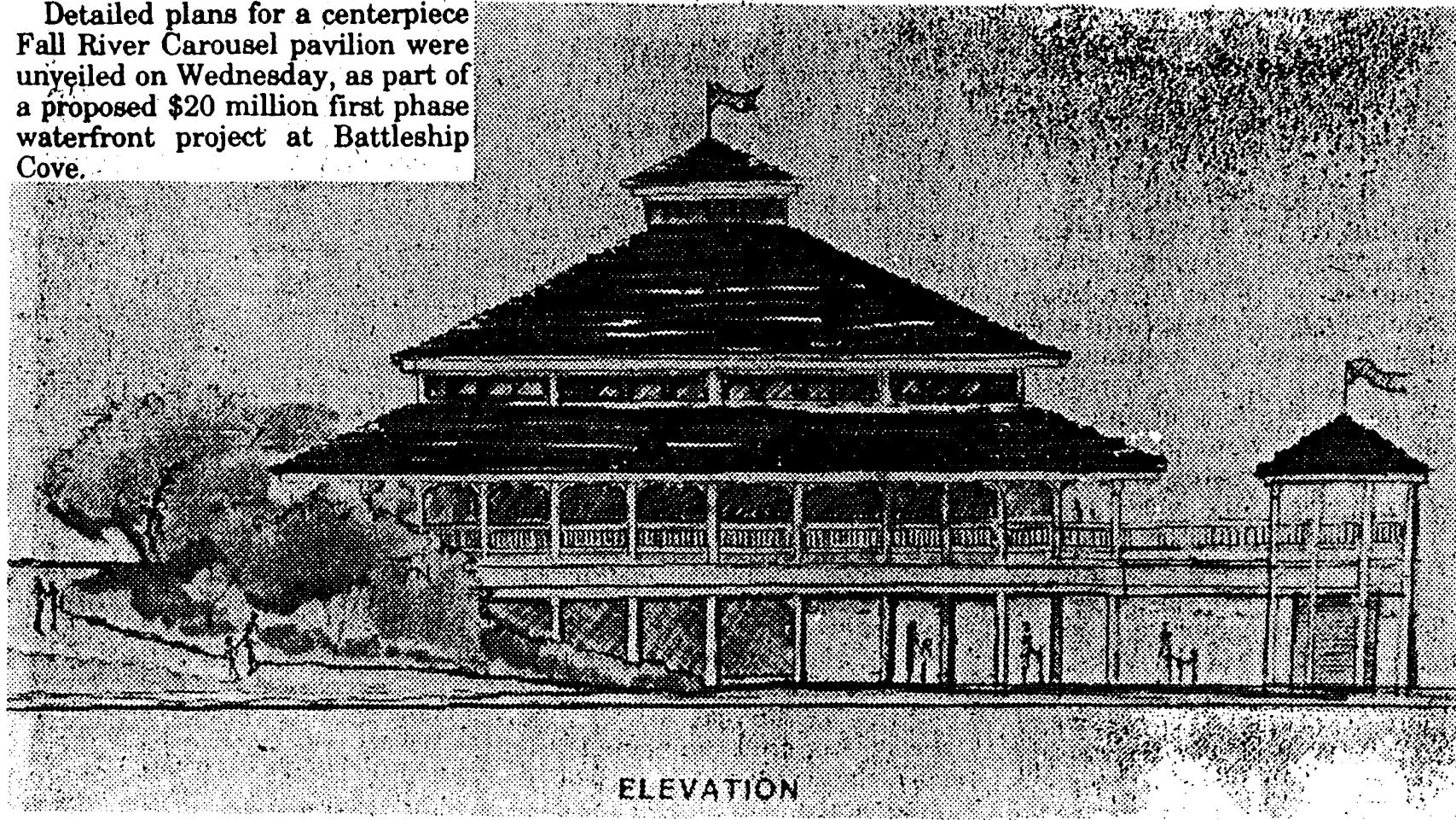
The overall phase I plan calls for a naval museum hall next to the ships, an observation tower, enclosed gangway to the ships, a public facilities building, upgraded exhibitry on the battleship, destroyer and submarine, marketing and promotion, and new boardwalk decking, plazas, paths and landscaping.

