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# Lesney S Matchbox Toys The Superfast Years 1969 19

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*Lesney S Matchbox Toys  
The Superfast Years  
1969 19*

2023-09-10

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## SANTOS LAWRENCE

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*Matchbox Toys Price Guide* Penguin  
The toys pictured and listed represent the major variations of the most popular series made by Lesney Products from 1947 to mid 1969. Included is a list of organized clubs for collectors.

Warman's Matchbox Field Guide Schiffer Publishing

A guide for collectors discusses the history of die-cast toy cars of the 1950s and 1960s and surveys the companies that manufactured the toys around the world, including such major names as Dinky Toys, Corgi Toys, Solido, Tekno, and Tootsietoy.

**Remaking the World** University-Press.org

Lesney Products was formed in 1947 to make zinc castings, mainly for the building industry; toys were a sideline when business happened to be slow. To cash in on the upcoming 1953 Coronation of Princess Elizabeth they decided to model a miniature of the

Coronation Coach. When this sold a million pieces it spurred on and financed a new venture that would become a household name: Matchbox Miniatures. In 1954 came the #5 London Bus and the #7 Horse Drawn Milk Float and the range took off, with road vehicles of all sorts, all modelled at a size that would fit in a child's hand. And these were joined by Accessory Packs and Major Packs, slightly larger toys but made to Matchbox size, plus fold-out Card Roadways, Service Stations, Pocket Catalogues and Carry Cases. Then in 1969 came great change. Mattel had released their range called 'Hot Wheels' with high-speed wheels and axles, and in order to compete Matchbox retooled everything to have their own Superfast wheels and axles, along with brighter or newer colour schemes. 'Superfasts' regained their lost sales and were a common sight in every playground and young person's bedroom in the 1970s and 80s. Beloved of two generations of children, and now highly collectable, the Matchbox 1-75 range is a British institution that has now found its perfect

introduction in this book.

**Lesney's Matchbox Toys** Schiffer Pub Limited

In *Remaking the World*, James Roy King weaves together strands of thought creating a tapestry that mirrors John Dewey's pragmatism of sufficiencies. King uses the concept of activity sets - relatively stable combinations of activities that characterize every large-scale human enterprise - to explain how modeling can help people make sense of the world around them.

*Matchbox Toys* University-Press.org

Who can ever forget the aircraft kits with the multicolored plastic parts? Unlike other makes, Matchbox just didn't suddenly appear one day on the plastic scale models scene. Matchbox came from the well-known range of die-cast vehicles of the same name. The Lesney company which used the brand name "Matchbox" was founded in 1953 by Mr Leslie Smith (who remained on the board of the company throughout his career - he died in 2005) and Mr Rodney Smith. It was this company that thought up these little "pocket money" vehicles and the ingenious packaging which gave them their name. The name came from the box which was the shape, size and color of a match box. The firm brought out scale models of planes, tanks, boats, motorbikes and cars but also little soldiers which all brightened the childhood days of today's forty-year olds... This book retraces the forty glorious years of a firm, of a brand of kits intended for beginners just as much as it was for the most demanding buffs. More than just a kit, a state of mind. Jean-Christophe Carbonel is a world renowned specialist of French model kits. His 20-years of experience with the European and Japanese model kit markets has enabled him to deal in depth with the

French "model craze."

Toys and American Culture History Press

Collectors will be racing to the stores to get a copy of the fifth edition of *Matchbox Toys(R), 1947 to 2007*. The easiest way to find a Matchbox model that matches yours is to find a book that lists them alphabetically. This latest edition does just that by incorporating all the Matchbox lines in alphabetical order by model description and cross references for models with multiple names. Featured are over 2,000 full color photos and prices representing current market values. Besides the Matchbox 1-75 series and its various spin-offs, the book also includes early Lesney models, Matchbox Major Packs, Kingsize, Models of Yesteryear, The Dinky Collection from Matchbox, Convoy, Battle Kings, Sea Kings, Skybusters, Matchbox Collectibles, Premiere Series, World Class, and much more. Also provided are product listings for many other toys marketed under the Matchbox brand name. 2008 values.

