

# VESTIGES of *Lands End*



Concessions coupon book for Chutes at the Beach

## Chutes at the Beach

Chutes at the Beach was an early 20th-century San Francisco amusement park, the predecessor to Playland at the Beach. The park got its start in 1913 when Arthur Looff built a hippodrome to house his invention, the Looff Carousel. Next to the hippodrome, entrepreneur John Friedle owned a shooting gallery and baseball knock-down game called Babyland.

Friedle and Looff partnered up, and by 1921 had expanded their operation to include almost 100 concessions and 10 amusement rides. Among these was the "Shoot the Chutes" ride, which inspired the name, "Chutes at the Beach." The famous "Big Dipper" rollercoaster opened in 1922.

The Chutes was sold to the Whitney brothers in 1926, and the name soon changed to Playland at the Beach.