

# NEW Platinum Membership

Why not become a Platinum member - the cost is just £2.50 UK (\$5 U.S.) extra per membership year, and look what you get in extra benefits

- *Platinum status membership card*
- *Priority ordering on low edition models*
- *Platinum members will be able to purchase 7 for 4 vehicles from 2 selected Globes per year (February and August).*
- *Once you have ordered 21 vehicles in any membership year (6 for 4 and 4 for 3 count as 6 and 4 respectively) you will receive your FREE Platinum members vehicle depicting the year.*



The 'Platinum members vehicle' will obviously be very limited and therefore highly collectable, and dispatched to Platinum members once 21 vehicles have been ordered within 12 months of your membership year. *Note: The 'Platinum 2000' members vehicle will be released from May 2000 onward.*

To qualify for the 'Platinum 2000' vehicle, members must enrol and register for their 'Platinum' membership before the end of this year.

We will then backdate your Platinum status to start at the beginning of your present membership year, and put your vehicle purchases this year to date towards the 21 required to qualify for your FREE 'Platinum 2000' vehicle.

For example, if you renewed your membership in April this year, and have ordered 10 vehicles since then, and you apply for Platinum membership now, we'll back date it to April this year and include the 10 vehicles you have already purchased towards the 21 required.

**Please note** that if your current membership runs out after December 1999, and on renewal next year you decide to become a Platinum member, you will then qualify for the 'Platinum 2001' vehicle the following year, but not the 'Platinum 2000' vehicle.

Hope that's clear! If you require more information regarding Platinum membership, or wish to know how many vehicles you

have already purchased in your current membership year, please call Fiona, Mags or Mel on the members information line on 01442 828422.

*NB. Any double offers previously ordered ie. 10 for 5 or 12 for 6 vehicles purchased will count as 5 or 6 respectively. Also note, as we will backdate your Platinum membership to coincide with the start of your current membership year, your Platinum membership will also expire at the end of your current membership year.*

*Note: The Platinum members vehicles will be restricted to one per qualifying member per year. Thereafter you may choose absolutely free any vehicle from the O.D.C. catalogue per 21 vehicles ordered.*

## A word from *Michael*

Dear Members

'The first day of fall' was announced on T.V. in my hotel room in Chicago in the last week of September. The weather was blazing and in the 80's.

I was over in the U.S.A. for a week to attend the Chicago Premium Show and visiting our new set up in beautiful Atlanta with Andy, our U.S. president of sales and marketing. Andy comes from Warrington and now lives there, running Oxford Die-Cast.

Now that the 'Globe' has slotted into its current position you will see it regularly around the end of every other month - October, December, February, April etc., which means you'll be able to plan your ordering better!

Thanks so much for the many letters from members - most centred around the RM buses with some super livery ideas - one suggestion is this edition's bus, the driver training RM from London sent in by Mr. Cyril North. A complimentary vehicle is coming your way!

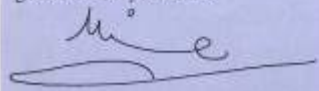
I couldn't go to press without printing a little of the wonderful story from member Arnold Watson whose war time exploits should be made into a movie (see extracts from his letter on the order form) A new model is in its final stages of production - the gov'nor adding his two pennorth before its launch - see article on this page.

My next time of writing in 'Globe' will be the Christmas edition, and believe me there are some super things coming your way.

Firstly, the launch date (January we think) of the new model, unless Taff is happy with pre-production trials - then it will be our 1999 Christmas model, the last of the millennium, plus a natty and very useful membership renewal gift.

Next year heralds the year 2000 and the Christmas model, for it will, I promise, be very different, and away from traditional colours etc. - can't say any more!

Enough from me for now - take good care of yourselves.



Michael Johnston Allen

## THE ROYAL BRITISH LEGION



This beautiful collection has been commissioned by 'The Royal British Legion' to commemorate for the last time this century and millennium 'Remembrance Day'. This century saw such conflicts as the First World War 1914 -1918, The Second World War 1939 - 1945, The Falklands, The Korean War, The Desert War against Iraq, plus of course over the millennium too many conflicts to mention. In all cases our armed forces have given their lives in defence of our nation in a stand against oppression.

