

# Allan Herschell Company Records, Swinson Collection, 1925-1984 [bulk 1940-1969]

Archive Collection 1

- Creator:** Allan Herschell Company
- Extent:** 21 manuscript boxes, 4 oversized boxes, 1 triangular box, 8 other boxes (11.75 cubic feet)
- Abstract:** Collection documents the amusement ride industry's history in North Tonawanda, New York and the development of the amusement industry. Collection includes extensive photographs, marketing images, slides, negatives, motion picture film, correspondence, blueprints, mechanical sketches, notes, customer orders, and documentation of competitor's rides. Rides documented include roller coasters, merry-go-rounds, miniature passenger trains, ferris wheels, and others.
- Repository:** Herschell Carrousel Factory Museum  
PO Box 672, 180 Thompson Street  
North Tonawanda, New York 14120  
(716) 693-1885

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## Administrative Information

**Processing Information:**

Nathan Tallman, June 2009

**Terms of Access and Use:**

The Allan Herschell Company Records, Swinson Collection, 1925-1984 are open for research. Please contact the Herschell Carrousel Factory Museum to arrange an appointment for access to the collection.

**Copyright:**

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**Preferred Citation:**

[Item information and date], Box/Folder #, AC 1, Allan Herschell Company Records, Swinson Collection, 1925-1984, Herschell Carrousel Factor Museum.

**Acquisition Information:**

The Allan Herschell Company Records, Swinson Collection, 1925-1984, was purchased by the Carousel Society of the Niagara Frontier from Robert Swinson in November of 2006. Robert Swinson, an employee of Chance Rides Manufacturing, had removed the discarded records from a dumpster on Chance property. Prior to the sale, the Carousel Society received verbal permission from Chance for sale of the records.

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**Biographical and Historical Note:**

Allan Herschell was born to John and Jessie Herschell on 27 April 1851 in Scotland. One of thirteen children, Herschell left school at an early age to learn the trade of a molder. Herschell worked in the molding and machinery business in Scotland until 1870 when he immigrated to Buffalo, New York with his parents. For two years, he practiced the machine trade in the northeastern United States and southeastern Canada.



In 1872, Allan Herschell, along with his family, moved to North Tonawanda, New York. Herschell, his brother George (who had moved to the United States in 1869), James Armitage, and George A. Gillies founded the machine shop, Tonawanda Engine and Motor Company. Allan Herschell served as vice president and his brother George was secretary and treasurer. Despite the hard economic times, the company was prosperous. Gillies soon retired.

Allan Herschell was married to Ida Spillman in 1882. Ida was the daughter of John Spillman, a German immigrant and engineer. Together they had three children: Buella Corinda, Raymond Leroy, and Margaret Caroline.

In the early 1880's, Allan Herschell traveled to New York City where he witnessed the first public amusement ride, an early carrousel known as a steam ridding gallery. Herschell made close observations and upon returning to North Tonawanda, convinced Armitage that a profit could be made. The Tonawanda Engine and Motor Company produced its first carrousel in 1883 and within two years, carrouseles were half of their annual income. By 1891, carrouseles were bringing in \$200,000 in sales.

Allan Herschell was fond of travelling and in 1884 began touring the world to places such as India, France, Egypt, the British Isles and other destinations. While traveling, Herschell took notes about regional machinery and amusement devices, bringing them back with him to North Tonawanda where he implemented them at his company. Herschell also took carrouseles with him on his travels, hoping to find new customers.

The Tonawanda Engine and Motor Company reorganized in 1890, changing its name to the better-known Armitage-Herschell Company. Despite originally being an adult ride and the

public outcry to the “perils” carrousel brought to mental and physical health, they became the first mass produced amusement ride. The Armitage-Herschell Company was one of a few manufacturers at the time and was soon taking in more money than local banks were willing to hold.

To get rid of the excess cash, the company began land speculating. From municipal buildings in North Tonawanda to farms in rural Niagara County, the Armitage-Herschell Company amassed several parcels of land. In 1899, the land market collapsed, taking the Armitage-Herschell Company with it.

In 1900, the Herschell-Spillman Company was formed between Allan Herschell and brother-in-law Ed Spillman. Later purchasing the assets of the Armitage-Herschell Company, Herschell-Spillman began manufacturing carrousel, or as they called them “merry-go-rounds”. Three years later, Herschell-Spillman incorporated and began producing gasoline engines to power their machines, instead of steam. Eventually, the engine side of business became successful in its own right and was spun off to create Herschell-Spillman Motors.

For health reasons Allan Herschell retired from Herschell-Spillman in 1913. Not one to sit idle, The Allan Herschell Company was founded in 1915 with partners Fred Fritsche and Bill Wendler. It directly competed with Herschell-Spillman for the manufacture of merry-go-rounds and amusement rides. Soon after World War I ended in 1919, the Herschell-Spillman Company changed its name to Spillman Engineering Corporation to prevent confusion.

Allan Herschell retired eight-years later in 1919, leaving control of his eponymous company to long-time employee John Wendler. Wendler, along with his brother William, who served as secretary and treasurer, would carry on the Herschell tradition of quality manufacture and innovation.

Due to health complications, Allan Herschell died in 1927. He was personally involved in the leadership of three amusement ride manufacturers and had developed a reputation for excellence within the industry. Allan Herschell, the self-made industrialist, was a proud resident of North Tonawanda. He was a founding member of the North Tonawanda Hook and Ladder fire company and helped organize the Standard Natural Gas Company of Tonawanda. Herschell was also a mason and member of the International Order of Odd Fellows as well as the Ancient Order of United Workmen.

John Wendler continued to lead the Allan Herschell Company and production was once again shifted during World War II for wartime goods. Propellers, bronze castings, scaffolding, stairs, and aircraft platforms were all manufactured by the Allan Herschell Company, as well as other machining jobs. Production of amusement rides continued, but at a declined rate, due to the manufacture of wartime goods and metal shortages.

In 1945, the Allan Herschell Company purchased the Spillman Engineering Corporation upon the retirement of its owners. This consolidation made it the world’s largest manufacturer of amusement rides in the world. Also in 1945, the Wurlitzer company’s band organ business in North Tonawanda was sold to the Allan Herschell Company. It was quickly resold to Herschell employee Ralph Tussing in 1947 who started his own company, TRT.

The Allan Herschell Company entered the miniature train market in 1954 with the purchase of the Miniature Train Company. The Miniature Train Company was a respected name with trains in parks and zoos across the country. The trains were designed for permanent installation instead of Herschell's usual travelling ride focus.

In 1956 the Allan Herschell Company published *Kiddielands: A Business with a Future*. This slim volume was a complete how-to that guided someone through the process of establishing a successful amusement park attraction for children, known as Kiddieland. The book was an immediate success and helped many entrepreneurs start their businesses.

For unknown reasons, possibly space concerns, the Allan Herschell Company was sold to Wiesner-Rapp of Buffalo, New York in 1960 as an intact division. All production was shifted from the North Tonawanda facilities to Wiesner-Rapp's Clinton Street facility, a much larger space.

As a division of Wiesner-Rapp, the Allan Herschell Company purchased the Dodgem Corporation in 1961, entering the growing bumper-car market.

In 1962, Wiesner-Rapp was sold to the Lisk-Savory Corporation, also of Buffalo, New York. The Allan Herschell Company remained an intact stand-alone division. Nine years later in 1971, the Lisk-Savory Corporation sold the Allan Herschell Company division to Chance Rides Manufacturing, an amusement ride company in Wichita, Kansas. Chance moved all production to its Wichita facility and integrated Allan Herschell Company products into its own product line, choosing not to keep it as an intact division.

Due to slowing sales and other reasons, Chance Rides Manufacturing sold the Allan Herschell Company and all its remaining assets and production rights to the Carousel Society of the Niagara Frontier in 1997. However, Chance retained the manufacturing rights to merry-go-rounds and name rights to Dodgem and the Mad Mouse (a roller coaster).

Today the Allan Herschell Company is once again open for business. A non-profit subsidiary of the Carousel Society of the Niagara Frontier, it is operated as a parts and servicing company that helps to maintain the hundreds of Allan Herschell Company rides around the United States and the world.

#### References:

Brick, Elizabeth M. *Celebrating North Tonawanda Carrousel Animals, 1883-1959, Herschell Carrousel Factory Museum*. North Tonawanda, N.Y.: Carousel Society of the Niagara Frontier, 2001. Print.

*Kiddielands: A Business with a Future*. Buffalo, N.Y.: Allan Herschell Company, 1956. Print.

Wiley, Samuel T., and Winfield Scott Garner. *Biographical and Portrait Cyclopedia of Niagara County, New York*. Philadelphia, P.A.: Gresham Pub. Co, 1892. Print.

