

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.

MOLDVILLE.com

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

(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.")

Website last updated: 04-18-2016



Club-A-Rama v2.0

WEEK 16

MERRY CHRISTMAS!

SINGING ANGEL

1962



The **SINGING ANGEL** was first used by Mold-A-Rama, Inc. for the Christmas 1962 season.

Los Angeles Times Business & Finance

Part III MONDAY MORNING, OCTOBER 29, 1962 ★

WORLD OF MARKETING

Machine Molds Items While Customer Waits

BY MARTIN BOSSMAN
Times Business & Finance News Staff

THE \$2.7 BILLION vending industry has come up with a new angle—the average American's innate curiosity about how things are made and what makes a complex piece of machinery tick.

Developed by Los Angeles-headquartered Mold-A-Rama Inc., a gaudy (red, green, blue, yellow, silver and white) machine will make and dispense a souvenir toy, model or household item from raw plastic to finished product.

Before your eyes.
In 33 seconds.
With sound effects, yet.
And all this for 25 cents, the fourth part of a dollar.

The first of the complex machines (each looks like a diabolical cross between a juke box and a pinball machine) are now being installed in Los Angeles and Orange Counties. Southern California is one of a cross-section of 15 to 20 U.S. regions in which Mold-A-Rama is being introduced, according to Ben A. O'Dorico, president of the firm.

The decision to place a limited number of the costly machines (each unit runs \$3,600) in this area was made after six months of successful test marketing.

During the year, area residents—many of them children—are expected to slip 3 million quarters into the shiny interiors of the machines and take home a variety of plastic gadgets ranging from a piggy bank to the bust of John F. Kennedy.

World's Fair Souvenir

Lloyd Settle, director of marketing and merchandising for the firm, said a test machine was set up at the Seattle World's Fair turning out replicas of the Space Needle. "At 20 cents a piece sales were great," he said. "But when we cut the price to 25 cents as a test, sales tripled."

Discovery of a method to produce the various dies in quantity has cut costs and will enable the firm to stick with the 25-cent price, Settle said.

Five years in the developing, the machine involves chemical (plastics), refrigeration, mechanical, electronic and audio-visual engineering.

The automated manufacturing process begins with the insertion of a coin. Immediately, plastic begins to flow, dials spin indicating temperature and air and plastic pressures, the molds close, open, and close again, and finally a lever pushes the finished product into the delivery slot. In just 33 seconds, the raw plastic is heated, injected, molded and cooled.

Count Down, Too

All of this is accompanied by a Cape Canaveral-type countdown.

And when it's all over, some of the machines even say, "Thank you."

The present units manufacture one item at a time, including animals, models of weapons and aircraft, souvenirs, toys, figures, boats of political and Hollywood personalities, and small household and personal items.

Dies are rotated from machine to machine every few weeks to offer a variety of items. New units on the drawing boards will give the buyer a choice of two or

more items from each machine.

Each die is made from a hand-encrusted model. Three new items—a singing angel, a Santa's helper and a reindeer on a cloud—are being prepared for the holiday season.

The machines are being placed with large retailers and in recreational, travel and tourist centers. All are company operated and none is for sale. One thousand of the machines are expected to be in operation around the nation by February, with market projections of \$2 billion sales in the first year.

Mold-A-Rama is a subsidiary of Automatic Vendors of America, a giant in the vending line with estimated gross revenue of \$383 million for this year.

O'Dorico sees a big plus in the machine's compactness (it operates in less than 10 sq. ft.) for cost-conscious retailers.

"It is no secret," he says.

"That the pressures of price competition are demanding changes in consumer selling as radical as those that occasioned the Industrial Revolution.

