

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.")

Website last updated: 04-18-2016



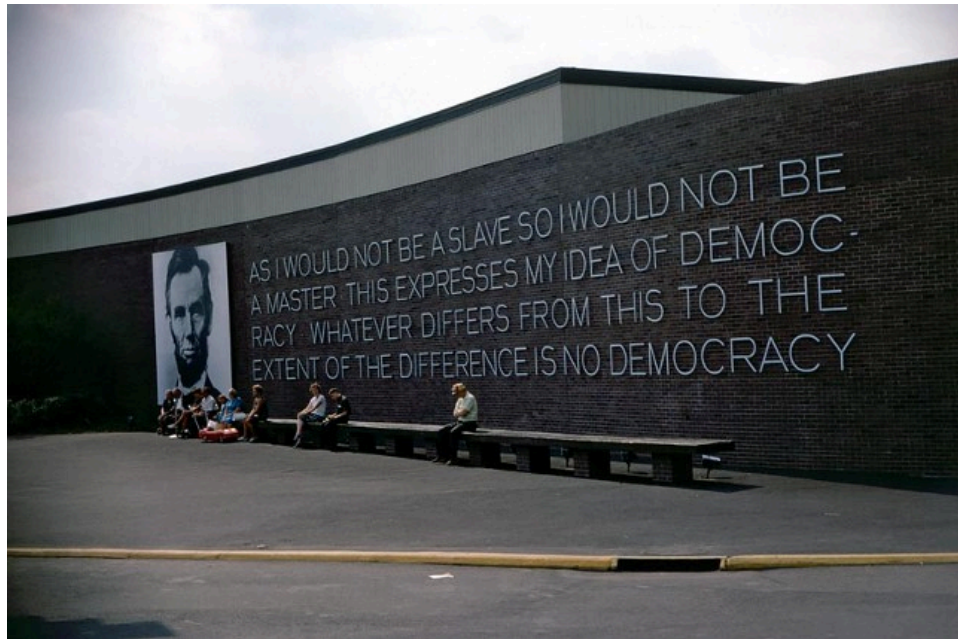
Club-A-Rama Week 24:

LINCOLN BUST

1963

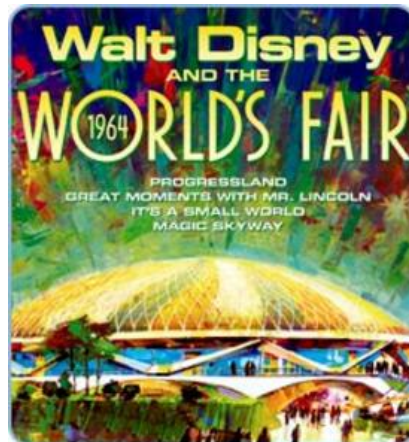


In honor of the 203rd anniversary of our 16th and greatest President's birth on February 12, 1809, MOLDVILLE.com is honored this week to present an amazingly detailed bust of **ABRAHAM LINCOLN** made in 1963.



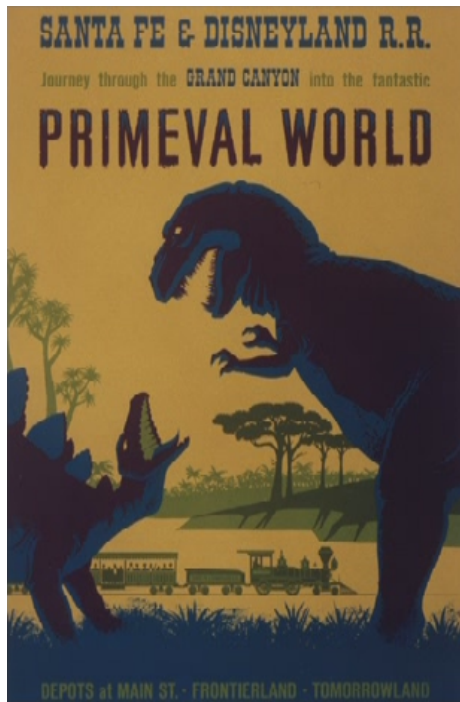
The original use of the LINCOLN bust has been rumored that the LINCOLN bust with no base (this week's figure) was vended at the **ILLINOIS PAVILION** of the 1964-65 New York World's Fair (shown above courtesy Bill Cotter.) In my research for this week I attempt to confirm or refute whether or not the LINCOLN bust was at the 1964-65 NY World's Fair.