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**Chronology:**

- 1872 James Armitage, George Herschell, Allan Herschell, and George A. Gillies start the machine shop, Tonawanda Engine and Motor Company. Gillies soon retires.
- 1880s Allan Herschell visits New York City in the early 1880s seeing an early carrousel that he thought he could reproduce and sell for a profit.
- 1883 The Tonawanda Engine and Motor Company begins manufacturing steam ridding galleries that become the majority of the business within a few years.
- 1890 The Tonawanda Engine and Motor Company reorganizes as the Armitage-Herschell Company.
- 1899 The Armitage-Herschell Company dissolves and declares bankruptcy due to losses in the land market.
- 1900 The Herschell-Spillman Company, started by Ed Spillman and Allan Herschell, opens for business, eventually purchasing the assets of Armitage-Herschell.
- 1903 Herschell-Spillman starts producing gasoline engines and incorporates. Eventually, the engine business is spun off into its company, Herschell-Spillman Motors.
- 1913 Allan Herschell retires from the Herschell-Spillman Company.
- 1915 Allan Herschell founds the Allan Herschell Company, with Fred Fritsche and John Wendler, manufacturer of merry-go-rounds and other amusement rides.
- WWI Herschell-Spillman Motors shifts production to Liberty Engines for defense industry.
- 1919 The Herschell-Spillman Company changes its name to Spillman Engineering Corporation to avoid confusion with the Allan Herschell Company.
- 1923 Allan Herschell retires leaving John Wendler, a long-time Herschell employee, in charge.
- 1927 Allan Herschell dies from health complications.
- 1928 Carrousel horse production shifts from all-wood horses to partial-wood horses with aluminum legs. Soon after, heads, and then tails, began to be manufactured out of aluminum. This horse, with a wooden body with aluminum head and appendages, become known as the half-and-half.
- WWII Due to war time shortages and needs, the Allan Herschell Company starts production of propellers and bronze castings for Buffalo Pumps; scaffolding, stairs, and platforms for Bell Aircraft; bronze castings for Buffalo Forge; and

machining stainless steel for Houdaille-Hershey. 10% of the plant's capacity is used for subcontracted jobs for the war effort.

- 1945 Allan Herschell Company purchases the Spillman Engineering Corporation.
- 1945 Allan Herschell Company purchases the Wurlitzer company band organ business in North Tonawanda, including production, repair, and music roll manufacture.
- 1947 Allan Herschell Company sells Wurlitzer band organ business to employee Ralph Tussing who starts his own business, TRT.
- 1950 Carrousel horses begin to be produced entirely out of aluminum.
- 1954 Allan Herschell Company purchases the Miniature Train Company.
- 1956 *Kiddielands: A Business with a Future* is published by the Allan Herschell Company.
- 1960 The Allan Herschell Company is sold to Wiesner-Rapp of Buffalo, New York, but remains a stand-alone division. Production is moved to Wiesner-Rapp's Buffalo, New York, Clinton Street facility.
- 1961 Allan Herschell Company (a division of Wiesner-Rapp) purchases the Dodgem Corporation.
- 1962 Wiesner-Rapp is sold to Lisk-Savory Corporation, also of Buffalo, New York. Allan Herschell Company remains a stand-alone division.
- 1971 Lisk-Savory Corporation sells the Allan Herschell Company division to Chance Rides Manufacturing, who moves all production to Wichita, Kansas, integrating Allan Herschell Company products into its own line.
- 1979 The Carousel Society of the Niagara Frontier forms to preserve: the history of the amusement ride industry, the Allan Herschell Company building, and to bring a carrousel back to North Tonawanda.
- 1983 The Herschell Carrousel Factory Museum opens to the public with an Allan Herschell Number 1 Special Merry-Go-Round.
- 1997 The Carousel Society of the Niagara Frontier purchases the Allan Herschell Company, its remaining assets, and production/servicing rights from Chance Rides Manufacturing, excluding rights to the merry-go-round, Dodgem cars, and Mad Mouse.
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## Scope and Content Note:

The Allan Herschell Company Records, Swinson Collection, are the only remaining official records of the Allan Herschell Company, a pioneer and leader of the amusement industry late nineteenth to mid twentieth century's. Because they were eventually bought out by the Allan Herschell Company, the records also reflect three other amusement ride manufacturers in North Tonawanda, New York: Armitage-Herschell Company, Herschell-Spillman Company, and Spillman Engineering Corporation. When "Allan Herschell Company and affiliates" is used in this finding aid it refers to all four manufacturers. Either Allan Herschell or his companies were involved in all four, so the records are sometimes difficult to distinguish. In addition, many records originated with the three companies that purchased the Allan Herschell Company: Wiesner-Rapp, Lisk-Savory Corporation, and Chance Rides Manufacturing.

Collection includes some administrative materials such as correspondence, but is lacking most administrative and fiscal reports; correspondence, notes, and documentation of suppliers (both raw materials and finished sub products); numerous marketing materials such as artists drawings, catalog mockups/proofs/layouts, catalogs, catalog renderings and photographs, and price lists; files on some customers including notes, correspondence, photographs and slides; competitor documentation and images such as marketing materials, patent documents, and photographs of rides; thorough documentation of over forty amusement rides including engineering drawings, blueprints, park layouts, service instructions and ride specifications, design drawings and notes, artist's conception drawings, slides, and photographs; merry-go-round blueprints, marketing materials, service instructions, slides, and photographs; records of the Miniature Train Company and train rides including blueprints, service instructions, marketing materials, catalog renderings, photographs, slides, design notes, customer files (mostly customers whose names begins with "S", location of remaining files is unknown), and correspondence with national and regional passenger railroads concerning paint charts and colors; and motion picture film of rides being setup and in motion, as well as footage of competitor's rides. Motion picture film includes *Stalingrad Today!* which shows passengers on a miniature train in ruined Stalingrad.

Negatives for several of the photographs in the collection are included. Many of the photographs were taken by North Tonawanda commercial photographer Herman Wittkowsky, including a broken glass plate negative. Unless specified, photographs, negatives, and motion picture film are black and white. Slides are mostly color. Photographs are of varied sizes, snapshots are generally 4x5-inch black and white prints.

Many service instructions are only available on master copies for a MultiLith lithograph. Some are available only as metal plates or polyester negatives.

Some rides described in this collection may never have reached the production stage and others that were produced may be lacking documentation. Due to the nature of the amusement industry, rides were produced under multiple names.

The terms catalog mockups, catalog proofs, and catalog renderings are used to describe different marketing materials. Catalog mockups are mounted boards with drawings and paste-ins indicating the desired layout. The adhesive mounting the paste-ins has dried in many

places, resulting in loose paste-ins that are kept in a separate folder. Catalog proofs are very similar to mockups, but their paste-ins are printed catalog text and labels, as well as catalog renderings. Catalog renderings are photographs that have been mounted, marked, and touched-up for use in marketing materials. Many images have fallen off their mounts (which were discarded) as the adhesive dried.

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## Arrangement:

- Series I. Administration, 1935-1977, 1984
  - Series II. Suppliers, 1934-1969
  - Series III. Marketing, 1928-1970, undated
  - Series IV. Customers, 1928-1936, 1951-1969, undated
    - Subseries A. Amusement Parks, 1951-1954, 1964-1968, undated
  - Series V. Competitors, 1937-1971
  - Series VI. Children's Rides, 1925-1972, undated
    - Subseries A. Amusement Rides, 1925-1972, undated
  - Series VII. Merry-Go-Rounds, 1925-1969, undated
  - Series VIII. Trains, 1930-1972, undated
    - Subseries A. Train Rides, 1948-1972, undated
    - Subseries B. Train Customers, 1949-1968
    - Subseries C. Train Companies, 1930-1961
  - Series IX. Other Rides and Products, 1960-1968, undated
  - Series X. Films, 1939-1973, undated
    - Subseries A. Competitors, 1960-1966, undated
    - Subseries B. Children's Rides and Merry-Go-Rounds, 1939-1960, undated
    - Subseries C. Trains, 1960-1962, undated
    - Subseries D. Other Rides, 1960-1973
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## Container List

### Series I. Administration 1935-1977, 1984

*Scope and Content: This series contains general company materials, including clippings, correspondence, forms, photographs, negatives, and resources.*

*Arrangement: Alphabetical.*

- 1.1 Biographical file: John and Bill Wendler, circa 1945, 1952; includes fax photocopies and miniature photograph portraits.
- 1.2 Blank forms, undated; includes new product specification form and letterhead.



- 1.3 Correspondence, 1953, 1962-1969
- 1.4 Clippings, 1954, 1970 [fax photocopies]
- 30.1 Negatives, undated; includes images of union meeting and unknown men at Niagara Falls overlook.
- 1.5 Negatives, undated; includes images of machine shop and Spillman Engineering's Oliver Street location.
- 1.6 Photographs, 1951, 1984; includes images of engineering department, main office with John Wendler, unknown building, and unknown persons.
- 21.3 Resources, 1935, 1941; includes specifications for U.S. Navy aircraft servicing platform.
- 1.7 Resources, 1968; includes article on hot dip galvanizing and documentation of state motor vehicle size and weight laws.
- 33.1 Slides, 1954, 1960, undated; includes images of Oliver Street location, Mr. Gooding, and Mr. Dillon
- 1.8 Subject file: Allan Herschell Company, 1937, 1941-1977; includes membership cards for Spillman Engineering Corporation, correspondence, inquiries, clippings, and photograph. [Note: This file was originally maintained by the Chamber of Commerce of the Tonawandas.]

