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HOME IS WHERE THE HEART IS AND IT'S NEVER TOO LATE

Looking at the past through rose-colored glasses is an expression that doesn't apply to those who grew up and came of age in The Bronx (the only borough that requires an introduction!). Our precious memories are proof-positive that those rosy glasses just aren't necessary.

Back In THE BRONX is extremely proud to present a brand new **DOUBLE DVD** collection of nostalgic memoirs culled from over 50 hours of transport tapes, home movies, and film clips from our readers, along with additions to our photo gallery of over 7,000 Bronx neighborhood pictures, many of which are a contribution from New York City's Municipal Archives.



A View From
THE STOOP
EXPANDED EDITION

ALL
For Just
\$39.95
PLUS \$6.95 P/H

Memories From
THE STOOP
ALL NEW



REVISIT ALL YOUR FAVORITE PLACES WHERE YOU GREW UP IN THE BRONX

Just a sampling of what you'll see on our exciting new DVD collection:

The splendid 1940s trolleys of Southern Boulevard, Tremont Avenue, and White Plains Road; the 3rd Avenue El that in the summertime rumbled past apartment buildings and kitchen windows, close enough to get a whiff of (and practically taste) the many different ethnic dishes being prepared for the traditional family meal, the shopping bastions of **Alexander's, Lochmann's, Hearn's, John's Bargain Store, Thom McAn**, the restaurants and theatres of Fordham Road; the unforgettable ice cream parlors of **Krum's and Jahn's**, with its legendary "Kitchen Sink;" our beautiful beaches and clubs . . . **Orchard Beach, Shorehaven, Castle Hill, Cascades, Palm Beach, Bronx Beach** and, of course, tar beach . . . and so much more.



Our newly revised TWO-SET DVD contains over thirty Bronx-born celebrities who lovingly recall their own memories. It also includes ALL Bronx neighborhoods, and totals **approximately three hours** of nostalgic Bronx reminiscences. Best of all, our new 2-set DVD is actually the equivalent of not two, but **FOUR** discs. Along with an expanded edition of "A View From The Stoop," the second DVD is comprised of three sections: "Memories From The Stoop," a color video of "Freedomland," and the grand re-opening of Loew's Paradise Theatre in all its restored splendor.

So, for the low price of \$39.95, you'll not only receive "four for the price of two," you'll also **SAVE OVER \$45.00** for this exceptional collection of unique and irreplaceable memories! Make this holiday season one to remember, for yourself, your family and friends . . . and add yet another Bronx remembrance to your treasures.

RT IS . . . LATE TO GO HOME.

CELEBRITIES REMINISCE ABOUT GROWING UP IN THE BRONX



Daniel Libeskind



Danny Aiello



David Horowitz



Burt Young



Dion DiMucci



Chazz Palminteri

30 CELEBRITIES
INTERVIEWS



Fernando Ferrer



Gabe Pressman



Garry Marshall



Jake LaMotta



Jerry Vale



Jim Ryan



Joe Franklin



Rita Moreno



Liz Torres



Lyn Brown



Manny Azenberg



Marvin Scott



Mary Higgins Clark



Cathy Moriarty



Regis Philbin



Doris Roberts



Robert Klein



Ed Kranepool



Tony Guida



Valerie Simpson



Art Donovan



Budd Friedman



Dominic Chianese



Michael Kay

Here are 30 Bronx celebrities who've been interviewed and have contributed to these two DVDs. Can you guess which celebrity is associated with the following depictions of their lives in The Bronx?

- One of these celebrity Bronxites delivered The Bronx Home News to former middleweight champion Jake La Motta who lived near Pelham Parkway. Who is he?
- Which famous Bronxite, recently honored at the Loew's Paradise, looked up and quipped, "There's more DNA on the balcony seats of the Paradise than on the television show CSI?"
- This acclaimed Bronx actor starred in a Bronx movie. His fight scene took place on the rooftop of the same building in which he grew up. Who is he?
- This Italian-American Bronx icon was inspired by the chanting of a cantor while walking past a synagogue on Pelham Parkway during the High Holidays.
- Which Bronx superstar returned to his childhood neighborhood to hire some of his old friends to portray stereotypical characters in his Bronx-themed movie?