It should be noted that the **STANDING LINCOLN** figure, which is known to have been vended at the New York World's Fair, was vended only in the **SECOND** year of the fair (1965), based on the serial numbering of the original moldset.



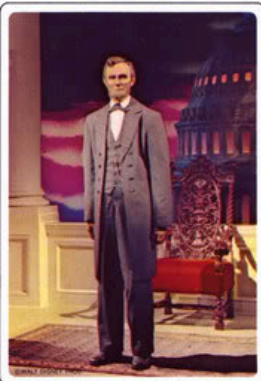

Walt Disney himself was a **HUGE** part of the 1964-65 New York World's Fair, and likely was instrumental in bringing Mold-A-Rama into that fair in a big way. Numerous venues at the NYWF included Mold-A-Rama's machines, and as we all know there were dozens of machines branded as a **DISNEYLAND TOY FACTORY**.

Walt Disney designed many of the venues, including General Electric's **PROGRESSLAND** (which is now the Carousel of Progress at the Magic Kingdom in Disneyworld); **IT'S A SMALL WORLD** (which moved to Disneyland immediately after the NYWF); Ford's **MAGIC SKYWAY** featuring life-sized audio-animatronic dinosaurs (which are now along the Disneyland Railroad Primeval World diorama); and



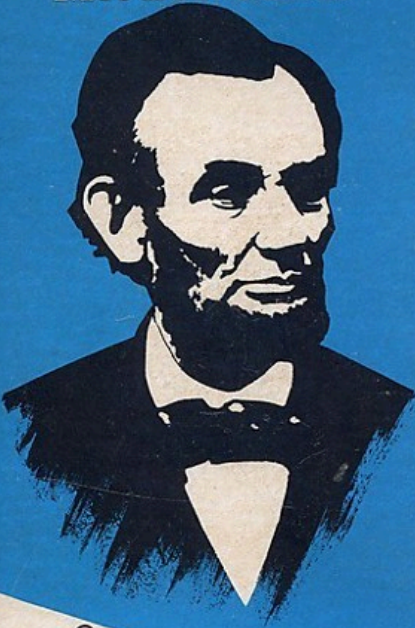
of course, the "GREAT MOMENTS WITH MR. LINCOLN" animatronics show at the ILLINOIS PAVILION.

"Great Moments With Mr. Lincoln" has at its heart the life-like figure of Abraham Lincoln . . . and a space-age system of three-dimensional animation called "Audio-Animatronics". It is so named because it combines sound (Audio) with animation and electronics (Animatronics). Disney technicians devised this extraordinary new entertainment medium over the period of a dozen years, at a cost of more than \$1,000,000. Today they can record and program an entire show — music, lighting, Mr. Lincoln's speech and movements, even the opening and closing of stage curtains — on a single, one-inch magnetic tape. As many as 438 separate actions can be recorded and controlled from this tape; when it is played back, electronic impulses automatically cause each action and sound to be repeated on cue, exactly as recorded weeks or even years before. Special techniques of projection, staging and stereophonic sound combine with Audio-Animatronics to let us relive "Great Moments With Mr. Lincoln". And most remarkable of all is "Mr. Lincoln" himself. To capture the spirit, physical likeness and warm personality of Abraham Lincoln called upon all the skills of the sculptor, the talents of the artist, and the sophisticated new techniques of the electronic engineer. Authenticity and research keynoted their efforts, from the first prototype figure created in 1958 to the first public performance, in 1964 at the New York World's Fair. Their tender care is evident in Mr. Lincoln's face. Disney artisans at WED Enterprises labored five months to assure an exact facial likeness of the Great Emancipator. Dimensions were taken from a life mask made in 1860. Lincoln's life-like movements and mannerisms are the result of combining 48 separate body actions with the figure's 17 head motions and facial expressions. Today, at each performance, technicians constantly watch Mr. Lincoln by means of three closed-circuit TV screens. (See photo below) Lincoln's own pen supplied the most important element of all — the message. Excerpts from five different speeches are blended together in this six-minute address. Chosen for their aptness and contemporary application, the words are a ringing challenge and obligation to all Americans, as they were a century ago in Lincoln's lifetime.

Interestingly, while many exhibits at the 1964-65 NYWF were moved after the fair ended to Disney properties, the "GREAT MOMENTS WITH MR. LINCOLN" show was demolished and discarded, save for some valuable artifacts, collections, and exhibits that made their way back to the State of Illinois or elsewhere. A second version of the show and attraction opened in 1966 at Disneyland, but the exterior and interiors were new in both construction and theme because it was no longer sponsored by the state of Illinois, but rather by Lincoln Savings. (It also was a 'free' attraction not requiring an "A" or "E" type ticket as was the system until 1980 - remember those!)