## **Series II. Suppliers, 1934-1969**

*Scope and Content: This series contains materials from or about suppliers to the Allan Herschell Company and its affiliates. Contents include correspondence, notes, product brochures and documentation, subject files, and blueprints.*

*Arrangement: Alphabetical.*

- 1.9 Correspondence, 1934-1939, 1948, 1957, 1966-1969; includes customer orders.
- 1.10 Notes, 1967-1968
- 1.11 Price quotes – Aluminum, 1947-1948
- 1.12 Product information, 1936, 1947-1957, 1967-1968
- 1.13-1.14 Subject file: Engines, 1954-1967; includes blueprints, product information, and correspondence.

- 1.15 Subject file: Funk Manufacturing Company, 1955-1969; includes blueprints.
- 2.1 Subject file: Hydraulic cylinders, 1956-1957; includes blueprints.
- 2.2 Subject file: Willy's Motors Inc, 1961-1968; includes materials from the Kaiser Jeep Corporation.

### **Series III. Marketing, 1928-1970, undated**

*Scope and Content: Marketing materials included are general or cover multiple rides; ride-specific materials are filed with the relevant ride. Contents include artist's drawings, mockups, photographs, catalogs and proofs, price lists, clippings, correspondence, and notes.*

*Arrangement: Alphabetical.*

- 22.1 Artist's drawings of catalog layouts, undated [oversize]
- 25.1 Artist's drawings of catalog layouts, undated [oversize]
- 2.3 Catalog mockups, 1947, undated; includes photograph of John Wendler.
- 22.2 Catalog mockups, undated [oversize]
- 25.2-25.3 Catalog mockups, undated [oversize]
- 2.4 Catalog proofs, 1948-1949, undated; includes positive matrix plates and catalog text.
- 22.3 Catalog proofs, 1948-1949, undated [oversize]
- 2.5 Catalogs, 1928, 1937, circa 1957, circa 1967 [1928 catalog is a photocopy added to the collection.]
- 2.6 Clippings, 1948-1959; includes *The Billboard* magazine cover with Allan Herschell advertisement. [Most clippings are fax photocopies added to the collection.]
- 2.7 Correspondence, 1948, 1949; includes customer inquiries.
- 2.8 Labels and paste-ins from catalog mockups and proofs, undated
- 2.9 Negatives for catalog cover (*Roadway Rides*), 1963
- 2.10 Notes on catalog layouts, undated
- 2.11 Photographs, undated; includes images for greeting cards and from a trade show.
- 2.12 Price lists, 1948-1960; includes sales totals.

**Series IV. Customers, 1928-1936, 1951-1969, undated**

*Scope and Content: When known, customer and ordering information is filed with the relevant ride. Contents include brochures, flyers, photographs, negatives, subject files, customer orders, and notes.*

*Arrangement: Arranged in one subseries after generic materials: Amusement Parks.*

- 2.13 Carnivals, fairs, and expositions, 1928-1929, 1935, 1967-1968, undated; includes photographs, ticket sales information, and *Employee Handbook, Conklin & Garrett, All Canadian Shows, 1928.*
- 2.14 Correspondence, 1948, 1957-1969
- 2.15 Customers, 1934, 1967-1969, undated; includes notes, call reports, and ride order.
- 2.17 Gooding Amusement Co., Inc (Columbus, Ohio), undated; includes photographs and negatives. [Note: Gooding owned and operated several carnivals and fairs in the United States, including the Columbus Zoo.]
- 3.1 Notes from trade shows, 1967, undated

**Subseries A. Amusement Parks, 1951-1954, 1964-1968, undated**

*Scope and Content: This subseries contains photographs, negatives, and slides of Allan Herschell Company rides at customer locations. Other photographs in the collection may have been taken in these or other amusement parks. Includes engineering drawings and notes for Fantasy Island (Grand Island, New York).*

*See also Series VI. Children's Rides, Series VII. Merry-Go-Rounds, and Series IX. Other Rides and Products for photographs filed by ride.*

*Arrangement: Alphabetically by park, after slides and snapshots.*

- 30.2-30.6 Negatives, 1954, undated; includes images of Cascade Park, Century 21, Columbus Fair, Derby Park (Revere Beach, Massachusetts), Glen park, Kiddytown, Spina Park, St. Louis park, and unknown parks (color negatives for one unknown park).
- 33.2-33.9 Slides, 1954, 1959-1963, 1969; includes images of Brockton Fair, Busch Gardens, Chico Park (Puerto Rico), Confederate Land, Dogpatch U.S.A., Enchanted Forest, Hoffman's Play Land, Knotts Berry Farm, Storyland, Treasure Land, and unknown parks.
- 31.20 Snapshots, 1954, undated; includes images of Chicago Zoo Kiddy Town, Riverview Park (Des Moines, Iowa), and unknown parks.
- 3.2 Audubon Zoo (New Orleans, Louisiana), undated
- 3.3 Avenue of America (Menlo Park, New Jersey), undated

- 3.4 Capitol Court Kiddieland (Milwaukee, Wisconsin), undated
- 3.5 Cascade Park (New Castle, Pennsylvania), undated
- 3.6 Cedar Point (Sandusky, Ohio), 1968
- 3.7 City Park (Burlington, North Carolina), undated
- 3.8 Dairy Freeze Kiddieland (Topeka, Kansas), undated
- 3.9 Euclid Beach (Cleveland, Ohio), undated
- 3.10 Fair Park Kiddieland (Nashville, Tennessee), undated
- 3.11 Fantasy Island (Grand Island, New York), 1964; includes engineering drawings and notes.
- 3.12 Funtown (Seaside Heights, New Jersey), undated
- 3.13 Highland Park [Zoo] (Padre Island, Texas), undated
- 3.14 Hunt's Pier, undated
- 3.15 Look Park (Northampton, Massachusetts), undated
- 3.16 Preston Drive-In (Louisville, Kentucky), undated
- 3.17 Pullen Park (Raleigh, North Carolina), 1952
- 3.18 Revolution Park (Charlotte, North Carolina), undated
- 3.19 Riverview Park (Chicago, Illinois), 1952
- 3.20 South Park Kiddieland (Beaumont, Texas), 1951
- 3.21 Unknown parks, undated; includes grandmother and grandchildren buying tickets, children at animal show, and upset girl standing on Kiddie Auto Ride platform.
- 3.22 Waukegan Kiddieland (Waukegan, Illinois), undated
- 3.23 Weston Playland (El Paso, Texas), undated

#### **Series V. Competitors, 1937-1971**

*Historical Note: The Allan Herschell Company often sent sales staff and other employees to covertly take images and notes on competitor's rides.*

*Scope and Content: This series contains materials about other amusement ride manufacturers. Contents include correspondence, marketing materials, photographs, negatives, slides, notes, and patents.*

*Includes flyer for Water Bike manufactured by Mar-Craft of Clarence, New York; portfolio for GM Aerotrains; and snapshots of a Schiff roller coaster at Olympic Park (Rochester, New York).*

*Arrangement: Alphabetical.*

- 3.24 Correspondence, 1968-1969
- 3.25 Marketing materials, 1937, 1946, 1959, 1968-1971, undated; includes materials for Water Bike (manufactured by Mar-Craft of Clarence, New York) and Roll-A-Whirl.
- 30.7-30.8 Negatives, 1955, 1958, undated; includes images (some color) of Arctic Flyer, Schiff Auto Turnpike (Waldermeer Park; Erie, Pennsylvania), Arrow 36-foot Merry-Go-Round (Loblaws' park; Ontario, Canada), Thunderbird, Whale Boat, and Wild Mouse.
- 3.26 Notes, undated
- 3.27 Patents, 1955-1967 [Papers are partially damaged from water.]
- 25.4 Product portfolio: General Motors Aerotrains, undated; includes artist's drawing, photographs, and engineering drawing. [oversize]
- 3.28 Sales package of National Amusement Device Company, 1970; includes correspondence, postcards, and brochures.
- 33.10-33.12 Slides, 1957-1959, 1966-1970; includes images of Scrambler, Flying Coaster, Robo Jet, Wild Mouse, Zyclon, Tempest, Himalaya, Tilt-a-Whirl, Scooters, Swiss Bobs, Turbo, and unknown rides.
- 31.5 Snapshots, 1954, 1968, undated; includes images of Arctic Flyer, Drive Boats, Ferris Wheel, Himalaya, Sky Rocket, and Tilt-a-Whirl.
- 32.8 Snapshots, 1954; includes images of Schiff roller coaster at Olympic Park (Rochester, New York).

