



MASTER CARVER CHARLES

Carmel

Russian-born Charles Carmel came to Brooklyn, New York, in 1883 and trained under the most renowned carousel carvers. His lifelike horse carvings, including the 44 he did for the original Silver Beach carousel, are some of the most treasured collector pieces. The horses' spirited expressions, tossing heads, flowing manes, arching necks and intricate feathers and tassels became the standard for carousel carvings today. Now you can ensure that two of his carved horses return to the beach.

BEFORE COMPUTERS, THIS IS HOW WE HAD Fun

Located below the bluffs of downtown St. Joseph was Silver Beach Amusement Park. Founded by Logan Drake and Louis Wallace in 1891, it was the Coney Island of the West.

For nearly one hundred years it thrilled millions of children and adults. They screamed on the death-defying Comet coaster, jostled their friends in bumper cars, spun on the carousel and soared in the rocket ship.

But times changed. More people sat in front of televisions than danced on the Shadowland Ballroom floor. The park was demolished in 1975. But not before several pieces from the amusement park were saved.

Some of those treasured memorabilia are housed today in the Silver Beach Amusement Park Museum.

Others are waiting to be purchased from collectors and dealers. Preserving this part of local and American history is priceless not only to the generations that treasure happy memories from the park, but for future generations to see how we once had fun (and always will). Please help us with a sponsorship.

YOUR SPONSORSHIP WILL MAKE FAMILIES Happy FOR GENERATIONS TO COME



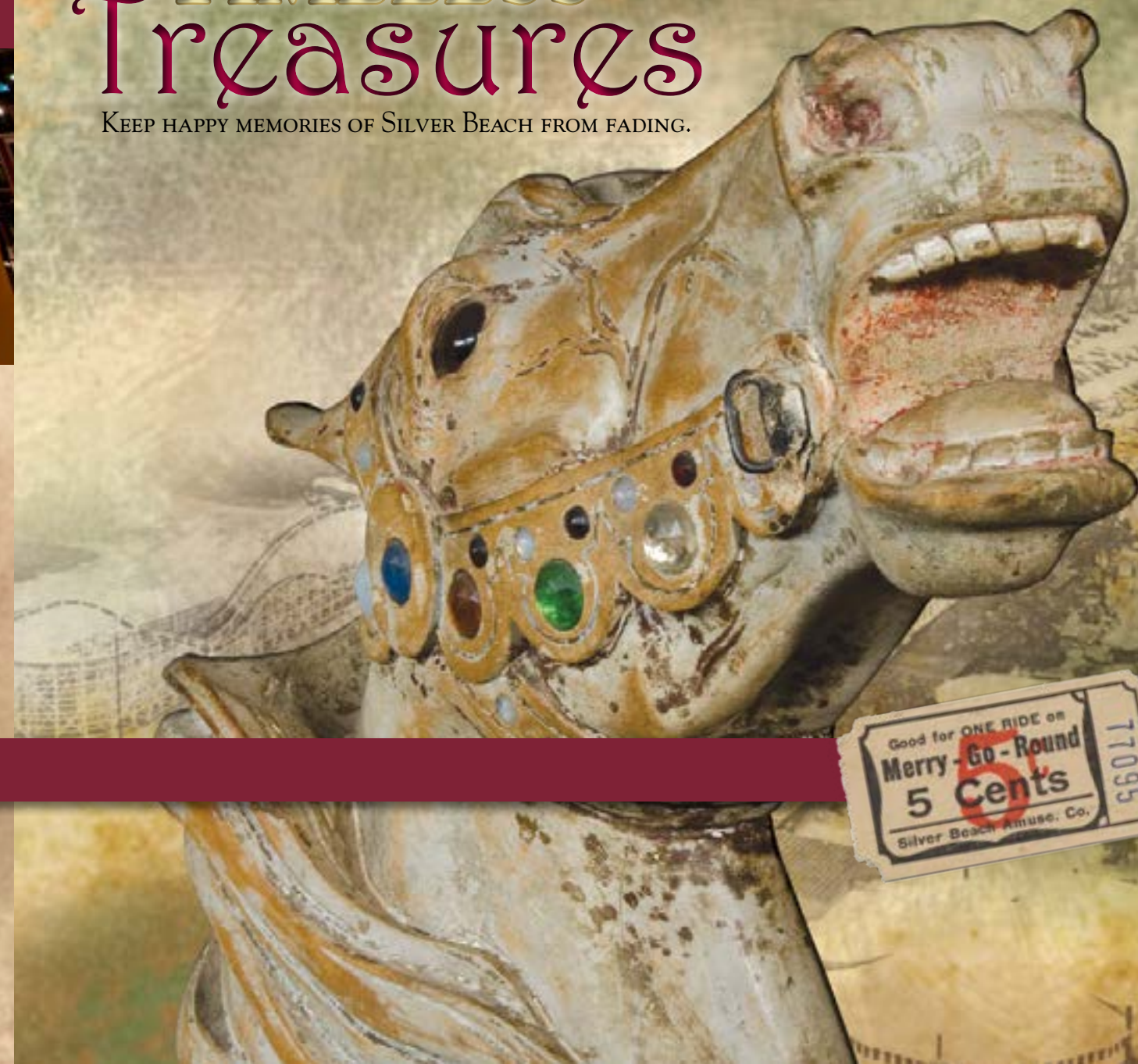
The Silver Beach Carousel and Silver Beach Amusement Park are two of the best family destinations in Southwestern Michigan. Your sponsorship of treasured memorabilia or new additions to the carousel will create happy memories for many more generations.

