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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 37:

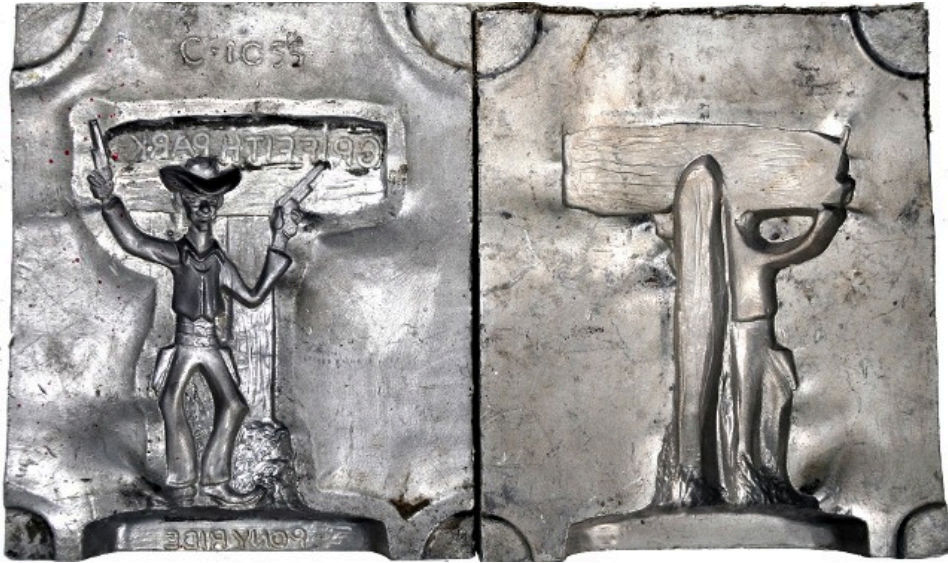
Whitneys Playland at the Beach

FUN-TIER TOWN

1963 San Francisco, CA



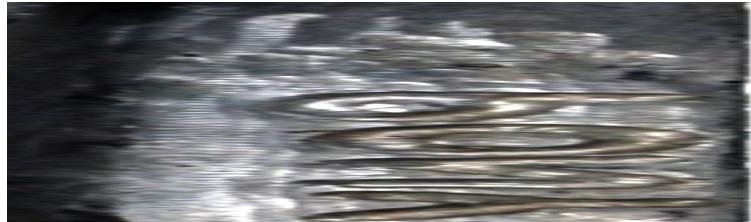
OK, I know it says the PONY RIDE at GRIFFITH PARK, but as will be explained below, this week's reissued souvenir of what is known in Mold-A-Rama collector circles as the extremely rare and elusive "2-GUN COWBOY" was FIRST vended in 1963 in San Francisco at the **FUN-TIER TOWN** of PLAYLAND AT THE BEACH (sometimes called WHITNEYS AT THE BEACH, or simply PLAYLAND), San Francisco, California.



Here's evidence of some of the sleuthing I do each week here at MOLDVILLE in search of the lost history of each week's reissued souvenir mold. In the case of the **2-GUN COWBOY**, the numbering of the moldset dates to 1963. This moldset is engraved for GRIFFITH PARK (the Observatory in the hills of Los Angeles just a stones throw from the famous Hollywood sign), and the PONY RIDE (which is down the hill from the Observatory.) However, look closely at the engraved areas of the moldset (see below):



You can see that the engravings are written on areas that appear to have first been rubbed smooth with a dremel tool. So the search was on for the ORIGINAL location for the 2-GUN COWBOY moldset!

