

MOLD-A-RAMA (moldarama) machine made in 1964 by Mold-A-Rama, Inc. for New York World's Fair, and Seattle World's Fair in 1962, is restored to its original glory to reissue souvenirs last seen half a century ago. MOLD-A-RAMA machine made in 1964 by Mold-A-Rama, Inc. for New York World's Fair, and Seattle World's Fair in 1962, is restored to its original glory to reissue souvenirs last seen half a century ago.

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(MOLDVILLE is not affiliated with **Mold-A-Rama, Inc.** of Chicago, IL nor with the 1960s company **Mold-A-Rama, Inc.** of Los Angeles, original operator of the "Disneyland Toy Factory.")

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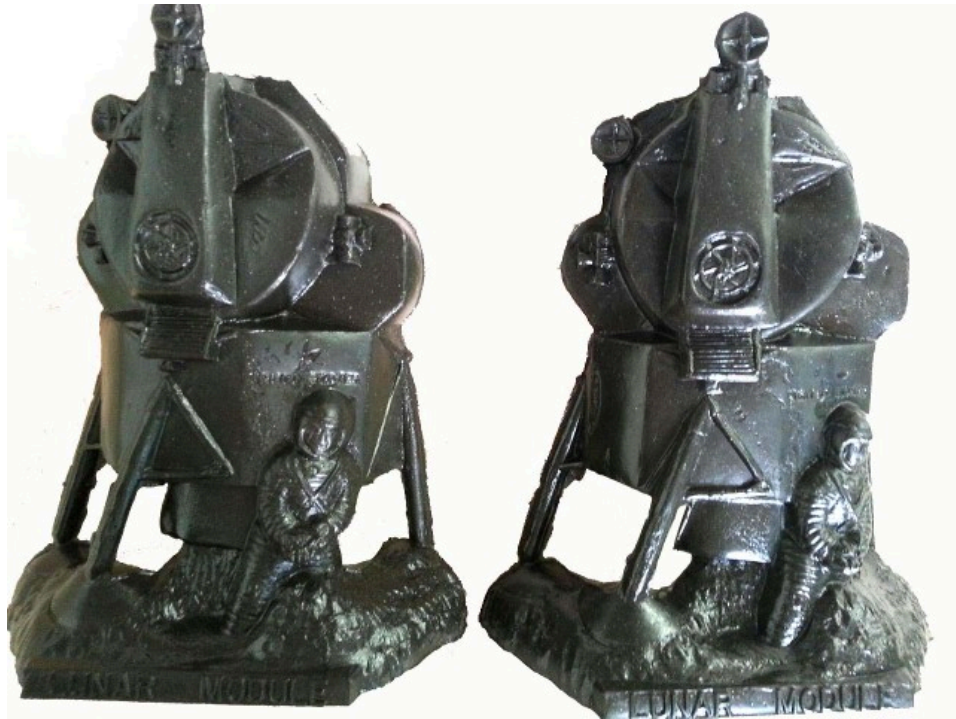