**Matchbox Toys, 1947 to 2007** Schiffer Publishing

*Hot Wheels™: From 0 to 50 at 1:64 Scale* shares the inspiring journey of the die-cast vehicles that started out as a new twist on toy cars and became a worldwide phenomenon. Officially licensed with Mattel, this in-depth retrospective reveals what makes these cars unique, how the models are designed, and all the work that goes into the play to ensure Hot Wheels™ maintain their position as the greatest toy cars ever made. This special commemorative book is lavishly illustrated with rare design drawings and prototypes from Mattel's archives, fantastic photos of all of the great Hot Wheels™ vehicles from across their 50-plus year history, and a feature gatefold

illustrated with rare Hot Wheels catalog art. It's the perfect vehicle for Hot Wheels™ fans of all ages!

*Matchbox Toys* Schiffer Pub Limited

Matchbox toys were ubiquitous items for children across the Western world.

Originally labelled Christmas-cracker trash by retailers and shopkeepers, the small-scale 1-75 series soon began to see unprecedented worldwide sales in the 1950s. Smaller and cheaper than most of its competitors' toys, Matchbox models were also far more accurately modelled, but the company has nevertheless seen its own share of competition and challenging times over the years. In this beautifully illustrated book, Matchbox collector Nick Jones tells the story of Matchbox and its most famous toys, from the Coronation Coach to Hotwheels dragsters, and complements the story with beautiful, previously unpublished photographs.

*Lesney's Matchbox Toys* Schiffer Publishing

The stories of 6 great men all born in the same year.

*Matchbox® Toys* Amberley Publishing Limited

For fifty years, Britain made the best toy cars in the world, expertly shrinking every kind of real-life vehicle and producing them in their countless, die-cast millions. Dinky Toys were the 1930s pioneers, then in the 1950s came the pocket-money Matchbox series, followed by Corgi Toys bristling with ingenious features and movie stardust. But who were the driving forces behind this phenomenon? And how did they keep putting the latest, most exciting cars into the palm of your hand year after year? In this illustrated and expanded edition of Britain's Toy Car Wars, Giles Chapman reveals the extraordinary battle to dominate Britain's toy car industry, and

the dramas and disasters that finally saw the tiny wheels come off ...

*Tires and Tracks* Schiffer Publishing

Please note that the content of this book primarily consists of articles available from Wikipedia or other free sources online. Pages: 56. Chapters: Slot car brands, Slot car layouts, Slot car manufacturers, Matchbox, Powertrack, Slotcar racing, Airfix, Lionel Corporation, American Flyer, Hornby Railways, Tamiya Corporation, Scalextric, Total Control Racing, Cox Models, G & R Wrenn, Aoyagi Metals Company, Aurora Plastics Corporation, Pancake, Jouef, Tyco Toys, Record Breakers: World of Speed, Sidewinder, Carrera, Slot.it Challenge, Penn Line Manufacturing, Anglewinder, Inline, Ninco. Excerpt: Matchbox is a popular toy brand which was introduced by Lesney Products in 1953 and is now owned by Mattel, Inc. The brand was so named as the original die-cast Matchbox toys were sold in boxes similar in style and size to those in which matches were sold. Subsequently the brand would encompass a broad range of toys including larger scale die-cast models and various non die-cast lines such as plastic model kits and action figures. During the 1980s, Matchbox started to switch to the more conventional plastic and cardboard "blister packs" that were used by other die cast toy brands such as Hot Wheels. The box style packaging was re-introduced for the collectors' market in recent years, particularly with the release of the "35th Anniversary of Superfast" series in 2004. see also: Lesney Products The Matchbox name started in 1953 as a brand name of the British die-casting company, Lesney Products. Lesney's reputation would be moulded by Jack Odell, Leslie Smith and Rodney Smith (hence the name

"Lesney"); their first major sales success was the million-selling model of Queen Elizabeth II's Coronation Coach. Shortly thereafter, Lesney co-owner Jack Odell (b. 1920 or 1921 - d. 2007) created a toy that effectively provided the final, missing link to the company's future. It was designed for his daughter: her school only allowed children to bring toys that could fit inside a...

