

# MOLDVILLE.com

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

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Club-A-Rama Week 30:

## SMALL ELEPHANT

1962



It's a stampede of small **ELEPHANTS!!**



1970s BUSCH GARDENS

The machine on the right is vending the large **ELEPHANT**; the machine on the left is vending the panther.

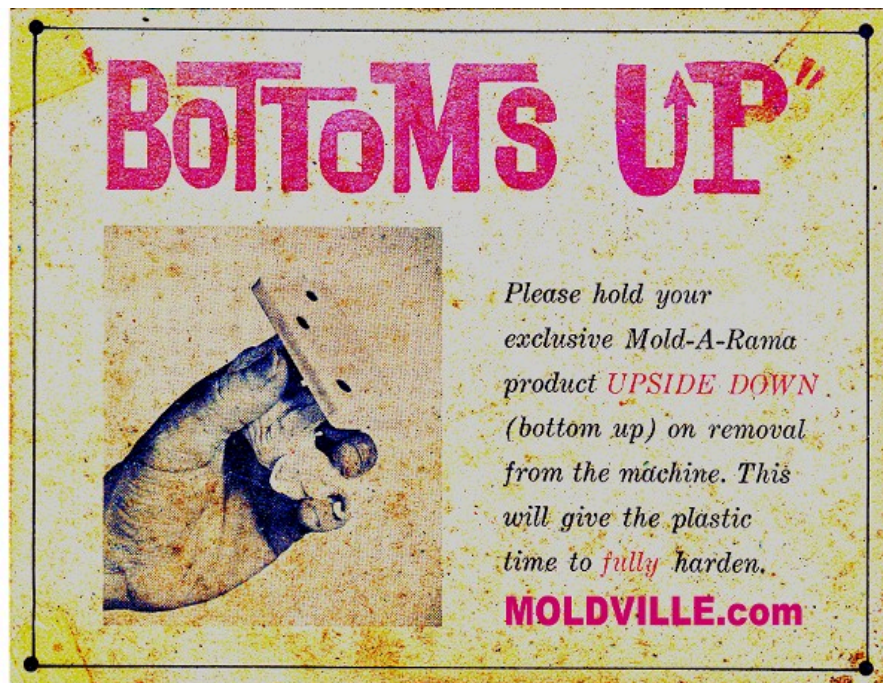
1980s

This former DISNEYLAND TOY FACTORY was recommissioned to sell the **PINK ELEPHANT** (just as it says in the plexi backglass). Note the umbrella over the machine - all machines have factory-installed mounting holes for umbrella supports. Note also the two floodlights added by Eldin Irwin (MOLDVILLE had these floodlights on it too when we pulled it from storage.)





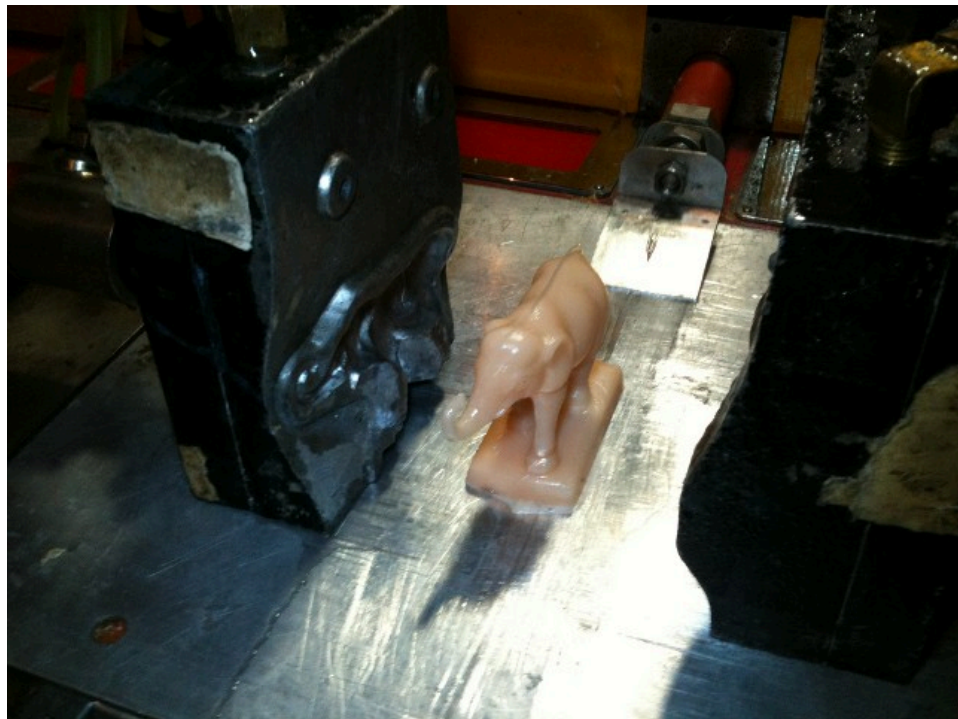
We've seen at least a couple vintage photos over the weeks of this one-year-only Club-A-Rama (e.g., the FRANK BANK of Week 8 and the Carolina Snowball of Week 20) where the Mold-A-Rama machine includes a 'Bottoms Up' card on the deck. It was mounted on the lower right corner of the deck - under the dome. Only one original 'Bottoms Up' card survives - and MOLDVILLE.com has it! The 'Bottoms Up' card warned patrons to hold their freshly vended product upside down.



