

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 3:

# HOTEI

First molded at the 1962 SEATTLE World's Fair, where Mold-A-Rama was introduced, then on to a career in HOLLYWOOD at Grauman's Chinese Theatre in the 70s and 80s.



HOTEI, or the Laughing Buddha, is a cheerful, contented Buddhist monk. HOTEI is derived from a mix of Buddhist and Shinto religions and can be traced back to the time of the Liang Dynasty in China, to a Buddhist Zen monk named Pu-Tai. Because of his large protruding stomach, Pu-Tai was caricatured as the "Laughing Buddha." HOTEI is also seen as one of the seven Japanese Shinto-gods of luck.

HOTEI's large, fat belly is a symbol of happiness, luck and generosity. A legend has it that if a person is to rub his belly, it brings forth wealth, good luck, and prosperity.



**1972 GRAUMAN'S CHINESE THEATRE**  
Hollywood, CA

For 25c, the HOTEI can be clearly seen in the product display window. This very moldset of the HOTEI, the one used at the **1962 SEATTLE WORLD'S FAIR**, and then for years in **HOLLYWOOD** at **Grauman's Chinese Theatre**, was installed on **MOLDVILLE** to make this week's reissued souvenir. **MOLDVILLE** - A true time machine!

2011 MOLDVILLE  
Washington, DC

(MOLDVILLE is dressed as a vintage Grauman's MOLD machine with an original plexi backglass)

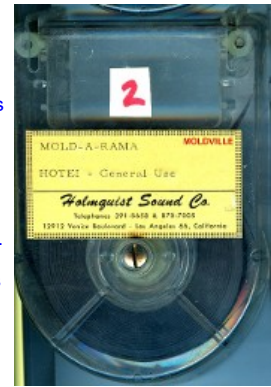


This is the same machine in 1972. This machine was located to the left of the entrance to Grauman's Chinese Theatre. There was also a machine located to the right. The souvenir and gift shoppe is still there; you can see Hollywood Blvd looking through both sets of doors. These MOLD machines were operated at Grauman's (which the next year changed its name to MANN'S CHINESE THEATRE) well into the 1980s (if not later).

MOLDVILLE has been given access to the few original AUDIO tapes that survive from the earliest years (circa 1962) of when MOLD-A-RAMA of Los Angeles operated all MOLD machines. Few know that the machines were wired for inclusion of a Cousino type tape deck. No known original tape decks have been found - but a handful of the original tapes have been. These are 2-track continuous loop tapes. A first track of space sounds was played during the operation cycle of the MOLD machine. The second track typically had four audio 'commercials' separated by long lengths of silence. The machines had a switch to permit audio only during the operation cycle (i.e., the space sounds only while the figure was being made), or to permit 'commercials' to play even when the machine wasn't forming a product, a precursor to today's 'attract mode' often seen in arcade games.

One of the original tapes Mold-A-Rama of LA had made around 1962 relates to this week's MOLDVILLE figure in the Club-A-Rama: the HOTEI.

For convenience I've compressed the silence periods between the four original HOTEI 'commercials'...





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](mailto:MoldvilleMachine@gmail.com) TODAY - before someone else beats you to it!

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