Corgi Toys Andrews McMeel Publishing Please note that the content of this book primarily consists of articles available from Wikipedia or other free sources online. Pages: 161. Chapters: Radio-controlled car, Model car, Matchbox, Corgi Toys, Hot Wheels, Dinky Toys, Transformers: Alternators, List of M.A.S.K. toys & characters, List of model car brands, Tomica, Hornby Railways, Tamiya Corporation, Kyosho, Derby H: O Racing Club, XMODS, Mini-Z, Associated RC10, Nylint, Majorette, Die-cast toy, Pinewood derby, Hubley Manufacturing Company, Mini 4WD, Solido, Tamiya Radio Controlled Nitro Vehicles, PlasmaCar, Husky Toys, Brooklin Models, Micro Machines, Mad Tracks, Mikro'67, Choro-Q, Siku Toys, Academy Plastic Model, Playart, Lone Star Toys, Lesney Products, Corgi Classics, 1:64 scale, Norev, Pocher, Bburago, Eligor Models, Maisto, Radio-controlled drifting, NZG Models, Stompers, Trax Models, Motorific, Aoyagi Metals Company, Spot-On, Q-steer, Conrad Models, Sturdi-Bilt, Aurora Plastics Corporation, TrueScale Miniatures, Cursor Models, Schabak Modell, Tonka, Diecast Car Collectors Zone, ZipZaps, Vitesse Models, Stahlberg Models, Johnny Lightning, Accurate Miniatures, Exclusive First Editions, Buddy L, 1:18 scale diecast replica, Cozy Coupe, Record Breakers: World of Speed, Ertl Company, Crusader 101, Funmate, Jada Toys, Model

commercial vehicle, All Metal Products Company, Power Wheels, Mebetoy, Catterline Cartie Challenge, Tether car, Darda, Lledo, Minichamps, Megatech International, 1:24 scale, Pullback motor, Team Losi Mini-T, 1:32 scale, Bobby-Car, Mini Lindy, Crescent Toys, 1:43 scale, Speedeez, TootsieToy, Trofeu, Benbros, Welly, 1:50 scale, Things on Wheels, Woodcar Independent Racing League, 1:12 scale, Model construction vehicle, Tekno, Dulcop, Great American Dream Machines, US-1 Trucks, Firestorm 10t, Friction motors, American Juvenile Electric, Yat Ming, Muky, Road Champions. Excerpt: Corgi Toys (trademark) is the name of a range of die-cast toy vehicles produced by Mettoy Playcraft Ltd. in...

*Britain's Toy Car Wars* Britain's Heritage Dinky Toys must be some of the most successful and collectable toys ever made. In an affectionate tribute, each model is given its own delightful setting, reflecting a more gentle and innocent era. Visual puns abound: The Landrover, "a fine model of a vehicle designed to go anywhere and do anything," climbs its way up a staircase, while the Avro York Airliner takes off from the ironing board. An open-top sports car zooms along, fighting the gale-force winds of an electric fan. A sophisticated and stylish design book, this is the ideal gift for the postwar baby boomer.

Dinky Toys Schiffer Publishing Corgi Juniors and Husky Models brings together the story of these small-scale model cars and other toys into one book for the first time. This widely collected line of diecast toy cars and trucks are examined in every detail. Over 500 full color photos and well-researched text presents the entire history of these cars, from the introduction of Husky Models in 1964, to the Corgi Classics of today.

