

READ-PAGE-5

SUMMER IS HERE AND THE SCUND OF SHOES HITTING STAKES should be heard from coast to coast. From the great Lakes to the Gulf of Mexico. Due to the Salt Lake City world's event running close to Labor Day, several State tournaments will be in motion on July 4th. Ohio at Buckeye Lake July 4, 5 & 6. Northern California at Santa Cruz, July 4 and 5, The Masters, open to the world. July 2, 3 and 4. If other States have booked their championships to include the fourth THE NEWS has not been notified.

San Francisco and the Empire State Assn. in New York City held meets on Memorial Day. Only New York sent in a report. It will be found on another page.

ST. PAUL MINNESOM'S TWENTYFIVE CLUBS, members of the Municipal Assn. in attempting to carry out league schedules found the recent cold spell little to their liking. Those who pitched had only numb fingers and few ringers for their pains.

Johnny Ssbek of Canton Ohio writes that KEBES the stay soft clay needs only one more shot to pass the pitching tests successfully. Effects of the Sun. Sebek due to a head injury incurred last March will not defend his Ohio State title at Buckeye Lake over the fourth.

LIEUTENANT GERALD SHITH athletic officer at Aberdeen Proving Gound Md. is interested in amateur horseshoe pitching tournaments, that may be held in nearby Maryland. Lieutenant Smith has the game well under way at the Proving Ground and states the boys in that outfit are really interested. Organized teams in and around Baltimore should get in touch with the Lieutenant.

THE "SUPER MINGER "MADE BY DIAMOND CAIK HORSESHOE CO. has the approval of The National Horseshoe Pitchers Assn. Each carton of one pair carry the NHPA. Stamp



NEW JERSEY GRANGE ASSN. ADOPTS HORSESHOE PITCHING

THE ILLUSTRATION ABOVE IS TRACED FROM THE PROGRAM of the New Jersey State Grange Association's First Annual Horseshoe Pitching Tournament. Staged on Grange Day Sept. 24, in the New Jersey State Fair, Sept. 21 - 28. 1947. in Trenton.

Pomona Groups will hold trials for the State Finals at their Summer Picnics. The sixteen high scorers in the Pomona Groups will be invited to enter the State Finals, conducted under the rules of The National Horseshoe Pitchers Assn.

THE HORSESHOE NEWS and THE NATIONAL HORSESHOE PITCHERS ASSN. congratule? The New Jersey State Grange Association and all who have a part in initiation of; an annual horseshoe pitching tournament. Other States may follow the New Jersey plan and in time result in Nation-wide observance.

PICNIC HORSESHOE TOURNAMENTS USUALLY ARE MORE FOR FUN THAN SKILL. Skill can easly be gained by the practice of a few fundamentals in the proper swing of a pitching shoe.

THE HORSESHOE NEWS wants to include progress of this tournament with reports of other horseshoe news. Our thanks to Mr. William C. Lynn Superintendent Dept. I New Jersey State Agriculture for a copy of the Grange program.

AT THE CONCLUSION OF THE NORTHERN CALIFORNIA TOURWAMENT Hervey W. Clear president of The Northern Californic Horseshoe Pitchers Association will drive to Salt Take City to assist Arch Stokes of that city, Centennial Tournament Chairman in the preparation of all details necessary to stage the World's Championship Tourament there, August 25, to 30.. Mr. Clear has been appointed by President Woodfield N.H.P.A. program Chairman. His many years experience in Horseshoe promotion and his intense love for this grand old game assure an excellent job.

IMPORTANT.

HORSESHOE PITCHERS WHO WILL DRIVE TO SALT LAKE CITY who have room for one or more passengers. Send in your name, address date of departure and number of passengers desired. PITCHERS WHO WANT A RIDE do likewise. THE NEWS WILL GET THE two groups together as soon as both are regeitered here.

DO YOU KNOW THE ADDRESS OF A HORSESHOE PITCHER. WHO IS A DIS*ABLED VETERAN?

