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Club-A-Rama Week 48:

BOWLING PIN

"The CHAMP of Iceland"

1962



This week's reissued souvenir comes from Mold-A-Rama's first year of operation - 1962, the **BOWLING PIN** with the engraving "The Champ of Iceland"!

Other than that, I know nothing about the origins of this **BOWLING PIN**! Please help if you can (email me at MoldvilleMachine@gmail.com!) One former operator believes that the **BOWLING PIN** may have been first vended somewhere in California, making Iceland, California a possible first location.

But though I know nothing of the origins of the **BOWLING PIN**, I was nevertheless able to add to the growing body of historical information about the machines and figures with the following article published in the **CHICAGO SUN TIMES** on December 3, 1962.

Amusement Park Operators Riding High With New Devices For Public

By Burnell Heinecke

Next summer's assault on pop's billfold was charted by the nation's outdoor amusement industry last week at the Sherman House.

A myriad of new devices—and food concoctions—were displayed, tested and tasted at the hotel's exhibition halls took on the color of a carnival.

With more than 100,000,000 children and adults pouring through the turnstiles annually, the National Assn. of Amusement Parks, Pools and beaches reported theirs has become a \$2.2 billion business.

THERE IS A REVIVAL of big business in the amusement field, reported John C. Allen, head of Philadelphia Toboggan Co., which manufactures rides. Years ago, he noted, the breweries and the traction companies were the big sponsors of amusement parks where the entire family would go for week-end picnics.

Allen, who is called "Mr. Walking Encyclopedia of the Amusement Industry" by his colleagues, said that the depression caused the big investors to get rid of their parks, and some fell into hands of small operators who let them go to pot—giving the industry a bad name in some areas.

The success of Disneyland, and other "theme" centers around the nation, according to Allen, is symbolic of the renewed interest by people concerned about a good "public image."

THE PROBLEM FACED by the outdoor amusement parks is that they face a limited season—even in warmer climes—with 95 per cent operating only between Easter and Labor Day and on weekends except when the children are free from school.

To recoup on an estimated \$700,000,000 investment, the parks must stay up to the latest trends in public interest. The show demonstrated this anew.

Out of the Seattle World's Fair interest in the monorail system have come amusement applications of the same concept. Arrow Development Co. of Mountain View, Calif., has an elevated fiberglass car for four, which runs about 16 feet off

the ground—at a minimum. At a cost of approximately \$36,000, the sky-rail system can be mobile, and moved from park to park, if desired, a company official said.

For the astronaut-minded youth, Allan Herschell Co. Inc. of New York had space capsules to be mounted on truck lifts—for individual and mobile usage—or on various other forms of rides as containers for the riders.

THERE WAS even an "air-car," which moves around on a cushion of air, blasted from jets underneath the vehicle. The Terra-Jet Air Car, powered by Volkswagen motors, can be used as a bumper or scooter type car, said the developer, S. & S. Enterprises of Fort Lauderdale, Fla.

There was another variation on the old stamby, the ferris wheel. The Valare brothers of California—Elmer, 82, and Curtis, 78—have developed a 90-footer which is said to be scarier than anything yet devised in that field. A new seat mounting is said to create the sensation of a plunge in space.

The do-it-yourself craze showed up in new form. Mold-A-Rama Inc. of Los Angeles, a wholly-owned subsidiary of Automatic Retailers of America, displayed its automated machine where, under a plastic shield, a customer watches the machine go through its paces to mold a souvenir right before his eyes.

And in the gastronomical department, mothers should be forewarned, there are new assaults afoot which can only lead to new tummyaches for the kiddies.

There was pizza-flavored popcorn, cornmuffin sticks and "chilly dilly pickles"—to be consumed as a delight by themselves. The promoter of the latter item, as might be expected, was the National Pickle Packers Assn., headquartered in St. Charles.



The Mold-A-Rama machine (above) turns out plastic souvenirs (illustrated below) in latest application of do-it-yourself craze in amusement parks and recreation centers.



A closeup of the figures published in this article is shown below. Note the presence of the **BOWLING PIN!**



And oh, by the way, in classic MOLDVILLE.com fashion of late - of course it **GLOWS-IN-THE-DARK!!**





The **BOWLING PIN** is numbered 1027, which by my theory of the numbering system makes it the 27th (or so) moldset made by Mold-A-Rama. The article above from the Chicago Sun Times, published on Dec. 3rd, 1962, validates the dateline I've placed on the numbers, meaning that numbers at least as high as 1027 (and likely a number more) are dated to the end of 1962.

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 TODAY - before someone else beats you to it!

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