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Club-A-Rama Week 28:

## BOWLING PIN & SCORECARD

1962

Willow Grove Lanes, at Willow Grove Amusement Park, Pennsylvania (presumably)



Last week MOLDVILLE.com was at the Hollywood Bowl - and this week we go back half a century to go BOWLING! This week's **BOWLING PIN & SCORECARD** moldset is believed to have been made for Willow Grove Lanes - the world's largest bowling alley when it was built in 1961.



The **BOWLING PIN & SCORECARD** moldset was made at the same time as **THE CHAMP BOWLING PIN** moldset (left) and the **IN MEMORY OF A ONCE FINE BOWLER** moldset (right). All three of these sequentially-numbered bowling moldsets were made in late 1962.



And just a couple months later, the **WILLOW GROVE LANES** bank moldset (right) was made. The reverse side of the **WILLOW GROVE LANES** bank moldset is engraved "WILLOW GROVE LANES, WORLDS LARGEST, EASTON RD. AT MORELAND RD., WILLOW GROVE PARK, PENNSYLVANIA."

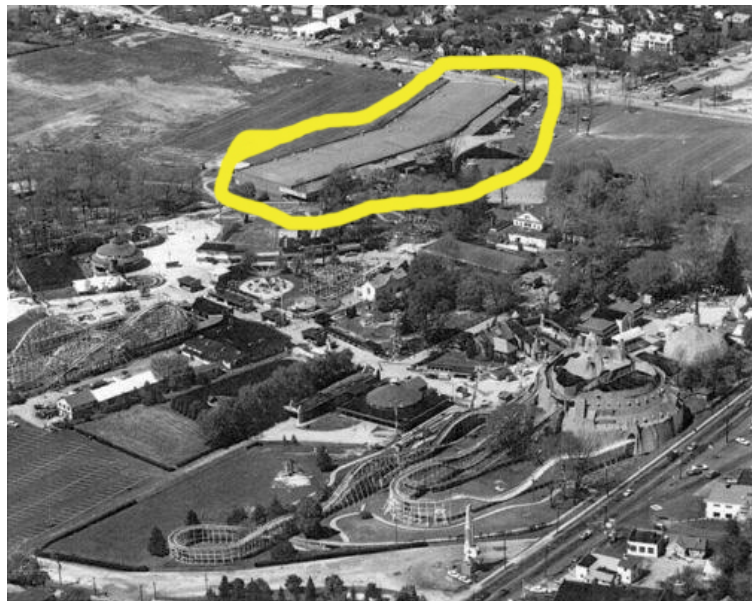


The **WILLOW GROVE LANES** bank (upper right) was included in Mold-A-Rama's bank promotion program, as seen in the above vintage promotional brochure that Mold-A-Rama put out in the 1960s entitled "**MOLD-A-RAMA - BANK PROMOTION PROGRAM.**"



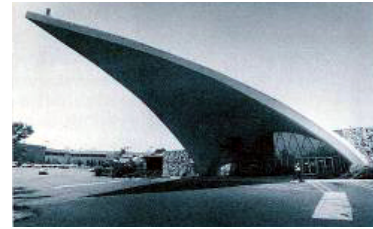


Willow Grove Lanes was a massive bowling alley built in 1961 at the century-old Willow Grove Amusement Park in Pennsylvania, about 15 miles north of Philadelphia. Built by architects Powers, Daly and DeRosa, masters of the 'California-style' bowling center), it was an 800' long "V"-shaped building that took 15 months to build. The main entrance was highlighted by a solid parabola that swung skyward 116 feet and hovered over a multicolored water fountain situated in a miniature lake. When you entered the building your eye was drawn to a rotating turntable display of bowling paraphernalia. (Credit to the book "Diners, Bowling Alleys and Trailer Parks" by Andrew Hurley (2001), and to the Tikiroom.)



To get a better sense of the size of Willow Grove Lanes, it is circled at the top of this photo (Willow Grove Amusement Park is in the lower half of the photo.) It included a variety of ancillary social spaces, including a nursery which boasted of a life-sized rocking horse. Teenagers fraternized at a soda bar called 'The Hutch.' The place was so big that there were THREE restaurants inside - a German beer-themed 'Hofbrau,' the 'Waterfall Room,' and the 'Tiki Room' (right).





Willow Grove Lanes had 116 lanes which, according to the engraving on the back of the **WILLOW GROVE LANES** moldset, was the world's largest! Willow Grove Park (and presumably Willow Grove Lanes) closed for good in 1976. Though Willow Grove Lanes stood for only 15 years or so (1961-1976), the Willow Grove Amusement Park traced its beginnings back to 1896 (for the last few years under the name of 'Six Gun Territory'.) By 1982 Willow Grove Lanes (and Willow Grove Park) were demolished and replaced by the Willow Grove Park Mall (more commonly called 'Willow Grove Mall'.)

[At this point the Joni Mitchell (and later Counting Crows) song with the lyrics "They paved paradise and put up a parking lot" comes to mind . . .]







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

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