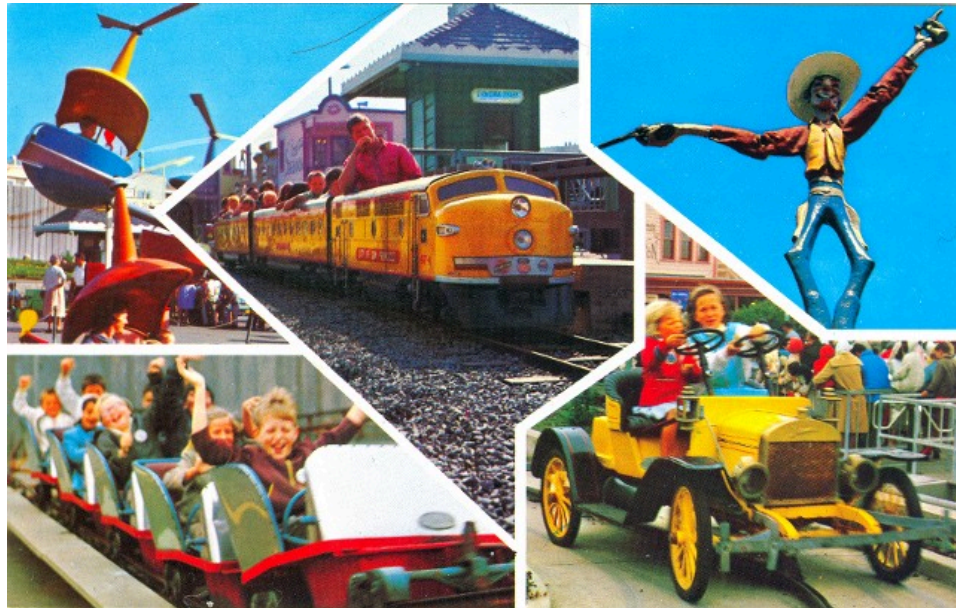


Having recently sorted through piles of machines and equipment and moldsets, the search didn't take long as we located another 2-gun cowboy moldset - this one still retaining its ORIGINAL engravings. On top it reads "FUN - TIER - TOWN", and on the bottom "SAN FRANCISCO"!





It then didn't take long to locate this original postcard from FUN-TIER TOWN at PLAYLAND AT THE BEACH in San Francisco. These postcards were filled out on the back with invites to a child's birthday. Note the cowboy in the upper right-hand corner! The search was over, and the history of yet another original Mold-A-Rama moldset found!



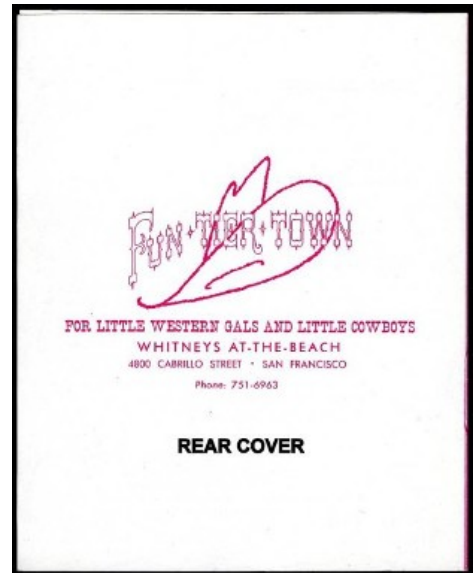
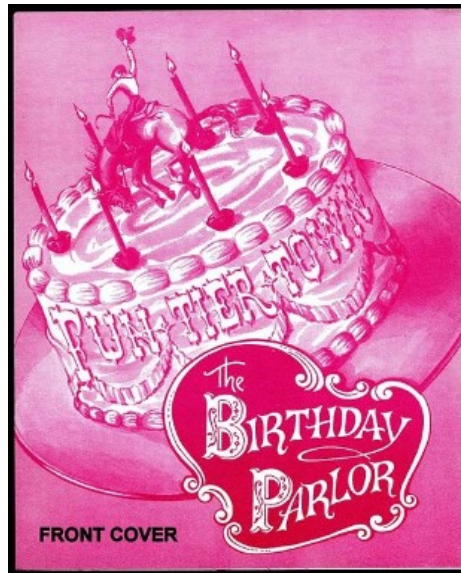
FUN-TIER town was built on an area formerly occupied by Playland's "LAFF IN THE DARK" attraction. The back of the postcard shown above reads: "Located on Ocean Beach at Playland, opposite the Fun House. Fun-Tier is a fun-tastic junior western town. Ten fun-filled rides to entertain little western gals and cowboys. The "Birthday Parlor" at Fun-Tier Town accommodates up to 50 children without fuss or muss and Mother can give a complete Birthday Party with entertainment included."

FUN-TIER TOWN — SAN FRANCISCO
 Located on Ocean Beach at Playland, opposite the Fun House. Fun-Tier Town is a fun-tastic junior western town. Ten Fun-filled-rides to entertain little western gals and cowboys. The "Birthday Parlor" at Fun-Tier Town accommodates up to 50 children without fuss or muss and Mother can give a complete Birthday Party with entertainment included.