The 'Bottoms Up' card is fascinating for a couple reasons. First, it purports to show the patron holding a small **ELEPHANT** upside down. But if you look closely it's not the *Mold-A-Rama* small **ELEPHANT** at all, but rather a **J.H.MILLER Mfg. Co.** elephant! But the J.H. Miller elephant's didn't have a base. The pictured elephant must have been a figure made during the prototype period when J.H. "tike" Miller was living in Los Angeles and helping Mold-A-Rama, Inc. develop his invention into a commercial coinop machine. To the right is a JH MILLER elephant in a similar position to the one pictured in the 'Bottoms Up' card.



The comparison below shows the 1962 Mold-A-Rama small **ELEPHANT** (below left) and the late 1950s J.H.MILLER small elephant from the J.H. Miller Mfg. Co. (right).

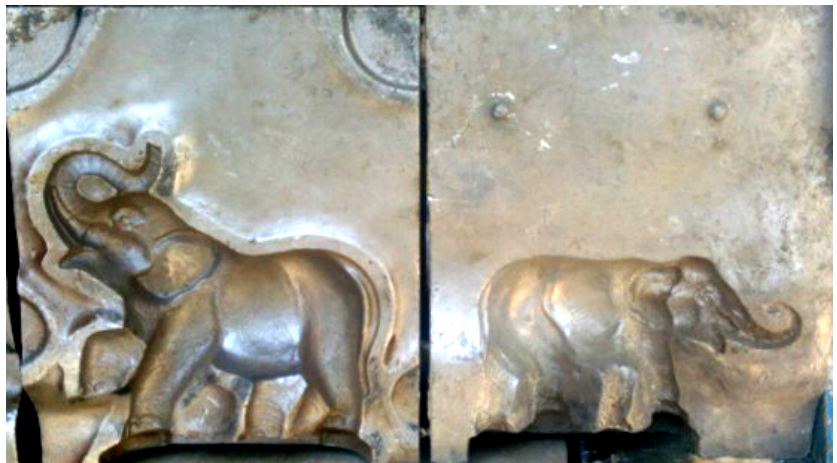


The audio track of this week's video clip comes from an original 1962 audio tape used in the very earliest Mold-A-Rama machines in 1962 (shown below). The audio tape is a 2-track tape, and played a space sound during the 33 seconds (or so) that the machine operated from the first track, and a seemingly random 'attract' mode commercial every so often from the second track when the machine was not in use. The second track could be turned off using a switch on the right side of the machine. The **PINK ELEPHANT** audio tape had three different vignettes that would blurt out at random times on an approximately 10 minute long endless loop. All machines (even the Model 688-A made in 1963-64) were originally wired to play this audio tape.





The small **ELEPHANT** is a pre-numbering system, extremely early pin-and-socket mating style moldset made in 1962. It is shown at the right in comparison to the large **ELEPHANT** moldset made in 1964.



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

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