

MOLD-A-RAMA (moldarama) machine made in 1964 by Mold-A-Rama, Inc. for New York World's Fair, and Seattle World's Fair in 1962, is restored to its original glory to reissue souvenirs last seen half a century ago. MOLD-A-RAMA machine made in 1964 by Mold-A-Rama, Inc. for New York World's Fair, and Seattle World's Fair in 1962, is restored to its original glory to reissue souvenirs last seen half a century ago.

MOLDVILLE.com

Experience the souvenir fun of the 60s & 70s again, for the first time...

(MOLDVILLE is not affiliated with **Mold-A-Rama, Inc.** of Chicago, IL nor with the 1960s company **Mold-A-Rama, Inc.** of Los Angeles, original operator of the "Disneyland Toy Factory.")

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Club-A-Rama Week 2: EMPIRE STATE BUILDING

In tribute to 9/11, this week MOLDVILLE visits the once, and current, tallest building in NYC.



The EMPIRE STATE BUILDING is 80 years old this year. At 102 stories, it was the world's tallest building until 1972, when the World Trade Center's North Tower was built. Ten years ago, on 9/11, it once again became the tallest building in New York City.

The Empire State Building is one of the Seven Wonders of the Modern World, and in 1986 it was designated a National Historic Landmark.



(MOLDVILLE NOTE: The color of the EMPIRE STATE BUILDING you get may or may not be as shown. In fact, I should include that as an omnibus disclaimer for all weeks, though in most cases the shown image is the color that will be sent.)



In 1966, likely at the same time that this MOLD figure was being vended, a 1966 Mustang Convertible was the first (and perhaps only) car to park on the 86th floor observation deck of the EMPIRE STATE BUILDING! Ford

disassembled a 1966 Mustang convertible and took it up in four sections using the building's passenger elevators.



The MOLDVILLE project gives me a chance to share another hobby of mine: collecting and restoring vintage coinop machines. One of those machines that I've lovingly restored back to full original look and operation is called the VOICE-O-GRAPH by Mutoscope. The VOICE-O-GRAPH recorded about 1 minute of voice onto a RECORD (remember those?!) These records were vended for 25c at first (just like the MOLD-A-RAMA!) To keep costs down, the records were made of cardboard painted with a black shellac. There generally were three models of the VOICE-O-GRAPH: the 1943 model (mine), a 1950s model, and a 1960s model. The EMPIRE STATE BUILDING had a VOICE-O-GRAPH on its observation deck for decades, from the 1940s at least into the 1960s.

The reason I mention the VOICE-O-GRAPH is because in my personal collection I have over 1000 original VOICE-O-GRAPH records dating from 1941 through the 1960s. I thought I would share just some of the recordings made on the observation deck of the EMPIRE STATE BUILDING:



The earliest VOICE-O-GRAPH records (and the great majority of them) are 78 rpm; the later ones 45 rpm. Now when listening to these (one by one), remember that these are 70 year old CARDBOARD records, so the recordings are scratchy at best. You may have to play with your volume when going between these, but LISTEN to them - they are COOL!



Disclaimers: The color and/or exact condition of the MOLD you get in the CLUB-A-RAMA may or may not be as shown. Not for children under 3.

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<http://www.facebook.com/pages/MOLDVILLE/156515454416041?success=1>

If YOU would like to own this very moldset (and perhaps even include a fully operating MOLDVILLE machine to go with it) so you can reissue your own souvenirs from 50 years ago, please email MoldvilleMachine@gmail.com TODAY - before someone else beats you to it!

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