

# Mold Of Gold

by Lynne Belluscio

I was reading through some old Jell-O ads last week and came across an ad for a contest that Jell-O offered in 1964. (That was the year that Jell-O closed in LeRoy.) "Just fill in the entry blank and send it along with the fronts of 4 packages of Jell-O Gelatin Dessert. You could easily be the winner. You could be lucky and win \$25,000." That was the first prize and it was the actual value of a 40-pound mold of solid gold.

There were 4,049 other prizes, including 4 new Pontiac Tempest Custom 4-door sedans with air conditioning; 5 Evinrude boats, with 60 hp motors; 15 RCA Victor home entertainment centers – with color television, stereo, hi-fi and AM/FM radios; 25 Westinghouse frost-free refrigerator-freezers; 100 Revere Eye-Matic 35mm cameras and 3,000 Schick cordless electric toothbrushes. Now there was a contest!! You could also clip out a coupon worth 7 cents toward your next purchase of 4 packages of Jell-O.

So I was curious about the value of 40 pounds of gold today. So I called John Cooper at Cooper's Coin Shop on Mill Street. What followed was a lesson in troy ounces, troy pounds, and the avoirdupois pound. (There is no explanation about which kind of pound they used to measure the Mold of Gold.)

Gold and precious metals are measured in troy ounces, which apparently dates back to the Roman monetary system. Flour, butter and other commodities are measured in avoirdupois pounds and ounces. A troy ounce is 1/12 of a troy pound. A avoirdupois ounce is 1/16 of a avoirdupois pound. (Stick with me here. I'm trying to come up with an answer.) Since we don't know if the Jell-O Mold of Gold was

measured in troy ounces or avoirdupois ounces, there might be two different answers. (I wonder if the new math would make this any easier?)

Before I learned about the troy ounce and the avoirdupois ounce, I figured 40 times 16 would give me the number of ounces and then I would multiply that by the price of gold. So that was 640 avoirdupois ounces times \$1,090 which is \$697,600. But that is wrong, because gold is calculated in troy ounces. So if it was troy ounces then it was 40 times 12 which equals 480 times \$1,090 which equals \$523,200 - - - I think.

I looked up the price of gold in 1964 at it was running between \$35 and \$39 an ounce - - a troy ounce. So if I do some more math - - I think that the mold of gold was measured in avoirdupois pounds. I think that's as far as I'm going with this. Soooo

In keeping with the Mold of Gold and the Historical Society's 2016 Membership Drive we are offering - - no not a Mold of Gold - - but a Mold of Nickels. If you become a new member of the Historical Society, you will be entered in a drawing to win a Mold of Nickels. Consolation prizes include Jell-O t-shirts, Jell-O pot holders, Jell-O pencils - - (unfortunately we do not have Jell-O toothbrushes.)

Just fill out the membership form and send in a check and mail it to: PO Box 176, LeRoy NY 14482. You will automatically be entered into the Mold of Nickels.

All members receive free admission to the Jell-O Gallery and LeRoy House; a quarterly newsletter; a discount coupon for the Museum Shop and two passes to the Jell-O Gallery to give to friends or family.

Join today and help support



the local historical society. If you are interested in a business membership, please call the office and we will send you a business membership form.

## Did you know that ...

- Hands-On-History** – Each student at the Wolcott Street School from kindergarten through fourth grade visits LeRoy House twice a year for a wide variety of programs.*
- Visit LeRoy** – Thousands of visitors come to the Jell-O Gallery and LeRoy House. Go to Trip advisor and see what they have to say. And after they visit, they eat at our local restaurants, buy gas, and visit our local farm markets and shops on Main Street.*
- Bringing History Home** – Each year the Historical Society acquires objects and archival materials that are part of our local history. This past year we acquired Civil War papers, rare photographs and Jell-O advertising. We also bought a very significant collection of Ingham University paintings.*
- Living History** – For the past three years, the people who lived in LeRoy House share their stories through a living history weekend.*

Membership in the LeRoy Historical Society entitles you to:

- Quarterly Newsletter*
- Access To Genealogical Research Library*
- Special Events*
- Free Admission to LeRoy House and Jell-O Gallery*
- Special Christmas Sale Discount*

**THE LE ROY HISTORICAL SOCIETY**  
23 East Main Street, Le Roy, NY 14482-0176

ANNUAL MEMBERSHIP DUES	
Jan. 1, _____ -Dec. 31, _____	
<input type="checkbox"/> Family .....	35.00
<input type="checkbox"/> Individual or Sen. Cit.....	25.00
<input type="checkbox"/> Sustaining .....	50.00
<input type="checkbox"/> Supporting.....	100.00
<input type="checkbox"/> Life (Individual).....	400.00
<input type="checkbox"/> Enclosed is an additional contribution of: _____	

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
E-MAIL \_\_\_\_\_  
TELEPHONE \_\_\_\_\_  
You may charge your membership and donation - VISA or MASTERCARD # \_\_\_\_\_ exp. date \_\_\_\_\_

Contributions to non-profit Educational Institutions are tax deductible. Please make checks payable to "The LeRoy Historical Society".