WALT DISNEY presents
**GREAT MOMENTS WITH
 Mr. LINCOLN**



THIRD CLASS MAIL

STEREO

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZONE _____

OFFICIAL SOUVENIR RECORD
 from
 the New York World's Fair



*So young people may have a better
 knowledge of the man who played such
 an important part in American History . . .*

*Walt Disney Productions invites you
 to be their guest to spend a few . . .*

GREAT MOMENTS WITH MR. LINCOLN
 PRESENTED BY LINCOLN SAVINGS AND LOAN ASSOCIATION
 Opera House - Town Square - Main Street U.S.A.

MR. LINCOLN

Disneyland T061871 ADMIT ONE CHILD
 3 THRU 11

So anyway, back to the story of the LINCOLN bust (no base) moldset. I haven't seen first-hand confirmation that the LINCOLN bust was for sure vended at the NYWF and/or the ILLINOIS PAVILION, but I can tell you based on

its creation date it is certainly possible, perhaps even quite likely.



The numbering of the LINCOLN bust moldset places its creation before the first wave of eight standard size DISNEY figures (MICKEY MOUSE, DONALD DUCK, PLUTO, PINOCCHIO, JIMINY CRICKET, GOOFY, PETER PAN and BRER RABBIT) that we know were vended at the fair (by DISNEYLAND TOY FACTORY machines!)

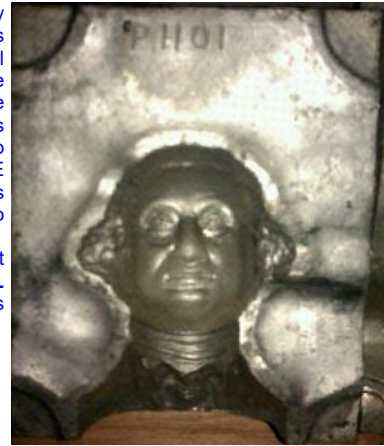


By contrast, the standing Lincoln moldset, which IS known to have been vended at the Illinois Pavilion of the NYWF, is numbered much higher, along with the SECOND wave of DISNEY figures (LARGE Mickey Mouse, LARGE Donald Duck, and LARGE Pluto), which my dating system places JUST IN TIME for the SECOND year of the NYWF - 1965. For the FIRST year of the NYWF, 1964, it is entirely reasonable to assume that Mold-A-Rama machines were ready in April 1964 with an already-existing moldset (i.e., the LINCOLN bust.)


The lateness of the standing Lincoln's addition to Mold-A-Rama's offerings at the Fair may be due to the uncertainty of the content of the show that would be given at the Illinois Pavilion. It was not at all certain that the Lincoln animatronics show would be completed in time for inclusion in the Illinois Pavilion. A little history on that:

As early as 1956, Walt Disney had begun toying with the idea of creating an American history show for Disneyland. Called "ONE NATION UNDER GOD," this show would have featured a 5-screen wrap around presentation with artwork and narration, culminating in a *Hall of Presidents* in which *all* of America's presidents would be featured in some way, but the highlight of which would be Abraham Lincoln.

As Bill Cotter explains at his fantastic website: www.nywf64.com, by April, 1962, when New York World's Fair President Robert Moses visited the Disney studios for an update on the Ford and General Electric Disney presentations for the Fair, the development of the Lincoln figure for "ONE NATION UNDER GOD" had progressed to the point that an Audio-Animatronic Lincoln prototype could rise from his chair and shake Moses' hand. The World's Fair President was so impressed by this demonstration that he was adamant that "ONE NATION UNDER GOD" be presented at the Fair, despite Disney's misgivings that the technology wasn't completely developed enough to have the show completed in time for the Fair's opening in 1964. Could it be that at this point, with the insistence by the Fair President Robert Moses that the "ONE NATION UNDER GOD" show about **ALL** Presidents be presented at the Fair, that a series of President busts was ordered from Mold-A-Rama?



For what has heretofore been an unknown reason, there are actually SEVEN (7) Mold-A-Rama made President busts ALL in a very tight sequence of serial numbering (with Washington and Lincoln being the first) strongly inferring they were all created for the same purpose.