The vehicles are the Morris Bullnose (184), Model T van (114TG), Chevrolet (C032) Poppy factory truck and AEC Bus (B55).

We feel their value as a collection and of course the contribution to 'The Royal British Legion' makes this a set to cherish and to pass on through the generations.

Each set of 4 vehicles donates £3.75 to the "Royal British Legion".

## "Senior Service"



One of the oldest manufactured brands on the British Market today! It rivalled 'John Players' for sales and was first introduced in the U.K. by a company called Patreioxux in 1925, who later sold to Gallaher, and became one of the biggest selling brands in the 1920's. The pack is unchanged (well, only minutely) to this day!

'Senior Service' like Players was given a nautical title with ships and sailors respectively. Originally sold in 10's and 20's they are now only available in packs of 20's untipped. This is the third vehicle in the series with an edition of 2000.

We are intending to bring in some U.S. brands in following issues of 'Globe'.

## Carlton & United Breweries

G'Day! Another brewery truck featuring one of the earliest Victoria lagers from our friends down under in Australia. Brewed by Carlton and United Breweries in the early 1920's this was probably the forerunner to their famous Fosters brand now sold world wide. Pure Amber Nectar.

Of course lager, particularly in Victoria State, was sold by the schooner and licensed houses closed at 6pm - what a rush! The schooner was very small - about a quarter of a pint.



## New Model Launch

Next edition of Globe will feature our new release model due with collectors in January 2000. The first model will be an O.D.C. launch vehicle in the usual black, and orders will be taken for late January distribution, and show the year 2000 on each.

**Stop Press:** Taff's decided if the first pre-production shots work out well, he'll manufacture it for this year's Christmas vehicle.

# In the Shops UK

## CURRENT

**Simpsons Canned Sponge Puddings** - Golden Syrup, Chocolate Syrup, 1 x Bullnose (165G) plus 2 tokens and £2.60 inc. p&p.

**Loctite Auto Repair Products** - (Rust Remedy), (Rear View Mirror Bonder), (Instant Gasket), (Super Steel) - 1 x Bullnose (170G), 1 x AEC Bus (B46), 1 x Model T Van (094TG), 1 x Model T Truck (095TG) for 1 proof @ £2.49 inc. p&p, or all four vehicles for £8.99 inc. p&p. Available from vehicle accessory shops.

**Chivers 'Olde English' - 'Tangy' - 'Breakfast' - 'Roses' & 'Aristocrat' Marmalades.** 1 x AEC Bus (B50), 1 x Bullnose

delivery Van (176G), 1 x Model T delivery Van (106TG), 1 x Model T jar back (107TG).

For all the above - 1 vehicle **FREE** with 4 tokens plus 50p postage, or 1 vehicle for £2.99 plus 2 tokens, or all 4 vehicles for £8.49 plus 3 tokens. A 25p money off coupon against further purchases of marmalade will be sent back with each vehicle ordered.

**Lancashire Evening Post** - 1 x AEC Bus (B54), 1 x Morris Bullnose (182G). Each vehicle available for £4.95 inc. p&p.

**Turtle Wax** - 1 x Chevrolet canvas back (C023). Available on Turtle Wax car maintenance and polishes etc. for £1.99 + 50p p&p, and 1 token from product.

**Evo-Stik** - Bullnose (183) Model T (112T) @ £2.49 each complete with a fix-a-form from the pack and a till receipt for each vehicle ordered.

## NOVEMBER

**'Daily Express'/'Daily Telegraph'/'Morning Post' (Early November)**

'Royal British Legion' range of vehicles; 1 x Bullnose (184), 1 x Chevrolet (C032), 1 x Model T (114TG), 1 x AEC Bus (B55) @ £15.50 per set of four vehicles with £3.75 from each set going to the 'Royal British Legion'.

**Country Garden Cakes** - 1 x Bullnose (185G) with two tokens plus £2.60 inc. p & p.

## ROUTEMASTER TRAINING BUS

We believe O.D.C. are the first company ever to produce a Routemaster Bus in this format.



