

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 46

BRONTOSAURUS

(aka Apatosaurus)

1964

New York World's Fair



The original **BRONTOSAURUS (looking backwards)** was used only in the first year of the 1964-65 New York World's Fair. For reasons unknown it was replaced with the slightly smaller forwards-looking brontosaurus in the second year (1965) of the NYWF, though it was likely due to the HUGE size of the mold (and the moldset) and likely errors in making it cleanly into the delivery bin.



GIANT DINOSAURS SEEN ON HUDSON HEADED FOR CITY

**Don't Worry—They're Friendly Sinclair Dinosaurs
On Way to Sinclair World's Fair Exhibit**

TOMORROW'S THE DAY! Millions of people in skyscrapers, on commuter trains and highways along the Hudson, on ships and planes, on docks and bridges will see a sight to amaze even sophisticated New Yorkers as nine Dinosaurs sail majestically around Manhattan Island!

WATCH THE RIVER and you will see the 70-foot Brontosaurus, one of the largest land creatures that ever lived...the giant Tyrannosaurus, most ferocious flesh-eater of all time...Stegosaurus, 20 feet long with 4 spikes on his tail...Ankylosaurus, the walking fortress...plus other fascinating prehistoric monsters who ruled the earth some 60 million to 200 million years ago.

SO REALISTIC AND AUTHENTIC, THEY LOOK ALIVE! Two years under construction and as technically accurate as modern science can make them, the Dinosaurs will be heading for Sinclair Refining Company's fabulous "Dinoland" Exhibit which will be one of the most spectacular and educational attractions at the 1964-65 New York World's Fair.

HERE'S YOUR DINOSAUR TIMETABLE showing approximate time Dinosaurs are due to pass following points tomorrow, October 15:—

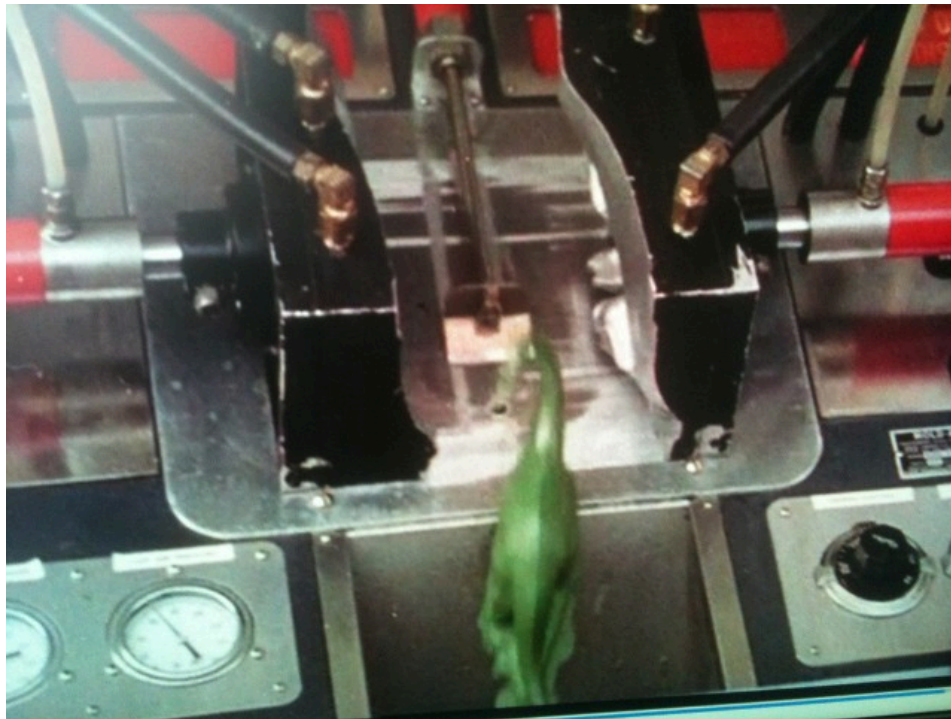
PEEKSKILL	6:30 A.M.
DOBBS FERRY	9:00 A.M.
GEORGE WASHINGTON BRIDGE	10:00 A.M.
42nd STREET	11:30 A.M.
BATTERY	12 N. to 1:30 P.M.
BROOKLYN BRIDGE	1:45 P.M.
QUEENSBORO BRIDGE	2:30 P.M.
HELL GATE BRIDGE	3:00 P.M.