SYOUR MOUTHPIECES

EXCUSE THE SLANG, "MOUTHPHECH" IS A VERY EXPENSIVE WORK. To be just that is the constant aim of " The Meys" To Talk to Mou and Nor You. To import the latest improvements to equivalent. Make fublic new additions, a centage stream of intermetion for all. A fabruar means of companication all over absence for those with thirt what the other ferrous is doing. To spread the gospel of health, good ferroustly and suil through horseshoe pitching.

WHEN THE FIRST ISSUE OF " HORSESHOE NEWS " WAS OUT late in March of this year. There was not nor had been a national horseshoe paper for over four years. THE NEWS JURNAL PUBLISHED by C. A. Bonedict of Columbus Ohio had plans of expansion into a national publication some time in the future.

In my opinion an emergency existed and something had to be done at once. The result is "THE HORSESHOE NEWS The ads. such as they are have been free of cost. I had hoped to get enough subscribers this year to feel justified in being paid for alvertising space. That point has not yet been reached. About 500 copies of THE NEWS are mailed out each month. Only a small portion are paid up subscribers. I need about 300 more yearly subscribers to break even for the first year, Byron Jaskulek of New York is the author of the following poem.

<u>S O S.</u> by Jakespeare

by "NEW". Up to this point where I am writing es
Pop tells me it looks inviting
to bring He gets nice letters from the bunch thing Reads his mail while eating lunch

n But still to keep the paper going
We'll have to make a better showing
So lets go out and try our luck
And have the boys send Pop a buck.

All you folks who head the " NEW. "
Show your interest in shoes
You're the ones who helped to bring
The NEWS out as a living thing

But still we haven t done enough
The going still is hard and rough
The work of pop defies description
To must get many more subscriptions.

Southern Calif. Assn.	Santa BarbaraNov. 1946						
Me Packham 11 0	76.6 P						
Dean Brown 9 2	76.3						
H. Jackson 8 3	75,2						
Henry Harper 8 3	66.8						
Irvin Hosier 7 4	72,8						
Pay Gatewood 7 4	71,7						
H. Morse 5 6	65.8						
W. E. Green 4 7	66,2						
W. Humphries 4:7	57.4						
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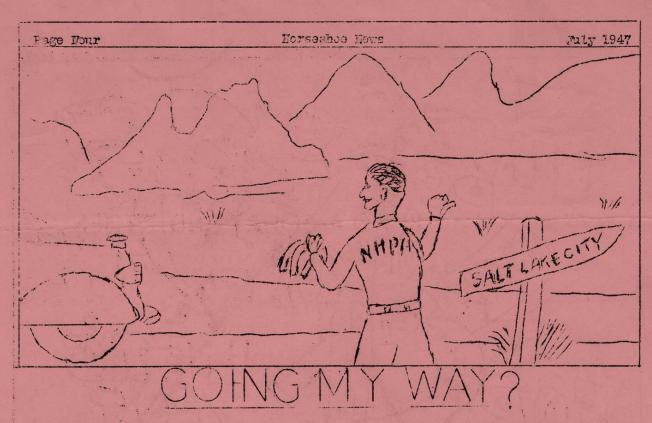
Roy W. Smith Secretary

Golden Gate Club San Francisco Sept. 1946 W R DR SP. L 0 585 234 716 81.7 Zimmerman 15 2 552 170 796 69:3 Titcomb 13 4 Mori 11 545 177 842 64.7 528 Callas 11 4 149 876 60.2 540 148 928 58:1 Lyon 11 10 5 558 183 862 64.7 Weathers Pentecest 8 7 464 129 840 55.2 123 912 53.1 8 7 O'Brien 485 169 988 59.3 125 853 55.0 - Clark 7 8 586 8 451 Ollason 87 812 50.1 8 457 Harl ... 7 5 10 458 104 902 50,7 Alamoida 75 808 45,6 3 12 353 Doaring 84 852 46,3 13 .395 Hommoier 2 63 774 41.0 14 218 Tomsic 30 394 38.5 14 152 Aringdale 1 * played only 9 games due to injury W. H. Doggett, Socretary

NEWS-JOURNAL C. A. BENEDICT, EDITOR & PUBLISHER

ACCORDING TO OUR CALENDAR AUGUST' 1947 UHSERS IN THE Third Year for The NEWS-JOURNAL. THE HORSESHOE NEWS offers it's most sincere congratulations not only for your bright newsy paper but in addition for your continuous efforts in the promotion of horseshoe pitching and as President of The Buckeye State Horseshoe Pitchers Association. Pop Woodfield.