(Continued on Page 27)

Fall River, Mass., Herald News, Thursday, May 5, 1988.

27

Detailed plans for a centerpiece Fall River Carousel pavilion were unveiled on Wednesday, as part of a proposed \$20 million first phase waterfront project at Battleship Cove.



ELEVATION



Pictured above is one of the valuable hand-carved horses from the Mountain Park merry-go-round.

## City should fight for carousel

I want to report to the people of Holyoke that the idea of acquiring the Mountain Park merry-go-round, keeping it for future generations in our Heritage Park, and using it as a magnet for the revitalization of our downtown seems to have the support of almost everyone in our city.

The phone calls have been unending and hundreds of people have asked how they could help, contribute, or serve in some way to save our beautiful carousel.

John Collins, the owner, has several offers in hand from other parts of the country but would prefer to see the carousel remain in Holyoke. He's giving us the time we need to make the plans and raise the money.

Until we get a professional appraisal of its value and accurate estimates of the cost of moving it and constructing a building to protect it, I can only guess at the total cost of the project. My guess is approximately \$1.2 million.

Considering the joy it would bring to our children and grandchildren, the many family visits it would bring to our downtown, and the fact that the carousel would actually increase in value every year in the future, I think the price tag is well worth it.

The 1929 hand-carved horses, kept in beautiful condition all these years, are truly works of art, even art treasures, vanishing from the American scene at a rapid pace, being acquired by major malls which utilize them as sure-fire traffic builders. Some are being broken up and the horses are being sold to private parties and collectors, for as much as \$60,000 each.

The Mountain Park Calliope or band organ that is a part of our carousel is especially valuable and remarkable. It is the pipe organ type, built by the most famous of carousel organ builders, and the music is produced as it was for roller pianos. The sound is pure delight and hasn't a single off-key note. Maintenance of it, like the horses themselves, has been splendid.

I was given a ride on it on a cold morning last month along with the mayor, our state legislator, Heritage Park and Greater Holyoke people, and a few others. Let me tell you it was everything I remembered it to be when we were kids. The colored lights, the music, the art panels, the whirling and up-and-down motion. It was a five minute fantasy, and all of us instantly knew that this happiness machine must not be taken out of Holyoke.

I believe there's only one place in Holyoke where it can be safely and centrally located — at our Heritage State Park, where there is easy access, high visibility, and the round-the-clock security that such a valuable object requires. The park people are looking now at the carousel's dimensions and for the space to squeeze it on the site. Think how it would help the Children's Museum, the Heritage Park Railroad, and be the star attraction at festivals and concerts.

The cost of the merry-go-round's operations and maintenance would probably be paid for from its own revenue — the 25 or 50 cents that would be charged for the rides. Our park already is a beautiful one. The carousel would be its crown jewel.

A city needs lots more practical things like sewage treatment plants, snowplows, water filtration, better roads, and good school buildings. But it also



John T.  
Hickey

needs objects that nourish its spiritual life. A beautiful and historic, million-dollar, merry-go-round may be a bit of mirthful indulgence, but it will give us, for generations, a special kind of happiness and pride.

The following is a passage from the book "Painted Ponies" that nostalgically looks back at the carousel heyday.

"Rollocking music pumped into the air by a carousel organ tempted everyone within earshot to join the circular parade. Glass jewels and sparkling mirrors scattered inviting beams of light into the eyes of the passing throng."

"The whirling machines drew spectators closer and closer with an open invitation to excitement. Once astride the galloping horse, riders clutched richly carved manes covered with a slick coat of paint and felt the carousel wind blow across their cheeks. With their senses tingling and imaginations running wild, people returned again and again to climb aboard the carousel. Five cents bought a ticket to fantasyland."

Now, how do we accomplish all this? Mayor Dunn is as enthusiastic about the concept as anyone. He intends to create a group that will organize for fund-raising, negotiations, grant application, moving contractor, building architect, etc. From the first day, Marty Dunn has appreciated the value of this project to the downtown economy, the city's image and the pleasure it would bring to our children.

