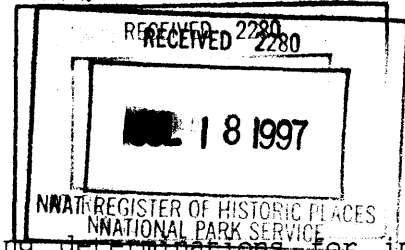


United States Department of Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name City of Waterloo Carousel
other names/site number N/A

2. Location

street & number 500 Park Avenue N/A not for publication
city or town City of Waterloo N/A vicinity
state Wisconsin code WI county Jefferson code 055 zip code 53594

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this x nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property x meets does not meet the National Register criteria. I recommend that this property be considered significant nationally x statewide locally. (See continuation for additional comments.)

[Signature]
Signature of certifying official/Title
State Historic Preservation Officer-WI

7/10/97
Date

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

City of Waterloo Carousel
Name of Property

Jefferson County, Wisconsin
County and State

4. National Park Service Certification

I hereby certify that the property is:
 entered in the National Register.
 ___ See continuation sheet.
 determined eligible for the
National Register.
 ___ See continuation sheet.
 determined not eligible for the
National Register.
 ___ See continuation sheet.
 removed from the National
Register.
 other, (explain:)

Signature of the Keeper Date of Action

Edson H. Beall 8/15/97

5. Classification

Ownership of Property (check as many boxes as apply)
 private
 public-local
 public-state
 public-federal

Category of Property (Check only one box)
 building(s)
 district
 site
 structure
 object

Number of Resources within Property
(Do not include listed resources within the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>1</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>2</u>	<u>0</u>	Total

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

RECREATION & CULTURE: Fair

Current Functions
(Enter categories from instructions)

RECREATION & CULTURE: Fair

7. Description

Architectural Classification
(Enter categories from instructions)
No style

Materials
(Enter categories from instructions)
foundation N/A
walls N/A

roof N/A
other WOOD

Narrative Description

(Describe the historic and current condition of the property on continuation sheet(s).)

City of Waterloo Carousel
Name of Property

Jefferson County, Wisconsin
County and State

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the
criteria qualifying the property for the
National Register listing.)

Areas of Significance
(Enter categories from
instructions)

- Architecture
- Entertainment & Recreation
- _____
- _____
- _____

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Period of Significance

- 1910-11
- 1925-1946
- _____

Significant Dates

- 1910-11
- 1925
- 1925

Significant Person

(Complete if Criterion B is marked above)

N/A

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age achieved significance within the past 50 years.

Cultural Affiliation

N/A

Architect/Builder

Parker, C. W., Amusement
Company

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographic References

(Cite the sources used in preparing this form on continuation sheet(s).)

City of Waterloo Carousel
Name of Property

Jefferson County, Wisconsin
County and State

Previous Documentation on File (NPS):
 preliminary determination of individual listing (36 CFR 67) has been requested
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____

Primary location of additional data:
 State Historic Preservation Office
 Other State Agency
 Federal Agency
 Local government
 University
 Other
Name of repository:
Friends of the City of Waterloo
Carousel

10. Geographical Data

Acreeage of Property one acre

UTM References (Place additional UTM references on a continuation sheet.)

1	<u>1/6</u>	<u>3/3/8/7/0/0</u>	<u>4/7/8/3/5/4/0</u>	3	<u>1/6</u>	<u>///</u>	<u>///</u>	<u>///</u>	<u>///</u>
	Zone	Easting	Northing		Zone	Easting		Northing	
2	<u>1/6</u>	<u>///</u>	<u>///</u>	4	<u>1/6</u>	<u>///</u>	<u>///</u>	<u>///</u>	<u>///</u>
	Zone	Easting	Northing		Zone	Easting		Northing	

___ see continuation sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title Elizabeth L. Miller, Historic Preservation Consultant
organization Friends of the City of Waterloo Carousel date 7-5-96
street & number 417 W. Monroe Street telephone 414-478-2465
city or town Waterloo state WI zip code 53594

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

City of Waterloo Carousel
Name of Property

Jefferson County, Wisconsin
County and State

Property Owner

Complete this item at the request of SHPO or FPO.)

name City of Waterloo
street & number _____ telephone 414-478-3025
city or town Waterloo state Wisconsin zip code 53594

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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**National Register of Historic Places
Continuation Sheet**

Section 7 Page 1

City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

INTRODUCTION

The City of Waterloo Carousel (Waterloo Carousel) is located in Firemen's Park, in the northeast quarter of Waterloo, in Jefferson County. The Waterloo Carousel and the building (Carousel Building) in which it sits are being nominated to the National Register together. Both are contributing elements. The Waterloo Carousel is a portable, two-row "Jumping Horse" model, manufactured by the C. W. Parker Amusement Company in Leavenworth, Kansas, in 1910-11, for Albert Nelson of Lisbon, South Dakota.¹ In 1925, the Waterloo Firemen, a voluntary association, purchased the carousel from William Curtis of Cuba City and moved it into Firemen's Park.² Curtis had operated Curtis Brothers Carnival. The Carousel Building was erected in 1926 by local builders (Otto W.) Ziebell and Brother, inspired by the building that housed the carousel at the Milwaukee State Fair Grounds.³ The Carousel Building is polygonal. It is constructed of frame and has a concrete foundation and a domical roof. The Waterloo Carousel was meticulously restored to its original appearance in 1987-1990. Both the Waterloo Carousel and the Carousel Building retain excellent integrity.