Not only can the answers be found at www.backinthebronx.com, clips of these interviews can be seen there as well. Just click on the View From THE STOOP icon.

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'Back In THE BRONX' Magazine

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Subscribe or renew your subscription to "Back In THE BRONX" magazine and you can give a one year subscription to a friend or relative **Absolutely FREE!!!** Here is an opportunity to give a Bronxite or former Bronxite a one year subscription while you get to subscribe or renew. **We will even send out a gift card** with their subscription notifying them of your gift.

Although many original Bronxites have moved on, it is unlikely they will ever be able to let go of the unforgettable experience of growing up in the Bronx. Nowhere else can Bronx people find a magazine dedicated to nostalgic reminiscences, the exciting possibility of **finding old friends, precious photographs** of so many yesterdays, and a common bond shared by every single person who ever lived in the Bronx.



Every era, every generation is represented in the pages of this delightful publication and is the only magazine in town that guarantees you a trip back in time....a place where **you can stop and revisit the innocent times of your childhood**, remember your school days and schoolmates, recall the thrill of your first game at Yankee Stadium, relive those shopping trips to Fordham Road, and feel the warmth of those long summer days at Orchard Beach.

It doesn't matter where in the Bronx you grew up. The Bronx was like one big neighborhood...and wherever you grew up, each neighborhood shared the same family values, the same tightly-knit sense of community, the same safe feeling of being "home."

It's been said that "Home is where the heart is." And if you ever lived in the Bronx, chances are your heart is still there.

So please take advantage of this Limited Time Buy One and Get One Free offer. When ordering online, please use:

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THE BRONX, THEN & NOW

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The **BOUND BOOKS, VOLUMES II AND II**, comprise over 400 wonderful nostalgic stories with over 800 vintage photos from the 1930's to the 1960's. Are you looking for some 'special' person or persons from the past? You may very well find the in our classified ads. With close to 4,000 classified ads, the chances are very good you'll reconnect with someone special from the past.

In "**THE BRONX, THEN & NOW**," you will see the buildings, stores, movies, intersections, and entire blocks that have changed or even vanished since the days you grew up in The Bronx. But they still are there, alive and well preserved for posterity, within the pages of this beautifully bound book, "**THE BRONX, THEN AND NOW**."

Some of the hundreds of stories in the bound books include trolleys on Southern Boulevard (and other Bronx locations), or the El on Third Avenue, playing in Crotona Park, Macombs Dam Park, or the largest park in New York City, Pelham Bay Park. Remember the summer trips to Orchard Beach, Shorehaven, and/or Castle Hill Pool, or a day at Yankee Stadium? We also revisit Freedomland, the Paradise and other local movie theatres, and travel to the restaurants of Belmont and Arthur Avenue, like Mario's or Dominick's, then shopping at Alexander's, followed by a hot fudge sundae at Krum's, a 'Kitchen Sink' at Jahn's, or a frankfurter at Gorman's. You will even find stories from your neighborhood, or the old block, and even, quite possibly, your apartment building or candy store. When this happens, our readers tell us it is like an old neighborhood block party all over again.

And, with an additional 300 pictures in "Then & Now" you can visit the old neighborhoods, candy stores, apartment buildings, department stores, schools, and 50 photos of movie theaters – the way they were then and the way they are now after years of changing.

Even though so much of The Bronx has changed or is even gone, the special memories have been captured and preserved with rare and authentic photographs within every page of Back In THE BRONX magazine and "The Bronx, Then & Now."

