



OXFORD DIE-CAST

THE OXFORD DIE-CAST

# GLOBE

PRODUCED FOR THE OXFORD DIE-CAST COLLECTORS CLUB

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UK & EIRE 2 Guineas (£2.10) USA \$5.00



CS024 Sunlight Soap Edition: 288



William Hesketh Lever was a partner in his fathers wholesale grocery business and was a wealthy man. Whilst on holiday in Scotland he decided to go into the soap trade - why this was no one can be sure. In the 1880's the process for making soap was crude and many of the products of the time irritated the skin. He registered the name Sunlight in 1884 and a year later the first experimental soaps were being produced. The formula was a mix of coconut, palm kernel oil, cottonseed oil, resin and tallow.

The orders rolled in and there was great difficulty in satisfying demand and expansion was required. he purchased land in Cheshire and named it Port Sunlight after the soap. by the middle of the 1890's they were selling 40,000 tons of soap.

CS024 is a lovely addition to the range and like many of the models this month it has a low edition - further details on back page.



## FREE

**BENJAMIN SMITH TEDDY WITH EVERY ORDER PLACED ON SPECIAL FORM**



If you place an order for any item on the attached special order form then we'll send you a **FREE** 4" Benjamin Smith Teddy Bear. He's no ordinary bear and there is a book being released later this year with his adventures. Importantly, they are collectables and this item is coded 001 on the safety tag which forms part of the initial release. There will be further releases in the coming months of various Benjamins in lots of outfits - so watch out! Alternatively you can buy him for £3.95.

Part of his story appears on the back page to give you more information on this adventurous bear.



CS025 Co-operative Milk Edition: 288

This month we have a double dose of co-operative models for you. Here's the Chevrolet Milk truck. Many of you will remember the promotions we did with the Co-op in the 90's and this little beauty adds to the collection.



## A word from *Michael*

Many of the models this month carry low editions sizes. The Corner Shop models do appear in a six piece pack which can be reserved - see details at back of page. We've released the models as singles to cater for our members who only collect by theme or by body shape. When releasing sets previously we are asked continually to break them down to supply individual models - so this time we've taken the hint and have released them as singles as well. If you do want the six pack set then we only have limited numbers available and you should reserve them as soon as possible to avoid disappointment. There are several collections being released in the coming months the next being a railway set which I have to say is one of my favourites. Until next time.

Take good care



Michael



BED005 Heritage & Wise Edition: 1,275

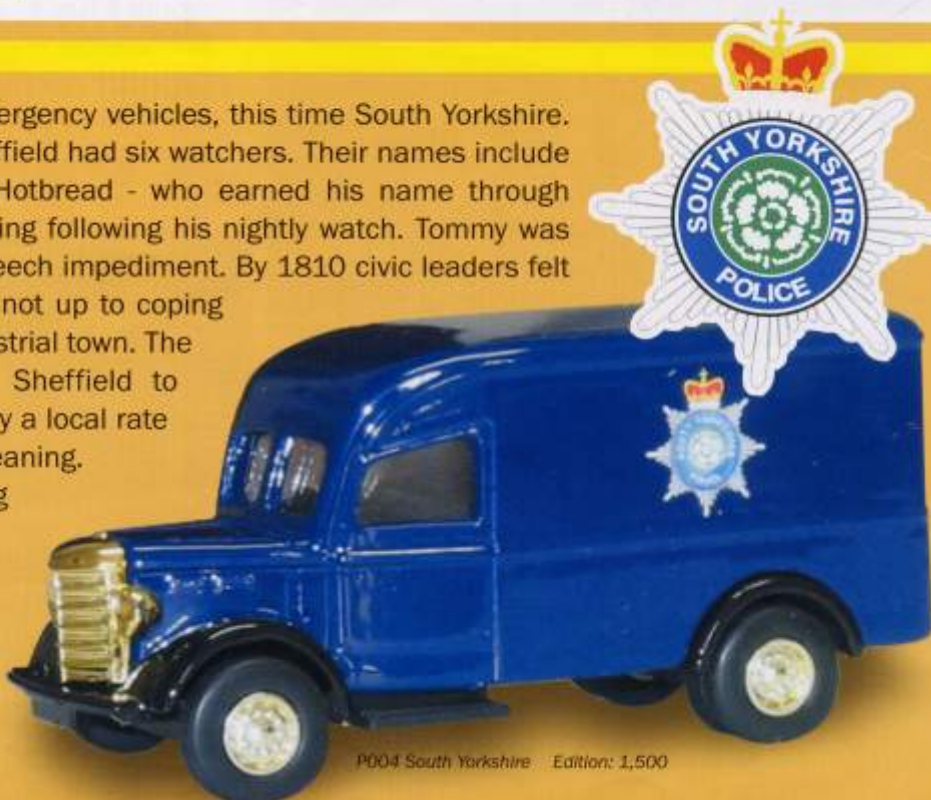
This model has been planned for quite some time and Taff originally scheduled its release for February. From humble beginnings in a shed at the bottom of a Gloucester garden, city retailer Heritage & Wise has steadily built up to become one of the top independent furniture stores in the country and this year celebrates its 50th anniversary. The business is now headed by Dunstan 'Dunnie' Heritage, after the death of Eric Wise his partner of 27 years, more than 30 years ago. At 73 young Mr Heritage, as Dusty likes to call him, works 60 hour weeks and loves his day to day chores. He has a loyal staff which has built up the business steadily over these 50 years and we wish them all success for the future.