While the original use of most of this series of seven President busts is not known, their dating is such that it places them in time with the planning for the anticipated "ONE NATION UNDER GOD" show that included ALL Presidents, including the then current President (JFK). In fact, the timing of the creation of Mold-A-Rama's Presidents busts is so closely tied to the runup to the Fair that was to open in April 1964, that while the seven Presidents busts are grouped in dating a bit before the eight Disney figures (MICKEY MOUSE, etc.) were made, there is an *eighth* President bust made immediately *after* the Disney figures, but well in time for the Fair, as if added at the last minute for a use with all the other President busts. Can you guess who it is? Hint: he acceded to the Presidency suddenly in late November 1963 - just 5 months before the NYWF opened... 

With time running out and the Fair soon to open, at the last minute Disney and Moses agreed to scale back what was going to be the "ONE NATION UNDER GOD" exhibit of ALL Presidents to instead be a ONE-figure show - that of President LINCOLN only. Could it be that with the scaled back show only the LINCOLN bust made any sense to make use of?

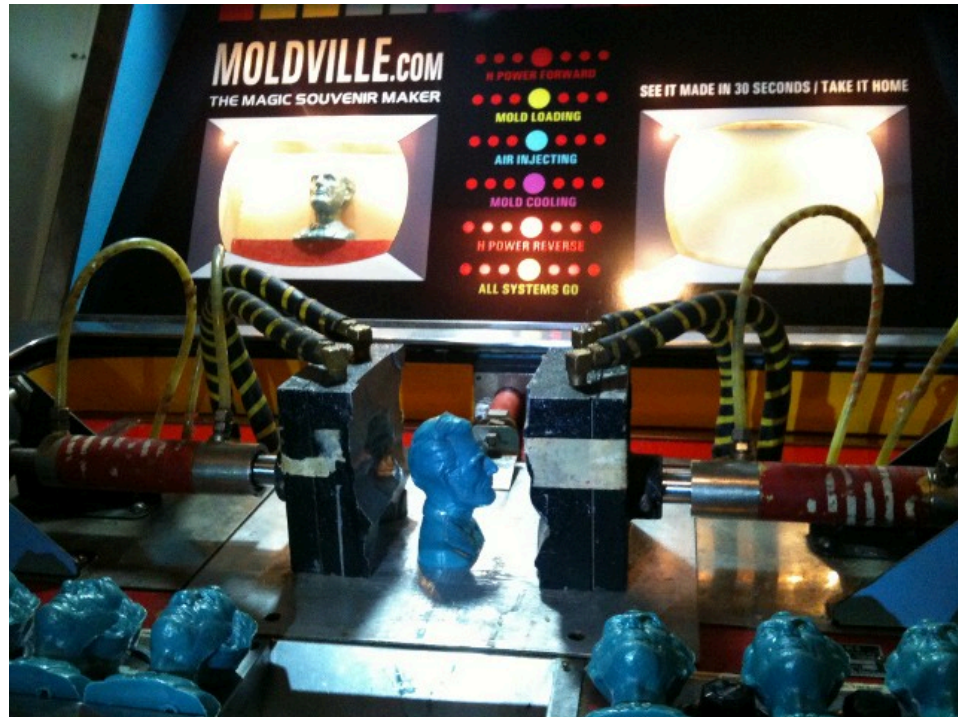
The ILLINOIS PAVILION was a gracefully designed, one-story building of red brick. Visitors entered through a sculpture garden with a prominent large photograph of Lincoln with two eloquent Lincoln quotes in metallic bas-relief. In the sculpture garden were a large sculpture of Lincoln on horseback, "Abraham Lincoln: On the Prairie" by sculptress Anna Hyatt Huntington; and a bronze replica of a famous Lincoln bust made by Gutzon Borglum (sculptor of Mt. Rushmore fame) entitled "The Prairie Resident".