Howdy Pardner:
 You're invited to the Birthday Party of _____ on _____ at _____ o'clock to be held in the 'Birthday Parlor' at Fun-Tier Town.

Hope you'll come,
 Sheriff C. U. Soon

P. S. Have mom call _____



BIRTHDAY COMING UP?
 Make it an unforgettable one—have it at FUN-TIER TOWN and let us take care of all the fuss, bother, and work. We'll supply everything (including the finest Kiddie Fun facilities anywhere) for a birthday celebration never to be forgotten.
 (You'll be fresh as a daisy and your home nest as a pint!)

HERE'S WHAT WE'LL HAVE:
FOOD: Fancy Party Cake with birthday greetings and child's name (candles and matches included) in festive wrapping.
 Individual Ice Cream Slices • Colorful Lollipops
 Fruit Punch • Loan of necessary serving equipment
TABLE SETTING: Fancy paper plates, cups, napkins, and spoons and tablecloth with a personalized "messyvin ros" sign.
FAVORS: Such as party hats, masks, toys, balloons, blowouts.
RIDES: For easy entertainment we include 24 FUN-TIER BOCKS—each good for one ride.

HERE'S WHAT IT COSTS?
 There is no charge to enter Fun-Tier Town... Entrance is Free!!!
 Charges are based on the number of place settings. No additional charges for adults leading children.
 The Basic Minimum Charge of \$24.00 includes tax, covers the refreshments and supplies listed above for 12 persons for one hour in the Birthday Parlor, and it also includes 24 FUN-TIER BOCKS, each one good for a ride on any of the ten FUN-TIER KIDDLIE RIDES in FUN-TIER TOWN. The charge for each place setting over 12 is \$1.25 (this includes two additional FUN-TIER BOCKS). If any extra ride tickets are desired they may be purchased at these prices:
 Single tickets \$.15
 Book of 11 tickets 1.50
 Book of 24 tickets 2.75
 All Bids one ticket
 *Prices and Conditions subject to change.