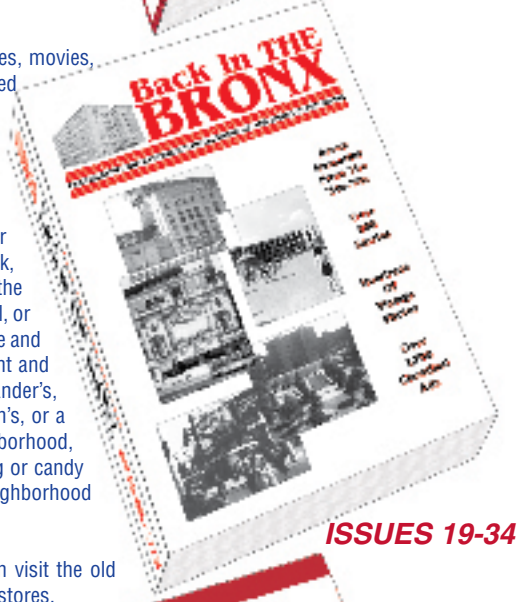
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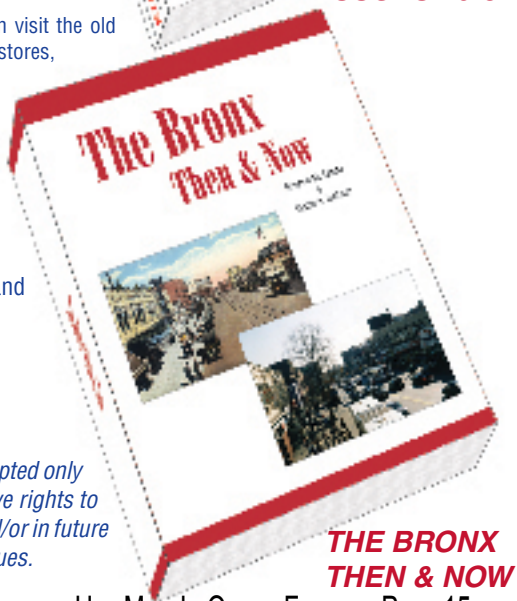
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ISSUES 35-50



ISSUES 19-34



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S/H



- Playing with Friends at the Oval
- Summer nights on the railing
- Evening dances at Poe Park Gazebo
- Shopping on Fordham Road
- Foreign Films at the Ascot
- Friday Night Dances at Tolentine
- Arriving at the Stadium on the IRT
- Dancing at the YM/YWHA
- Visiting the Zoo & Botanical Gardens
- The "Kitchen Sink" at Jahn's
- Watching Stars from the Paradise Balcony
- Smelling the salty air on Orchard Beach Bus
- Meeting Friends at the Parkchester Oval
- Sunday Night Dinner in "Little Italy"
- When the "Hub" was the Center of the Bronx
- We'll personalize your Poster with your Favorite Candy Store

You're looking at a really beautiful piece of art. Beautiful, because it documents all of our lives with landmarks and hangouts and institutions. Places that shaped our lives in the wonderful world of the Bronx. This 22" x 28" 4-color Back In THE BRONX Poster is Only \$39.95. It is a panorama of all those precious memories that are truly "fit to be framed." But, just as fleeting as these memories are, so is the time that we can allow this limited edition offer to last. Treat yourself to one, and also order one for a friend or relative. Also, if you have a favorite candy store, you can help personalize this poster by having your candy store's name included. Order now!

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Theatres Poster
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A Miniature Time Machine So Slim You Can Wear It On Your Wrist!

Back In THE BRONX is pleased to announce a one-of-a-kind wristwatch, available only through Back In THE BRONX magazine, that will--with every glance--bring you back to the good old days of shopping on Fordham Road.

True Bronxites will never forget the RKO Fordham movie theatre, the little stores and shops that lined the street leading to the Grand Concourse and, across the way, Alexander's standing majestically over her kingdom, all of which are pictured on the face of the watch. Imagine owning a wristwatch that will evoke an era and a place so familiar, it will bring treasured memories cascading down through the years!