John Fulton Route 5. Carlisle Penna. Ranking horseshoe pitcher in the east is 1947 Champion of The Winter State Fair horseshoe tournament held in Harrisburg in January. He was also winner in 1936 - 38 and 40 (the event was possponed in the war years). With his last game in 1935 a win he has won 17 consecutive games, Quite a record. The winner in one year is barred the following year.



DRIVERS' RIDERS' ARE YOU GOING TO SAIT LAKE CITY? REGISTER WITH THE NEWS DRIVERS, HOW MANY RIDERS CAN YOU CARRY? DATE OF DEPARTURE' WHERE FROM!

YOU FELLOWS IN THE MID-WEST maybe you cannot fill your car. How about a pitcher from another State TAKING A TRAIN TO YOUR CITY. A HALF AND HALF TRIP.

GET THIS WHEN BOTH A DRIVER AND RIDER ARE REGISTERED. BOTH WILL LEARN IMMEDIATELY. BY MAIL FROM HERE:

SALT LAKE GITY. There's little news from Utah's Capital. Arch Stokes Centennial Tournament Chairman has lost quite a bit of weight, waiting for work to start on the new 18 court set up. There August 25, to 30, East and West will meet (Rudyard Kipling notwithstanding). What a battle that will be. For once pitchers from all parts of America will meet to decide who will be the world's champion horseshoe pitcher for another year.

IN 1940 AT DES MOINES IN THE TOURNAMENT OF THAT YEAR I lined up the 16 north pegs waiting for the landing of 64 shoes in one pitch. As far as I could see the count at all pegs was FOUR DEAD. That Mister was a real thrill. Many times there after I watched, in that tournament and others since. It was never repeated.

ANOTHER THRILL FOR ALL WHO ARE THERE will be the finals at Salt Lake. Tops in this will be the match between Guy Zimmerman and Ted Allen. Here are two master pitchers. The other finalists can score this game. All other courts will be closed.

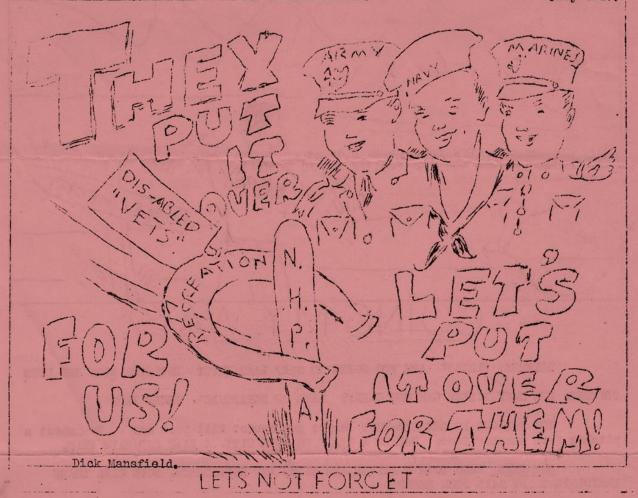
THE ANNOUNCER WILL BROADCAST OVER THE PUBLIC ADDRESS SYSTEM pitch by pitch The last time these two met, was in Des Moines in 1940. 164 shoes were pitched. both had 145 ringers. 50 times there were FOUR DEAD, NIME TIMES IN A ROW. Allen pitched 65 double ringers, Zimmerman 64. Allen won 50 to 48. A world's Record. e.