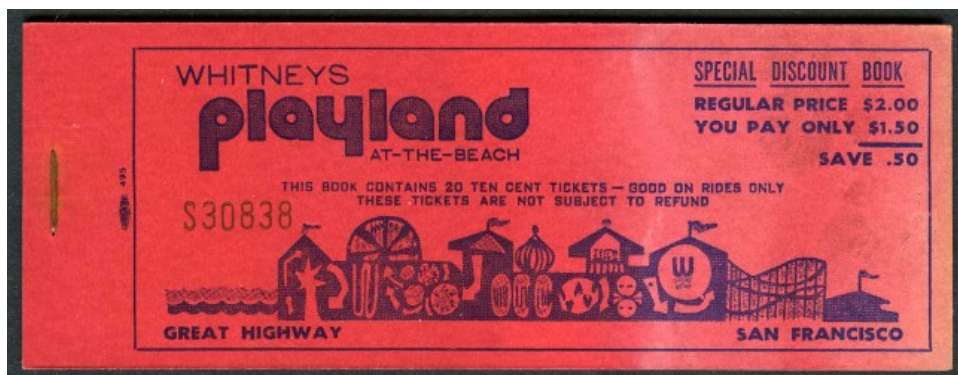
INTERIOR PAGES

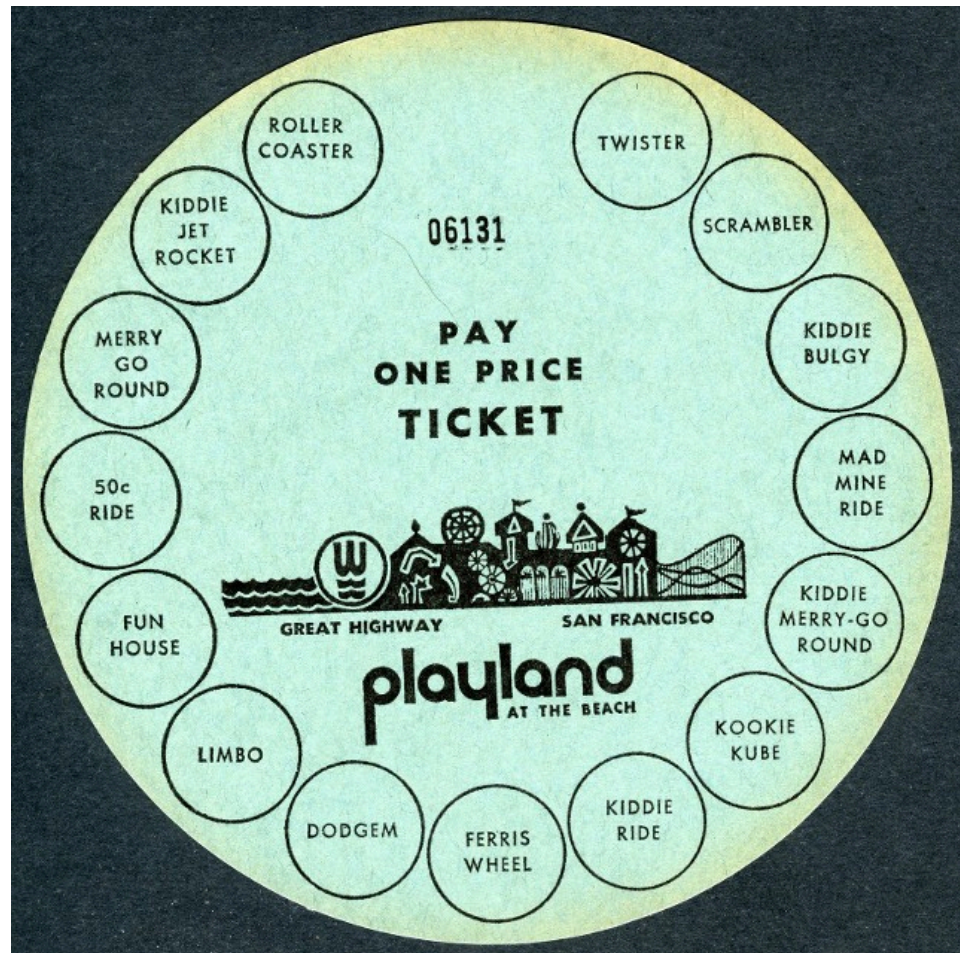
PARTY SCHEDULES:
 June to September — Open Daily
 September to June — Open Saturday and Sunday only
 Three Party Rooms available

SPECIAL CATERING:
 At slight additional charge we will be happy to arrange any special features for your party which you would like: more elaborate cakes, table settings, props for special themes: Western theme, Princess theme, school or club parties. Drop in or phone and discuss arrangements with the management.

MAKE YOUR RESERVATION EARLY!
 Come to the Main Office or phone 751-6963 Monday through Friday and make your reservations — at least two weeks before the date of the party. We need to know the date, time, and number of children.
 You will then be mailed a confirmation form which, when signed and returned with your payment, will confirm your reservation and reserve your birthday parlor. This confirmation form and payment must reach the FUN-TIER TOWN office at least 10 days prior to the party date so that everything can be ready.
 When we know you're coming, we'll bake a cake!

Yours for fun,
Fun-Tier Town Staff
 FUN-TIER TOWN DIVISION
 WHITNEYS AT-THE-BEACH
 4800 CABELLO STREET • SAN FRANCISCO • PHONE 751-6963
 SATURDAY - SUNDAY AFTERNONNS PHONE 751-3423





I'm told that this cowboy's name was: SHERIFF C.U.Soon!

FUN-TIER TOWN, and indeed all of Playland At The Beach in San Francisco, was bought by a condominium developer and closed for good after Memorial Day 1972.

After it was closed many of the items from **FUN-TIER TOWN** and Playland were auctioned. The cowboy from **FUN-TIER TOWN** was saved, and is now located at the Cliff House in San Francisco (albeit for some reason sans six-shooters.)



Can there be any doubt that Whitney's Playland at the Beach **FUN-TIER TOWN** mold was modeled after this fellow!



Today . . .



Unfortunately we didn't locate the originally engraved moldset until, well, yesterday - well after I'd already run this week's figures, and it hasn't yet been shipped to me. So Club members' figures, though made with an original moldset from **FUN-TIER TOWN**, are engraved with the Pony Ride at "**GRIFFITH PARK**".

The Cowboy moldset was remade after the Mold-A-Rama era (post 1967), and in that unnumbered remake the cowboy is holding a money sack. That remake was used at **SARASOTA LAND**, and more recently at **DOLLYWOOD**, both in Florida.

This week's video clip is the trailer for a full-length hour-long documentary about Playland at the Beach, available for sale at novemberfire.com.

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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