DESCRIPTION

The Waterloo Carousel includes two contributing elements: the carousel itself, and the building in which it is located. The carousel is at the bottom of a hill in Firemen's Park, a 50-acre site bordered by the Maunsha River (south and east) and a residential area (west and north). Within Firemen's Park, a group of small frame park buildings that appear to date from the 1920s and 1930s are located uphill and north of the carousel. There is

¹Barbara Charles to Elizabeth Miller, July 24, 1996. Ms. Charles holds the records of the C. W. Parker Company.

²Waterloo Courier, August 20, 1925; Waterloo Firemen, Ledger of Expenses and Revenues, 1925.

³Waterloo Courier, January 13, 1927 and February 24, 1927.

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Continuation Sheet**

Section 7 Page 2

City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

a baseball diamond west of the Waterloo Carousel, and another northeast of it.

The Waterloo Carousel was manufactured by the C. W. Parker Amusement Company of Leavenworth, Kansas circa 1911. It is a portable model made for carnival use, easily disassembled for moving from stand to stand. The Waterloo Carousel is 40 feet in diameter with a center pole that rises to a height of about 19 feet. It has 28 hand-carved wood horses, set in rows of two. There are also two hand-carved wood chariots, giving the Waterloo Carousel a seating capacity of 36.

Each pair of horses is either white, brown, black, gray, or dapple, exactly as they were when they came from the factory. They were restored to their original colors by Lisa Parr, a professional restorer of carousel horses, in 1987-90. The Parker Company's horses, as with most carousel horses of the time, were originally painted in traditional horse colors, rather than the pinks and blues that are often found on present-day carousels. The horses are of basswood and have the stretched, muscular form immediately identifiable as a Parker Company design, as well as other distinctive Parker features. These features include round, thick ears; prominent flared nostrils; forelock that swirls around the ears; twisted, "peek-a-boo" mane that looks like skeins of yarn; flat underbelly; rounded knees with gouges suggesting muscles; grooves at the fetlocks implying feathers; and cast-iron horse shoes stamped: "C. W. Parker [,] Leavenworth, Kansas." Each horse has glass eyes; a horse-hair tail; a long, flat saddle with a high cantle but no cinch; and a blanket and breastband. The back of each cantle is enriched, often with either red roses, or an ear of yellow corn. The corn decoration was used exclusively by the Parker Company, as a symbol of the Midwest. Many of the saddle blankets are ornamented with flags or portions of flags, reflecting Parker's patriotism. The level of decoration on the saddle and breastband generally follows the typical carousel hierarchy: the outward-facing ("romance") side of the outside horse is the most decorated, followed by the romance side of the inside horse. The inside-facing side of each horse is the least decorated. All of the horses have plain bridles and reins.

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City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

Each of the two chariots is composed of two leather-covered benches, one set behind the other, with carved sides and painted backs. Unlike many carousels, both sides of each of the Waterloo Carousel chariots are carved. Each side features a green sea-serpent with gold wings on a field of blue. The sides are further enriched with green garlands; red roses; a gold and red tassel; and gold, blue and red feather-like designs. In her 1987-90 restoration, Lisa Parr was able to expose the original paint on the backs of the chariots. Each back is ornamented with feather-like designs, and each rear back reads: "C. W. Parker [,] World's Largest Manufacturer of Amusement Devices [,] Leavenworth, Kansas."

In addition to animals and chariots, carousels generally had decorated "rounding boards," placed along the upper edge of the carousel to hide part of the carousel machinery. Parker Company rounding boards often featured alternating medallions and shields, with stenciling in between. Typically, there were American flags and carved eagles on top of the rounding boards, as the Waterloo Carousel has. Parker was said to be very patriotic, and many of his company's carousels had patriotic flourishes. The eagles on the Waterloo Carousel are made of molded resin. The medallions were often painted with flowers. Half the shields were often painted like American flags, while the other half were painted as the buyer ordered. Portraits of Presidents of the United States, famous works of art, or local scenes were typical. The Waterloo Carousel has its original rounding boards although no photographs were found of the original medallion and shield paintings. Working with local citizens, Ms. Parr painted flowers on the medallions, and local scenes on many of the shields, such as the old Chicago and Northwestern Depot, and the old bridge over the Maunessa River.

The Waterloo Carousel's construction and machinery are typical of early twentieth century carousels. The "center truck assembly," or drive mechanism, includes the center pole, braced with four narrower metal poles set at an angle. The center pole top plate is stamped with the number "53," the Waterloo Carousel's factory identification number.