#### **Series VI. Children's Rides, 1925-1972, undated**

*Scope and Content: This series contain materials about children's rides manufactured by the Allan Herschell Company and its affiliates. Contents include design notes, blueprints, mechanical sketches, correspondence, catalog images and text, photographs, negatives, slides, and service instructions.*

*Includes photographs of manufacturing; images of various designs for sports cars used in Auto Speedway, Kiddie Auto Ride, and Kiddie Roadway Ride; and photographs taken by the Dorothy Eyres Studio (Tonawanda, New York) and the Wittkowsky Photographic Studio (North Tonawanda, New York).*

*Arrangement: Arranged in one subseries after generic materials: Amusement Rides.*

- 25.5            Engineering drawings, master plates and negatives, undated; includes 1960 Roller Coaster, Dodgem Cars, Electric Ford, Helicopter Ride, Jolly Caterpillar, Kiddie Boat Ride, Kidde Electric Buggy Ride, Kiddie Tank Ride, Mad Mouse, Sky Fighter, and Start Jet. [oversize]
- 12.1            Kiddieland, 1959, undated; includes catalog renderings and proofs, photographs, negatives, blueprints of layout, and advertisement.
- Box 34        Kiddieland layout, 1961 [rolled blueprint]
- 11.6 E        Kiddieland layouts – Slides, undated
- 30.11 A       Kiddieland layouts – Negatives, undated
- 12.2-12.3    Photographs of manufacturing, 1965, undated; includes catalog renderings of unknown ride mechanisms and photographs from the Dorothy Eyres Studio (Tonawanda, New York).
- 12.4           Ride specifications, 1960-1965, undated; includes design notes for multiple rides on rounds-per-minutes, pulley and belt stands, and passenger capacities.
- 24.1           Service Instructions, master plates for MultiLith, 1960, 1965-1972; includes instructions for Astronaut Ride, Dodgem Cars, Helicopter Ride, Kiddie Boat Ride, Kiddie Electric Buggy, Kiddie Roadway Ride, Kiddie Tank Ride, Mad Mouse/Monster Mouse, 1960 Roller Coaster, Sky Fighter Ride, Star Jet Ride, Twister Ride, unknown rides, and service bulletin index. [oversize]
- 30.10 A-F     Spots cars body design – Negatives, 1955, undated; includes images of body designs, engine, and motors.
- 30.10 J-K     Spots cars body design – Negatives, 1955, undated; includes images of body designs, engine, and motors.
- 11.6 F-H      Sports car body design – Slides, circa 1954; includes images of several body designs of various Auto Speedway, Kiddie Auto Ride, and Kiddie Roadway Ride cars.
- 30.10 G-I     Sports car catcher – Negatives, undated

#### **Subseries A. Amusement Rides, 1925-1972**

*Scope and Content Note: Folders labeled marketing may include artists' conceptions; catalog proofs, mockups, renderings, and text; flyers; brochures; and correspondence. Folders labeled service instructions may include instructions for setup, assembly, maintenance, and care.*

*Folders labeled design may include notes, correspondence, blueprints, mechanical sketches, patent documents, and parts specifications. Several rides manufactured by the Allan Herschell.*

*Company and its affiliates were designed by Norman Bartlett, an independent engineer and designer of amusement rides.*

*General roller coaster items are filed with the 1960 Roller Coaster. Three different "mouse" roller coasters were manufactured with the Mad Mouse being the most common and where general "Mouse" items are filed. The Mite Mouse was a traveling model and the Monster Mouse was a larger model, probably a permanent installation at amusement parks.*

*Includes documentation for coin-operated rides.*

*See also the Kiddie Merry-Go-Round (Series VII. Merry-Go-Rounds) and Electric Locomotive/Puffing Billy (Series VIII. Trains).*

*Arrangement: Arranged alphabetically by ride. Letters after the box.folder number indicate which sleeve the materials are located in.*

- 12.5            1960 Roller Coaster, undated; includes catalog sketch, service instructions, notes, blueprints, photographs, and negatives. [See also Mad Mouse.]
- 11.6 A-C       1960 Roller Coaster – Slides, 1954-1955, undated; includes images of roller coaster at factory and "narrow coaster".
- 32.1           1960 Roller Coaster – Snapshots, 1957, undated; includes images of portable roller coaster.
- 12.6           Aerial Joy Ride, 1938; includes blueprints and notes.
- 12.7           Aerial Joy Ride – Parts, 1938-1939; includes blueprints and mechanical sketches.
- 12.8           Aerial Joy Ride – Drive mechanism, 1936-1939
- 12.9           Astronaut Ride, 1962; includes small catalog drawing, service instructions, and blueprints.
- 12.10-12.11   Auto Speedway – Design, 1937, 1946, 1949-1959, undated
- 13.1           Auto Speedway – Marketing, 1959, undated
- 13.2           Auto Speedway – Materials and parts lists, 1936-1938, undated
- 30.11 B-E     Auto Speedway – Negatives, undated
- 13.3           Auto Speedway – Photographs, 1954, undated; includes one color positive.
- 33.20          Auto Speedway – Slides, 1954
- 11.6 F          Auto Speedway – Slides, circa 1954

- 31.1 Auto Speedway – Snapshots, 1954, undated [Note: May include images of Auto Turnpike at Waldermeer Park (Erie, Pennsylvania).]
- 13.4 Auto Speedway – Steering, 1940-1941
- 13.5 Brownie Tractor, 1961, undated; includes service instructions and Wittkowski photograph and negative.
- 13.6 Brownie Tractor – Marketing, circa 1959
- 23.1 Brownie Tractor – Marketing, circa 1959 [oversize]
- 33.12 Brownie Tractor – Slide, undated
- 31.3 Brownie Tractor – Snapshots, undated
- 13.7 Caterpillar, 1946-1948, undated; includes customer list, photograph, negatives, and service instructions.
- 30.12 L-M Caterpillar – Negatives, undated
- 23.2 Caterpillar – Marketing, undated [oversize]
- 31.4 Caterpillar – Snapshots, undated; includes color photographs.
- 13.8 Coin operated rides, 1952-1955
- 2.16 Dodgem Cars – Customers, undated; includes photographs of Dodgem Corporation customer parks.
- 13.9 Dodgem Cars – Design, 1952, 1959-1969, undated
- 13.10 Dodgem Cars – Marketing, undated
- 13.11 Dodgem Cars – Photographs, 1940, 1949, 1957, undated
- 13.12 Dodgem Cars – Service instructions, 1961-1962, undated
- 13.13 Fliver Ride, 1962-1967; includes notes, blueprint, and negative for Fliver Ride in Baghdad, Iraq.
- 13.14 Flying Bobs, 1967-1969; includes notes, orders, service instructions, and sketches.
- 30.11 F-G Flying Bobs – Negatives, undated; includes color negatives.
- 33.13-33.14 Flying Bobs – Slides, 1968-1970; includes night scenes.
- 13.15 Flying Turns, 1934-1938, 1954; includes correspondence, notes, and design specifications.
- 13.16 Flying Turns – Blueprints, 1932-1938



- 14.1 Helicopter Ride – Design, 1954-1958, 1962, 1969
- 23.3 Helicopter Ride – Marketing and Photographs, 1957, undated [oversize]
- 30.11 I-L Helicopter Ride – Negatives, 1959, undated
- 14.2 Helicopter Ride – Service instructions, 1955-1969
- 33.14-33.16 Helicopter Ride – Slides, 1956, 1969, undated
- 31.7 Helicopter Ride – Snapshots, 1957, undated; includes color photographs.
- 14.3 Helicopter Ride – Suppliers, 1954-1967
- 14.4 Hey-Dey, 1925, 1949, undated; includes photographs and advertisement.
- 14.5 Hey-Dey – Orders, 1925-1926, 1937, 1948, undated; includes parts and materials lists.
- 14.6-14.7 Hurricane – Design, 1938, 1947-1949
- 14.8 Hurricane – Marketing, 1947-1948, undated
- 14.9 Hurricane – Materials and parts lists, undated
- 14.10 Hurricane – Photographs, undated; includes negative of N.S. Alexander Trophy award given to Norman Bartlett for Hurricane design.
- 14.11 Hurricane – Service instructions, 1948-1949
- 15.1 Hurricane – Suppliers, 1947-1949
- 15.2 Jolly Caterpillar, 1954-1955, 1972; includes service instructions, materials list, color photograph, and negatives.
- 15.3-15.4 Jolly Caterpillar – Design, 1952-1953
- 30.11 H-I Jolly Caterpillar – Negatives, undated; includes color negatives.
- 33.16-33.18 Jolly Caterpillar – Slides, 1954
- 31.9 Jolly Caterpillar – Snapshots, undated
- 15.5 Jumping Jupiter, 1957, 1960-1962, undated; includes service instructions, notes, Wittkowsky photographs, negatives, and catalog rendering.
- 30.13 A-C Jumping Jupiter – Negatives, 1958
- 30.12 A-C Jumping Jupiter – Negatives, 1959
- 31.10 Jumping Jupiter – Snapshots, undated
- 15.6 Kiddie Auto Ride – Customers, 1946