He has called the project very 'doable', and one that should not require the expenditure of local taxpayers' money.

Because I have not found a single person, in my travels, who is not in favor of it, or is unwilling to help in some way....I am confident that it will happen.

It is sad that we are losing our historic amusement park, but it would be tragic if we stood by, doing nothing, and letting its centerpiece, the merry-go-round, become the object of pride and fame in some other distant city.

When the mayor puts out the call for volunteers and for financial help...don't be bashful. This is not a challenge to the rich and influential. The merry-go-round will belong to everyone, every family, every youngster...for generations to come. You can have a direct hand in this and feel that you've done something permanent and wonderful for your city.

There's a glittering "brass ring" out there. Will the people of Holyoke extend themselves to capture it?

*John Hickey of Holyoke is a member of the Transcript-Telegram's Board of Contributors.*



### A Holyoke institution

Mountain Park owner Jay Collins has been selling off many of the park's rides, games and concessions. However, he is saving the

hand-carved merry-go-round for the city of Holyoke. John T. Hickey is leading a local effort to buy it.

## It's time for parts of the park to take a ride

By TOM HIDALGO  
Transcript-Telegram staff

**HOLYOKE** — The kiddie carousel is going to Fitchburg. The roto-whip will go all the way to Lake Zurich, Ill.

Salisbury Beach will get the "cutie caddie." Half of the bumper cars will run again in Middlebury.

Conn. The other half will start up at Coney Island, N.Y.

Since Monarch Capital Corp. took out a one-year renewable option to buy Mountain Park in late January, the park has been more like a giant yard sale. Park owner Jay Collins has been selling off the rides, games and concession stands. More than half of the rides have

been sold so far from the near-century old park.

The Italian swing is going to Rochester, N.Y. The kiddie Ferris wheel and turtle ride to Utica.

The tilt-a-whirl will spin in New Hampshire. The Ferris wheel scrambler and mini-train will thrill people in New Brunswick, Canada.

Some rides will stay in the area.

A Wilbraham man, John Kobjack, bought the puffing billy, the boat ride, the pony cart and the pillow ride, along with all the miniature golf equipment and some arcade equipment.

"A few more will be going in the next few days," Collins said this

See PARK, back of section

### Park

*Continued from front page*

week. "I've had some offers and I'm supposed to get back to them, or they're supposed to get back to me."

Collins first tried to sell the entire park intact, hoping someone else would come here to run it. There was little interest. After he sent letters to about 600 amusement parks around the world offering to sell off the equipment, the phone calls and letters started coming.

Then word spread about the park's demise, bringing local people in to buy items — benches, fiberglass animals, portable buildings, pinball machines, office equipment.

The life-size fiberglass cowboy bench — "an institution" — went quickly to a man who runs a flea market, Collins said.

Early on, he had an inquiry from a lawyer from Fitchburg, who said he represented the People's Republic of China, and wanted to buy everything and send it to the Far East.

"They have a lot of people there, and they have to entertain them," Collins reasoned.

The lawyer made a "tremendous offer," but said he needed a

month to complete the deal. With other inquiries and solid offers flowing in steadily, Collins decided he couldn't wait around.

One piece Collins will not sell to outsiders is the hand-carved merry-go-round. He is saving that for the city of Holyoke, which wants to buy the ride and move it to Heritage State Park downtown.

John T. Hickey, manager of the Holyoke Water Power Co., is leading a local effort to buy the 59-year-old merry-go-round, built by the Philadelphia Toboggan Co. in 1929.

Mayor Martin J. Dunn likes the idea and is expected to create a citizens' committee to start raising money to buy the amusement ride.

Hickey estimates it will cost \$1.2 million to buy, dismantle, move and house the merry-go-round.

"That's just a wild early estimate, but I'm not discouraged by that number because it's doable," he said.

"That was ridden and ridden and ridden," Collins said. He started up the organ for some visitors and the bouncy Calliope music filled the air once more.

They used to pump the music through a sound system to the

midway.