Wood spokes, called "sweeps," radiate from a small wheel that turns about the center pole, all the way to the outer edge of the

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City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

carousel. The sweeps are bolted to a larger "cheese" wheel, which forms part of the power drive. The cheese wheel is hidden behind mirrored "center panels," with ornately-carved frames. A series of incandescent bulbs in sockets are placed along the bottom of each sweep, as well as along the bottom of the rounding boards, lighting the carousel. Narrow beams above the sweeps join the sweeps together, forming two polygonal outer collars and reinforcing the frame of the carousel. The carousel frame is further reinforced with metal "sweep stay rods," suspended from a small "crown" wheel near the top of the center pole. These rods extend almost to the end of each sweep. Two additional sets of metal rods, called "drop rods," extend from each sweep to the wooden platform. Thus, the wooden platform is suspended from the sweeps. The wooden platform is made up of sections of narrow boards. Each section carries either one chariot or a pair of horses. The chariots are set on the wooden platform, while the horses are suspended from another set of metal spokes, called "jumping rods," bent in such a way that when the jumping rods turn, they oscillate and the brass poles which pass through the horses rise and fall, making the horses "jump." On the Waterloo Carousel, each pole is attached to a bent metal bracket, called a "wish-bone" or "grasshopper".

A 20-horse-power electric motor, dating from circa 1945, drives the Waterloo Carousel. It is operated with a Dodge clutch. The original motor was gas-powered. The motor used to drive a band organ as well, but the organ was removed (date unknown). The organ was comparable to a Wurlitzer 125, a type specifically designed for carousels and military bands. The Friends of the City of Waterloo Carousel are trying to acquire another similar organ.

The Carousel Building is polygonal, measures approximately 55 feet in diameter, and is about 25 feet tall. Erected in 1926 by Waterloo builder (Otto W.) Ziebell and Brother, it has a raised, poured concrete foundation. Fourteen laminated wood beams spring from the foundation, forming the wall, and continue to rise, curving to meet at the apex of the domical roof. On the exterior, the walls are articulated with a series of shallow, segmental-arched openings, enriched with simple stickwork. All facades are the same, except that the doorway faces west. The roof is finished with asphalt shingles. The interior of the walls and roof are

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(Rev. 8-86)
Wisconsin Word Processing Format
(Approved 3/87)

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City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

exposed. Within the window openings, concrete sills were installed in 1987, followed immediately by metal overhead shutters. There is also a metal overhead door, installed at the same time. This door replaced a large, wood gate-type door that was inset with welded chicken wire. The metal overhead shutters and door were set between the wall beams without altering the openings, are not visible when open, and so have little effect on the integrity of the Waterloo Carousel. The concrete floor was poured in 1989, and is also a minimal alteration. Up until that time, the floor was dirt, covered with pea gravel.

The Waterloo Carousel and the Carousel Building retain excellent integrity. The carousel itself was restored to its original appearance in 1987-90. Alterations to the Carousel Building are minimal, confined to metal overhead shutters (1987) and a poured concrete floor (1989).

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City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

STATEMENT OF SIGNIFICANCE: SUMMARY

The City of Waterloo Carousel (Waterloo Carousel) is significant under Criteria C and A. Under Criterion C, it is an excellent example of a portable jumping horse carousel, and exemplifies the artistic characteristics of the Country Fair style of carousel carving from the golden age of hand-carved wood carousels, 1880-1930. Of an estimated 5,000-plus all-wood carousels produced in the United States between 1880 and 1930, about 172 are still operating. Only three all-wood carousels are operating in Wisconsin. Two of these were produced by the C. W. Parker Company of Abilene and Leavenworth, Kansas. The Waterloo Carousel is one. The Waterloo Carousel is therefore one of only three all-wood carousels operating in Wisconsin; and one of only 13 all-wood Parker models, out of hundreds produced, still operating in the country. This lends it statewide significance. In addition, the Waterloo Carousel is locally significant under Criterion A, in the history of recreation and entertainment in Waterloo. It has been in continuous operation in Firemen's Park, on special occasions and more recently on summer Sunday afternoons, since its relocation to Waterloo in 1925. The Waterloo Carousel was restored to its original appearance in 1987-90.

HISTORICAL CONTEXT

The first European-American settler of what would become present-day Waterloo was probably Bradford L. Hill, a Vermonter who arrived in 1842. By 1844, the first European immigrants had begun settling the area. Many were Germans. The Township of Waterloo was created by division from Aztalan Township in 1845. A small crossroads community grew up on either side of the Maunasha River. It was

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City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

known as Maunesha until 1847, when the post office was established under the name of Waterloo.⁴

The arrival of the Watertown and Madison Railroad (which ran from Milwaukee through Watertown and later became a part of the Chicago, Milwaukee and St. Paul Railroad) in 1857 stimulated the growth of the small community. The Village of Waterloo was organized in 1859. In 1860, a grain elevator was built. A foundry and machine shop was erected near the depot in 1865, manufacturing harvesters, fanning mills and windmills. By 1875, there was also a flour mill in operation on the Maunesha River.⁵ Waterloo established itself as an agricultural support community during this time. In 1870, Waterloo's population was 727. This figure remained fairly steady into the 1890s.

During the 1890s, a small but thriving industrial sector developed in Waterloo. The Badger State Malting Company; the Waterloo Canning and Pickling Company; and the Drew Carrier Company, manufacturers of barn equipment such as tank heaters, were major industries in Waterloo in the late nineteenth and early twentieth centuries. The emergence of these factories probably accounts for the 32 percent increase in Waterloo's population between 1890 and 1900. Waterloo also continued to serve as an agricultural support community to the surrounding farms, with a creamery, and two flour mills.⁶ The population of Waterloo hovered around 1,200 until the 1930s. Between 1930 and 1970, Waterloo grew between 13 and 16 percent each decade.