- 15.7-16.1 Kiddie Auto Ride – Design, 1945-1957 [3 folders]
- 16.2 Kiddie Auto Ride – Marketing, 1934, 1959, undated
- 23.4 Kiddie Auto Ride – Marketing, circa 1959 [oversize]
- 16.3 Kiddie Auto Ride – Negatives, 1954, undated; include images of the Kiddie Roadway Ride.
- 16.4 Kiddie Auto Ride – Photographs, 1954, undated; includes Wittkowsky photographs.
- 16.5 Kiddie Auto Ride – Service Instructions, 1947-1948, 1955
- 33.18 Kiddie Auto Ride – Slides, 1959, undated
- 31.11 Kiddie Auto Ride – Snapshots, 1948, 1955, undated
- 16.6 Kiddie Boat Ride – Design, 1948-1950
- 16.7 Kiddie Boat Ride – Marketing, 1946, 1948, undated
- 16.8 Kiddie Boat Ride – Photographs and negatives, 1957, undated; includes Wittkowsky photographs.
- 16.9 Kiddie Boat Ride – Service instructions, 1956, 1960, 1969
- 33.19 Kiddie Boat Ride – Slides, 1954
- 31.12 Kiddie Boat Ride – Snapshots, undated
- 16.10 Kiddie Buggy Ride, 1949-1951, 1959; includes catalog text, catalog renderings, service instructions, sketches, and notes.
- 16.11 Kiddie Buggy Ride – Photographs and negatives, 1955, undated; includes color photographs.
- 33.19 Kiddie Buggy Ride – Slides, circa 1955
- 31.14 Kiddie Buggy Ride – Snapshots, undated
- 16.12 Kiddie Electric Buggy Ride, undated; includes catalog photographs and mockup. [See also Kiddie Roadway Ride for track information.]
- 16.13 Kiddie Jeep Ride, 1950, undated; includes catalog text, photographs, negatives, sketches, and notes.
- 33.19 Kiddie Jeep Ride – Slides, circa 1955
- 16.14 Kiddie Roadway Ride, 1957-1962; includes catalog pages and renderings, service instructions, blueprints, and notes.

- 17.1 Kiddie Roadway Ride – Photographs and negatives, 1956, undated; includes color negative and Wittkowsky photographs.
- 33.19-33.20 Kiddie Roadway Ride – Slides, undated
- 31.13 Kiddie Roadway Ride – Snapshots, 1957, undated
- 17.2 Kiddie Tank Ride, 1952-1957, undated; includes catalog rendering, color photographs, color positives, negatives, materials list, correspondence, service instructions, and notes.
- 33.19 Kiddie Tank Ride – Slides, 1954
- 17.3 Lindy Loop, undated; includes negative and brochure photocopy.
- 17.4 Little Dipper, 1948-1949, circa 1960; includes service instructions, sketches, and notes. [Note: The Little Dipper was also known as the Kiddie Coaster.]
- 17.5 Little Dipper – Marketing, 1949, undated
- 30.12 D-E Little Dipper – Negatives, 1954
- 17.6 Little Dipper – Photographs and negatives, undated; includes Wittkowsky photographs.
- 31.15 Little Dipper – Snapshots, undated
- 17.7 Looper, 1946, 1949, 1957, 1965; includes correspondence, materials list, customer list, and photographs.
- 17.8 Looper – Marketing, undated; include Wittkowsky image.
- 17.9 Mad Mouse, 1959-1967, undated; includes internal correspondence, catalog rendering, and service instructions.
- 30.12 E-K Mad Mouse – Negatives, 1958, undated
- 17.10 Mad Mouse – Photographs, 1968, undated; includes Wittkowsky photographs.
- 33.20 Mad Mouse – Slides, 1969, undated
- 31.16 Mad Mouse – Snapshots, color, undated
- 17.11 Mite Mouse, undated; includes packing list, photograph and negative of artist sketch.
- 17.12 Monster Mouse, 1964-1969; includes correspondence, blueprints, and service instructions.

- 17.13 Moon Rocket, 1946, 1968; includes customer and material lists, catalog renderings, and Wittkowsky photographs.
- 11.6 A Moon Rocket – Slides, 1957
- 31.19 Moon Rocket – Snapshots, undated
- 18.1 Other rides, 1937, 1953, 1963-1966, undated; includes documentation of Alpine Caterpillar, Alpine Toboggan, Bob Sled ride, Loop the Loop, Hot Stuff, Rodeo, Shooting Star, Tug Boat ride, and other new rides.
- 18.2 Paddle Boats, undated; includes catalog rendering and page.
- 18.3-18.5 Plane Fight Ride, 1957-1960; includes mostly blueprints.
- 18.6 Ridee-O, 1935-1936; includes photographs and negatives, materials and parts lists, and brochure photocopy.
- 18.7 Rodeo ride, circa 1958; includes catalog pages, service instructions, color snapshot, photographs, and negatives.
- 18.8 Silver Streak, undated; includes notes, sketches, photograph and negative. [See also Moon Rocket.]
- 18.9 Sky Fighter, 1945-1958, undated; includes parts specifications, correspondence, notes, sketches, blueprints, service instructions, negatives, artist's conception, catalog rendering and text.
- 11.6 D Sky Fighter – Slides, 1954; includes images of coin operated version.
- 32.2 Sky Fighter – Snapshots, 1954, undated
- 18.10 Start Jet Ride, 1965-1969; includes catalog proofs, service instructions, and packing lists.
- 31.2 Stork Ride – Snapshots, undated [Note: The Stork Ride was also known as the Blue Goose.]
- 18.11 Twister, 1955-1967; includes internal correspondence, notes, service instructions, color photographs, and negatives.
- 30.13 D-L Twister – Negatives, 1966, undated; includes color negatives.
- 11.6 D-E Twister – Slides, 1959, 1966, 1970
- 32.4 Twister – Snapshots, undated
- 30.14 A-L Twister, Portable Super – Negatives, 1968
- 30.18 Unknown rides – Negatives, 1958, undated; includes images of ride mechanisms and Gooding Amusement Company's transportation racking.

- 11.7 L Unknown rides – Slides, 1960, undated; includes images of ride loaded on truck and ride mechanism.
- 32.5-32.7 Unknown rides – Snapshots, 1940, 1963, undated; includes images of assembly, drive mechanisms, construction, and loaded on truck.
- 19.1 Water Scooter, undated; include catalog renderings and pages, photographs, and negatives.
- 19.2 Whiz Bang, 1949, undated; includes photographs, catalog proofs and renderings.
- 25.6 Whiz Bang – Marketing, undated [oversize]

### **Series VII. Merry-Go-Rounds, 1925-1969, undated**

*Scope and Content: This series includes materials on carrouseles produced by the Allan Herschell Company and its affiliates. Contents include blueprints, catalog proofs and renderings, service instructions, parts and prices lists, photographs (including Wittkowsky photographs), and negatives.*

*Includes Wittkowsky glass negative; Armitage-Herschell boiler engine and 24-horse riding gallery negatives; and snapshot of Dealing's Park Spillman Merry-Go-Round (Amherst, New York).*

*Arrangement: Alphabetical.*

- 19.3 Blueprints – 36-foot Merry-Go-Round, 1956, 1959
- 19.4-19.5 Blueprints – 45-foot Merry-Go-Round, 1937, 1948-1959
- 19.6 Catalog pages, undated
- 19.7 Catalog proofs, undated
- 19.8-19.9 Catalog renderings, 1937, undated
- 22.4 Catalog renderings, 1948, undated; includes Wittkowsky images. [oversize]
- 19.10 Customers, 1936, 1946-1947, 1969; includes ordering information and correspondence regarding wooden horses.
- 19.11 Erection and service instructions, 1950, 1958, 1962, 1969, undated
- 22.5 Erection and service instructions, masters for MultiLith, 1969, undated [oversize]
- 19.12 Negative, glass, of center pole erection at factory, undated [Note: Negative is for Wittkowsky photograph; glass is broken.]

- 30.15 Negatives, 1956-1958, undated; includes images of carrousel horses, Dealing's Merry-Go-Round building, Kiddie Merry-Go-Round, Loblaws' Merry-Go-Round (Canada), Merry-Go-Round without animals, and Merry-Go-Round erection in roundhouse.
- 19.13 Negatives, undated; includes negative for Armitage-Herschell Company boiler engine and 24-horse steam riding gallery.
- 20.1 Parts and price lists, 1925, 1946, undated; includes breakdown by labor, overhead, and materials.
- 20.2 Photograph – Spillman Merry-Go-Round, undated
- 20.3 Photographs – Art deco Merry-Go-Round, undated; includes Wittkowsky photographs.
- 20.4 Photographs – Carrousel horses, undated; includes portrait of young girl on horse and color positives of carrousel horse mounted as a children's toy in park.
- 20.5 Photographs – Merry-Go-Round drive engines, undated
- 22.6 Photographs – Manufacture and design, 1948 [oversize]
- 20.6 Rides – Hobby (Rocking) Horse, 1950-1956; includes design notes, mechanical sketches, and color photographs.
- 31.8 Rides – Hobby (Rocking) Horse – Snapshots, undated; includes color photograph.
- 20.7 Rides – Kiddie Merry-Go-Round (20-feet), 1946-1958, 1969; includes mechanical drawings, correspondence, packing list, service instructions, negatives, color positives, and notes.
- 11.6 I-L Slides, 1954, 1959, 1969, undated; includes images of carrousel horses, cornice panels; light shields; American Indian chief decoration; Hobby Horse; and Kiddie, 36-foot, 45-foot, and other Merry-Go-Rounds.
- 11.7 A-B Slides, 1954, 1959, 1969, undated; includes images of carrousel horses, cornice panels; light shields; American Indian chief decoration; Hobby Horse; and Kiddie, 36-foot, 45-foot, and other Merry-Go-Rounds.
- 31.18 Snapshots, 1937, 1959, undated; includes images of Dealing's Park (Amherst, New York) Spillman Merry-Go-Round.