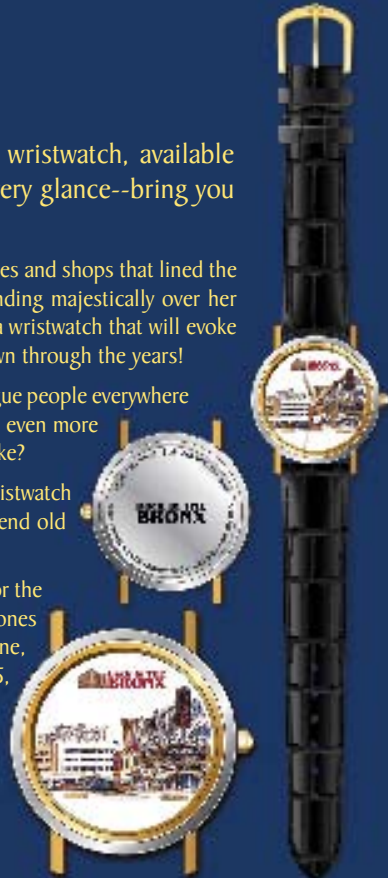
And what a conversation piece! This very affordable unisex wristwatch will intrigue people everywhere into asking you what it was like, growing up in such a unique place during an even more unique time. What better way to share memories with old and new friends alike?

Kids, if your parents grew up in the Bronx, they'll be thrilled to receive this wristwatch as a gift. Bronx people who have moved away but stayed in touch can now send old friends a present that will become an instant family heirloom.

Supplies are limited, so order early and have this fabulous wristwatch in time for the holidays. There really is no greater gift than to be able to transport your loved ones back to the golden memories of their childhood. With this little time machine, you can do just that. Guaranteed to be an all-time favorite gift! Only \$29.95, plus \$6.95 shipping & handling.

**Suitable For
Men & Women**

\$29⁹⁵
+ \$6⁹⁵ s/h



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Return To Those Wonderful Days Of Yesteryear

Let us take you back to the fabulous Bronx we all knew and loved in the best way possible, with a first-class tour of over 400 fantastic, never-before-seen pictures of the movies, apartments, schools, restaurants, and candy stores. All the places we called home. Your eating and meeting places. Your turf. You'll recognize them instantly as the warm memories come flowing back.



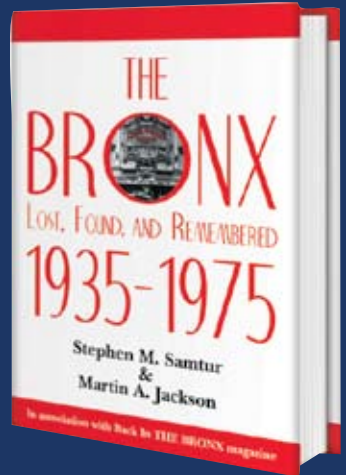
Beaches, Pools, & Parks

Orchard Beach, Shorehaven, Castle Hill Pool, the Zoo, and Starlight Park: 16 pages 36 photos

This one-of-a-kind, coffee table, 280-page hardbound treasure is sure to delight you, a relative, or a friend.

So get in on the ground floor and order now because this truly is a gift that will keep on giving loads of pleasure.

Because once you've owned The Bronx Lost, Found and Remembered (1935-1975), you'll be singing its praises with that old sweet song, "Thanks For The Memories."



Candy Stores

Find your favorite ones from over 900: 42 pages 63 photos



Eating In & Eating Out

Krum's, Gino's, Mario's, White Castle, Gorman's, plus menus: 14 pages 40 photos



Movies

Loew's Paradise, RKO Fordham, Chester, & Spooner, over 30 neighborhood theatres: 14 pages 40 photos



Shopping

Loehmann's, Alexander's, Hearn's, John's Bargain Store, Messenger's, The Hub: 8 pages, 15 photos



