

# 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 27:

## HOLLYWOOD BOWL

1962

Hollywood, California



MOLDVILLE is starting the second half of this one-year-only event by traveling back half a century to the **HOLLYWOOD BOWL**! The **HOLLYWOOD BOWL** mold is an absolute beauty! It is among the elite very first moldsets made for the Mold-A-Rama machine after the Seattle World's Fair in 1962.



ON LOCATION AT THE HOLLYWOOD BOWL c1962

The **HOLLYWOOD BOWL** moldset on the machine in this vintage photo is THE VERY SAME MOLDSET from which your souvenir was just made - it is the only **HOLLYWOOD BOWL** moldset ever made!



**MOLDVILLE 2012**

The Hollywood Bowl is the largest natural amphitheater in the US, seating 18,000. There have been five different shells since its beginnings in 1922. The first was a simple wooden platform with a canvas top (right).



1929 (left).



1960s (above).




1996 (left).

Today (right).



It is hard to overstate the importance of this **HOLLYWOOD BOWL** moldset. **THIS VERY MOLDSET** (there has never been another) was on duty at the **HOLLYWOOD BOWL** in the Summer of 1964 when the venue's most memorable event took place. Just four days into their first **US TOUR**, seeding the **BRITISH INVASION** and launching **BEATLEMANIA**, The Beatles played the Hollywood Bowl. **MOLDVILLE** is proud to own, and now be the curator for, this important memorabilia from an iconic moment in American music history. The **HOLLYWOOD BOWL** souvenir that Club-A-Rama members will receive this week is molded directly from the actual moldset that was vending souvenirs 48 years ago at the Hollywood Bowl as the live sound of The Beatles (and swooning women) first pierced the outdoor California air!

★ LIVE IN CONCERT ★  
**THE BEATLES**



**HOLLYWOOD BOWL**  
 ★ **LOS ANGELES** ★  
**AUGUST 23, 1964**  
**ONE SHOW ONLY - 8 P.M.**  
**TICKETS - \$3 - \$7**  
**ON SALE AT BOWL BOX OFFICE**

(554)

<b>B</b>	<b>HOLLYWOOD BOWL</b> 2301 N. Highland Ave. HOLLYWOOD CALIFORNIA		<b>B</b>
	<b>RESERVED</b>	<b>RESERVED</b>	
<b>11</b>	<b>AUG.</b>	<b>SUNDAY EVE. 8:00 P.M.</b>	<b>11</b>
<b>17</b>	<b>23</b>	<b>THE BEATLES</b> <b>IN CONCERT</b>	<b>17</b>
<b>1964</b>	<b>1964</b>	ESTAB. PRICE \$4.18 FEDERAL TAX .37 <b>\$4.50</b> NO REFUNDS - NO EXCHANGE	<b>1964</b>

ODD ONLY  
 SUNDAY EVE.  
 AUGUST 23  
 1964  
 HOLLYWOOD BOWL  
 RESERVED \$4.50  
 SEAT





Bob Eubanks (the game show host) booked The Beatles for one and only one night in 1964. They took the stage at 9:30pm and performed twelve songs. Their producer George Martin was at the venue, working with Capitol Records to record the concert, but the quality was not suitable for release at that time. (Probably too many swooning voices!)

A year later The Beatles would return to the Hollywood Bowl for two nights during their 1965 tour, and Capitol again recorded the performances, but the sound quality was again disappointing.



Most major recording artists of the 1960s had a live album, and there was pent-up demand for The Beatles to put out a live album based on the Hollywood Bowl concerts. Nevertheless, time went on, The Beatles broke up in 1970, and STILL the tapes from the three Hollywood Bowl performances continued to sit untouched in a Capitol vault.

Half a decade *after* The Beatles broke up George Martin was again asked by Capitol Records to work on the project. The performances all agreed were impressive (and thus the desire to make a live album based on them), but by now not only was the sound quality disappointing, but the recordings were made on three-track tapes (which no longer existed.) So first George Martin had to find a working three-track machine with which to play back the master tapes. Once he found one, he discovered that the machine overheated when it was running. So he and a recording engineer came up with the solution of blowing cold air from a vacuum cleaner to keep the tape deck cool whilst the recordings were transferred to a standard 16-track tape for filtering, equalization, editing, and mixing. The recordings of one of the two 1965 concerts at the Hollywood Bowl was found to be virtually useless. Finally, in 1977, a full SEVEN YEARS after The Beatles broke up, the album "The Beatles at the Hollywood Bowl" was released consisting entirely of songs recorded on that one night in August 1964 and on one night in 1965. "The Beatles at the Hollywood Bowl" would reach number two on the Billboard chart in the United States.

This week's video clip includes video from that very first performance of The Beatles at the Hollywood Bowl, in August 1964:



The **HOLLYWOOD BOWL** moldset from 1962 was made BEFORE the numbering system was established in late 1962. It has an extremely early style mating design, and is probably twice as heavy as later moldsets. This moldset is one-of-a-kind as it is the only one ever made. It was painted an orangish-yellow color in the 1980s for a couple-year reinstallation at the Hollywood Bowl by the MOLD-A-MATIC company of California. That reinstalled machine was painted a matching orangish-yellow and sported their BROWN/ORANGE plexi backglass. At that time the Mold-A-Rama machine was located to the right of the gift shop, across from the food stand, behind a roll-up door that opened and closed every day, in a strip that divided the show area from the food & vending area.



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

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