Here are Corgi Juniors, Corgi Rockets, Husky Toys, Whizzwheels Conversions plus many more variations. Included is never before published information on prototype, pre-production, and promotional models, plus an extensive cross-reference section which provides easy access to model numbers and current values.

**Diecast Toy Cars of the 1950s & 1960s** Bloomsbury Publishing USA

Please note that the content of this book primarily consists of articles available from Wikipedia or other free sources online. Pages: 27. Chapters: Matchbox, Airfix, Elastolin, Louis Marx and Company, Lone Star Toys, Ideal Toy Company, Remco, W. Britain, Britains Deetail, Barclay Manufacturing Company, John Hill & Company, Crescent Toys, Benbros, Timpo, Manoil Manufacturing Co., Dulcop. Excerpt: Matchbox is a popular toy brand which was introduced by Lesney Products in 1953 and is now owned by Mattel, Inc. The brand was so named as the original die-cast Matchbox toys were sold in boxes similar in style and size to those in which matches were sold. Subsequently the brand would encompass a broad range of toys including larger scale die-cast models and various non die-cast lines such as plastic model kits and action figures. During the 1980s, Matchbox started to switch to the more conventional plastic and cardboard "blister packs" that were used by other die cast toy brands such as Hot Wheels. The box style packaging was re-introduced for the collectors' market in recent years, particularly with the release of the "35th Anniversary of Superfast" series in 2004. see also: Lesney Products The Matchbox name started in 1953 as a brand name of the British die-casting company, Lesney

Products. Lesney's reputation would be moulded by Jack Odell, Leslie Smith and Rodney Smith (hence the name "Lesney"); their first major sales success was the million-selling model of Queen Elizabeth II's Coronation Coach. Shortly thereafter, Lesney co-owner Jack Odell (b. 1920 or 1921 - d. 2007) created a toy that effectively provided the final, missing link to the company's future. It was designed for his daughter: her school only allowed children to bring toys that could fit inside a matchbox, so Odell crafted a scaled-down version of the Lesney green and red road roller. This toy ultimately became the first of the 1-75 miniature range; a dump truck and a cement mixer completed the...

*Toy Cars and Trucks* John Deere Publishing

Matchbox die-cast toys produced after Universal transferred company ownership to Tyco are presented here with a detailed, incisive text explaining the variations, the number code of all the toys, and clear color photos. Includes the Matchbox vehicles and toy lines of Harley Davidson motorcycles, Thunderbirds action figures, Live N Learn preschool toys, and Crash Dummies.

CHESSE Bloomsbury Publishing

Few men over forty never owned a dinky toy when they were a child. This is the story of Britain's favourite toy cars.

**Encyclopedia of Matchbox Toys, 1947-1996** University-Press.org

The most popular die cast toys in the world, Matchbox metal vehicles took on a new look in 1969 with the introduction of the Superfast line, and this new edition documents them all. The diversity of these tiny toys is truly amazing. Written as a sequel to another popular volume, Lesney's Matchbox Toys, Regular Wheel Years, 1947-1969 (Schiffer, 1992), author Charlie Mack has

compiled clear color illustrations of the toys and accurate text to identify all the variations in details which make each toy so recognisable and collectible today. This 3rd edition features an updated Price Guide that is helpful to collectors who search for elusive and rare models at today's swap meets, toy and antiques shows, or flea markets.

*Hot Wheels* Schiffer Pub Limited

The wide range of exciting Matchbox die-cast toys produced after Universal transferred company ownership to Tyco (America's third largest toy company) are presented here with a

detailed, incisive text explaining the variations, the number code of all the toys, and brilliant color photographs. Included are additional toy lines including Harley Davidson motorcycles, Thunderbirds action figures, Live N Learn preschool toys, and the Crash Dummies. Toys distributed by Matchbox\* for other companies are also illustrated and discussed.

*Toy Soldier Manufacturing Companies*

Britain's Heritage

In the game of chess you always have to think several moves forward to be successful. The time is ticking. Next move is yours.