"When you walked in you knew you were in an amusement park," said Collins, whose father and uncle bought the park in late 1952 from the Holyoke Street Railway Co.

"It was a great park. A real family park," he said. Although it continued to draw large crowds, Collins said it was becoming a struggle to operate.

"The cost of doing business went crazy," Collins said. Insurance cost him about \$250,000 a year — "I was working for the insurance companies." It was becoming increasingly difficult to find workers and some old hands were close to retirement.

"I could see the handwriting on the wall at the end of last season."

Mountain Park started each season on Easter Sunday and would open on weekends until school was out for the summer. Then it would operate daily until Labor Day.

"It'll be a lot quieter this Easter," Collins said. "It was the best day of the year."

A phone call interrupted his reminiscing.

"I'm sorry, the park is being closed," he told caller. "It's not

going to open anymore."

The caller wanted to reserve space for a company picnic this summer. Mountain Park did a lot of those.

"People call up and they're more devastated than I am," Collins says. "Everybody has to tell me a story about the place, like 'my grandmother and grandfather met at the ballroom.'"

Collins, 58, lives in Wellesley, but kept an apartment in West Springfield during the amusement park season.

He saw people grow up at Mountain Park. Youngsters would visit the park regularly until they got into their middle teens, when he would stop seeing them around. But then a few years later, they would be back — with youngsters of their own.

"I'm going to miss it all. I'll miss the people for sure," Collins said. He estimated that about 200,000 people visited the park each season.

"It was a wonder you had a voice by the end of the day, not to mention the summer. You're talking to somebody every minute. I have a lot of good memories. A lot of good people have passed through here."

**MAYOR'S MERRY-GO-ROUND COMMITTEE**

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To all Chairs:

The following is a proposed mission statement for our undertaking and organization. Any suggestions for its improvement are welcome. A final version could be approved at our next meeting.

John T. Hickey  
Co-Chairman

**Mission Statement**

The mission and purpose of the Mayor's Merry-Go-Round Steering Committee is to acquire the Mountain Park Merry-Go-Round and to relocate it in a specially constructed building in Holyoke Heritage Park, to be operated into perpetuity for the enjoyment of young and old in the region, to further the economic revitalization of downtown Holyoke, to preserve an object of rare beauty and superb early hand-craftsmanship, to serve as a tourist attraction, and to be a symbol of the high-spirited rejuvenation of the proud City of Holyoke.

Transcript-Telegram, Holyoke (Mass.) Monday, May 9, 1988

# College raffles free semester to aid carousel HCC effort is latest go-round

By JULES CRITTENDEN  
Transcript-Telegram staff

HOLYOKE — Holyoke Community College is gambling for a piece of education to help buy Mountain Park's carousel.

"Save the Carousel" raffle tickets went on sale Wednesday for \$1, giving buyers a chance at a free semester at the college.

It is the first of what carousel committee members hope will be a series of independent efforts this summer to help raise \$1.2 million to buy and move the 59-year-old carousel to a new building in Holyoke Heritage Park.

The college formed its own carousel committee after hearing from Holyoke Water Power Co. Manager John T. Hickey, who has led the effort to buy the carousel. HCC spokesman Keith O'Connor said.

"We decided as a committee to have Holyoke Community College's faculty, staff, administration and students lend their support in saving Holyoke's carousel because it is an important part of Holyoke's history," O'Connor said. "The carousel holds a lot of memories for (HCC staff and students) who have ridden it as children."

Other fund-raisers — such as theme dinners, compliments of the

college's hospitality management program with entertainment by college musicians — are being planned for next semester.

The committee decided to start selling raffle tickets last week to catch students they leave for summer vacation. Tickets will be sold by volunteers throughout the summer.

The free semester is now worth \$354, although a increase of about \$30 is expected to be voted on by the state higher education regents this week, O'Connor said. The tuition cost is being paid from the raffle proceeds.

The drawing will be Sept. 6, the first day of classes for the fall semester, and the winner's tuition voucher will be good for the spring or subsequent semesters.

O'Connor said an initial printing order of 1,800 tickets has been distributed to volunteers, and he expects to re-order soon. He said no goal has been set, but acknowledged that with 6,000-HCC students, the proceeds could top that number in dollars.