⁴John Henry Ott, Jefferson County, Wisconsin and Its People, (Chicago: S. J. Clarke Publishing Company, 1917), I:238.

⁵Ott, I:239.

⁶Ibid.

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Section 8 Page 3

City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

Since 1980, Waterloo has continued to grow at a modest rate. The population in 1990 was 2,712. Waterloo remains an agricultural support community with a lively industrial sector. It is the home of the Trek Bicycle Corporation, Perry Communications, Sussek Machine Corporation, Duckert Pallets and the headquarters of the McKay Nursery.

ARCHITECTURAL SIGNIFICANCE: CAROUSEL DESIGN

The Waterloo Carousel is an excellent example of a portable jumping horse carousel, and exemplifies the artistic characteristics of the Country Fair style of carousel carving from the golden age of hand-carved wood carousels, 1880-1930. Of an estimated 5,000-plus all-wood carousels produced in the United States between 1880 and 1930, 172 are still operating. Only three are in Wisconsin. Two of these were produced by the C. W. Parker Company of Abilene and Leavenworth, Kansas. The Waterloo Carousel is one. The Waterloo Carousel is therefore one of only three all-wood carousels operating in Wisconsin; and one of only 13 all-wood Parker models, out of hundreds produced, operating in the country. This lends it statewide significance.

Carousels have existed in some form for more than 1500 years. However, the familiar machines with horses and chariots that were the favorite attraction at hundreds of city parks, carnivals and fairs from the 1880s into the 1970s originated in the ring-spearing tournaments of twelfth century Moorish horsemen. These contests were held to sharpen and display the horsemen's skills with the lance; the rings were hung from trees or posts. The Spanish brought this sport back to Spain, and from there it spread to France, where it was called "Carrousel." By the sixteenth century,

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City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

the French Carrousels included lavish displays of fashion as well as contests of skills of combat and horsemanship.⁷

In the late seventeenth century, French noblemen began using a mechanical device to train for the ring-spearing tournaments. Primitive-looking wooden horses, with no legs, were hung from chains that were attached to arms, which in turn radiated from a centerpole. The rings were suspended from a separate, stationary pole. This device was also called a "carrousel," and was turned by either a horse or a man. This type of carousel, with chariots as well as horses, developed into a popular form of entertainment in France by the late eighteenth century.⁸ At about the same time, carousels appeared in the United States; the New York City Common Council passed a law banning them in 1784.⁹

The carousel was also popular in England, and it was an Englishman who launched the carousel into its golden age, by applying new technology. About 1870, Frederick Savage, a machinist in King's Lynn, Norfolk, created what became known as the "center truck." Savage's center truck was configured much as it is today, with a series of wheels fitted together into which the radiating "sweeps" were inserted. Savage further advanced the carousel by installing a steam engine to drive it. As a result, larger, heavier and faster carousels could be built. Three- and four-row carousels, ranging from 36- to 48-feet in diameter, were now possible. In 1880, Savage also designed and patented the "jumping rods" that

⁷Frederick Fried, A Pictorial History of the Carousel, (New York: A. S. Barnes and Company, 1964), pp. 13 and 18.

⁸Ibid., pp. 19 and 24.

⁹Anne Dion Hinds, Grab the Brass Ring: The American Carousel, (New York: Crown Publishers, Incorporated, 1990), p. 40.

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City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

allowed the horses to move and that are found on most carousels today.¹⁰

Other improvements in carousel design quickly followed. The platform was added to make it easier for riders to mount and dismount. In addition, the speed at which steam-engine-driven carousels turned was such that centrifugal force swung the horses out, sometimes dumping the riders. To solve this problem, the rods from which the horses hung were extended through the body and into the platform. Carousel makers in the United States were quick to incorporate these advances into their machines.¹¹ One facet of English carousels that was not adopted in the United States was the direction in which they turn. In England, carousels run clockwise, so that riders may mount the horses in the same manner in which real horses are mounted. American carousels run counter-clockwise.

At the same time that carousel machinery was improving, carousel carving was also evolving, from a primitive folk art to a fine art requiring talented and highly skilled artisans. Elaborately carved horses and animals of all kinds appeared. The "rounding boards," which formed the upper, outer rim of the carousel, as well as the "center panels," which hid part or all of the center truck, were also highly decorated.¹² By the 1880s, carousels had become the showpieces of urban parks, seaside resorts and country fairs all over the United States, as well as in Europe. The golden age of the carousel had begun, and would continue until about 1930.

¹⁰Fried, p. 31.

¹¹Ibid., p. 33.

¹²Ibid.

