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Website last updated: 04-18-2016



Club-A-Rama Week 47:

## ANKYLOSAURUS

Sinclair Dinoland

New York World's Fair 1964



These last few weeks of the CLUB-A-RAMA have been somewhat torturous around here. I actually did a full run of a different figure for this week, but at the last minute have changed it. That's happened quite a few times in the past few weeks. I want to get the very best figures out there to you - and after a fully year I'm running out of time! I knew I couldn't do a year's worth of reissued figures retired nearly half a century ago without paying homage to the Sinclair Dinosaurs. So this week, MOLDVILLE.com decided to run the underappreciated, but actually quite detailed, ANKYLOSAURUS!

The ANKYLOSAURUS, a late cretaceous herbivore (so they tell me) was created by the Sinclair Oil Company for the "Sinclair Dinoland" exhibit at the 1964-65 NEW YORK WORLD'S FAIR. Dr. Barnum Brown acted as a consultant to world renowned zoological sculptor Louis Paul Jonas to create a paleontological menagerie of dinosaurs that would showcase the Dinosaurs of the Mesozoic. The dinosaurs were created at Louis Paul Jonas Studios and then transported to the fair grounds past New York City on a flat barge in a huge publicity stunt.



This is a complete, original, set of Sinclair dinosaurs obtained in 1965 at the New York World's Fair. Two things to note when determining if a dinosaur you might have was in fact vended at the New York World's Fair: (1) these are the colors that appear to have been vended in the second year of the fair - 1965; but more importantly (2) ALL dinosaurs vended at the 1964-65 New York World's Fair carry the engraving on one side "NEW YORK WORLD'S FAIR 1964-65". That is, with the exception of the BRONTOSAURUS. The BACKWARDS LOOKING BRONTOSAURUS was vended only in 1964 (though it too carried the engraving "NEW YORK WORLD'S FAIR 1964-65". For whatever reason (probably that the moldset for the backwards looking BRONTOSAURUS is gargantuan), it was replaced in the 1965 season of the New York World's Fair with the LARGE FORWARD LOOKING BRONTOSAURUS, which when vended at the fair carried the engraving "NEW YORK WORLD'S FAIR 1965" (since 1964 had already passed by then).

Moreover, while there were only a LARGE ankylosaurus and a LARGE triceratops ever made by Mold-A-Rama (no SMALL sized like the other dinos), the small dinosaur moldsets made for use on the traveling Sinclair roadshow were not made until very early 1967. (NOTE: There IS a small Triceratops out there, but it was made in the 1990s by a Chicago operator.) In a letter from the Sinclair President after that 1966 tour, he announced that they were so pleased with the results of the 1966 tour that they "will tour again during 1967 - and perhaps beyond that." This all means that the Sinclair touring roadshow necessarily vended the LARGE dinosaur moldsets during the ten month, 10,000 mile, 25-state tour in 1966. Presumably the SMALL dinosaurs (and only the small dinos) were vended on the tour in 1967 and 1968 (and 1969 if it ran then, but that is the year that Mold-A-Rama started selling machines to third party vendors such as ELDIN IRWIN, so I would think that the last year of the Sinclair tour would have been 1968.)



I'd been looking all year for a movie of the SINCLAIR DINOLAND at the 1964-65 New York World's Fair, and finally found this one just a few weeks ago. No great view of the MOLD-A-RAMA machines (though they are briefly visible in the background behind the tail of the T-REX), but it's still a pretty cool clip of the exhibit! (By the way, the audio track is the actual audio that was played in the Sinclair Dinoland exhibit at the NYWF!)





In 1964, the first year of the NYWF, the machines were standard blue body, new-style (Model 688-A) with the gray 'atom logo' front door. (I have a theory that just about ALL of the 'new' style machines were made for use at the NYWF...)

The following year, shown in the image below (and its closeup just below that), the machines were painted GREEN all around, and carried a large square white Sinclair decal on each side and on the front. The backglass plexi was changed as well, as were the umbrellas:







After the NYWF ended, the dinosaur models carried the Sinclair flag and toured the country on specially constructed flatbed trailers from 1966 until at least 1968.



These photos of the Sinclair tour were taken in 1967. The MOLD-A-RAMA machines were stationed at the foot of the trailer line, under the "DINO SOUVENIRS" sign. See them? You can just make out the CASHIER in the middle, the STEGOSAURUS machine to the left of the cashier, and the BRONTOSAURUS and TRICERATOPS machines to the right.



The Sinclair dinosaurs were still touring in 1968, shown here in Florida.



## The walking tank that ate like a rabbit

Here is one of the oddest and most indestructible creatures that ever lived—*Ankylosaurus*—a dinosaur built like a tank. Heavy armor covered his head and back... a phalanx

of sharp spikes defended each flank... and his club-like tail could deliver a lethal blow. Under his bristling exterior, *Ankylosaurus* was a peaceful vegetarian. He is one of the nine life-sized dinosaurs you'll see in Sinclair Dinoland at the New York World's Fair.

Among them is *Brontosaurus*... Sinclair's trademark, who lived a hundred million years ago when Nature was mellowing the petroleum that Sinclair now refines into the best gasoline and oils. Youngsters, especially, are thrilled by this scientific

re-creation of prehistoric times. We at Sinclair hope this exhibit will inspire them to learn more about our earth's strange past from which their modern world has evolved.

Sinclair invites you to drive to the Fair this summer. For a more pleasant trip, we will be happy to plan your route through interesting and historic sections of the country. For example, the *New England Heritage Trail* which includes battlefields, airports, parks, beaches and recreation areas.

**This Sinclair service is free.** Write Sinclair Tour Bureau, 600 Fifth Ave., New York, N.Y. 10020. Tell us the areas you want to visit in U.S., Canada, or Mexico.



ANKYLOSARUS—ONE OF THE NINE LIFE-SIZED DINOSAURS IN SINCLAIR DINOLAND AT THE WORLD'S FAIR.



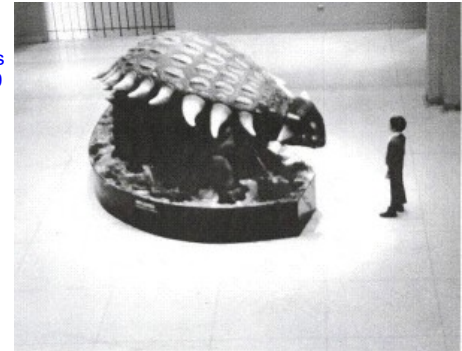
And oh, by the way, in classic MOLDVILLE.com fashion . . . the ANKYLOSAURUS is made in GLOW-IN-THE-DARK CARRIBBEAN GREEN!

There was only ever one size ANKLOSAURUS moldset ever made - the LARGE ANKYLOSAURUS. The only other Sinclair dinosaur that also was made only in the LARGE size is the TRICERATOPS. The numbering of the ANKYLOSAURUS moldset confirms that it was made in early 1964 in time for use at the 1964-65 New York World's Fair.



Whatever happened to those large dinosaurs you might ask? It appears that all but one have found a home somewhere in the US. For instance, the original ANKYLOSAURUS that was made for the 1964-65 New York World's Fair has since 1970s been living on display at the Houston Museum of Natural Science, when it was officially donated by the President of Atlantic Richfield (who had then recently purchased Sinclair Oil).

Which dinosaur appears to be lost to history? The small ornitholestes.



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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