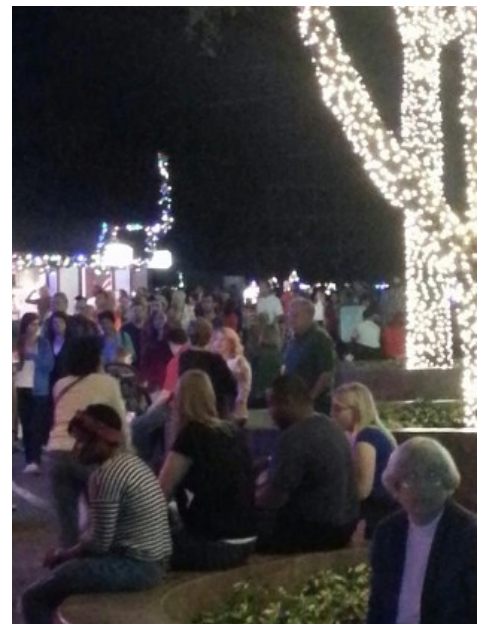
"Within the decade," he predicts, "a large percentage of retail selling space may well be given to such machines. Recently completed field studies by selected retailers indicate that the units often provide a higher profit per square foot than is offered by conventional merchandise displays—in addition to creating greater consumer excitement."

In the future, O'Dorico said, the consumer will be able to purchase everything from a set of dishes to pocket combs, cases, globes, ash trays and wearing apparel in the Mold-A-Rama.





A few phone-photos from this year (2012) of Christmas Town at Busch Gardens, FL to brighten our spirits!





The **SINGING ANGEL** is un-numbered, but has an early-style mating design, and besides was indicated in the newspaper as having been made for the 1962 Christmas season. I have a theory that ALL of these early-style UN-numbered moldsets actually HAD numbers assigned - they just weren't stamped or engraved into the moldsets in the very early times.



The **SINGING ANGEL** that Club-A-Rama members will receive is engraved from its last usage, at HOLLYWOOD CHRISTMAS MOVIELAND in Cleveland, OH, around 2008. It was also run at one point at LOWRY PARK ZOO in Tampa, FL.

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.

Please visit the facebook page called 'Moldville', and 'LIKE' it, to keep up to date:
<http://www.facebook.com/pages/MOLDVILLE/156515454416041?success=1>

[Home](#) | [Disneyland TOY FACTORY](#) | [VOICE-O-GRAPH Record Booth](#) | [That 1960's SMELL!](#) | [CLUB-A-RAMA v1.0](#) | [CLUB-A-RAMA v2.0](#) | [01: space lab](#) | [02: cardinal](#) | [03: panda](#) | [04: chimpanzee](#) | [05: the general sherman](#) | [06: george washington](#) | [07: pavilion of electric power](#) | [08: przewalski's horse](#) | [09: jai-alai](#) | [10: macaw](#) | [11: riverboat](#) | [12: gemini space capsule](#) | [13: rattlesnake](#) | [14: lunar module](#) | [15: water ski girl](#) | [16: singing angel](#) | [17: southern belle](#) | [18: president johnson](#) | [19: pelican](#) | [20: king cobra](#) | [21: bull](#) | [22: Hackney's lobster](#) | [23: cockatoo](#) | [24: cowboy w/ bag](#) | [25: valley forge](#) | [26: miami airport](#) | [27: muddy mud hen](#) | [28: truman bust](#) | [29: large dolphin](#) | [30: space rail](#) | [31: standing lincoln](#) | [32: glass bottom boat](#) | [33: kitty bank](#) | [34: aardvark](#) | [35: chimp & baby](#) | [36: large JFK](#) | [37: stone mountain](#) | [38: bowling pin plaque](#) | [39: corky the clown](#) | [40: new york skyline](#) | [41: titan IIIc missile](#) | [42: walking bear](#) | [43: cow](#) | [44: clown](#) | [45: humble oil building](#) | [46: brontosaurus \(looking back\)](#) | [47: Roosevelt bust](#) | [48: coal car train](#) | [49: piggy bank](#) | [50: pirate](#) | [51: sea turtle](#) | [52: space shuttle in orbit](#) | [53: georgia state capitol](#) | [54: eisenhower bust](#) | [MILLER ALIEN Purple People Eater](#) | [The MOLD-A-RAMA Machine](#) | [History](#) | [1964 NY WORLDS FAIR questions answered!](#) | [Moldville RetroWax \(TM\)](#) | [Moldville MillerWax \(TM\)](#) | [FOR SALE: Vintage MOLD machine](#) | [Contact Us](#)