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City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

During the golden age of the carousel in the United States, there were 16 carousel manufacturing and carving companies. They were concentrated in Brooklyn, North Tonawanda (outside Buffalo), and Philadelphia, although there was one carousel-maker in California, and another, C. W. Parker, in Kansas. Frederick Fried, noted carousel historian, estimated that between 5,000 and 6,000 carousels were manufactured in the United States between 1880 and 1930.¹³

The first carousel-maker in the United States was Gustav Dentzel (1840-1909), who was a cabinetmaker by trade, but whose father had made carousels. As was the case with most of the carousel carvers and manufacturers in the United States, Dentzel was European. Dentzel immigrated to America from Germany in 1860, and settled in Philadelphia. Dentzel built a small carousel during the 1860s. Public reaction was enthusiastic, and in 1870, Dentzel began to produce more carousels. One of Dentzel's carousels was the first ever set up at the seaside resort of Atlantic City. By the turn-of-the-century, Dentzel was manufacturing three- and four-row carousels with ornate, finely carved animals.¹⁴

Dentzel's name and his company's work were synonymous with the "Philadelphia" style, one of three carousel carving and decorating styles that developed in the United States. In her book, Art of the Carousel, Charlotte Dinger describes the Philadelphia style as "richly decorated, yet harmoniously refined" with "realistic,

¹³Fried, "Last Ride for Carousels?" Historic Preservation, July/September 1977, p. 24.

¹⁴Fried, A Pictorial History of the Carousel, pp. 52, 54 and 58.

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City of Waterloo Carousel
Waterloo, Jefferson County, Wisconsin

classically elegant animals."¹⁵ Dinger explains that the sophisticated Philadelphia style carousels were well suited to urban parks. There were two other Philadelphia style carousel carving companies, both in Philadelphia: the Philadelphia Toboggan Company, and D. C. Muller and Brother.

New York carousel carvers, such as Charles Loof (who eventually moved to California), Marcus Charles Illions, Charles Carmel, and Stein and Goldstein, developed the "Coney Island" style. Coney Island style carousel animals were "heavily jeweled, gilded and lavishly decorated. . .reflect[ing] the glitter and flamboyance of the most celebrated amusement [park] in the country."¹⁶ This style of carousel was ideal for resort areas and amusement parks.

The third style of carousel carving was the "Country Fair" style, so called because of its popularity with traveling carnivals and fairs. Country Fair style carousels were smaller (usually two- or three-row) and simpler than Philadelphia and Coney Island style machines. Sturdiness, ease of assembly and transport, as well as low cost, were factors that influenced Country Fair style carousels. Country Fair style carousels were manufactured in great numbers between 1885 and 1930. The companies associated with this style were Armitage Herschell/Herschell Spillman/Spillman Engineering/Allan Herschell of North Tonawanda, New York; and the C. W. Parker Amusement Company of Abilene and Leavenworth, Kansas.¹⁷ Both

¹⁵Charlotte Dinger, Art of the Carousel, (Green Village, New Jersey: Carousel Art, Incorporated, 1984), p. 41.

¹⁶Ibid., p. 42.

¹⁷Ibid.

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City of Waterloo Carousel
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companies were prolific. Armitage Herschell, for example, produced one carousel a day throughout the 1890s.¹⁸

Until 1895, all the American carousel-makers were in located in either New York state or in Philadelphia. In 1895, Charles Wallace Parker founded the C. W. Parker Amusement Company in Abilene, Kansas. Parker (1864-1932) was born in Illinois and moved with his family to Abilene by covered wagon in 1869. In 1891, Parker bought a shooting gallery and, with three partners, a second-hand carousel (an Armitage Herschell model). After one season, Parker bought out his partners, none of whom cared for the wandering life. Parker toured central Kansas for three years, earning enough to open his own factory in 1895. At first, the C. W. Parker Amusement Company manufactured shooting galleries and carousels.¹⁹ Sometime between 1898 and 1902, the Parker company began building jumping horse carousels, which Parker dubbed, "the Parker Jumping Horse Carry-Us-All," and which was advertised as "Parker's Perfect Pleasure Producer."²⁰

Eventually, the Parker company made Ferris wheels, steam and gasoline engines, cylinder pianos, barrel organs, tents, band wagons, concessions, show fronts, hand-painted banners and monkey speedways (which involved live monkeys driving small cars on a fixed course), as well as carousels and shooting galleries. Parker, who referred to himself as "the Amusement King," enjoyed both making equipment for carnivals and operating them. In 1904,

¹⁸Fried, A Pictorial History of the Carousel, p. 72.

¹⁹Ibid., 84; Cecilia Harris, Abilene's Carousel, Abilene: No publisher, no date, pp. 5-11; and Carrousel Art, no. 10, July/August 1980, p. 2.

²⁰Harris, p. 25.

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for example, there were four "Great Parker Shows" (carnivals) traveling the Great Plains and Midwest. Each employed between 250 and 300 people.²¹

In 1910, Parker's factory included twelve buildings on twelve acres in Abilene alongside the tracks of the Missouri Pacific and the Missouri-Kansas-Texas railroads. Parker carnival supplies were sold all over the United States, in Central and South America, China and Japan. However, the citizens of Abilene were uncomfortable with the Parker carnivals' employees, who spent the winters in the town and were reputedly of low moral character. In 1908 and again in 1910, Abilene's city council ordered Parker to move some of his buildings, which extended over his property lines.²² On February 1, 1911, Parker moved his entire enterprise to Leavenworth.²³

According to Parker Company records, the Waterloo Carousel was sold to Albert Nelson of Lisbon, South Dakota for \$2,245.00 in 1910.²⁴ The horseshoes and the backs of the chariots both indicate the carousel was completed in Leavenworth, Kansas. This suggests that the Waterloo Carousel may have been ordered, and perhaps begun, in Abilene in 1910, then moved to Leavenworth when the Parker Company relocated in February 1911, and completed there.