Getting Around In The Bronx

Subways, Trains, Buses & Trolleys: 16 pages, 41 photos



TABLE OF CONTENTS

The Bronx Golden Age	1
A Day at the Beaches, Parks in The Bronx.....	7
Bronx Street Games	23
Eating In and Eating Out in The Bronx.....	35
Freedomland	49
Bronx Street Scenes, Then and Now	59
Highbridge	87
Movies in The Bronx	93
Parkchester, the Grand Old Neighborhood	107
Politics, Bronx Style.....	113
Going to School in The Bronx	123
Shopping in the Bronx	135
Getting Around in the Bronx, Subways, Trains, Buses and Trolleys.....	143
Religion in The Bronx.....	159
Bronx Celebrity Interviews	165
The Bronx Candy Store	203

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Here Today, Gone Tomorrow . . . But Not In **'THE BRONX Then & Now'**



Many of the buildings, stores, movies, intersections, and entire blocks have changed or even vanished since the days you grew up in The Bronx. But they still are there, alive and well preserved for posterity, within the pages of this beautifully bound book, "The Bronx, Then and Now."

With more than 300 pictures, many in color, you can visit the old neighborhoods, candy stores, apartment buildings, department stores, schools, and 50 photos of movie theaters – the way they were then and the way they are now after years of changing. See what once was and also what is now.

Even though so much of The Bronx has changed or is even gone, the special memories have been captured and preserved with rare and authentic photographs within every page of this book.

All you have to do is check out the order form on page 19 and then check in the appropriate box to order this book.

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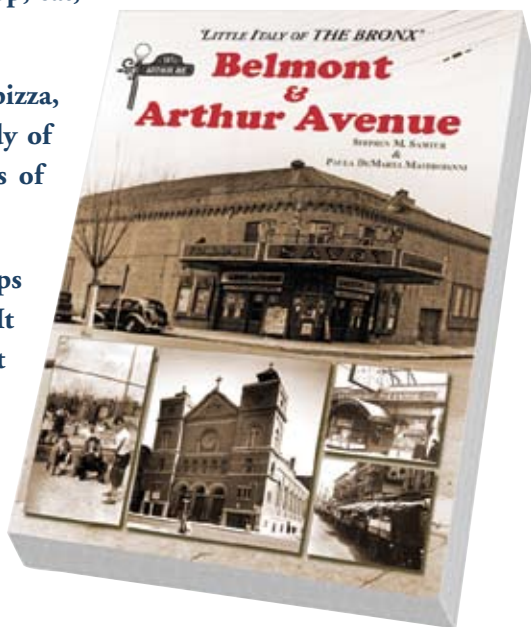
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Belmont: the neighborhood where everybody knew your name and even your nickname.

Of the fifty distinct neighborhoods of The Bronx, the most populated and close family-knit enclave was the 10-square-block area called Belmont & Arthur Avenue, “The Little Italy of The Bronx.” And here, among these pages, you’ll see the places that drew, and still draw people by the thousands to shop, eat, and sight-see.

Mario’s, Dominick’s, Catania’s for great pizza, the Savoy Movie House, and Our Lady of Mount Carmel Church. The teeming streets of people during the Feast of St. Anthony.

This was home to one of the greatest groups of Rock & Roll, *Dion and The Belmonts*. It was a neighborhood where everyone looked out for one another. And you can tour it through this book. Through these pages, you’ll travel along a historic part of The Bronx that’s still alive and well. And the great part about it is that you don’t have to be Italian to love it.



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You are traveling on a joy



An incredible journey of both
and places, wonders and aroma

Remember those stops and spots you knew as a youngster? The **Third Avenue EL from 149th Street to Gun Hill Road**, passing so close to buildings, you could not only touch them, but smell the meals being cooked. The roar and blast of sunlight as you come out of the tunnel from **149th Street on the Jerome Avenue Line** and see **Yankee Stadium** appear. **Pass 167th Street and Grand Concourse, 170th, Mount Eden, Burnside, Fordham, Kingsbridge . . . all the way to Van Cortlandt Park.**

At the end of the line, the conductor would come through all the cars and flip those rattan seats so they would face in the direction of the return trip. Remember the old wooden turnstiles where you could see your buffalo nickel magnified 10 times larger after you dropped it in the slot? The Indian nuts you bought for a penny from the machine?

