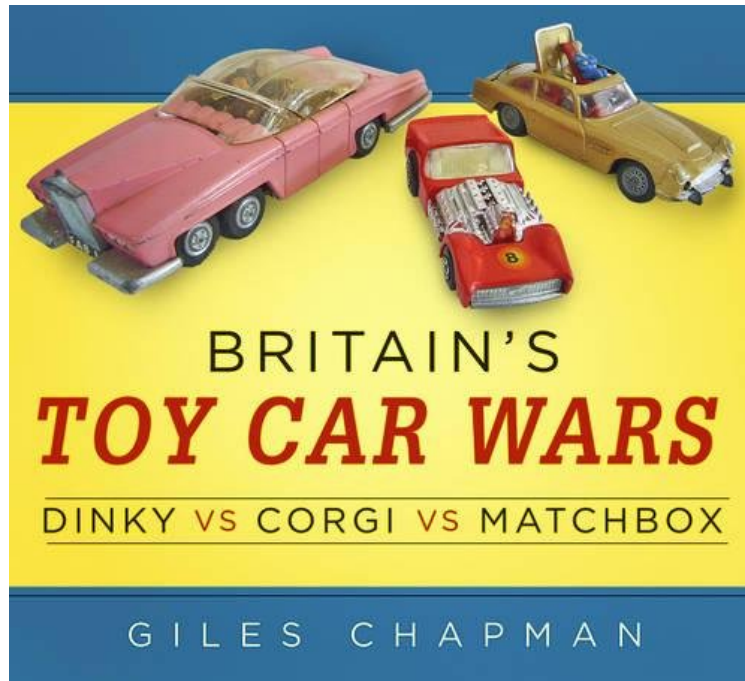




Giles Chapman

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(Download) Britain's Toy Car Wars: Dinky vs Corgi vs Matchbox

## Britain's Toy Car Wars: Dinky vs Corgi vs Matchbox

**Giles Chapman : Britain's Toy Car Wars: Dinky vs Corgi vs Matchbox** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Britain's Toy Car Wars: Dinky vs Corgi vs Matchbox:

0 of 0 people found the following review helpful. Five StarsBy KATIEMy husband loved the bok found some of the cars that he has in the book thanks1 of 1 people found the following review helpful. Car warsBy QuiverbowDinky, Matchbox and Corgi. The first of these was a subsidiary of Meccano and began life in late 1933 and whilst Matchbox arrived in 1953, Corgi didn't start its engines until 1956. All were to become world beaters and also play an intrinsic part in the life of any ten-year-old boy. (Sorry ladies, but though no doubt a few girls joined in, the market at which these were aimed was male.)Author Giles Chapman's superb delve into toy vehicles gives an insight into who was behind each company, how it began, an interesting look at the manufacturing process, their glory days and unfortunate demise, Awash with colour photos (and a few black and white ones) of models, boxes, gift sets and trade adverts. But the text isn't just about those three businesses; interlopers such as Spot-on, Hot Wheels, and Britains get a mention. There's plenty of material here that I wasn't aware of, including Dinky's blatant early plagiarism of a design from a USA company, Tootsietoys, of a range of real cars by manufacturer, Graham-Paige Whereas both Matchbox and Corgi was available in 23,500 retailers, Dinky had a preference for dealing with approved outlets so could be bought in just 6,500 shops.However, that isn't really what makes this book worthwhile; no, it's what it brings back. Reading it made me say to anyone within earshot, "I had that one" or "I remember those" and brought forth memories of trying to find the three tiny yellow rockets fired from the rear of the Batmobile, or changing the picture on the television set that came as part of the Lincoln Continental. And that's what makes nostalgia so sad. In the heyday of these three companies, their cars were toys and were meant to be played with. In an ironic twist of fate, at one point, Mattel, who

bought Hot Wheels to the UK and so started their decline, ended up owning the trio. Where once they sold in lorry loads, and James Bond's Aston Martin DB5 shifted over four million units, the age bracket for the product gradually declined and with the computer era on the horizon, the market moved on to other things. Were those golden years of die-cast models really a better period? In many ways, yes. Okay, only those who remember the brands with affection will understand the excitement and enjoyment of the times and Chapman's narrative is very interesting, showing he knows his stuff. But it's the pictures that bring a tear to the eye. Buy this and reminisce, but don't let anyone see you using a handkerchief. 0 of 1 people found the following review helpful. Five Stars By OldSchoolCollectorAs described.

Thank You

Diecast-metal Dinky Toys arrived in 1934. In 1953, Lesney launched the Matchbox series. Mettoy brought its Corgi range in 1956, with working suspension, seats, steering wheels, and opening doors and hoods. The brand hit the jackpot with its James Bond movie tie-in: a 1:43 scale Aston Martin DB5 with working versions of the on-screen gadgets, including ejector seat. Dinky hit back with models based on Gerry Anderson TV shows. From the U.S. (but made cheaply in Hong Kong), Mattel's Hot Wheels arrived in 1968. The British establishment was left reeling. Throughout the 1970s, the nations three toy car heroes battled on, trying to alter their offerings so that they offered as much "play value" as possible.

About the Author Giles Chapman is an award-winning motoring writer whose books include My Dad Had One of Those.