## **Series VIII. Trains, 1930-1972, undated**

*Historical Note: The Allan Herschell Company purchased the Miniature Train Company in 1954. This purchase marked their entry into the amusement industry's miniature train market.*

*Scope and Content: This series contains materials about different types of trains sold by the Allan Herschell Company and its affiliates. Contents include design notes, blueprints, marketing materials, photographs, service instructions, correspondence, purchase orders, and paint charts.*

*Due to the changing nature of ride development and multiple company owners, trains may be known by multiple names.*

- *The 1865 train is also known as the S-16.*
- *The Iron Horse is also known as the S-24 and G-24.*
- *The Electric Locomotive is also known as Puffing Billy.*
- *The Monorail is also known as the Sky Ride, Sky Way, Skyrail, and the Glide Ride.*

*The number in a train name, e.g. G-12, indicates the width and gauge of the track.*

*Arrangement: Arranged into three subseries: Train Rides, Train Customers, and Train Companies.*

### **Subseries A. Train Rides, 1948-1972**

*Scope and Content: Includes train accessories and images of Crystal Beach's G-16 train (Ontario, Canada) and Niagara Viewmobile.*

*Folders labeled marketing include catalog proofs, text, renderings, and mockups. Folders labeled service instructions include track assembly, maintenance and care, specifications, and lubrication charts. Folders labeled design includes blueprints, mechanical sketches, notes, and correspondence.*

*Arrangement: Arranged alphabetically by model.*

23.5	1865 train – Marketing, circa 1959-1962; includes large photograph of girl handing in ride ticket. [oversize]
3.29	1865 train – Photographs and negatives, undated; includes color negatives.
11.7 C	1865 train – Slides, undated
11.7 M	1865 train – Slides, Large, undated
3.30	1865 train – Service instructions, 1963 [See also G-16 train service instructions.]
3.31	Accessories, 1959-1961; includes images of traffic light, crossing guard, and hydraulic hoist.
25.7	Electric locomotive – Artist's conception, circa 1964 [oversize]

- 3.32 Electric locomotive – Design, 1964-1966
- 22.7 Electric locomotive – Marketing, circa 1964 [oversize]
- 3.33 Electric locomotive – Service instructions, 1965
- 3.34 Electric locomotive – Photographs, 1964, undated; includes color photograph.
- 3.35 G-12 train – Blueprints, 1964
- 3.36 G-12 train – Catalog renderings, circa 1959
- 3.37 G-12 train – Photographs, undated; includes negative.
- 3.38 G-12 train – Service instructions, undated, 1969; includes correspondence.
- 11.7 C G-12 train – Slide, undated
- 4.1 G-16 train – Design, 1948, 1959-1966
- Box 34 G-16 train – Design, 1961 [rolled blueprint]
- 4.2 G-16 train – Marketing, circa 1954, circa 1962; includes brochure for the Miniature Train Company.
- 4.3 G-16 train – Negatives, undated
- 4.4-4.5 G-16 train – Photographs, circa 1951-1955, undated; includes snapshots from Crystal Beach (Ontario, Canada), manufacturing, and color photograph.
- 4.6 G-16 train – Service instructions, 1957-1965 [Note: Many service instructions for the G-16 also served the 1865 train.]
- 23.6 G-16 train – Service instructions, masters for MultiLith, 1971-1972 [oversize]
- 11.7 C-F G-16 train – Slides, undated
- 4.7 General trains, 1956, undated; includes price list and *Scenic Railroads – Big Business for Municipal Parks* by Robert D. Beach of the Allan Herschell Company division of Wiesner-Rapp.
- 4.8 General trains – Photographs and Negatives, 1959, undated; includes color postcard, photograph of Triplets' Day at amusement park, and unknown trains.
- 4.9 General trains – Service instructions, 1964-1965, undated



- 23.7 General trains – Service instructions, masters for MultiLith, 1972, undated; includes catalog rendering of miniature train truck design. [oversize]
- 11.7 F-G General trains – Slides, 1953-1954, 1962, undated; includes images of unknown train models.
- 4.10 General trains – Suppliers, 1962-1968; includes correspondence, price quotes, and product documentation.
- 4.11 General trains – Wheels, 1962-1968; includes correspondence, blueprints, notes, and purchase orders.
- 4.12 Iron Horse – Design, 1964-1969
- 22.8 Iron Horse – Marketing, circa 1964 [oversize]
- 4.13 Iron Horse – Service instructions, 1964-1969; includes blueprints.
- 11.7 F Iron Horse – Slides, undated
- 11.7 N Iron Horse – Slides, large, undated
- 4.14 Monorail – Design notes, 1961 [removed from composition notebook]
- 33.9 Monorail – Marketing, undated [oversize]
- 4.15 Monorail – Photographs, undated; includes images of monorail in operation, artist's rendering, and color negative.
- 5.1 Monorail – Service instructions, 1961
- 11.7 F Monorail – Slide, undated; includes images of sign for Skyrail Station.
- 24.2 Old 99 – Service instructions master plates for MultiLith, circa 1965 [Note: The Old 99 was a Chance Rides Manufacturing train; oversize]
- 5.2 Old 99 – Service instructions negatives for MultiLith, circa 1965
- 5.3 Pump-It – Marketing, circa 1969
- 5.4 Trackless Train – Marketing, undated; includes images of Niagara [Falls] Viewmobile.

### **Subseries B. Train Customers, 1949-1968**

*Scope and Content: This subseries contains materials about train customers of the Allan Herschell Company and its related organizations. Contents include purchase and repair orders, credit memos, invoices, correspondence, blueprints, and paint charts.*

*Most customer files are not present, contents mainly include "S" customers.*

*See also, Series IV. Customers, Subseries A. Amusement Parks.*

*Arrangement: Alphabetical, after customer inquiries. Original order and folder titling retained as much as possible. The number in the folder title refers to the train number, e.g. G12-615 = G-12 train, #615.*

- 5.5 Customer inquiries, 1957-1964
- 5.6 "66" Drive-In Theatre, 1954-1964 (G12-369)
- 5.7 71 Drive In Theatre, 1958-1964 (G12-615)
- 5.8 George Clyde Smith Shows, 1959
- 5.9 John Schank Fund, 1952-1955 (G12-523)
- 5.10 Kiddy City of Baltimore, 1954-1956
- 5.11 Line Amusement Company, 1951-1955
- 5.12 Roggerman, Edward, 1950-1956 (G12-361)
- 5.13 Rokema Company, 1955-1956 (G16-778)
- 5.14 Ronnie's Drive-In Theatre, 1949-1955 (G12-319)
- 5.15 Roosevelt Field, 1958-1962 (G16-956)
- 5.16-6.1 Roseland Park, 1949-1961 (G16-518) [2 folders]
- 6.2 Rotary Club of Highpoint, 1952-1955, 1961 (G16-670)
- 6.3 Rotary Club of Shelby, 1952-1954 (G16-628)
- 6.4 Rucki, Henry and Helen, 1958-1960
- 6.5 Sacco, Tommy, 1951-1956, 1960 (G10-55)
- 6.6 Salisbury Jr. Chamber of Commerce, 1955-1956 (G16-806)
- 6.7 Santa Cruz Seaside Company, 1950-1959 (G12-331)
- 6.8 Saskatoon Playground Association, 1961
- 6.9-6.10 Sauzer's Kiddieland, 1949-1960 (G16-528)
- 6.11 Savar Corporation, 1957 (G12-639)
- 6.12 Scenic Railways, 1954-1960 (G16-808)
- 6.13 Scenic Railways of Nebraska, 1956 (G16-840)
- 6.14 Schumacher, Wesley, 1945-1956, 1962 (G12-98)