BILL BENTLEY IS COMING FROM TACOMA WASHINGTON 3 others for sure, Maybe 8 in all. (Bill) W. A. Bentley lives at 1671 So . 45th St. Tacoma.

BILL KOLB HAMPTON NEW JERSEY, Tommy Brownell, Gloversville New York, Jake (Byron Jaskulek) 5 Terrace View Ave. New York 63 N.Y. and Wito Fileccia Brooklyn Will come to the tournament. Jake retired from the New York City Post Office would like to go by auto. Write him, Vito Fileccia, who won all of his 9 games in Class in the recent Empire State Open tournament in Central Park was really hot in his match with Charlie Seacord. In 38 shoes vito put on 36 ringers 94,7 R%

Vito claims that last year at Des Moines in a couple of games he lost He coasted for a while and could not get going. My advice will fit car drivers as well as horseshoe pitchers " DONT COAST UNLESS YOU HAVE GOOD BRAKES ". Pop Woodfield

LETS NOT FORGET. OUR DISABLED VETERANS.



FOR MANY OF US WORLD WAR TWO IS FADING. Most of the restrictions demanded of the stay at homes during the conflist have been lifted. Post-war conditions have provided a new normal way of living that we have adopted.

For over two million the war is not over. These are our dis-abeled veterans. In hospitals all over the land. In beds of pain. Some in wheel chairs others on crutches. They are receiving the best medical attention. Few can hope to be discharged sound in body. To be free from pain, to be returned to their homes and loved ones is their constant wish.

THIN I'S HAS BEEN THE SUPREME SACRIFICE. WE MUST NOT FORCET THEM, in the years that lie shoud. The USO, American Red Cross and other agencies are doing sponded work in envertainment and diversions to relieve the momotony of their configuration.

THE DRAWING ABOVE IS THE WORK OF DICK MANSFIELD. Nationally famous for his cartoon in "THE WASHINGTON SUNDAY STAR" titled "THOSE WERE THE HAPPY DAYS" It illustrates an appeal simed at THE NATIONAL HORSESHOE PITCHERS: ASSIN, and other organized MORSESHOE CLUBS.

hers avery whose. Do you know the names and location of horseshoe pitchers who are the abole to the retorance. Many of these would recover faster through the enjoyment and belither exercise of pitching shoes. Investigate the hospital near you. Just a livite saparvasion may be all that is needed to arouse interest.

NEWROPERS AND MAGAZINES, PLEASE PUBLISH THE FOLLOWING. — Horseshoe Pitchers every where. Do you know the names and location of horseshoe pitchers who are disabeled war veterans? Many of these would recover faster through the enjoyment and healthful exercise of pitching shoes. Investigate the hospital near you. Just a little supervision may be all that is needed to arouse interest.

THE HORSESHOE NEWS WANTS ESPECIALLY the names and addresses of those who cannot for any reason engage in their favorite sport. We feel sure they would get lots of pleaure from reading the news about it gathered from many sections of America. Send names and addresses to HORSESHOENENS or to Harry T. Woodfield 734 19 St. M. E. Zono 2. Washington D. C. A copy will be mailed to them.

THE AUGNST NUMBER OF HORSESHOE NEWS (out July 25,) will be a special World's Championship Tournament issue. With lots of news and information about progress at Salt Lake City where 18 medern approved horseshoe courts are being built. especially for our 1947 tournament. We want the name of all who will go to salt Take City. Make a note if you intend to enter the trials. Pop Woodfield.

PAGE SIX HO

HORSESHOE NEWS

JULY 1947

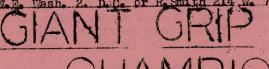
SCIENCE AT THE STAKE

BY ROY SMITH

THE BOOK WITH THE KNOW HOW OF THE 1-1/4 & THE 1-3/4 TURNS, WORLD'S RECORDS, RULES OF PLAY, HOW TO BUILD A COURT AND OTHER INFORMATION 50 CENTS POST PAID

WRITE

HORSESHOE NEWS 734 19 St. N.E. Wash. 2. D.C. or R. Smith 214 W. 77 St. Los Angeles.



