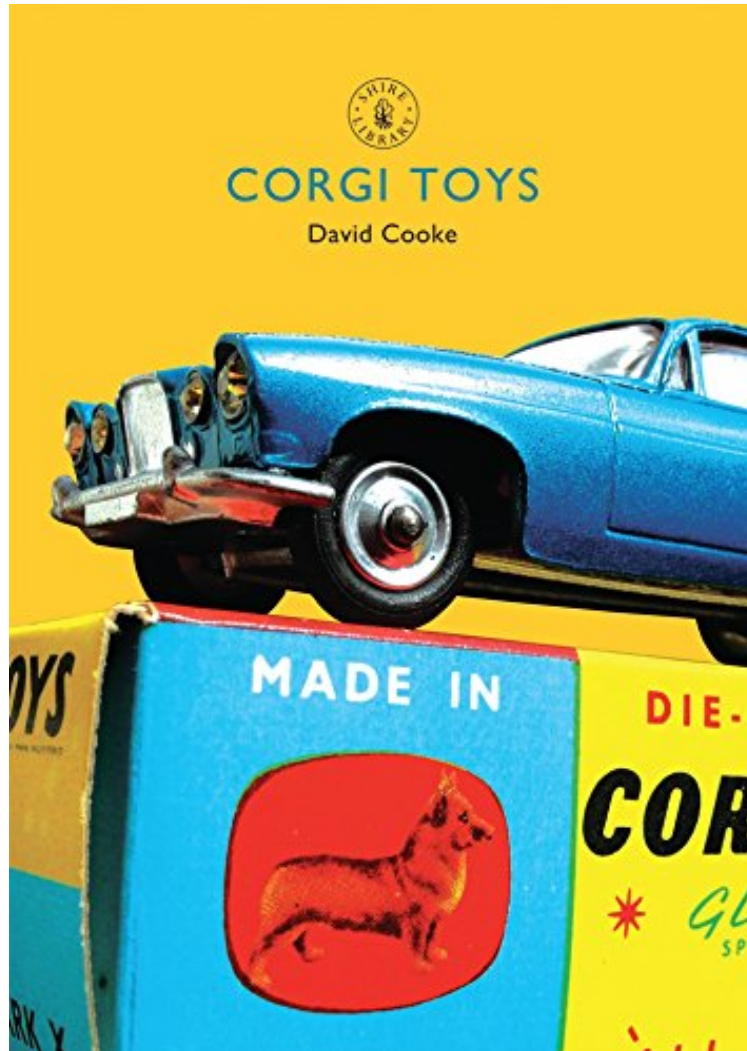


Corgi Toys (Shire Library)

David Cooke

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David Cooke : Corgi Toys (Shire Library) before purchasing it in order to gage whether or not it would be worth my time, and all praised Corgi Toys (Shire Library):

0 of 0 people found the following review helpful. Five Stars By OldSchoolCollector As described. Thank You 2 of 2 people found the following review helpful. Detailed concise book By David R. Farlow First, if you are only a casual toy collector, probably not the book for you. If you are especially interested in the history of Corgi, you'll find the book interesting. It covers the models in basic sections, but spends quite a bit of time discussing company plans and organization as well as the market forces that impacted the company. 1 of 1 people found the following review helpful. Four Stars By Watch Guy 006 Cool book with lots of information.

Although the name "Corgi Toys" was not introduced until 1955, the roots of the original holding company, Mettoy, go back to 1932 when a German toymaker called Philipp Ullmann arrived in Britain to form a new toy manufacturing company. This company produced many types of toys, both before and after the Second World War, mainly in tinsplate. In the 1950s Mettoy began to produce diecast metal toys and hence, in 1956 the first Corgi Toys were released to the children's toy market and proved an immediate success. Over the next 30 years hundreds of miniature vehicles would be modeled on contemporary vehicles such as Vauxhalls, Rileys, Hillmans, Standards, Commers and ERFs. Corgi also made daring and successful ventures into film-and-TV related toys with their versions of James Bond, The Saint and Batmobile cars selling millions. Life-long collector David Cooke explores the history of Corgi Toys, describing the various models and illustrating how these simple children's toys became valuable collectables. He also charts the recent financial problems faced by the company, and their resurgence based upon Limited Edition collectors' models sold direct to an adult market.

About the Author David Cooke's passion for Corgi Toys began when as a child he was given a model for Christmas by his grandfather, and his collection grew. In 1972 he founded the South West Model Club and in 1979 the East Anglian Model Club. David now appears regularly on radio and television describing toys, lectures to many organizations, writes articles for magazines and is the Corgi Toy Curator at Bressingham Steam Museum in Norfolk.