

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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*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.")

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## Club-A-Rama v2.0

WEEK 21

# BULL

MONTANA PAVILION

1965 New York World's Fair



The **BULL** moldset is a sweet one as it hasn't been in operation most likely since the year it was made: 1965, which was the second year of the New York World's Fair. The **BULL** even still has its original engraving on the base: "MONTANA STATE PAVILION"!



This is one of my favorite photos from the New York World's Fair, dated August 1965, courtesy of Bill Cotter, not only because it shows a buffalo at the MONTANA PAVILION, but because of what the little boy and girl are holding:



In 1961 the Montana Territorial Centennial Commission was created as a special department of the Montana state government for "the sole purpose of providing a dignified, significant celebration during the full year of 1964 commemorating creation of the territory as well as honoring 75 years of statehood by and for the people of Montana." An appropriation of \$200,000 was approved for the state-wide celebration. In addition, a campaign to raise funds from private sources was also instigated and a quota system established that requested each county to donate "a nickel per capita" (i.e., five cents for each resident.)

Several major events were organized for the centennial year: The Montana Centennial Band and a float entitled "Big Sky Country" were entered in the 1964 Tournament of Roses Parade in California to kick off the year-long celebration. A major theatrical production entitled "The Montana Story" was produced and promoted by the Rogers Company of Ohio and booked to play in cities around the state. A Centennial Music Committee was formed to organize a music festival around the state, hold a production of the Indian opera "Poia," and assemble programs of original music about Montana written by Montanans.



## MONTANA'S CENTENNIAL TRAIN

*A Celebration that Rolled on the Rails*

1964 marked 100 years since Montana was established as a territory. How would the state celebrate this milestone? The challenge to develop a unique observance led to the idea of a train that would tour the state and surrounding region to showcase Montana's history and resources.

**AN IDEA THAT KEPT ON GROWING... UP TO 25 CARS!**

Suspensions, engines, 37 historic exhibits from the Montana State Historical Society, over a million dollars' worth of gold, silver, and gemstone jewelry, 1964 48-ounce Olympic medals on the train to help promote tourism. The 1964 Montana Train grew to over 25 cars.

**ALL ABOARD!**

Montana's Centennial Train was the first "National" railroad anniversary train in the world.

**A FINAL HURRY IN WEST YELLOWSTONE**

The train returned to Montana after the close of the World's Fair in 1965. Some of the cars were given to private organizations in the state to serve as visitor centers. West Yellowstone mounted a "Climax" car, commemorating the copper boom. When the Chamber of Commerce ordered the cars, the state car was used for initial operations. In 2001, it was donated to the Yellowstone Historical Society by the French family to serve again as a showcase of Montana's history.

**UNIVERSITY FOR THE FUTURE**

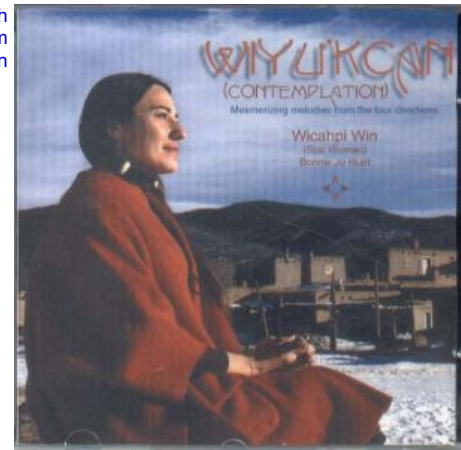
For people throughout the state, the train's exhibits, displays, and activities showcased the state's rich history, scenic views, and unique resources. The train's exhibits, displays, and activities showcased the state's rich history, scenic views, and unique resources. The train's exhibits, displays, and activities showcased the state's rich history, scenic views, and unique resources.

**THE MONTANA CENTENNIAL TRAIN**

A 30-car Montana Centennial Train, equipped with four exhibit cars, traveled through Montana in February 1964, and then in the spring journeyed to New York City where it was on display in the Montana Pavilion of the 1964 New York World's Fair.



A contest was held to crown Miss Montana Centennial (which was won by Ms. Bonnie Jo Hunt, a "three-eights Sioux" from Great Falls, Montana, who went on to become an accomplished opera singer, and author.)



A Governor's Centennial Ball was held in Helena on May 26 in conjunction with a re-enactment of President Abraham Lincoln's signing the Organic Act of 1864 which created Montana Territory. In addition to events, the Commission also designed and promoted a number of commemorative products for the centennial. These included firearms (Colt .45 and .22), decals, a cookbook, plates, napkins, and placemats, coins and medallions, and an official centennial publication entitled Montana, Big Sky Country which was edited by Michael Kennedy. The Commission was also successful in having a commemorative U.S. postage stamp honoring western artist Charles M. Russell produced.

The celebration for 1965, which was the seventy-fifth anniversary of Montana's statehood, was much smaller than the territorial centennial festivities. The Montana exhibit continued for the second year (1965) of the New York World's Fair, and it is in this context of the SECOND year of the 1964-65 New York World's Fair that this week's reissued souvenir was made for use on a Mold-A-Rama machine - obviously somewhere at the Montana Pavilion!





(Photo above courtesy BILL COTTER and his fantastic website: [worldsfairphotos.com](http://worldsfairphotos.com))

Wonder what happened to the Montana Pavilion after the end of the 1964-65 New York World's Fair? Our seminal authority on the New York World's Fair, Bill Cotter, found out! As he reported at The World's Fair Community blog, a good portion of the Montana Pavilion, and the Centennial Train, was taken back to Montana! Just a year ago Bill received a note from someone who knew specifically what had happened to the Pavilion:

*My wife's grandfather (on her father's side) actually purchased the Montana Pavilion after the fair ended and tore it down (which is quite a story in and of itself). He shipped the lumber up to the Adirondacks via train (another interesting story), and over the course of several years, built a family lake house on Indian Lake with the help of his brother and brother's in law....they built the entire thing by hand.*

So the next time you are in Montana, please look for a lake house on Indian Lake that looks an awful lot like the Montana Pavilion!



The **BULL** moldset is numbered 1150, which groups it together with the large Disney moldsets (1151, 1154 and 1155) that were made for the SECOND year of the NY World's Fair. As told to us by our friendly [Mold-A-Rama employee who worked at the 1964-65 New York World's Fair](#), the larger group of Disney moldsets were ordered to replace a few of the smaller Disney moldsets that apparently didn't meet full expectations of Disney.

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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