So far, about \$4,000 in private donations have come in to the city-wide carousel committee. The committee is organizing its own fund-raising events for next fall, but has encouraged other groups to schedule their own this summer.

# Momentum mounting

It looks like John Hickey may get at least one of his fantasies fulfilled. The beautiful Mountain Park carousel is on its way to being kept in the "family" that has enjoyed it for generations.

Hickey's enthusiasm for moving the merry-go-round to downtown Holyoke has been infectious. It is rapidly being translated into an organized campaign. The mayor, who is totally enthralled by the idea, has sent out letters this week to volunteers who've agreed to serve on his carousel committee.

Raising enough money to buy the carousel is a tall order, but as we have stated before, we think it is a worthy one. The carousel will be a source of delight and pride for all kinds of people from all corners of the city and beyond, and we think that makes its preservation a most valuable endeavor.

We wish the committee well and urge residents to open their imaginations and their pocketbooks generously to its campaign.

## Transcript-Telegram

Transcript-Telegram. Holyoke (Mass.) Friday, March 25, 1988

# *Move the carousel*

The proposal by John Hickey, manager of Holyoke Water Power Co., for the city to acquire the 59-year-old carousel at Mountain Park and relocate it in Heritage State Park in downtown Holyoke is excellent.

Not only would it save a landmark for our city, but it also would be an exciting addition to the Heritage Park and neighboring Children's Museum.

Hickey's proposal deserves the full support of city government and this city's residents.

No one knows how much money will have to be raised to make the project click, but this city has shown many times that it can make things happen when it decides they should happen.

The' merry-go-round should move downtown.

Transcript Telegram, Holyoke (Mass.) Monday, April 25, 1988

## Vets donate

### \$2,000

HOLYOKE — American Legion Post 351 gave Mayor Martin J. Dunn a \$2,000 check towards the purchase of Mountain Park's carousel this morning that is the largest contribution so far.

Three post members showed up in the mayor's office to hand over the contribution that was taken directly from the post's coffers.

"I used to ride Silver, the Lone Ranger's horse, and no one would catch me on that one," said William Ponczek, the post's senior vice-commander. He said the post wanted to start the ripple effect of contributions.

Holyoke Water Power Co. Manager John T. Hickey, who is leading the drive to raise \$1.2 million to buy the 59-year-old carousel, said the

**See DONATION, next page**

## ● Donation

*Continued from preceding page*

donation brings the total of spontaneous donations to about \$4,000, including \$1,000 from former mayor William S. Taupier.

Hickey said the formal fund-raising campaign probably won't start until the fall, although other civic groups may start independent drives sooner and donation canisters are likely to start appearing at supermarket check-out stands this summer.

"We hope it's the beginning of a lot more," Post member William Lloyd said. He said the post wants to raise more money through its own canister program and a possible joint raffle with other area veterans' groups.

"We're going to push a little harder," said Ralph Bakes, the post's corporation president, who recalled walking all the way from the Flats to Mountain Park as a boy.

## Legion gives \$2,000 for carousel

HOLYOKE — American Legion Post 351 has donated \$2,000 toward efforts to buy the merry-go-round from the now-closed Mountain Park.

The post gave a check to Mayor Martin J. Dunn on Monday, according to William Ponczek, senior vice commander of the post.

Post finance officer Michael Bakes and City Veterans' Agent William Lloyd, another member of the post, were present when the check was presented to Dunn.

"When I was a little boy many years ago, I gave a nickel to help purchase the U.S.S. Constitution to put it in Boston Harbor. That was a lot of money then," said Ponczek.

A committee appointed by Dunn and headed by John T. Hickey, president of Holyoke Water Power Co., is trying to raise about \$1 million to buy the carousel and move it to Holyoke Heritage State Park on Appleton Street.

Syfield Union News  
4127

UNION-NEWS, SATURDAY, APRIL 30, 1988

# Beaulieu proposal would use state arts funds for carousel

By SANDRA E. CONSTANTINE

HOLYOKE — Ward 2 Alderman Arthur E. Beaulieu has proposed the city seek funding through the Massachusetts Arts Lottery Council to help acquire the hand-carved carousel at Mountain Park.