Club-A-Rama v2.0

WEEK 14

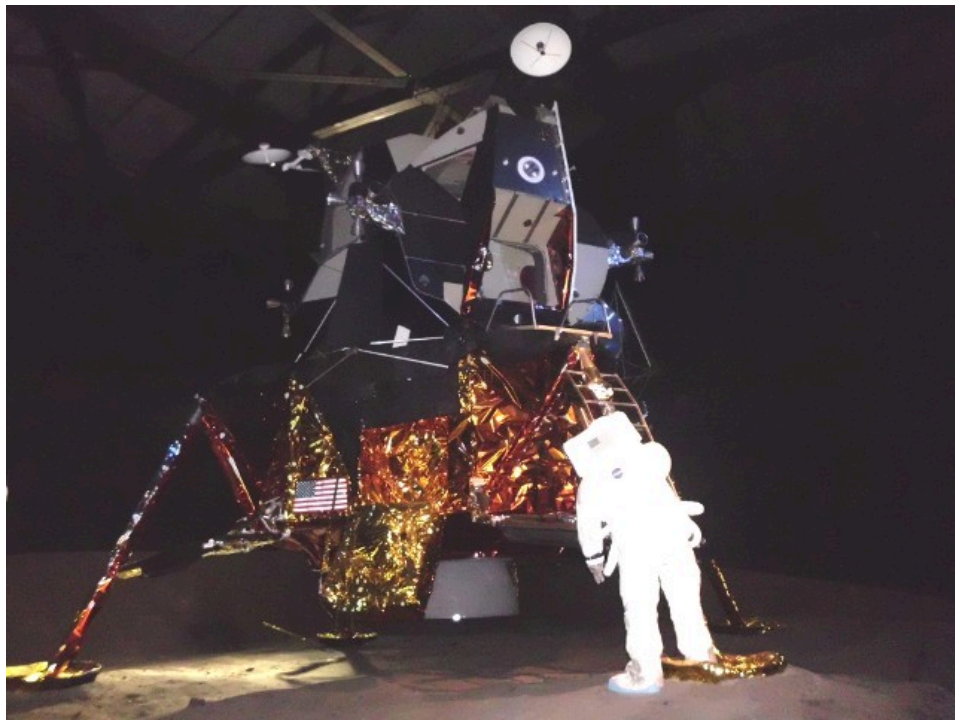
LUNAR MODULE

1965 New York World's Fair



The **LUNAR MODULE**!! OK, I know I have alot of favorite molds, but the **LUNAR MODULE** is one of my VERY VERY favorites! Not only because it harkens me back to my own memories of my youth following the moon walks on grainy B&W TV, but because it is a nicely detailed LARGE mold, standing just over 6" high!

Originally called a LUNAR EXCURSION MODULE (LEM), the 'excursion' was eventually removed from the name because NASA felt it sounded too frivolous and too much like the astronauts were having fun. But the pronunciation of LM (short for LUNAR MODULE) is still pronounced as "LEM".



As you may have read in my recent interview with a MOLD-A-RAMA employee from the NYWF (I hope you did), the LUNAR MODULE was definitely vended in the second season (1965) of the New York World's Fair. It was reportedly LIGHT BLUE in color. Most fascinating to me was that he remembers the plexi backglass of the machine, and said it had the same image of the LUNAR MODULE mold, with an astronaut kneeling. I haven't yet been able to find that image online - if anyone out there does (with the astronaut kneeling like in the LUNAR MODULE mold), please email me at MoldvilleMachine@gmail.com!



Our MOLD-A-RAMA employee even gave us two very good possibilities as to WHERE at the 1965 NYWF the LUNAR MODULE was vended: either at the HALL OF SCIENCE (which still stands today) or at the TRANSPORTATION & TRAVEL PAVILION. At the HALL OF SCIENCE, the machines were apparently located in a walkway leading out of the HALL OF SCIENCE building after you left the "rendevouz in space demo".



But my vote, and his, is that it was more likely vended at the TRANSPORTATION & TRAVEL PAVILION because that venue included an exhibit called the Moon & Beyond. In fact, the roof of the TRANSPORTATION & TRAVEL PAVILION was the moonscape. Our MOLD-A-RAMA employee is certain that there definitely were MOLD-A-RAMA machines at the TRANSPORTATION & TRAVEL PAVILION (including possibly the LUNAR MODULE, political DONKEY, and political (large) ELEPHANT).



