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

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Club-A-Rama Week 7:

CLOCK OF THE NATIONS

1963

Rochester, NY





The **CLOCK OF THE NATIONS** was the centerpiece of the Midtown Plaza in Rochester, NY. The Midtown Plaza was a \$30 million shopping center smack in the middle of Rochester, built in 1962 without any federal financial aid. It had a structured louvered ceiling, and was air conditioned, with a 2000 car garage, 50 shops, a half-dozen restaurants, and an 18-floor office building topped by a three-story, 78-room hotel. To get commercial traffic out of the way of customers, a delivery tunnel was built beneath the stores. In the spacious, columned malls and arcades it had gardens and sculptures. To add a town-square touch, it included sidewalk cafes, and planted trees with benches beneath them. The Midtown Plaza was glamorous, and patrons got "all gussied up to have lunch

downtown and make a real shopping spree out of it." As a centerpiece a big central clock was ordered, which became the basis of the local social scene to "Meet me under the clock."

One reader of the RochesterSubway.com blog on facebook who caught our webpage remembers having a vintage one of these wax plastic souvenirs in her home. She remembers the MOLD-A-RAMA machine being in the center of the Midtown Mall, near the **CLOCK OF THE NATIONS**. She also remembers her vintage souvenir being blue!

The big central clock was commissioned to Dale Clark. Dale created a clock that contains puppetry, and at every hour provided shoppers with a little "show" keyed to a different nation. The clock was named the **CLOCK OF THE NATIONS**. It mimicks the village clock typically found in outdoor European markets. As an early promotional brochure described it: "As the plazas of Europe, from the days of the Renaissance, have traditionally been enlivened by the village clock, so Midtown Plaza-America's first downtown 'Galleria'-features the **CLOCK OF THE NATIONS** to mark the time of the day with a colorful pageant. The clock consists of twelve rotating states, each depicting one of "the twelve major cultures of the world: IRELAND, PUERTO RICO, SCOTLAND, JAPAN, THAILAND, POLAND, ITALY, CANADA, GERMANY, ISRAEL, NIGERIA and the UNITED STATES. Every hour the **CLOCK OF THE NATIONS** plays the national anthem of the associated country.



Sculptor DALE CLARK was commissioned to create the **CLOCK OF THE NATIONS** nearly 50 years ago. Check him out at his website: www.stupidwise.com.



EPILOGUE: A significant piece of art in 1963, the original puppetry of the **CLOCK OF THE NATIONS** was not well maintained and was replaced in the mid-1970s with the work of a local housewife.

Sadly, Rochester's Midtown Plaza closed its doors to the public for the last time July 29, 2008, and was demolished in 2010. But thankfully a new home for the **CLOCK OF THE NATIONS** was found: it is currently displayed at the Greater Rochester International Airport. Though the **CLOCK OF THE NATIONS** was scheduled to be moved to the **TOM GOLISANO CHILDREN'S HOSPITAL** in Rochester, NY in 2012, we are told that a lack of space at the hospital has stopped those plans.



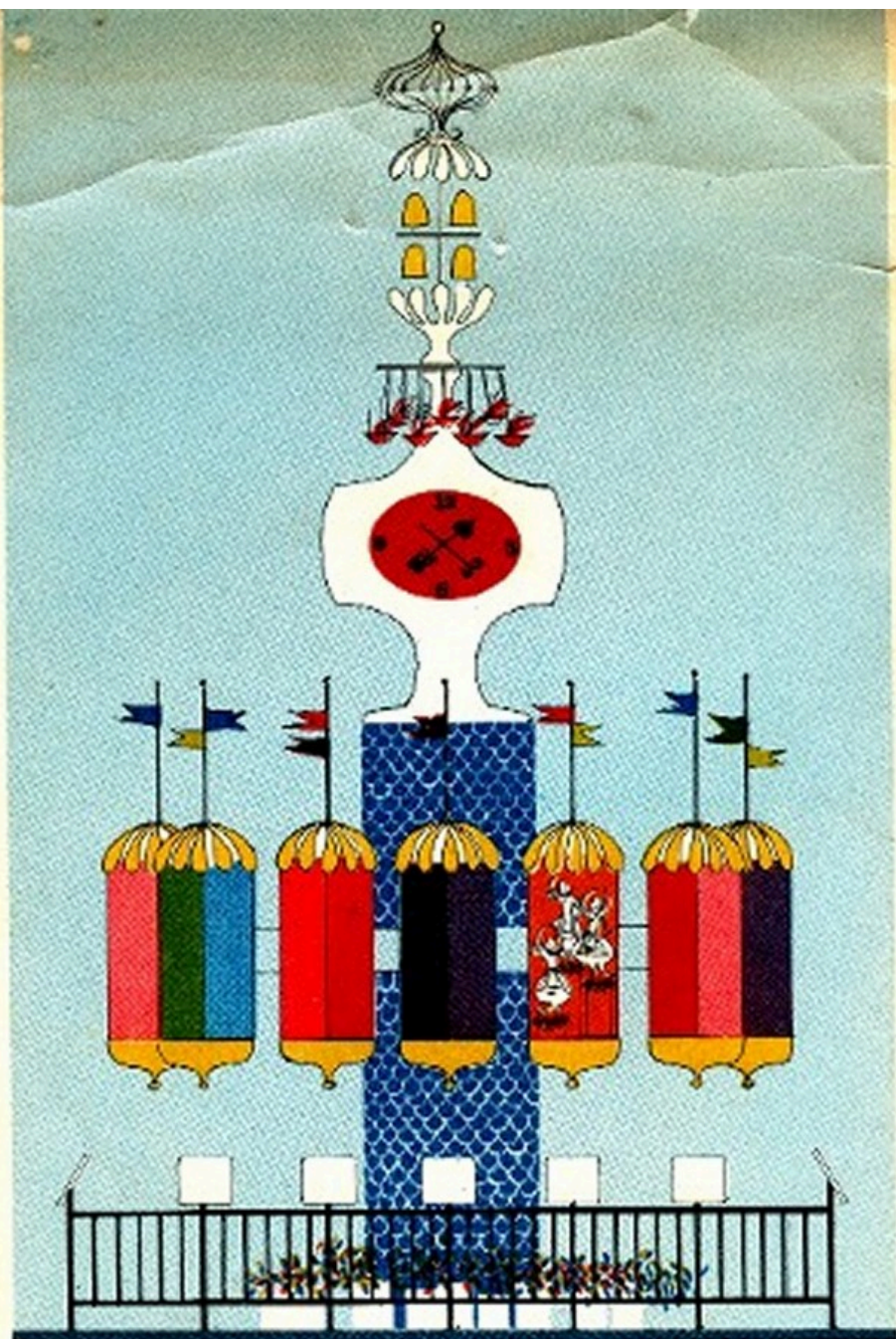
1963-2008

Midtown Plaza, Rochester, NY

2008-present

Rochester International Airport, Rochester, NY





As the plazas of Europe, from the days of the Renaissance, have traditionally been enlivened by the village clock, so Midtown Plaza — America's first downtown "Galleria" — features the "Clock of the Nations" to mark the time of the day with a colorful pageant.

The clock of your new town square symbolically depicts twelve nations, representing the major cultures of the world. On each hour, as all stages open and revolve, the animated scene of the country of the hour is lighted and comes to life, while folk tunes of the land fill the air. Midtown Plaza has recaptured for your enjoyment and your children's enjoyment the lively and gay atmosphere of the faraway market-places of the world.

MIDTOWN PLAZA—Rochester, New York

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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