In Leavenworth, the Parker Amusement Company continued production at a frantic pace. In April 1917, for example, the company was

²¹Ibid., p. 12.

²²Ibid., p. 19.

²³Fried, p. 85.

²⁴Charles.

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working on 17 carousels, five Ferris wheels and three monkey speedways, as well as countless other smaller carnival items. The demand for carousels declined during the 1920s, as new forms of entertainment, notably radio and motion pictures with sound, became readily available.²⁵ Around 1925, the Parker Company stopped carving wooden horses. Between 1925 and 1930, the company reconditioned and upgraded existing carousels, but made no new ones. The Parker Company did continue to produce other carnival supplies. In 1930, the Parker Company began manufacturing aluminum figures for carousels. In 1956, Theel Manufacturing (Leavenworth) bought the Parker factory. Currently, Theel produces aluminum horses patterned after Parker's wooden ones, as well as portable carousels and other amusement rides.²⁶

In most cases, it is difficult to identify the artists who carved specific carousel animals. The work of the great carousel carvers, such as Charles Loeff, Salvatore Cernigliaro (who worked for Gustav Dentzel), Daniel C. Muller (who worked in all three Philadelphia carving shops), and Marcus Charles Illions, is distinctive and recognizable.²⁷ Their work influenced other carousel carvers. The Armitage Herschell Company, for example, patterned their horses after Loeff's, making gentle and friendly looking animals. The Parker Company's earliest horses were copies of those of the Armitage Herschell Company. There appears to be no record of Parker making any other carousel animal than the horse. Parker Company carvers soon developed their own style. Parker Company carvers included Joe Applegate (foreman), Eugene Drisco, Phil

²⁵Fried, p. 87.

²⁶Carousel Horses. . . A Photo Reference, (Garden Grove, California: Cameo Productions, 1984), Parker p. 1.

²⁷Fried, p. 119, 123 and 126.

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Drisco, Lloyd Hutchinson, R. G. Shearer, Guy Tate and Loren (or Leon) White.²⁸

Parker Company horses exemplify the simple, sturdy Country Fair style of carousel animal carving, yet have their own distinguishing characteristics. Each pre-1917 horse typically has a stretched-out, muscular form; round, thick ears; prominent flared nostrils; forelock that swirls around the ears; twisted, "peek-a-boo" mane that looks like skeins of yarn; flat underbelly; rounded knees with gouges suggesting muscles; grooves at the fetlocks implying feathers; and cast-iron horse shoes stamped: "C. W. Parker [,] Leavenworth, Kansas." The horses have glass eyes with brown irises and whites; a horse-hair tail; a long, flat saddle with a high cantle but no cinch; and a blanket and breastband. The back of each cantle is enriched, sometimes with an ear of yellow corn. The corn decoration was used exclusively by the Parker Company, as a symbol of the Midwest. Patriotic flourishes, such as flag and eagle decorations, are typical²⁹ The horses on the Waterloo Carousel incorporate all of these features.

In 1917, Parker copyrighted a new carousel horse. The new horses were machine-cut and hand-finished, and exaggerated the features characteristic of the earlier Parker horses. Their form was longer and even more stretched-out, with pronounced knees, cup-shaped hooves, and carved wood tails doveled to the leg. This carving style was standard after 1917.³⁰

²⁸Ibid., p. 222.

²⁹Carousel Horses. . . A Photo Reference, Parker pp. a-c.

³⁰Fried, p. 130.

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Parker Company carvers also made chariots. Little has been written about the chariots made by the various carousel carvers and manufacturers. In general, chariots ranged from covered benches with only the outward-facing side carved, to ornate representations of folk tales or characters from children's books. Dragons and serpents appear to have been especially popular. The Parker Company chariots often featured a battle between a dragon and a python.³¹ The side panels of the Waterloo Carousel chariots are each enriched with a bas-relief sea serpent. Unlike many carousels, both the inner and outer side panels of the Waterloo Carousel's chariots are carved.

Between 1895 and 1925, the Parker Company is thought to have produced hundreds of hand-carved wooden carousels. Most were portable models, as is the Waterloo Carousel. According to Frederick Fried, a survey carried out in 1989 found 172 all-wood carousels still operating in the United States.³² Of these, only 13 were Parkers, although there may be several more in storage. Two of these are in Wisconsin: the Waterloo Carousel and the Christman Amusements Carousel.³³ Christman Amusements is a traveling carnival company based in Wautoma. Their carousel is also a circa 1911 two-row portable machine. Its horses and chariots are a bit more ornate than those of the Waterloo Carousel.³⁴ The Christman Amusements Carousel also retains very good integrity, and is very likely eligible for listing on the National Register. It has been alleged that the carousel at the

³¹Fried, p. 163.

³²Fried, introduction to Hinds, pp. x-xi.

³³Carousel Horses. . . A Photo Reference, Parker, p. 2.

³⁴Ray Jones, Madison carousel carver, interview, June 18, 1996.