- 6.15 Scott, H.H. (Georgia Amusement Company), undated (G12-246)
- 6.16 Seashores, Inc., 1951-1955 (G12-129)
- 6.17 Secretaria de Bienstar Social, 1952, 1956 (G16-690)
- 7.1 Sertoma Club of Knoxville, 1953-1964 (G16-672)
- 7.2 Sertoma Playland, 1954-1962
- 7.3 Shage, Paul, 1959-1962 (G16-858)
- 7.4 Shankle, Floyd, 1954-1955 (G12-242)
- 7.5 Sharpstown Amusement Corp, 1957-1958 (G16-918)
- 7.6 Shaw, Dale, 1964
- 7.7 Shelley, James, 1955-1962
- 7.8 Shepler, Robert, 1951 (G12-306)
- 7.9 Sherwood Lodge, 1962
- 7.10 Shipyard Drive In Theatre, 1957-1963
- 7.11 Siebrand Bros. Circus, 1947-1964 (G12-177)
- 7.12 Siegert L., Armando, 1947-1948, 1954
- 7.13 Sisinger, Dr. I. A., 1949-1950, 1955-1957 (G12-124)
- 7.14 Skerbeck Amusement Company, 1953, 1956
- 7.15 Skilnick, N. N., 1954-1958 (G12-433)
- 7.16 Skyline Caverns, Inc., 1959-1963 (G16-616)
- 7.17 Skyline Drive-In, 1960
- 7.18 Smith, Donald, 1960
- 7.19 Smith, G. L. (Breckinridge Eagle), 1955-1968 (G16-596, 1865 train #62-1902)
- 7.20-7.21 Smith, Henry, 1949-1958, 1965 (G16-512)
- 7.22 South Drive In, Inc., 1945, 1954-1955 (G12-579)
- 7.23 Southtown Kiddieland, Inc., 1957-1965; includes photographs and negatives. (G12-637)
- 7.24 Spirit of Terre Haute, Inc., 1945, 1955-1962 (G16-800)

**Subseries C. Train Companies, 1930-1961**

*Historical Note: The Miniature Train Company began the practice of matching paint and decals on miniature trains to the local commercial passenger lines for their customers. To be as accurate as possible, company officials corresponded with the commercial lines and obtained paint charts, decals, and other related materials.*

*Scope and Content: This subseries contains materials of and about commercial passenger train lines in the United States. Contents include blueprints, correspondence, decals and paint charts.*

*Arrangement: Alphabetical by train company, after generic materials. Original order and folder titling retained as much as possible.*

- 8.1 Other correspondence, 1945-1954; includes correspondence regarding service club emblems and with the Pullman-Standard Car Manufacturing Company.
- 8.2 Other paint charts, 1939, 1945, 1949-1958, 1961, undated
- 8.3 Alaska Railroad, 1952
- 8.4 Atlantic and West Point, 1931, 1949-1952
- 8.5 Atlantic Coast Lines, 1948-1955
- 8.6-8.7 Baltimore and Ohio – Correspondence, 1943-1958
- 8.8-8.9 Baltimore and Ohio – Paint charts, 1937-1950; includes negatives.
- 8.10 Burlington Lines, 1936-1940
- 8.11 Canadian National, 1949, 1958
- 8.12 Canadian Pacific, 1949, 1956-1958
- 8.13 Central of Georgia, 1950, 1959, undated
- 9.1 Chesapeake and Ohio, 1946, 1949, 1954
- 9.2 Chicago and Eastern Illinois, 1949
- 9.3 Chicago and Northwestern, 1930, 1939-1950
- 9.4 Electro-Motive Division, General Motors, 1941, 1946-1957
- 9.5 Frisco Lines, 1950-1959; includes color negatives.
- 9.6 Grand Trunk Railway System, 1951, 1953
- 9.7 Great Northern, 1946, 1953
- 9.8 Gulf Mobile and Ohio, 1949

- 9.9 Illinois Central, 1936, 1940-1949, 1957
- 9.10 Kansas City Southern, 1948, 1955-1958, undated
- 9.11 Lackawanna, 1948, 1951, 1958
- 9.12 Lehigh Valley, 1946, 1948
- 9.13 Louisville and Nashville, 1950
- 9.14 Milwaukee Road, 1939, 1946-1958
- 9.15 Missouri Pacific Lines, 1945-1957
- 9.16 Monon, 1947-1956
- 10.1 New York Central System, 1940-1941, 1944, 1949-1956
- 10.2 New York, New Haven, and Hartford, 1948-1952
- 10.3 Norfolk and Western, 1952-1955
- 10.4 Pennsylvania, 1942-1946, 1950-1951, 1955
- 10.5 Reading Railway System, 1947, 1951, 1957
- 10.6 Rock Island Lines, 1939-1956
- 10.7 Rio Grande, 1949-1952
- 10.8 Santa Fe, 1940-1956
- 10.9-10.10 Seaboard Air Line Railroad -- Correspondence, 1947-1957
- 10.11 Seaboard Air Line Railroad – Paint charts, 1939, 1950-1959
- 20.8-20.9 Southern Pacific Lines, 1946-1953
- 20.10 Southern Railway System, 1948-1955
- 20.11 Tennessee Central, 1954
- 20.12 Texas and Pacific, 1953-1958
- 20.13-21.1 Union Pacific, 1944-1956 [2 folders]
- 21.2 Wabash, 1947-1951, 1955

**Series IX. Other Rides and Products, 1960-1968, undated**

*Scope and Content: This series includes materials about ferris wheels, dark rides, and ride accessories. Contents include correspondence, notes, blueprints, photographs, slides, negatives, supplier documentation, and catalog images.*

*Dark ride was a term used for the type of ride that took riders out of the sunlight and into a trailer or other structure. This concept was customized for the customer, i.e. while the dark ride may be a haunted house for one customer, it became Alice's wonderland for another.*

*Arrangement: Alphabetical.*

- 10.12 Accessories, undated; includes light tower catalog proof, rainproof timer, negative for ticket office, and electrical control flyer.
- 22.10 Accessories, undated; includes catalog mockup for ticket office, light towers, portable staging, scooter buildings, and hammer strength test. [oversize]
- 10.13 Band organ, undated; includes photograph.
- 10.14 Dark Ride, 1961-1962, undated; includes material lists, sketches, correspondence, supplier product information, photographs of ride and transport and Magic Carpet ride, and blueprints for double-decker dark ride.
- 21.4 Dark Ride – Design, undated; includes design notes for the He-De-Ho fun house.
- 30.16 A-D Dark Ride – Negatives, 1960; includes images of Bradley's haunted dark ride.
- 11.7 H Dark Ride – Slides, undated; includes images of portable dark ride.
- 11.7 O Dark Ride – Slides, large, undated
- 31.6 Dark Ride – Snapshots, 1960, undated; includes color photographs.
- 22.11 Dark Ride portable, masters for MultiLith, 1961-1963; includes erection and care instructions [oversize]
- 10.15-10.16 Dark Rides for Outdoor Dimensional Display Company, 1960-1967; includes packing lists, service bulletins, correspondence, notes, photographs, blueprints, supplier product information, and flyer for 'Fun on the Farm' dark ride by Spillman Engineering Corporation.
- 11.1 Giant Wheel, 1965-1968; includes correspondence, notes, photographs, color negative of Giant Wheel at night, blueprints, packing lists, Double Giant Wheel and Portable Giant Wheel. [Note: The Giant Wheel was also known as the Big Wheel.]

- 11.7 H-K Giant Wheel – Slides, 1963-1966
- 11.2 Merri-Org, 1948-1950, circa 1961; includes photographs, negatives, service instructions, materials lists, parts documentation, and Jr. Merri-Org.
- 21.5 Merri-Org, circa 1950; includes catalog renderings and notes on Merri-Org and Jr. Merri-Org.
- 22.12 Merri-Org – Catalog mockup, circa 1961 [oversize]
- 30.16 E-F Merri-Org – Negatives, 1958
- 11.7 K Merri-Org – Slides, undated
- 31.17 Merri-Org – Snapshots, undated
- 11.3 Musical Miracle, undated; includes catalog photographs and mockup, and sales flyer.
- 24.3 Musical Miracle, undated; include catalog rendering and mockup. [oversize]
- 11.4 Skywheel, 1963-1970; includes notes, photographs of setup and transport, negatives, catalog proofs, design notes, and sketch with attached slide.
- 30.16 G-J Skywheel – Negatives, undated; includes night scenes.
- 30.17 Skywheel – Negatives, undated; includes images of Skywheel assembly and one color negative.
- 11.7 K Skywheel – Slides, 1957, 1969-1970; includes images of night scenes.
- 11.7 P Skywheel – Slides, large, undated
- 32.3 Skywheel – Snapshots, undated
- 11.5 Swings, undated; includes catalog rendering.

