

# RIVERSIDE AMUSEMENT PARK FORMAL OPENING TONIGHT

Fireworks and Free Rides to Feature Program of Evening  
—'Funland,' Newest Pleasure Device,  
in Operation.

Riverside amusement park observes its official opening tonight, and preparations have been made to entertain patrons with numerous free features.

Tomorrow the popular fun spot observes its twenty-fifth birthday, and the management has planned to make a gala week-end of the anniversary, several thousand dollars having been expended in entertainment features.

Tonight, from 7:30 until 8:30 o'clock all the rides and other concessions operated by the Riverside Park Amusement Company will be free to the general public.

It's Riverside's treat and no doubt many thousands of guests will take advantage of the opportunity to enjoy an hour's fun and thrills without cost.

As a fitting climax to tonight's fun, a fine display of fireworks will be presented in the center of the big inclosure. A number of the latest and most sensational pyrotechnical features will be included in the display, and a staff of experts

from the fireworks factory will be on hand to conduct the spectacle.

Every feature of Riverside is now in operation, including the wonderful "Funland," the monster castle-like concession that has reared its massive towers and turrets at the north end of the park this spring. The broad cement walks that

## Riverside Officials



Jack Mooney

Erwin Parker

Earl McKee

Here are three of the officials of the Riverside Amusement Park with whom the public most often comes in contact when visiting the big fun spot. Earl McKee is publicity director for Riverside, and among his other interests are handling the publicity for the American Legion boxing shows and the fistic program at the Ft. Harrison punch bowl. Jack Mooney is assistant manager of the park and presides in the big administration building just at the entrance. Erwin Parker is manager of the big Riverside skating rink, which is open afternoon and night the year round.

have been laid during the off-season extends all round the fun spot and are exciting lots of favorable comment from visitors.

Tomorrow afternoon one of the most novel and sensational free attractions ever offered in an amusement park will be presented, when Claude Schaeffer, known in balloon circles as the "Patent Leather Kid," will attempt a five-parachute drop from his monster balloon, "The Spirit of Riverside."

The novel part of this stunt lies in the fact that Schaeffer will attempt the feat in formal attire—Tuxedo, silk hat and perhaps will carry a cane aloft into the clouds.

### Lots of Free Features

There is no admission charge at Riverside, the big gates being thrown open to the public. Another feature for the convenience of Riverside's guests is the free checking of baskets and parcels. A building has been erected especially for this service near the park entrance. New comfort stations have been erected in the park at a cost of thousands of dollars, and their convenience, equipment and sanitary features compare favorably with any in the country.

A matron is in constant attendance at the women's rest room, while an attendant is always on duty in the men's comfort station. It's easy to get to Riverside from anywhere. The Riverside cars of the Indianapolis Street Railway Company land visitors right at the park entrance, as do the busses on the Riverside bus line, which leave the Monument Circle at frequent intervals.

And if you travel to the park by automobile, you will have no parking worries, as immense tracts of land have been reserved for motorists, with watchmen always on duty to see no harm comes to the machines. These parking accommodations at Riverside are absolutely free, and high and dry.

### Center of City Sports

Riverside amusement park is right in the center of things, athletic or recreational in Indianapolis. Located on West Thirtieth St., a boulevard, and close by the side of beautiful White River, the fun spot occupies an ideal situation.

The city's greatest golf courses are right at hand. Baseball fans will find a dozen municipally controlled diamonds right in front of Riverside entrance, where fine amateur games are always being played. Horseshoe courts also will be found here in abundance.

Tennis courts are just over the river a few steps, and those who enjoy canoeing can have their fill, the Riverside boat house being equipped with the best in the canoe line, which may be rented by the hour or day.

At night Riverside is a fairland of beauty, the thousands of twinkling lights spreading in a lacy veil over the monster rides and other structures, winking and blinking as

side. A floor accommodating fifteen hundred couples at one time has been pronounced the last word in terpsichorean temples.

Beautiful lighting effects have been installed, and the celebrated De Sautelle's orchestra furnishes the liting melody for the dancers. Dancing is on the park plan, with admission free.

The Riverside skating rink, under the management of Erwin Parker, is an Indianapolis institution, and has furnished clean recreation for a whole generation of Indianapolis folk.

The rink is managed in such a manner that no mother need fear having her daughter visit the place unaccompanied.