To sponsor a specific item from our collection, or if you want more information, please contact the Silver Beach Carousel Society at (269) 982-8500 or silverbeachcarousel.com. You may also mail a check and the name of the item you wish to sponsor to the Silver Beach Carousel Society at the address below. Let us know whose name you want us to engrave on the lifetime sponsorship plaque. We would be pleased to pay tribute or memorialize someone with your sponsorship, too.

We also appreciate your donations. You may make your gift online using your credit card at www.silverbeachcarousel.com/treasures or by mail. Thank you for keeping this one of the happiest places in America.

TIMELESS Treasures

KEEP HAPPY MEMORIES OF SILVER BEACH FROM FADING.



333 Broad Street • St. Joseph, Michigan 49085 • (269) 982-8500
info@silverbeachcarousel.com • silverbeachcarousel.com

Silver Beach Carousel Society is a 501(c)(3) nonprofit organization.
To learn more about the tax benefits of your sponsorship, please discuss your plans with your tax advisor or attorney.

SPONSORING ONE OF THESE TREASURES WILL LEAVE A TIMELESS LEGACY OF Joy

RARE, UNPAINTED CARMEL *Stargazer* ... FROM THE ORIGINAL SILVER BEACH CAROUSEL

An incredible find! This antique horse, which stands in the classic stargazer pose, was part of the original Silver Beach Carousel and was lovingly watched over in a private setting. A rare collector's treasure, this figure has been stripped of its paint so you can see the details of Charles Carmel's masterful

carving of the basswood. The carousel jewels and natural horsehair tail add to this steed's heirloom beauty. Your sponsorship will help us inspire all of our visitors to look to the stars and fulfill their dreams.



MYSTERIOUS STEED OF THE SANDS ... CARMEL *Arabian* FROM THE ORIGINAL SILVER BEACH CAROUSEL

Many golden days ago, this intricately carved Arabian steed spun for hours over the sands of Silver Beach. Master carver Charles Carmel captured the refined, high-spirited strength and beauty of this magnificent, ancient breed. This horse from the original Silver Beach Carousel holds thousands of nights of happy stories from

riders who mounted its back and rode into a mysterious land of flying carpets and wish-granting genies. Acquired and fully restored by a collector, we now have the exciting opportunity to return it to its home along Lake Michigan. But we need you to make our wish for a sponsor come true.

IN APPRECIATION FOR SPONSORING EITHER HORSE OR UNICORN, YOU WILL RECEIVE:

- Exclusive naming rights of this magnificent steed
- Invitation to a naming ceremony, a special event for you and your guests
- Lifetime Riding Pass on the Silver Beach Carousel
- Your name, or the name(s) of the persons you wish to honor, on a permanent donor plaque

KEEP HAPPY *Memories* COMING



Ride tokens, concessions and gift shop sales cover only part of our annual operating costs. A donation in any dollar amount will bring so much joy to our visitors!



ENCHANTING *Unicorn*

Riding this dainty, mythical steed from medieval forests transforms its riders into princesses and princes. It was exquisitely hand-carved and painted by the masters at The Carousel Works, Mansfield, Ohio, and is on the Carousel at least six months per year.

YOUR GENEROSITY WILL ALWAYS BE *Remembered*

Please consider sponsoring one of these treasures. We will remember you, by placing your name on a permanent plaque in the Carousel house. Legacy gift information is on the back of this brochure.



ALLAN *HERSCHELL* ROCKET SHIP

Iconic of our quest to explore our universe and traverse new galaxies in the late 1950s and early 1960s. On this ride, no new frontier was unreachable.

Sponsorship: \$3,000



EARLY 1950S BUMPER CAR

Chasing each other around the track, bumping, spinning and backing out of the frequent pileups. Coming of age was being tall enough to drive on your own.

Sponsorship: \$2,000



KING *AMUSEMENT* PARK PONY CART

This vintage, carefully restored cart is filled with memories of riding side-by-side, snapping the reins and imagining trotting along the beach.

Sponsorship: \$2,000

ORNATE *MIRRORED* SHIELDS

Three of the 17 beautiful, lighted shields that decorate the Silver Beach Carousel (circa 2010) still need sponsors.

Sponsorship: \$2,500 each

