

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 5:

SPACE NEEDLE

1962 SEATTLE World's Fair (aka Century 21 Exposition)



50 years old now, the 605' tall Space Needle was the tallest building west of the Mississippi River when it was built in Seattle, WA. According to the official website spaceneedle.com, the design of the Space Needle was finalized only 18 months before the 1962 Seattle World's Fair opened, and the 120' square parcel it sits on was purchased just 13 months before the World's Fair opening. The foundation, poured into a hole 30' deep and 120' across, took 467 cement trucks an entire day to fill the hole, the largest continuous concrete pour ever attempted in the West, supporting a design that is built to withstand a 200 mph wind. The top house dome is five levels, and includes a revolving restaurant level and observation deck. The Space Needle was completed four months before the Seattle World's Fair opened on April 21, 1962. The top house was balanced so perfectly that the restaurant rotated with just a one horsepower electric motor!





This moldset, of which there has only ever been one (this one), dates to the earliest days of Mold-A-Rama, when Mold-A-Rama itself was first introduced to the world at the 1962 Seattle World's Fair. The moldset is so early that it actually predates the mold numbering system, and is milled from aluminum blocks - not cast like they would soon all become. Norm Bolotin (from TheHistoryBank.com fame) is perhaps the best authority on Mold-A-Rama at the Seattle World's Fair, as he remembers getting ALL figures molded at that Fair. Norm confirms that there were six different figures vended by the machines operated by Mold-A-Rama; the Space Needle being one of them. The Space Needle is actually the second mold in the Club-A-Rama from the 1962 World's Fair; HOTEL of week 3 was also introduced at the Seattle World's Fair.

The design of the SPACE NEEDLE moldset is quite unique. The operators apparently discovered the need to include a disposable evacuation tube to permit the hot plastic to fully fill the top part of the Space Needle. This tube is quite delicate when vended, and is removed for the finished product.

According to one fellow who himself made 5 or 6 SPACE NEEDLE molds at the 1962 Seattle World's Fair: the SPACE NEEDLE Mold-A-Rama souvenir was originally vended in a BRONZE/GOLDEN COPPER color.



The MGM film: "*It Happened at the World's Fair*," released in 1963, was filmed at the 1962 Seattle World's Fair. While Elvis is having dinner with his date at the top of the Space Needle, notice that the restaurant is rotating (as it should of course!) Recognize the little boy who kicks Elvis in the shin for 25c (the same price as the Mold-A-Rama machines at the same Fair?) He would later play Presley in the TV movie "*Elvis*," provide the voice for Elvis in "*Forrest Gump*," and play an Elvis impersonator in "*3000 Miles to Graceland*."



MOLDVILLE is the ultimate recycling machine. What doesn't get put into the Club-A-Rama, ends up back in the vat to be remelted into the next week's figure! Here you see mostly the discarded evacuation tubes from the Space Needle production.

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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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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