Was the LINCOLN bust vended at the 1964-65 New York World's Fair? The bottom line: It's possible. Actually quite possible, particularly based on the circumstantial evidence of the dating of the LINCOLN bust moldset; based on it's creation at a time associated with the wave of figures for the 1964 NY World's Fair; based on its

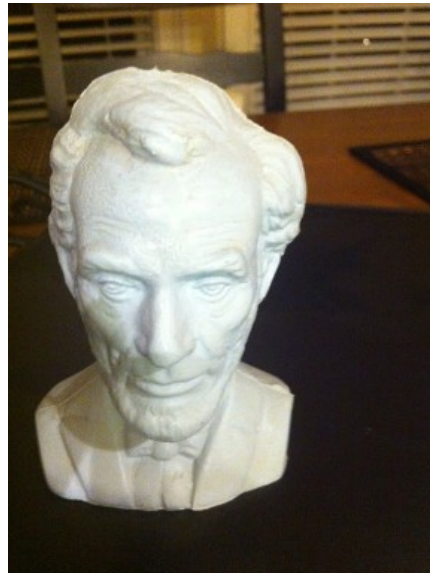
timing with the anticipated but later scaled back "ONE NATION UNDER GOD" show; and based on the general story line of the Illionois Pavilion and display of sculptures and a bust of Lincoln. If anyone can confirm or refute the use of the LINCOLN bust figure at the NYWF, please email me at MoldvilleMachine@gmail.com!

Since this was originally written, it has been confirmed to MOLDVILLE.com by multiple sources that the LINCOLN bust was indeed vended at the NYWF!





As we all know well and acknowledge with great gratitude, Abraham Lincoln saved the Union and lived to see the end of the War Between the States - though just barely. He would be shot 5 days later, and die the next morning. In an interview, Mrs. Lincoln told her pastor that the "very last moments of Abraham Lincoln's conscious life, having saved the Union, were spent in conversation with her about his future plans, and what he wanted to do when his term of office expired. He said he wanted to visit the Holy Land and see the places hallowed by the footprints of the Saviour. He was saying there was no city he so much desired to see as Jerusalem; and with that word half spoken on his tongue, the bullet of the assassin entered his brain, and the soul of the great and good President was carried by angels to the New Jerusalem above."



UPDATE: These photos of two LINCOLN BUSTS obtained first hand at the 1964-65 New York World's Fair were recently sent to MOLDVILLE.com, confirming that the LINCOLN BUST was indeed vended there! (Side note: neither of these have the Unisphere engraving on their underside.)

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.

Please visit the facebook page called 'Moldville', and 'LIKE' it, to keep up to date:
<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!

[Home](#) | [Disneyland TOY FACTORY](#) | [VOICE-O-GRAPH Record Booth](#) | [That 1960's SMELL!](#) | [CLUB-A-RAMA v1.0](#) | [01: Flying Saucer boat](#) | [02: Empire State Building](#) | [03: HOTEL](#) | [04: Beach Girl](#) | [05: Space Needle](#) | [06: Lion](#) | [07: Clock of Nations](#) | [08: Frankenstein Bank](#) | [09: snowman](#) | [10: Gateway Arch](#) | [11: Canadian maple leaf EXPO '67 centennial](#) | [12: Grizzly Bear](#) | [13: MGM Flipper](#) | [14: Diving Horse](#) | [15: Kewpie Doll](#) | [16: capt. starn's sailboat](#) | [17: glowing angel](#) | [18: flying reindeer](#) | [19: alweg monorail](#) | [20: Carolina Snowball](#) | [21: tour eiffel](#) | [22: small gorilla](#) | [23: ENCO watchdog](#) | [24: Lincoln bust](#) | [25: mercury space capsule](#) | [26: friendship airport](#) | [27: Hollywood Bowl](#) | [28: bowling pin & card](#) | [29: unisphere](#) | [30: small elephant](#) | [31: grauman's chinese theatre](#) | [32: troll bank](#) | [33: century 21 exposition](#) | [34: glow sailfish](#) | [35: buddha Hollywood](#) | [36: golden gate bridge](#) | [37: Playland's Fun-Tier Town](#) | [38: Pleasure Island Moby Dick Hunt](#) | [39: Donkey](#) | [40: Marineland Skytower](#) | [41: RCMP](#) | [42: trolley car](#) | [43: pumpkin](#) | [44: liberty bell](#) | [45: kennedy bust](#) | [46: hms bounty](#) | [47: ankylosaurus](#) | [48: bowling pin](#) | [49: octopus](#) | [50: ben franklin](#) | [51: skull](#) | [52: lawrence welk](#) | [53: 3monkees \(no base\)](#) | [CLUB-A-RAMA v2.0](#) | [MILLER ALIEN Purple People Eater](#) | [The MOLD-A-RAMA Machine](#) | [History](#) | [1964 NY WORLDS FAIR questions answered!](#) | [Moldville RetroWax \(TM\)](#) | [Moldville MillerWax \(TM\)](#) | [FOR SALE: Vintage MOLD machine](#) | [Contact Us](#)