This Routemaster is replicated from the photo below showing our member Mr. C. North giving instructions to a learner driver in 1979. Taff had a difficult task in recreating this bus, as it was a none service vehicle it carried no advertising and was somewhat run down in appearance.

The vehicle was a Green Line bus which was transferred to the London Transport Training Centre in Chiswick, West London.



The photo shows the bus in training duty in London where the driver would embark on a 15 day training programme before taking to the streets unaccompanied.

Because we believe there will be a lot of outside of club interest in this bus the edition has been increased from previous Routemasters to 3500 pieces.

Needless to say Mr. North will be receiving Model No 1 with our compliments and thanks.

## In store USA

### CURRENT

**Colonial Bread** - (E.S.I. via various newspapers) 1 x AEC Olympic Bus (B534), 1 x Model T (109TU) (featuring new back), 1 x Chevrolet (C027U).

**Rainbo Bread** - (E.S.I. via various newspapers) 1 x Chevrolet (C028U), 1 x Model T (110TU) (featuring new back) 1 x AEC Bus (B53U)

For all the above 1 vehicle **FREE** in return for 1 cut out E.S.I. and bar code from product + \$2.99 for s&h.

**Kroger pickles** - 1 x Chevrolet (C025U) **FREE** with 1 product proof + \$2.99 s&h.

**Kroger Shredded Wheat** - 1 x Model T truck (101TU), 1 x Model T delivery van (102TGU) each vehicle **FREE** for 2 proofs of purchase + \$2.99 s&h.

**Superfresh products** (E.S.I.'s via various newspapers) 1 x Model T (073TGU) 1 proof of purchase plus \$2.99 s&h.

### NOVEMBER/DECEMBER

**Winn-Dixie 'Kountry Fresh' breakfast cereal** - 1 x Chevrolet (C015U), 1 x Bullnose (166U), 1 x Model T (089TU). **FREE** against product purchases plus \$2.99 per vehicle s&h.

**Georgia Farm Bureau** Chevrolet (C031U) trade only (members purchase via new releases)

**Tender Twist Bread (Kroger)** Model T van (115TU), Model T truck (116TU), **FREE** plus \$2.99 per vehicle s&h.

## BOB CHAMPION M.B.E.



The last vehicle in the Sporting Heroes series celebrates Bob Champion M.B.E., top jockey and sports personality. Bob was born in 1948 into a hunting family. His father was huntsman to the Cleveland in Yorkshire. Naturally he started riding at an early age - hunting with his sister and father.

At the age of 15 Bob rode his first point to point winner and proceeded into National flat racing with Tony Baldwin at Weyhill, going on to ride for many top trainers including Josh Gifford.

Bob also raced in the U.S. where he rode several winners. Unfortunately in 1979 everything came to a dramatic halt when Bob was given just 6 months to live having been diagnosed with cancer. After several months of treatment Bob was back in the saddle with several winners in the U.S. and U.K.

Perhaps his most memorable

triumph was in 1981 when he won the Grand National on 'Aldaniti'.

Bob Champion finally retired from racing in 1983 having won over 500 races.

In 1982 he was awarded the M.B.E. and also formed 'The Bob Champion Cancer Trust', which to date has raised a staggering £8 million towards cancer research.

A fitting tribute to this remarkable man was the portraying of his life in the book and movie 'Champions Story' starring the great English actor John Hurt.

August 1996 saw Bob ride (on several horses) from Edinburgh to Buckingham Palace where he was greeted by Her Majesty the Queen. This led to a further £1m being raised for the new research unit at The Royal Marsden Hospital.

**Bob Champion - by name and deed.**

## Taff's Column

We have had many people over the last year asking us if we were going to set up a web site. I'm pleased to say it's now here, and you can get to see our latest promotions at [www.oxforddiecast.co.uk](http://www.oxforddiecast.co.uk).