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Ella's Deli restaurant in Madison is a Parker machine. Local carousel experts point out that only the frame of the Ella's Deli carousel is original, and it may not be a Parker frame.³⁵

It should be noted that, apart from the Waterloo Carousel and the Christman Amusements Carousel, there is only one other all-wood carousel operating in Wisconsin. It is a two-row Herschell/Spillman portable built sometime between 1900 and 1920, and it is located at Circus World Museum in Baraboo. Circus World also has a circa 1925 Allan Herschell three-row portable machine in storage.³⁶ Both Circus World carousels are Country Fair style machines and retain good integrity, although neither has been well-maintained. There is only one other all-wood carousel known to be in storage: a three-row Herschell/Spillman, also built sometime between 1900 and 1920. Located at Vilas Zoo in Madison from 1958 until 1968, this carousel is owned by the City of Madison. An attempt to restore the Vilas Zoo Carousel in the mid-1980s appeared promising, but failed.³⁷ There was one carousel in the state that was listed on the National Register. Philadelphia Toboggan Company Carousel Number 15 (PTC 15), built in 1907, was located in Oshkosh. It was de-listed in 1984, when the carousel was moved to Portland, Oregon. The new owners restored PTC 15 and it is currently operating.

The loss of the vast majority of hand-carved wooden carousels in the United States is attributable to many factors. First, the development of readily accessible new forms of entertainment, such

³⁵Ibid., and Gordon and Margo Cronin.

³⁶Carousel Horses. . . A Photo Reference, Allan Herschell, p. 2; and Herschell/Spillman, p. 2.

³⁷Ray Jones.

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as radio and motion pictures with sound, led to a general decline in attendance at carnivals and fairs, and a decline in the numbers of carnivals as well. Second, the ability to cheaply mass-produce aluminum, and later fiberglass, animal figures rendered the labor-intensive, highly-skilled craft of carousel animal carvers obsolete. Third, public craving for ever-more-thrilling rides reduced the popularity of carousels. Third, many carousels, especially the portable models, were damaged irreparably through a combination of hard use, lack of maintenance, and rough handling during the frequent assembling and disassembling. Fourth, carousels were generally not well-protected from weather, fire or vandals, and many were lost as a result.³⁸

The Waterloo Carousel is an excellent and intact example of a Country Fair style portable jumping horse carousel, once the most numerous type of carousel. Of an estimated 5,000-plus all-wood carousels produced in the United States between 1880 and 1930, 172 are still operating. Only three are in Wisconsin. Two of these were produced by the C. W. Parker Company of Abilene and Leavenworth, Kansas. The Waterloo Carousel is one. The Waterloo Carousel is therefore one of only three all-wood carousels operating in Wisconsin, and one of only 13 all-wood Parker models operating in the country.

HISTORICAL SIGNIFICANCE: RECREATION AND ENTERTAINMENT

The Waterloo Carousel is locally significant in the history of recreation and entertainment in Waterloo. Firemen's Park, created through the efforts of many local residents, has long been a source of immense pride in Waterloo. Following its purchase in 1905, Firemen's Park hosted two major annual events, held the Fourth of July and Labor Day, until the Labor Day celebration was discontin-

³⁸Hinds, p. 3.

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ued in the mid-1940s. In 1905, 1915, 1925 and 1935, Home-Coming, another major event, was also held in Firemen's Park. The Waterloo Carousel is the jewel of Firemen's Park, and has operated at every Fourth of July, Labor Day and Home-Coming celebration held there since the carousel was purchased in August 1925. Since circa 1990, the carousel has also run every Sunday afternoon during the summer.

At the turn of the century, W. F. Lum owned a 36-acre tract in Section 5, northeast of downtown Waterloo. Lum wanted the wooded property, through which the Maunasha River meandered, preserved as a park. In 1905, Lum sold the property to the Waterloo Firemen, a volunteer association with about 125 members, for \$3,400. This figure was about one-quarter of the parcel's value. Residents of Waterloo and the surrounding area volunteered their labor to improve the park. The area where the Waterloo Carousel was located, for example, was marshland. As many as 100 volunteers at a time worked to fill the area, raising it four feet, leveling and grading it. Improvements to the park during its first twenty or thirty years included a baseball diamond, an open-air amphitheater with concrete bleachers built into the hillside, a dance hall with dining room, concession stands, restrooms, storage sheds, and, of course, the carousel. In 1925, the value of the park with its improvements was estimated at \$250,000.³⁹

The Fourth of July has been celebrated in Firemen's Park on a scale equivalent to a county fair since 1905. Labor Day was also a major event until the mid-1940s. Entertainment for Labor Day 1925, for example, included baseball games (including an exhibition between then-Negro League champions, the American Giants, and the Cuban Stars), music, dancing, novelty games and games of chance, amusement rides, vaudeville acts and the first operation of the

³⁹"A True Story of Waterloo's \$250,000 Park," Waterloo Courier, July 16, 1925.