CHAMPIONS

"CHAMPION PITCHING SHOES" are official, professional type. Have latest style hooked heels with specially designed protrusions on the inside curve preferred by champions. They are the result of over 80 years experience in first quality forgings. They are harmer forged, heat treated, non-breakable; perfectly balanced and the finest shoes made. Write for nearest dealer.

GIANT GRIP MFG. CO. OSHKOSH VISCONSIN.

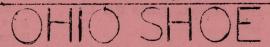
GORDON-SPIN-ON

"GORDON SHORE" have patented "Spin Break" or recess that holds the close to the peg. Prevents shoe spinning of a PERFECTLLY BAIANCED, HEAT TREATED.
PERFECT FLIGHT

Fernando Isais of Los Angeles, won the world's title at Des Moines in 1941 with " GOHDON SHOES "Forged in four tempers. Dead Soft, Soft Special Medium and Hard.

FACTORY AND DISTRIBUTORS.
QUEEN CITY FORGING CO. STATION C. CINCINNATI26. Ohio.





PITCH THE NEW 1947 MODEL OHIO HORSESHOES.

And increase your ringer percentage.

ON THE MARKET 26 YEARS. MORE WORLD'S CHAMPIONSHIPS WON OHIO SHOES THAN ALL OTHERS COMBINED. OHIO SHOES ARE OFFICIAL. WE USE THE 5¢ National Association stamp.

Pricd \$3.00 per pair postpaid. Write for agents prices. OHIO HORSESHOE CO. STATION F. COLUMBUS OHIO.

ED-ALLEN

DESIGNED BY THE WORLD'S CHAMPION HORSESHOE PITCHER. THE TWO EXTRA SPIN BREAKS WILL FIT SOME FINGER FOR EITHER THE 14 OR 14 DURNS. WITH THIS SHOE ALLEN SCORED 540 POINTS OUT OF A POSSIBLE 600 IN THE 200 SHOPS QUALLET CATION PITCH. A NEW WORLD'S RECORD.

THE " TED ATHET SHOR " is the roult of a study of thereards of pitchers plus Ted Allen's own requirements

TED ALLEN HORSESHOE CO. 2064. South Lincoln St. Denver Cole.

Write for prices
N. H. P. A. stamps on each pair sold

SALT LAKE CITY AUG. 25 TO 30

Maga Seven

Horseshoe Wews

July 1947

LEFT OVERS

ALONG AROUT 1939 while trying to learn why horseshoe pitching did not get more publicity, I contacted Vince Oliver of Auburn Maine. Oliver was writing horse the news for the Auburn and Lewiston papers. His column was titled "Flip on Flops

THE GAME WAS GOING STRONG DOWN IN MAINE that year. An active inter-city league furnished Vince with most of his copy. When the question of publicity was mentioned, Oliver stated that there should be more variety. He sketched a plan of a court with several partitions of, various shapes and sizes. Each of these had different point values, with ringers topping the list. He planned shoes of many sizes and shapes to create hazards. He like many others of that time was merely making a stab in the dark. Hoping to find the solution for lack of Publicity.

A STRONG EASTERN ASSOCIATION TO INCREASE SPECTATOR INTEREST erected a huge mechanical score board for use in their State tournament at a cost of over \$1000. Alvin Dahlere of Lawrynce Kans. former State champion explained lack of public interest with one word, MONOTONY.

THE GREATES PUBLICITY GIVEN THE GAME IN 15 YEARS was from the Presidents adoption of it early in 1946. Lack of steel for equipment due to the war, created shortages that now have been overcome. The tournament at Salt Lake City (the most) publicized of all tournaments. These should result in a boom year.

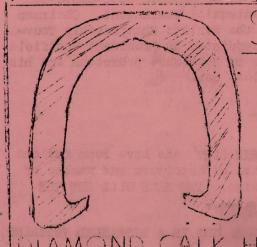
ORGANIZED HORSESHOE CIUBS WHO CAN USE 1000 score sheets should write to Byron Jaskulek # 5. Terrace View Ave. New York City. Enclose proper postage to have 42 lbs. delivered to your zone by parcel post.