Here you will find pictures of all Oxford Die-Cast products along with details on Promotions as they happen, the history of Oxford Die-Cast and various sections detailing our product specifications and past products which have deviated from specification. If any member would like to be emailed on any new promotion as it happens they should make the request via the web site detailing their email address.

My thanks to the Preseli Old Vehicle Enthusiasts and Pembroke Club who visited the factory recently. Once again we had a great time. Any other clubs out there who want to visit please let me know.

*'Very informative Taff - so much so our web site number is on the front cover of 'Globe' from now on!'*

Despite numerous bribed requests Taff's Column **will not** be extended! The allocated small space could even be reduced further should more interesting information such as 'Broncho Bill's' birthday come up for instance.

## TIT BITS

O.D.C. vehicles are recognised in 'Collectors Gazette' as best value for money with 10 out of a possible 10. Our competitors scored 6, 7 and 8.

**U.S.A. to increase handling staff and its sales and customer service departments are set to grow over the next three months to meet increased demand.**

Grants bread U.S.A. has reported a substantial uptake for its bread sales whilst the O.D.C. vehicles promotion was on pack! Also, did you notice the new backs on their latest bread vehicles, Chevrolets C027U and C028U.

**Look out for a series of old product label vehicles due to start in the new year!**

*Any members who would like to be included in a factory visit, probably the second week in January, let Fiona or Mags know.*

## Sorry!

The late arrival of the vehicles from Globe 15 has been caused by the backlog of U.S. orders and the 'Royal British Legion' promotion. We are assured all vehicles in this issue are on schedule.

# USA TODAY

Just 2 years ago - in fact Issue 6 of the 'Globe' - we announced our move into the U.S. market. The only representative was our U.S. President Andy Mitchell and one part time lady assistant. Our office was a small rented room where stock and personnel mixed. The first promotion in the U.S. was for the 'Days Inn', hotel group and featured a Model T (049TGU). Now 2 years on, and we are still manufacturing for them, in fact we've just been commissioned to produce their seventh model!

Another brand and our first major on-pack promotion was with **Grants Farm** bread, who are based in St Louis. They offered a Model T Van and Model T Truck FREE, then a Bus on **Grants Farm** bread, they followed this offer up with another FREE consumer offer on **Rainbo, Colonial** and **Grants Farm** Breads with the Chevrolet, Bus and Model T's.

We are now handling the third promotion from this company who are offering a further series of vehicles to the consumer.

A wonderful company who have supported us in our early days - particularly Chris Ruzicka, the senior brand manager.

Next, and after nine months of U.S. trading, came Kroger, the USA's largest supermarket chain, who are now on their fourth product



promotion with O.D.C. This was followed by Winn Dixie, the second largest supermarket chain. Then shortly after came Gold Kist, Zep Oil, and many many more. During the first year of trading a larger warehouse and two more staff were introduced. All product for the U.S. is produced in Wales and pre-packed ready for distribution on arrival in Atlanta.

We've now moved again to a bigger warehouse in the downtown area of Atlanta where more staff are being regularly employed. So busy is the U.S.A. becoming that most of Neath's August and September production was taken by them! The U.S. membership is currently around 1000 members and increasing regularly.

We extend a warm welcome to all our members there and would love to have some input from you including letters for the 'Globe', and any ideas you may have to strengthen the club.

## Mini Classics



Luton Town F.C. currently competing for the top spot in Division 2 is the livery dedicated to this range of 'mini classics'.

The Bedford set consists of the OB bus - the pantechonicon delivery van and a new release,

the open sided long wheel base lorry. The vehicles feature the 'Hatters' colours and club logo with the edition at 2000 sets. A highly desirable collection with 500 going on sale in the Hatters Shop!

## TOMLINSONS

Firmly established as a company of high quality work G. E. Tomlinson Ltd. has been responsible for many high profile constructions which include the £6 million offices of British Midland Airways and Wolverhampton & Dudley Breweries. Established in 1892 G. E. Tomlinson have been sited in City Road, Derby (in various locations) ever since.

G. E. Tomlinson own this replica Model T and commissioned O.D.C. to produce the delightful Model T (098T) in it's colours.