How about the rides on the trolley as you went crosstown, passing **Findlay, Clay, Teller, Webster?** Watch them again,



Take A Ride Vi

Viewing these videos is like s

Now Available on

Imagine seeing film of your trolley, trains, and buses that you took when you were just a kid. Some even go back to the 1930s and 1940s and, believe it or not, some are even in color, and most are narrated.

BUY



F-1 FREEDOMLAND, Remember **FREEDOMLAND**, the largest Amusement Park in the northeast **BRONX** where Co-op City is now? Taken in 1960-63, these movies provide an overview of **FREEDOMLAND** but concentrate on the transportation therein: the steam train ride, the horse car ride, the boats, the ore bucket, etc. Bonus, also includes movies from the Danbury Fair. **54 minutes mostly Color • Fully Narrated**

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BOTH

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F-2 FREEDOMLAND, CRITICS CHOICE!! This tape consists of footage gleaned from actual 16mm movies taken at **FREEDOMLAND** one clear summer day back in 1961. WOW! You may even find a friend wandering around the Park. It's like stepping into a time machine. Also included is an actual WABC broadcast from **FREEDOMLAND** and original radio commercials. **40 minutes Color • Fully Narrated**

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M-1 Third Avenue Railway Trolleys, Manhattan and Southern Bronx. Included are 42nd Street, 59th Street, 125th Street, 138th Street, 149th Street, 163rd Street, and 167th Street Crosstown lines, plus B-Broadway, K-Kingsbridge, O-Ogden Avenue, S-Sedgwick Avenue, and T-Third & Amsterdam Routes. Scenes along Broadway, 42nd Street, and Columbus Circle are highlights **GREAT BRONX SCENES FROM '30s & '40s.** No Narration. **30 minutes Color and B&W**

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BOTH

BUY BOTH & SAVE! Buy M-1 & M-2 and SAVE \$25.00

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M-2 Third Avenue Railway Trolleys, Northern Bronx & Westchester County. Bronx lines shown are B-Boston Road, B-Bailey Avenue, C-Bronx Van Cortlandt Park, S-Southern Blvd., W-Webster-White Plains and 207th Street Crosstown lines. Westchester routes feature all lines in Yonkers, Nepperhan Avenue, plus Getty Square & Mt Vernon. **TERRIFIC BRONX SCENES FROM '30s & '40s.** No Narration. **30 minutes mostly Color**

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L-1 Third Avenue Elevated and Manhattan's Second Avenue Elevated from the late 1930s to the late 1940s. The Second Avenue EL from South Ferry to Queens via the Queensboro Bridge to 129th Street and **THE BRONX** with the **Bergen Avenue** connection. The **Third Avenue EL** from South Ferry and City Hall branches and in **THE BRONX.** Open platform cars and "composite" cars converted. **1 hour B&W • Fully Narrated**

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L-2 Manhattan Sixth and Ninth Avenue Elevated and old Brooklyn Elevated, 1920s-1950s. The west side EL of Manhattan including the connection to **Jerome Avenue** line via the **Putnam Bridge in THE BRONX.** In Brooklyn, the Fulton Street, 5th Avenue, 3rd Avenue-Bay Ridge, Culver, Myrtle Avenue and Lexington Avenue ELs. Featuring the BU and C type trains. **45 minutes B&W and Color • Fully Narrated**

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L-3 Third Avenue EL in THE BRONX, 149th Street to Gun Hill Road, 1960s-1970s with both pre-war and post-war IRT cars; and the Myrtle Ave EL in Brooklyn, 1950s-1960s with open-platform BU cars and later the Q-type cars. **53 minutes Color • Fully Narrated**

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These films have been transferred to tape using professional equipment and the best grade tape picture quality. Some of these films may not be up to modern standards. However, picture q

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Journey of time and space

to the sight and mind, of memories
as. The next stop . . . The Bronx.



those bright red and yellow cars rumbling along on their steel tracks. The big red squares with a white letter, signifying their route. "O" for the Ogden Line, "X" for the Crosstown, "K" for the Kingsbridge Line. You could ride all over the city for just one fare. All the conductor did was tear off a piece of the paper transfer and give it back for you to use again.