The mighty Brontosaurus, Sinclair's trademark, is a symbol of the age and quality of the crude oils from which Sinclair Petroleum Products are made—crudes which were mellowing in the earth when Dinosaurs lived. Today, Sinclair uses ultra-modern refining techniques to transform these age-old crudes into top-quality gasolines, motor oils and other products for your car and home.



**WATCH THE RIVER TOMORROW
FOR THE SIGHT OF YOUR LIFE!**

There was great hype for the Sinclair dinosaurs at the 1964-65 New York World's Fair, and to be sure the Sinclair exhibit WAS one of the most popular at the NYWF. Even before the NYWF opened as the exhibits were being assembled, you can see in the above ad announcing that "Tomorrow's Day!" and to "Watch the river and you will see the 70-foot Brontosaurus!"



This is a screen shot from the actual **BRONTOSAURUS (looking backwards)** machine in 1964 at the New York World's Fair (from a Sinclair promotional video). Delivery can ONLY be done tail first - not only so that the head and neck don't catch the lip of the delivery bin and hang up, but also because the delivery shovel wouldn't reach the base before crushing the tip of the tail.

Note of interest: **MOLDVILLE** owns this very moldset actually used in 1964 at the NYWF - the **SCRATCHES** seen in the black paint in this 1964 image **ARE STILL THERE!**

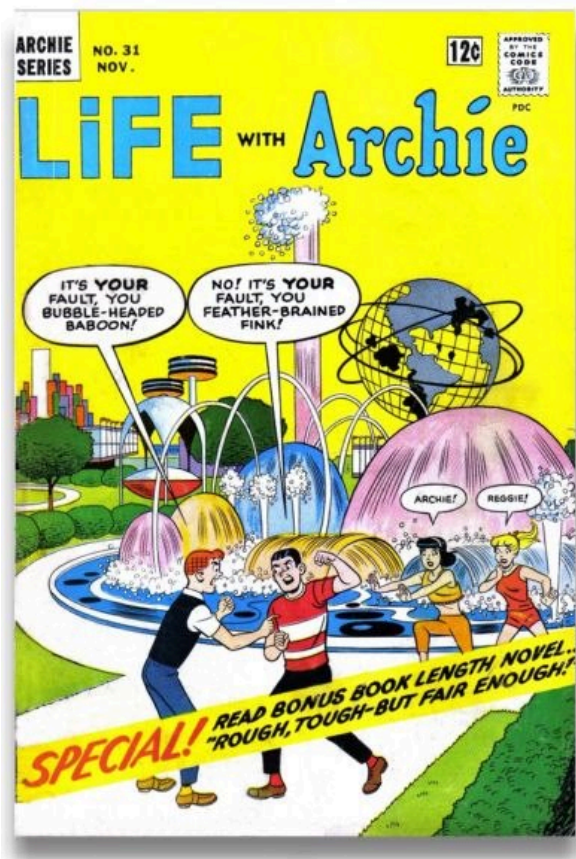


Did I mention that this original moldset is HUGE? It is so so massive that a shortened shovel had to be made to fit. Moldville has this original short shovel from a **BRONTOSAURUS** (looking backwards) machine.

This is the original audio played near the Brontosaurus at Sinclair's Dinoland exhibit at the 1964-65 New York World's Fair (courtesy Bill Cotter!)



The **BRONTOSAURUS (looking backwards)** moldset was made for use in 1964 at the New York World's Fair, and is easily the most massive Mold-A-Rama moldset ever made.





The Sinclair dinosaur exhibit (headlined by the **BRONTOSAURUS**) was so popular that after the New York World's Fair ended, the dinosaurs were toured around the country in 1966, 1967 and again in 1968.

What ever happened to the **BRONTOSAURUS** you might ask? Well, as it turns out most of the original dinosaurs from the 1964-65 New York Worlds Fair, after their tours of the United States in 1966-68, live in lush retirement at various parks and attractions throughout the US. The **BRONTOSAURUS** can still be seen at Dinosaur Valley State Park in Glen Rose, Texas:



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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