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carousel. The purchase of the carousel was front page news in the Waterloo Courier in August 1925, as was its arrival on the Chicago, Milwaukee and St. Paul Railroad later in the month, and the efforts of the Firemen to install it in time for the Labor Day festivities.⁴⁰ The Firemen bought the carousel from William and James Curtis, of Curtis Brothers Carnival, a traveling company based in Cuba City, Wisconsin. The Firemen paid Curtis Brothers \$1,175. It cost \$136.63 to ship the carousel to Waterloo, perhaps from New Hampton, Iowa.⁴¹ The Waterloo Carousel has operated every Fourth of July, Labor Day and Home-Coming since September 1925.

Home-Coming was the third major event that was held at Firemen's Park. In 1904, someone came up with the idea of bringing former residents of the Waterloo area back to visit. Letters were mailed to some 1,500 former residents inviting them to attend Home-Coming in the summer of 1905. It was a great success; 830 former residents came, and many others attended as well.⁴² Home-Coming 1925 drew as many as 10,000 people a day to the five-day event. Featured attractions included the Pickard Seals, the Robbins Family (acrobats and contortionists), the Catherine Sinclair Vaudeville Troupe, the Novikoff Family (trapeze artists), Negro League baseball teams, and four bands.⁴³ The last Home-Coming took place in the summer of 1935.

⁴⁰Waterloo Courier, August 20, 1925; August 27, 1925; and September 3, 1925.

⁴¹Waterloo Firemen, Ledger of Expenses and Revenues.

⁴²"A True Story of Waterloo's \$250,000 Park."

⁴³Waterloo Courier, July 23, 1925; July 30, 1925; and August 6, 1925.

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In addition to the three major events historically held in Firemen's Park, many other community activities have taken place there. For example, on summer Thursday evenings, dances were held in the Park for many years. Famous big bands played there, including those of Tommy and Jimmy Dorsey, and Wayne King.

The City of Waterloo Carousel is locally significant under criterion A in the area of Recreation/Entertainment as emblematic of the more passive and pastoral recreational preferences of the early twentieth century. The carousel embodies a socially accepted view of recreation as essentially a passive exercise. It also reflects the preoccupation of community leaders of the early twentieth century with building positive images of their communities through acts of boosterism, civic volunteerism, and community works. Seen in this context, the carousel is an important symbol of the civic spirit of Waterloo.

Since the 1980s, a small group of Waterloo residents, led by Gordon and Margo Cronin, has devoted much of their time to caring for the Waterloo Carousel. The City of Waterloo has also been active in preserving the Carousel. In 1987, Lisa Parr, a carousel restorer out of Chicago, began a three-year meticulously-researched restoration of the Waterloo Carousel. In April 1996, the Cronins and others formed the Friends of the City of Waterloo Carousel. This group is working to interest others in operating and caring for the Waterloo Carousel, and to help the public appreciate the history and uniqueness of the carousel.

Criteria Consideration B

The Waterloo Carousel is an exception to Criteria Consideration B. Although the Carousel was moved, it was in fact, designed as a movable object. The location of the carousel in Fireman's Park has not effected the significant qualities of the carousel, either historic or artistic.

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VERBAL BOUNDARY DESCRIPTION

The Waterloo Carousel is located within Firemen's Park, a 32-acre site in the City of Waterloo, Jefferson County, Wisconsin. Within Firemen's Park, the parcel on which the carousel sits is more particularly described as part of Outlot 77, Assessor's Plat North of the Maunasha River, in the NE 1/4 of the SW 1/4 of Section 5, Township 8 North, Range 13 East, with a property control number of 08-13-05-31. For the purpose of National Register listing, the boundary for the Waterloo Carousel is a "line of convenience" within the legal parcel, drawn as follows: Beginning at the intersection of the quarter section line between the NE 1/4 and the NW 1/4 of the SW 1/4 of Section 5, and the north bank of the Maunasha River, thence N along said quarter section line 180 feet to point of beginning. Thence N along said quarter section line 210 feet, thence E at a 90 degree angle 280 feet, thence S at a 90 degree angle 210 feet, thence W at a 90 degree angle 280 feet, enclosing 1.3 acres.

VERBAL BOUNDARY JUSTIFICATION

The boundaries of Waterloo Carousel are lines of convenience drawn for the purpose of listing the resource on the National Register, and encompass the Waterloo Carousel and the Carousel Building, as well as enough land to protect the structure's setting.

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City of Waterloo Carousel

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Photo by Elizabeth L. Miller, June 1996

Negative on file in the State Historical Society of Wisconsin

View of the carousel from the southeast looking northwest.

The information for the following photographs is the same as the above, except as noted.

Photo 2 of 11

Closeup of a pair of horses, the inside of which is lead horse.

Photo 3 of 11

Closeup of a pair of dapple horses.

Photo 4 of 11

Closeup of a gray horse showing the corn cantele decoration.

Photo 5 of 11

Closeup of one chariot.

Photo 6 of 11

Closeup of the back of one chariot, showing original paint.

Photo 7 of 11

Closeup of part of the rounding board showing a local scene.

Photo 8 of 11

View of carousel and interior of Carousel Building, showing laminated wall/roof beam.

Photo 9 of 11

View of interior of Carousel Building showing ceiling.

Photo 10 of 11

View of exterior of Carousel Building with metal shutters up.

Photo 11 of 11

View of Carousel Building with metal shutters down.

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Scale: 1"=100'

□ Contributing