All the neighborhoods, all the routes, all the memories are gathered together for your viewing enjoyment. Extremely rare footage of the 1930s, '40s and '50s, some in color and carefully preserved on video tapes. We even have a tape of **Freedomland**, the amusement park that was the first and the best.

What better holiday gifts for yourself, your relatives, or your friends. So, look them over, fill out the order blank on page 15 of this catalog, and get on board for the ride of your lifetime.



Video Collection stepping into a time machine!



DVD & VHS

You will experience a rush as you view familiar Bronx scenes of your past. Imagine sharing these experiences with children, grandchildren, relatives, and neighbors!



L-4 Second Avenue Elevated in color, 1942, South Ferry to Queensboro Plaza and back just before abandonment. **The Dyre Avenue shuttle (the Dinky)** 1940s-1950s with open platform cars and early IRT steel subway cars. B&W and color. **The Polo Grounds shuttle 1950s** via the Putnam Bridge between 155th Street-8th Avenue and 167th Street-Jerome Avenue. All color. The Q-type era on the **Third Avenue EL** in **THE BRONX** and Manhattan, 1950,
50 minutes B&W • Fully Narrated **DVD or VHS: \$32.95 plus \$6.95 s/h \$39.90**



L-5 The Third Ave EL in Color. Filmed from 1953 to just before abandonment in 1955 in **THE BRONX** and Manhattan. MUDCs and Q-types. **GREAT BRONX SCENES 57 minutes Color • Fully Narrated** **DVD or VHS: \$32.95 plus \$5.95 s/h \$39.90**



S-1 IRT subway lines. 1940s-1950s with the Hi-V and Lo-V trains and the early postwar cars; also the IRT Diamond Jubilee Train, 1979-80, commemorative and revenue service celebrating 75 years of the IRT
51 minutes B&W and Color • Fully Narrated **DVD or VHS: \$32.95 plus \$6.95 s/h \$39.90**



S-2 BMT Subway and EL lines. 1940s-1970s and **IND** trains in service; also the post war R-10 types included those painted green for a short while.
1 hour and 10 minutes B&W and Color • Fully Narrated **DVD or VHS: \$32.95 plus \$6.95 s/h \$39.90**



S-4 New York Area Subway Fantrips, 1960s-1970s. Many underground and open air views of fantrips on the IRT, BMT, **IND** and **PATH**. Unusual trains, unusual places visited. Some regular operations as well.
1 hour, 12 minutes, mostly B&W • Fully Narrated **DVD or VHS: \$32.95 plus \$6.95 s/h \$39.90**



S-5 New York City Transit System Fantrips. 1958-1987. Here are 29 years of Fantrips on the IRT, BMT, and **IND.** Lo-V, BU, A, B, D, Q, R-1, R-9, R-10, and R-11 cars, all over 3 divisions. **2 hours Color • Fully Narrated** **DVD or VHS: \$52.95 plus \$6.95 s/h \$59.90**



T-2 THE BRONX and Westchester Trolleys. Older and newer trolley cars around **THE BRONX** in the 1930s and 1940s, including the **Dyre Avenue trolley** about 1937: a trolley ride through New Rochelle, including Hudson Park, Fort Slocum and Pelhamdale Avenue and Yonkers lines **GREAT BRONX TROLLEY SCENES.**
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R-1 NY-NJ Metropolitan bus operations, 1930s-1970. Old buses in **THE BRONX,** Manhattan, Brooklyn, Queens, Westchester, Jersey City, Bayonne Hoboken, Clifton, Hackensack, etc. Old open-top doubledeckers, Lelland doubledeckers, pre-P.A. terminal suburban buses, Dixie Hotel bus terminal, unusual types and NJ and more.
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Loew's Paradise Theatre

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And once you climbed the stairs to the upper level, passing alcoves filled with busts of Christopher Columbus, Mozart, Shakespeare, and gazed upward at the inner theater's ceiling of night sky and twinkling stars, the illusion of "Paradise" was complete.