"They've contributed thousands and thousands of dollars for arts and whatever else you want to call it around the state, so I just thought we might want to tap them for some bucks," Beaulieu said yesterday.

He filed an aldermanic order requesting the Board of Aldermen and Mayor Martin J. Dunn to petition the council for funding. The order will go before the board Tuesday.

Holyoke Water Power Co. president John T. Hickey started the drive to save the local landmark earlier this year. He is being assisted by a mayoral committee that hopes to launch a fund drive this summer to raise the more than \$1 million believed to be needed to buy the merry-go-round and move it to Heritage State Park downtown.

So far, the effort has garnered \$4,000, according to Alderman-at-large Karen B. Cavanaugh, who said the mayoral committee has not yet started its drive. That sum includes \$2,000 from local veterans and \$1,000 from former Mayor William Taupier as well as many smaller donations.

"Certainly we'd be applying for any kind of funding," said Cavan-

ough in reaction to Beaulieu's order.

She said endorsement by the mayor and aldermen should be helpful in attracting grant money.

The 58-year-old carousel, thought to be one of a kind, was made by the Philadelphia Toboggan Co.

Hickey's drive began in February after Mountain Park owner John J. Collins of Wellesley Hills gave Monarch Capital Corp. an option to buy the amusement park.

Although Collins has closed the amusement park and sold many of the rides, he has agreed to hold the carousel until January 1989.

Continued on Page 4

## Beaulieu seeks funds for carousel

Continued from Page 1

so Hickey's group may buy it.

The state arts council awards grants each year to various artistic endeavors.

Beaulieu said he believes the fact the merry-go-round is hand-carved and is one of a kind qualifies it as a piece of art.

"I used to take my mother and her companions up there 15 years ago," Beaulieu said. "They used to ride it and they were senior citizens at the time."

The occasion was usually the yearly outing of the now-defunct Worthington Pump and Machine Corp., where Beaulieu used to be employed as a maintenance worker.

"We're all going to miss Moun-

tain Park," Beaulieu said. "It was a hell of a place to go with kids. If we can save one piece of it, then maybe we'll keep a little bit of Holyoke."

"It's going to take substantial corporate contributions as well as grants," Cavanaugh said.

The committee is currently negotiating to buy the carousel from Collins, who has already been offered \$750,000 for the attraction, according to Cavanaugh.

Fund raising will have to cover the cost of buying the carousel, moving it to Holyoke Heritage State Park and then constructing a building in which to house it.

September 1989 has been set as the date for getting the carousel to Heritage State Park and offering rides.

**CAROUSEL IN THE PARK**

*Topeka, Kansas*

*"There's Magic in the Air!"*

**STATEMENT OF GOAL, FUNDRAISING COMMITTEE**

*This carousel project is very exciting for Topeka, not only because it will add beauty, fun and excitement to Gage Park, but also because of its historical value. It is very appropriate that it is being restored in the year of its 80th birthday! We are creating a living museum.*

*From the turn of the century to the Great Depression over 6,000 wooden carousels were created by about 10 major companies. Fewer than 200 have survived intact. How exciting Topeka, Kansas, is going to have one of those; a 1908 Herschell-Spillman.*

*There is only one other antique carousel in Kansas, a Parker, which is displayed in Abilene. This, by the way, was made by a Kansan, C. W. Parker, at a factory there is Abilene.*

*With our restoration, Kansas will have two carousels, one in Abilene and one in Topeka. This will draw people from all over the country who are carousel enthusiasts; it will further put Topeka on the map!*

*The goal of the Fundraising Committee is to raise \$150,000.00 for the restoration of this 1908 Herschell-Spillman. The committee has entitled the project "Carousel in the Park" with the sub-title "There's Magic in the Air". The committee shares an excitement, enthusiasm and dedication to reaching this goal.*

*Anita Wolgast, General Chairman-Fundraising*

*As presented to Mayor Doug Wright & City Council Members at working session, May 3, 1988.*