THE BOYS IN AND AROUND SEATTLE AND TACOMA SHOULD BE IN GOOD SHAPE FOR THE Utah affair as between now and then they will get lots of practice. Bill Bentley write of their annual piciuic in Woodland Park Seattle. the first day in June. In a 12 men round robbn Getchel, Hagen, Price and Lee won 10 and lost 1. Kaufman won 9 and lost 2 Bentley won 8 lost 3. June 22 in Tacoma, Seattle and Bremerton meet Tacoma in a three way match. July 4, 5 and 6 the annual State tournament will be staged at Bremerton.

BENTLEY FAVORS THREE NATIONAL TOURNAMENTS? PRESUMABLY IN THE WEST and Mid-west climaxed by a super national in a central location.

Washington D. C. Here our public courts (12 in line) are located just west of The Commerce building and in sight of The White House. The Washington monument is, a short distance to the south. For the past two or three years each week end, when the clay isn't frozen one or more of a group of five men are there tossing ringers. B. Rich in his 70s. is the oldest, has the best 24 turn I have ever seem. The other four use variations of the 13. I doubt if either could win a Chay title, but of that I wouldn't be too sure, The remaining four are, Walter Bahasen, Towis Mattingly, Rissel Woodley and Fred Miner. Their ages, forty some upwards. There must be thousands of similar groups. What keeps them continually at it. I have not asked them. There could be five different answers. I know they just do.

Most of the State championships will be held during The Fourth. Too late to be published in this issue, the results. They will appear in the August number Even if we have to add four extra pages. If the ringer per cent is below par send won and lost, with some lights. Outstanding games and ets. List names not of those who will make the wrip to Salt Take City. H.T.W.



SUPER RINGER

The finest pitching shoe ever made. Cadium and Copper Plated

A beautiful shoe with accurate balance, drop forged from special analysis steel.

Designed to eatch stake with least possible chance of bonnesing. One size only 2 ibs. 8 oz. Write for prices.

Each pair will carry the M. H. P. A. Five cont stamp.

DIAMOND CALK HORSESHOE CO. DULUTH MINN

THE OHIO STATE TOURNAMENT should be the best in history. In enthusiasm if not in numbers of entries. Due to the war many horseshoe pitchers have relocated How mant are dis-abled and in hospitals is generally unknown. The NEWS has the address of only one dis-abled horseshoe pitching veteran.

As Johnny Sebek will not defend his Ohio State title at Buckeye Lake there will be a new champion crowned when the last shoe is pitched July 6. The tournament at sait Take will be the greatest ever, the convention the hottest. Heres hoping but these can attend offer COUNT-All and State and national cards on the floor.

SANTA CRUZ THE NORTHLEN CALIFORNIA VILLATED 14 IN THE FINALS at Santa Cruz. Cuy Zimmerman now fully recovered from a broken collar bone is the fevorite. Harvey Clear scored cuy in a 100 shoe pitch recently and he put on 94 ringers. Just six times he missed the stake. If kimmerman can duplicate that score in either hair of the 200 shoe trials at Salt lake City he wait only have to count between 254 and 259 in the other hundred. Depending on how many of the missed ringers are in the caunt. CENTRAL PARK ELECTRICAL PARK ELECTRI

few tenths of per cent.

Ruth Allen now Mrs. Ruth Hootele has always pibened 40 feet. Has won many

Ruth Allen now Mrs. Ruth Hockete has always pitched 40 feet. Has won many tournaments in competition with ment. Her swing is effortless her timing and follow through smooth She would be a sensation at Salt Lake City. Weight about 110 pounds her shoe seeming floats up to the opposite ros.

OF THE INWOOD CLUB'S (JAN'S CHUB) SPHING DANCE MAY 31, he states that the attendance was 700. With greatly increased costs he was agreeably disappointed to learn the Club cleared a few hundred dollars.