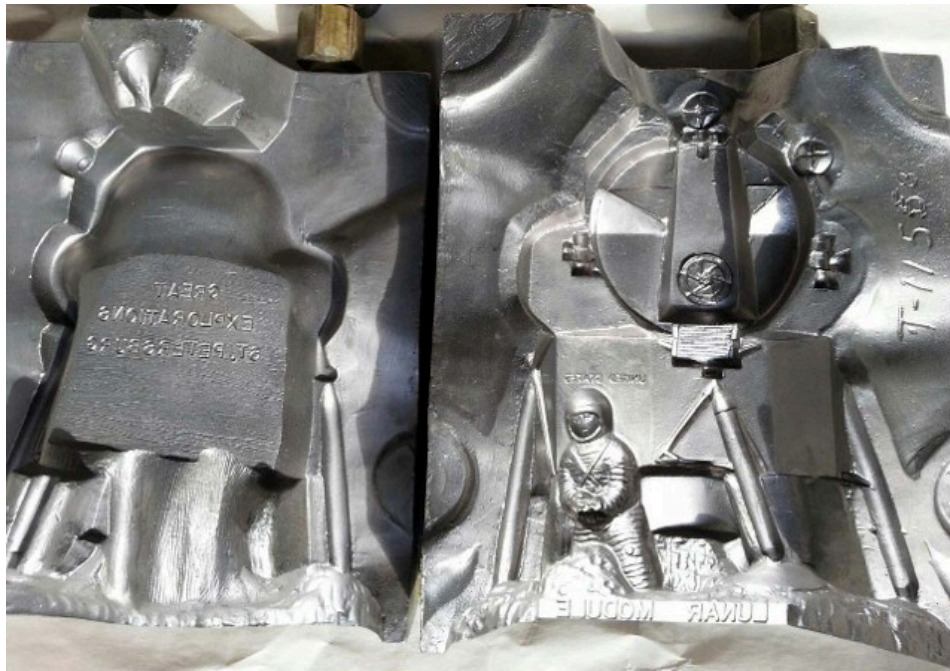
This shows exterior exhibits at the Transportation and Travel Pavilion. Admission to the pavilion was free, but it cost 75 cents to the Sea Hunt, Moon Dome and Indian gold exhibit; 75 cents to the custom car exhibits; 25 cents children. Exhibits included a Hall of Fame for pioneers of the transportation industry, custom made automobiles, transportation equipment and maps and models of all kinds. In one of several theaters United Airlines showed a seven minute film that demonstrated the wonders of jet flight. The Navy sponsored a film "Around the World with the Navy". It showed an atomic submarine cruising under Arctic ice, jets operating from an aircraft carrier and aerial acrobatics performed by the Navy's "Blue Angels" precision flying team. In the show "Under the Sea" skin divers in a huge tank put on an underwater drama. Lloyd Bridges, the star of the TV show Sea Hunt narrated the show on tape. "The World of Ancient Gold" featured the largest collection of gold artifacts and ceremonial pieces of pre-Columbian Indians ever assembled. It included 400 pieces and was valued at over \$3,000,000. (This photo and information © Jeffrey Stanton, on the website westland.net/ny64fair)

Inside the Moon Dome, a color film made by Cinerama was projected on a concave screen that encircled the audience. The 18 minute film took the viewer from the infinite reaches of outer space into the nucleus of the atom.



Our extremely valuable MOLD-A-RAMA employee also mentioned that there was a complete story of the LEM molded into the back of it. That story has unfortunately since been removed, and replaced with a more recent location of use: "GREAT EXPLORATIONS, ST. PETERSBURG". If anyone has a vintage LUNAR MODULE - please email a photo of the BACKSIDE with the original ensription - I'd love to see and share it!

(If you haven't yet read my INTERVIEW with the MOLD-A-RAMA employee - by all means READ IT - it can be found on the left-hand main menu on this website!)



The **LUNAR MODULE** moldset is numbered 1158. Up until now I would have dated that into mid-1966. But now knowing for certain that it was vended in 1965 at the New York World's Fair, I have to move up my dating of these later moldsets to be in time for the start of the second season of the NYWF, which would place its creation around April 1965. (As a side note, it is likely that it was prepared along with the **SPACE LAB**, which is numbered 1156. I don't have access to the **SPACE TAXI** moldset, but I'm betting \$5 that it is numbered 1157??!!

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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