

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 22

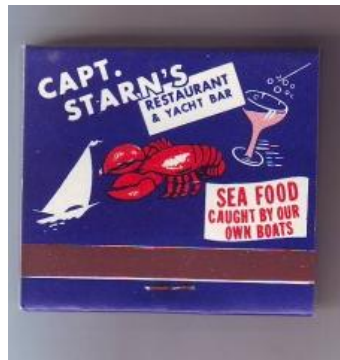
LOBSTER

Hackney's Restaurant

1963 Atlantic City, NJ



The **LOBSTER**! Lore had it that the **LOBSTER** was first vended at a restaurant in New Jersey. And based on our own analysis of the serial numbering of the original moldsets, the **LOBSTER** moldset was custom made by Mold-A-Rama at almost the same time as another moldset known to have been made for a New Jersey location: **CAPT. STARN'S RESTAURANT** in Atlantic City, NJ. Capt. Starn's pier was known both for its pleasure activities as well as its seafood restaurant. We already know for certain that there was at least one Mold-A-Rama machine at **CAPT. STARN'S** (See the [SAILBOAT](#) reissued in week 16 of v1.0 of the Club-A-Rama).



Looking at some of the advertising for Capt. Starn's, it seemed only logical to me to assume that the **LOBSTER** was very likely first used at CAPT. STARN'S SEAFOOD RESTAURANT. But alas - it wasn't! As one of our most seasoned collectors told me since I first posted this week's writeup, it was vended at a **COMPETITOR's** restaurant of Capt. Starn's just 3 blocks down the boardwalk: **HACKNEY'S RESTAURANT!**

While Captain Starn's Restaurant (est. 1940) had the capacity to serve an impressive 750 people at a time, Hackney's could seat 3,200!







Lobster King Harry Haskney with his lobster Waitresses who won the Prize in Atlantic City's Famous Beauty Pageant Parade on the Atlantic City Boardwalk



The **LOBSTER** is a bank, as you can see from the suggested **SLOT** area to be cut out on the backside. To get your money back out of the **LOBSTER** bank I guess you have to crack him open!



Not related at all to the **LOBSTER**, but I thought I'd throw in a vintage machine photo. This photo is from ALLIGATORLAND during the \$1 era (late 80s - early 90s).



As Rob points out: The original version of the mold had "Hackney's" engraved at a 45-degree angle. Sometime later, the name of the restaurant was ground off, presumably for use in Florida. Even so, the retooling wasn't clean, and you could still pretty clearly read "Hackney's", although the lower line of horizontal text was now made indecipherable. When the mold was used at Lowry Park Zoo, "Hackney's" was still visible if you were looking for it. Then, more recently, the moldset (the only one we think) was retooled again, which completely cleaned off all the original engravings and added the seaweed. Looking at your photo of the moldset, you can still see fairly well where the original lines of text had been.



The **LOBSTER** moldset is numbered 1071, which places it squarely in 1963, during the time after MOLD-A-RAMA's introduction at the 1962 Seattle World's Fair, but before the moldsets to be used at the 1964 New York World's Fair were produced. And as mentioned above, the **LOBSTER** moldset was made at almost the same time as the **CAPT. STARN'S SAILBOAT** (numbered 1067) reissued in [week 16](#) of the first year of the MOLDVILLE Club-A-Rama. Perhaps close enough in time that once Mr. Hackney saw the MOLD-A-RAMA machine vending SAILBOATS at his competitor's restaurant 3 blocks away, he had a MOLD-A-RAMA machine installed as soon as he could?! Who knows, but the close timing is quite curious indeed!

Hackney's Restaurant burst to the ground in September 1963 - the same year I date the **LOBSTER** moldset to have been made. Who knows - maybe the **LOBSTER** moldset that MOLDVILLE.com used this week was

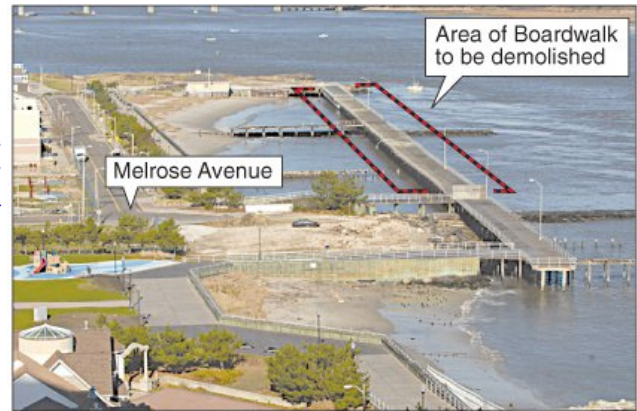
somewhere inside this burned restaurant? (Hackney's Restaurant was rebuilt by the following year 1964.)



(A05)ATLANTIC CITY,N.J.,SEPT.5 - ATLANTIC CITY LANDMARK DESTROYED BY FIRE - Firemen at left move away as general alarm fire destroys Hackney's boardwalk restaurant in Atlantic City, N.J., despite efforts of firefighters early today. No official estimate of loss was immediately available. The restaurant was completely destroyed. The restaurant had closed for night when fire was discovered. No injuries were reported. (AP Wire Photo) (AP Wire Photo) - 1963

Week after week MOLDVILLE.com reissues a souvenir from a location that has since been lost to time, and this week is no exception. Though they rebuilt after the September 1963 fire, Hackney's Restaurant (as well as Capt. Starn's Seafood Restaurant) are both now but a memory from years past on the Boardwalk in Atlantic City.

This is how close Capt. Starn's Restaurant was to Hackney's Restaurant: the bulldozed area at the top of this photo (right) is the former location of Capt. Starn's, while the bulldozed area in the center of the photo is the former location of Hackney's.



Press photo by Danny Drake

Oh, and by the way - the **LOBSTER** bank souvenir reissued by MOLDVILLE.com this week GLOWS in the dark!



The **LOBSTER** has also been run at the FLORIDA AQUARIUM and at LOWRY PARK ZOO (both in Tampa, FL). Do you have an originally engraved LOBSTER from HACKNEY'S? If so, please send a photo of it to MoldvilleMachine@gmail.com!

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>

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