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Yankee Stadium, King



Botanical Garden, Bishop



Paradise Theatre, Queen



Kingsbridge Armory, Rook

These sculptured chess pieces were created by a well-known artist, Don Desper. His work appears in many galleries, corporations and homes throughout the world. The **Pawn** characterizes that infamous Bronx gang, the Fordham Baldies. The figures wear a leather jacket and jeans.

The **Rook** is castle-like Kingsbridge Armory with two turrets and a stairway leading to the entrance. The **Knight** is a whimsical sculpture of 9 animals found at the Bronx Zoo. The **Bishop** is modeled after the Conservatory at the Botanical Gardens, complete with the lush vegetation that grow there.

The **Queen** is our very own Loew's Paradise Theatre with a facade capturing all of the details from the clock to the ticket booth, and the

King is the Yankee Stadium, perched atop 3 baseball bats. Look carefully and you'll see the baseline and the pitcher's mound.



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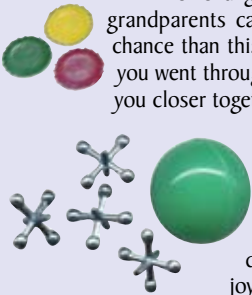
With every roll of the dice, you're Back in The Bronx.

You're looking at more than a board game. This is a trip. A first-class journey back to your childhood. Land on places that will jog your memory, pitch pennies, flick bottle caps in Skulley, play jacks, make an egg cream, and get sent to detention.

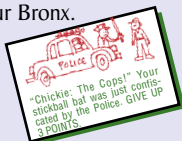
When you play this fun-packed game, you get to relive those special moments of your past. You'll land on squares where you can earn or lose points. You'll bounce an authentic and rare "Spalden" to hit the penny, aim a marble for the hole, and trade cards.

This is a game of skill and savvy for everyone, where grandparents can play with their grandchildren. What better chance than this to let them experience the times and fun that you went through. All the more to better understand and bring you closer together.

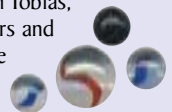
Comes with a 22-inch-square game board, over 50 images on the board, and over 50 cards, including popular public high schools, movie theatres, landmark buildings and many familiar Bronx locations. This beautiful board was designed and created by Martin Tobias, whose artwork has been represented by numerous art dealers, publishers and distributors, including Christie's of London. Begin the journey and the joy by getting this unique game that brings back the beauty that once was your Bronx.



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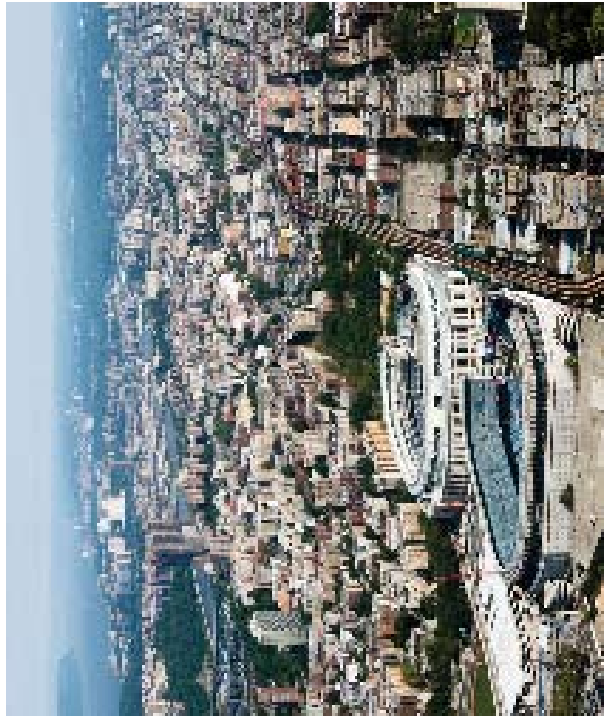
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