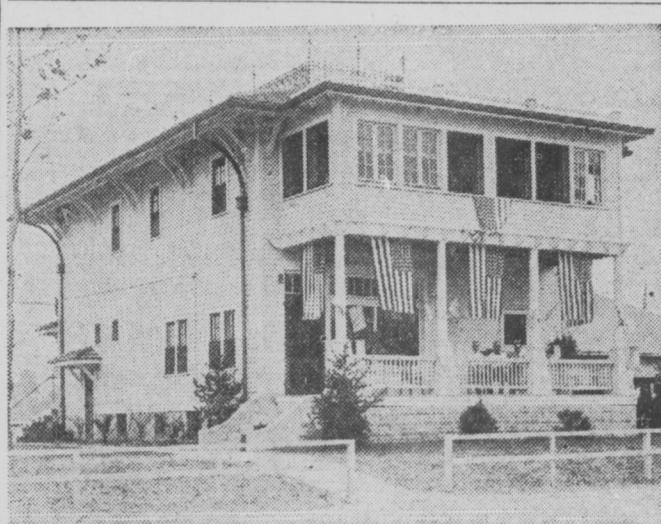
Three nights each week, Monday, Wednesday and Friday, are reserved for skating parties, and these dates are booked far ahead by the leading church, fraternal and social organizations of the city.

Each Saturday night a program of speed contests is staged by Manager Parker, some of the fastest roller racers from other cities being brought here to meet local speeders. The rink is open afternoon and night the year around.

For the youthful admirers of Tom Mix and other rough-riding western movie heroes, there is the Riverside pony track, with its big herd of mounts, where the kids can find thrills galloping around the big track, or the more timid youngsters can be suited with easy going ponies or burros that will take their

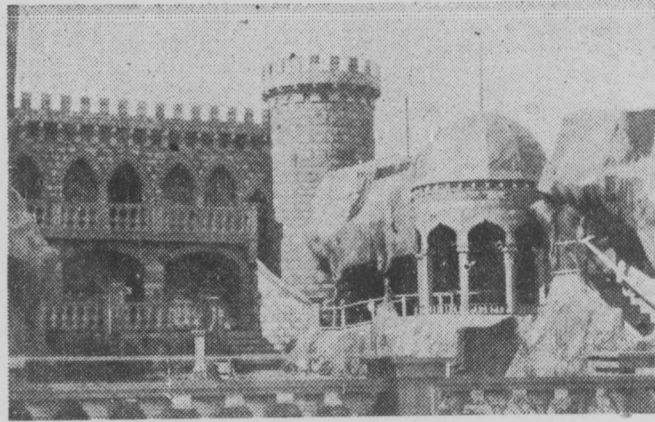
they revolve on tower or windmill, making a scene of enchantment not soon forgotten.

The most beautiful dance palace middle west will be found at River-



The administration building at Riverside amusement park.

## 'Funland,' Newest Feature



Here is shown a small section of the immense castle-like structure at Riverside known as "Funland." Covering several acres, this newest feature of the park is amazing visitors by its sheer immensity and its beautiful towers and turrets. Thrills, chills, romance and mystery greet the traveler through its cavernous passages. The concession was built by an Eastern company which claims the Riverside building is the most complete of its kind in the United States.

own sedate and stately course round the oval.

All the big rides at Riverside have been carefully inspected for this season and each day are carefully gone over by mechanics who closely scan every inch of track, inspect every bolt and timber, to be sure that absolute safety can be depended on.

Among the ride features are the Derby Racer, the Thriller and the Skyrocket, three of the largest and most thrilling amusement devices in the country.

The mill chutes, the old mill, the Caterpillar, the Whip, the Dodger, the Twister and the Haunted House are a few other popular features at Riverside, while there are almost a hundred amusing and intriguing games that line "Kewpie Alley," as the part of the park devoted to these features has been named.

Splendid restaurants are numerous in Riverside this summer, the

connection is an elaborate soda fountain located in a large screened in pavilion.

Among the new features this summer is a large souvenir stand, where all kinds of novelties are on sale, an especially designed Riverside souvenir balloon being one of the features, and, contrary to the usual policy of such stands, the prices are placed at the very minimum.

The new kiddie playground is considered a model for amusement parks. A large tract of land just inside the main entrance has been set aside for the accommodation of the tiny tots with a matron in charge.

Here, miniature merry-go-rounds, circle swings, teeters, slides and other fun devices so dear to the youngsters will be found, and it is proving a popular place to "park" the children while the elders visit the various concessions all over the inclosure.

There is no admission charge to this little park.

The most complete amusement park in the middle west, is the boast of Riverside, and one of its most pleasing features is the large grove in the center of the place with its hundreds of benches set under the shade of the trees, where almost any time may be found happy picnic parties making a "day of it" at Riverside.

Laughner establishment just inside the entrance ranking favorably with any downtown eating place, and in

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## FUNLAND

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