**Series X. Films, 1939-1973, undated**

*Scope and Content: This series contains motion picture film recordings of amusement rides and parks. Plastic reels show deterioration and damage, some have become warped and unusable. Unless specified, film reels are metal.*

*Includes Stalingrad Today! showing passengers on a miniature train.*

*Contents include black-and-white and color film in 8 and 16 mm widths. Also includes Super 8 Magi-Cartridges.*

*Arrangement: Arranged in four subseries after generic materials: Competition, Children's Rides and Merry-Go-Round, Trains, and Other Rides. Original titles retained as much as possible.*

26.16 Cages at Seaside Heights, undated [16 mm color, 2 7/8-inch plastic reel]

29.4 Park – Storytown, U.S.A., undated [16 mm black-and-white, 7-inch reel]

**Subseries A. Competitors, 1960-1966, undated**

28.14 Bradley and Kaye Air Car engine and prop test, 1960 [16 mm color, 5-inch reel]

28.13 Bradley and Kaye train ride at Beverly Park (Los Angeles, California), undated [16 mm color, 5-inch plastic reel]

27.10 Brownie Tractor, Pony Cart, Jolly Cholly (R. W. Secor), and Mite Mouse, undated [16 mm color, 2 7/8-inch reel]

27.5 Boutell's Zyclon and C & E's Skywheel at Lighthouse Field (Philadelphia, Pennsylvania), 1966 [16 mm color, 2 7/8-inch reel]

28.8 Crazy Ride, undated [8 mm color, 3-inch plastic reel]

26.6 Kelly Rammer Boot Deflection, 1965 [16 mm color, 2 7/8-inch plastic reel]

29.8 Thunderbird with Brenda Holland, undated [16 mm color, 7-inch reel]

29.3 Velare Space Wheel, manufactured by Mundell, undated [16 mm color, 7-inch reel]

29.7 Velare Space Wheel at Busch Gardens, undated [16 mm color, 7-inch reel]

**Subseries B. Children's Rides and Merry-Go-Rounds, 1939-1960, undated**

27.13 Aerial Joy Ride, circa 1940 [16 mm color, 3 5/8-inch reel]

29.5 Allan Herschell [Moon] Rocket, 1939 [16 mm black-and-white, 7-inch reel]

27.3 Brockton Fair, undated [16 mm color, 3 5/8-inch plastic reel, 100-feet]

27.10 Brownie Tractor, Pony Cart, Jolly Cholly (R. W. Secor), and Mite Mouse, undated [16 mm color, 2 7/8-inch reel]

26.5 Caterpillar, 1952 [16 mm color, 3 5/8-inch reel]

27.2 Caterpillar and Silver Streak, 1940 [16 mm color, 3 5/8-inch reel]

26.1-26.2 Flying Bobs, Part 1, undated [8 mm color, Super 8 Magi-Cartridge]

26.3-26.4 Flying Bobs, Part 2, undated [8 mm color, Super 8 Magi-Cartridge]



- 26.7 Helicopter Ride, undated [16 mm color, 2 7/8-inch plastic reel]
- 26.14 Helicopter Ride, undated [16 mm, 3 5/8-inch warped plastic reel]
- 29.1 Jumping Jupiter and Sky Way Ride at Hunt's Pier, undated [16 mm black-and-white, 7-inch reel]
- 27.15 Jumping Jupiter at factory, undated [16 mm color, 3 5/8-inch]
- 27.16 Kiddie Roadway Ride at Hoffman's Kiddieland (Albany, New York), 1960 [16 mm color, 3 5/8-inch warped plastic reel]
- 27.14 Kiddie Tank Ride, 1952 [16 mm color, 3 5/8-inch plastic reel]
- 27.1 Looper (Chicago, IL), undated; includes footage of Bill Wendler. [16 mm black-and-white, 3 5/8-inch reel]
- 27.8 Looper, [Moon] Rocket, and Merry-Go-Round at Florida Fair, circa 1949 [16 mm color, 3 5/8-inch reel]
- 26.8 Mad Mouse, undated [16 mm color, 2 7/8-inch reel]
- 26.15 Mite Mouse (Winston-Salem, North Carolina), undated [16 mm color, 3 5/8-inch plastic reel]
- 26.11 Mite Mouse at Brockton Fair, undated [16 mm color, 2 7/8-inch warped plastic reel]
- 27.4 Paddle Boats and 1865 train at Ascarate Park (El Paso, Texas), 1960; includes footage of/taken by? Bill Wendler. [16 mm color, 3 5/8-inch plastic reel]
- 28.9 Various rides at unidentified fair or park, undated [8 mm color, 3-inch plastic reel]
- 26.17 Various rides at unidentified fair or park, undated [16 mm color, 3 5/8-inch warped plastic reel]
- 27.9 Various rides at unidentified fair or park (Dallas, Texas), 1960; includes footage of/taken by? A. Watson Bray. [16 mm color, 3 5/8-inch plastic reel]

**Subseries C. Trains, 1960-1962, undated**

- 26.12 1865 train (Jamestown, Pennsylvania), undated [16 mm color, 2 7/8-inch plastic reel]
- 26.9 Chance train at Crystal Beach (Ontario, Canada), 1962 [16 mm color, 2 7/8-inch plastic reel]
- 29.2 G-16 train, undated [16 mm color, 7-inch reel]

- 29.10 G-16 train at Gryffith Park (Los Angeles, California), undated [16 mm black-and-white, 7-inch reel]
- 29.1 Jumping Jupiter and Sky Way Ride at Hunt's Pier, undated [16 mm black-and-white, 7-inch reel]
- 26.13 Kiwanitrain, undated (Enid, Oklahoma) [16 mm black-and-white, 3 5/8-inch reel]
- 27.4 Paddle Boats and 1865 train at Ascarate Park (El Paso, Texas), 1960; includes footage of/taken by? Bill Wendler. [16 mm color, 3 5/8-inch plastic reel]
- 29.9 Sky Drive monorail (Toronto, Ontario), undated [16 mm black-and-white, 7-inch reel]
- 28.10 *Stalingrad Today!* Commentary by Jay Sims, News of the Day, undated; includes footage of people ridding a miniature train. [16 mm black-and-white, 2 7/8-inch plastic reel]
- 28.11 Train ride, undated [16 mm black-and-white, 2 7/8-inch reel]
- 27.12 Trains, undated [16 mm black-and-white, no reel]

**Subseries D. Other Rides, 1960-1973**

- 27.5 Boutell's Zyclon and C & E's Skywheel at Lighthouse Field (Philadelphia, PA), 1966 [16 mm color, 2 7/8-inch reel]
- 26.10 Kunz Giant Wheel hydraulics and Miller Mouse (Memphis, TN), 1966 [16 mm color, 2 7/8-inch plastic reel]
- 29.6 Skywheel at Arizona State Fair (Phoenix, Arizona), 1960 [16 mm color, 7-inch reel]
- 28.12 Skywheel at Arizona State Fair (Phoenix, Arizona), 1960; includes night scenes. [16 mm color, 4 5/8-inch reel]
- 28.1-28.3 Skywheel at factory, undated [8 mm color, 3-inch plastic reel]
- 27.6-27.7 Skywheel at factory, undated; includes night scenes. [16 mm color, 3 5/8-inch plastic reel]
- 27.11 Skywheel at factory, undated; includes night scenes. [16 mm color, 3 5/8-inch plastic reel]
- 28.7 Skywheel boom at factory, undated [8 mm color, 3-inch plastic reel]
- 29.11 Skywheel erection, 1973 [16 mm color, 9 1/2-inch reel]

- 28.4 Skywheel loaded on truck at factory, undated [8 mm color, 3-inch plastic reel]
  - 28.6 Skywheel setup and construction tools at factory, undated [8 mm color, 3-inch plastic reel]
  - 28.5 Skywheel setup at factory, undated [8mm color, 3-inch plastic reel]
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## Search Terms

### Contributors:

- 700 Bartlett, Norman
- 710 Armitage-Herschell Company
- 710 Herschell-Spillman Company
- 710 Spillman Engineering Corporation
- 710 Wiesner-Rapp
- 710 Lisk-Savory Corporation
- 710 Miniature Train Company
- 710 Dodgem Corporation
- 710 Wittkowsky Photographic Studio

### Subject terms:

- 650 Amusement ride equipment industry -- New York (State) -- North Tonawanda
- 650 Amusement rides
- 650 Amusement rides -- Design
- 650 Amusement rides -- Railroad trains
- 650 Merry-go-round
- 650 Bumper cars
- 650 Ferris Wheels
- 650 Roller coasters
- 650 Amusement parks
- 650 Motors -- Catalogs

### Genre terms (ATT):

- 655 Black-and-white photographs
- 655 Color photographs
- 655 Snapshots
- 655 Black-and-white slides
- 655 Color slides
- 655 Black-and-white negatives
- 655 Color negatives
- 655 Correspondence
- 655 Mock-ups
- 655 Renderings (drawings)
- 655 Working drawings
- 655 Sketches

- 655 Design drawings
- 655 Film clips
- 655 Notes
- 655 Catalogs

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**Separated Materials:**

Other collections held by the Herschell Carrousel Factory Museum may contain materials originally part of the Allan Herschell Company Records, Swinson Collection. Before processing, the collection was occasionally used and its materials have been found housed with other collections. Materials that could be identified as part of the Swinson Collection were returned, but other collections may still contain some Swinson materials.

**Related Resources:**

All collections held by the Herschell Carrousel Factory Museum are related due to the narrow collecting scope. Please see archives staff for collection listing.