MASTER'S MOURNAMENT

APPROX. \$400.00 IN CASH PRIZES OPEN TO THE WORLD

DES MOINES IOW A

XULY 2-3-4-1947

HERE ARE SOME OF THE PROTOURNAL INTENTALS. Casey Jones of Woukeshe Wisc. Casey is favored to win Ronked chang the first four Notionally he should be at his best this year, due to added weight. John Lindmeder of Maywood Ill. who won from Casey at Des Moines last year will find the Wisconsin State Change a hard nut to crack this year. In last years moteh with Jones Lindmeder piled up an early lead he wavered two or three times in the stretch but had enough left to win out 50 to 44 in 82 shoes pitched.

We haven't any dope on Joe Wors and Walter King up from St. Louis. Sidney Harris may show up in time to get in and will finish close to the top. Next Vegr with the World's tournament in the Mil-walt or near east. The Masters event .11 no draw a larger field. It can grow in time next only to the World's championship.

The below page was not part of the original July issue and put out thereafter but is in line with this issue.

APPROXIMATE PRIZE LIST. *** Too late to be printed in July Number of HORSESHOE NEWS. Arch Stokes Centennial tournament chalman after a conference with Archie Gregson National secretary announces the following tentative prize list.

THI RTYSIX FINALISTS

Starting at 2 P. M. Tuesday August 26, 36 finalists will pitch 3 or 4 games when a recess for dimmer will be called. After dinner play will be resumed until 7 games have been completed. Seven games will be played on each of the four remaining days and under the same rules.

QUALIFYING ROUNDS

Qualification starts Monday August 25, at 9 A. M. Recess at noon and for dinnerthen continue until 10.30. P. M. If necessary the trial rounds will be extended until noon Tuesday August 26.

EACH ENTRANT WILL PITCH 200 shoes continuously. The 35 highest scores in these will move into the finals. The cash awards are

1	\$300,00	10	55.00	19	33.00	28	24.00
2	250,00	11	50.00	20	32.00	29	23.00
3	-170.00	,12	45.00	21	31.00	30	22.00
4	100.00	13	40.00	22	30.00	31	21.00
5	85.00	14	39.00	23	29.00	32	20.00
6	80.00	15	38.00	24	28,00	33	19.00
7	70.00	16	37.00	25	27.00	34	18.00
3	65,00	17	36.00	26.	26.00	35	17.00
9	60.00	18	34.00	27.	25.00	, 36	16.00

Chairman Stokes failed to mention, which no doubt will be a nominal one. When other important news is known THE HORSESHOE NEWS WILL PRINT SPECIAL ONE PAGE BULLETINS and mail them to officials of State Assns. To others who are near an unaffiliated group.

Mr. Stokes also send in a liat of Chair Car R.R. fares between Salt Lake City and various other sections. Prices quoted are for round trip

New York City \$107.81	Washington D. C.	\$101. 55	Memphis Tenn.	\$82,23
Nashville Tenn. 79.47	Norfolk Va.	100: 28	Toledo Ohio	78.78
Pittsburg Pa. 88.95	Lansing Mich.	78.14	St. Paul Minn.	61.41
Chicago Ill. 68.02	Milwaukee Wisc.	68.94	Topeka Kans.	51.18
Indianapolis Ind. 76.71	Whichita Kans	46.75	Tacoma Wash.	46.98
Seattle Wash. 48.70	Portland Oregon	40:37	Butte Mont.	19.84
Los Angeles Calif. 35.54	San Diego Calif.	41.34	Oaklane Calif.	36.92
Phoenix Ariz. 44.10	San Francisco	37.15	Santa Cruz "	41.29
Secremento Calif 33.06	Modesto Calif.	36.68	Salinas "	40.88
Kalmath Falls 46.29	Eugene Oregon	54.68		

CAR OWNERS DON'T FORGET IF YOU WANT RIDERS REGISTER WITH THE HORSESHOE NEWS. RIDERS IF YOU WANT A SEAT IN A CAR. SEND IN YOUR NAME AND ADDRESS POP.