The edition size of this vehicle is 1275 and 1,000 will be taken by Mr Heritage the balance of 275 are for the club. The first hundred vehicles will come with a special card giving details of Heritage & Wise and will be signed by Mr Heritage - so its first come first serve.

The vehicle on the left was used by the company in the late 50's and often driven by Mr Heritage.



Another edition to our range of Emergency vehicles, this time South Yorkshire. At the end of the 18th Century Sheffield had six watchers. Their names include Sammy Suck-Thumb and Tommy Hotbread - who earned his name through selling half-penny rolls in the morning following his nightly watch. Tommy was said to be feeble minded with a speech impediment. By 1810 civic leaders felt that watchers such as these were not up to coping with acts of crime in a growing industrial town. The Local Improvements Act allowed Sheffield to apply to Parliament for power to levy a local rate for watching, lighting, paving and cleaning. However, at a noisy public meeting in the town hall in December local people decided not to apply for help through the Act. However the growth of the population soon meant that more organised policing was required and an application was made which resulted in the start of policing in the area.



P004 South Yorkshire Edition: 1,500





CS026 Tate & Lyle Edition: 288

In the early years the families of Tate & Lyle were competitors until their amalgamation in 1921. Henry Tate the son of a Lancashire Clergyman had moved to Liverpool as a young boy and opened some grocery shops before becoming a partner in a sugar refining company. He later purchased it and changed its name to Henry Tate & Sons and constructed a refinery before extending their activities to London. Meanwhile Abram Lyle had become interested in sugar refining through his father who was a ship owner bringing in raw sugar from the West Indies. He moved to London from Greencock and the families of Tate & Lyle had refineries within a mile of each other. After the merger the expansion of the company was rapid and they grew into a household name.

Golden Syrup still bears the name 'Lyles Golden Syrup' with a picture of a lion surrounded by bees under which is the phrase from Judges.

### “Out of the strong came forth sweetness”

The Co-operative Wholesale Society came into existence in 1863 in a small warehouse in Manchester. By 1873 they had started the manufacture of various items including biscuits, boots, shoes and soap. This expanded rapidly and soon they had purchased tea plantations in Ceylon. Over many years the Societies expanded into a large group covering many areas. The Model T shown here carries an advertisement for Cocoa which would have been seen on

tin-plate signs during the 1920's and 1930's.



CS028 Co-op Cocoa Edition: 288

# TAFF'S COLUMN

As you can see there's an increase in the number of releases this month which is partly due to the increase in demand for our models. Next month sees the release of models for the D Day 60th anniversary celebrations. The models will appear as Reader Offers on many regional newspapers across the country leading up to the 6th June. Too many to list here, but my advice is to seek out a copy of the Weekly News which is a weekly publication available at bigger newsagents across the country. The offer includes 4 vehicles which will be available for around £14/£15. We are a little concerned as we believe the demand for these will be high so keep your eyes peeled!!

No buses this month as we've taken the opportunity to give them a well earned maintenance refit, but there'll be models next month.

See you soon.

**Taff**







CS029 Smiths Crisps Edition: 288

Frank Smith was a manager of a grocery company in London in the early 1900's. The company was called Carters and the owner had brought back from France a thinly-sliced potato cooked in oil. The two men decided to market them in paper bags at 2d per packet. Sales were however very slow and soon Frank branched out on his own and when he added the famous salt wrapped in blue paper this quickly became its trademark. Further factories were opened and automation took hold improving their profitability to such an extent that they began swallowing up their competitors. I've not found a pack in recent years so we assume they've ceased production - unless of course you know differently!



## CATALOGUE PAGES

The last releases of catalogue pages come this month

**CIG043-CIG048**

**ROYALTY DIVIDER**

**C061-C066**

**MAG001-MAG006**

**ROY001-ROY006**

**MAGAZINE DIVIDER**



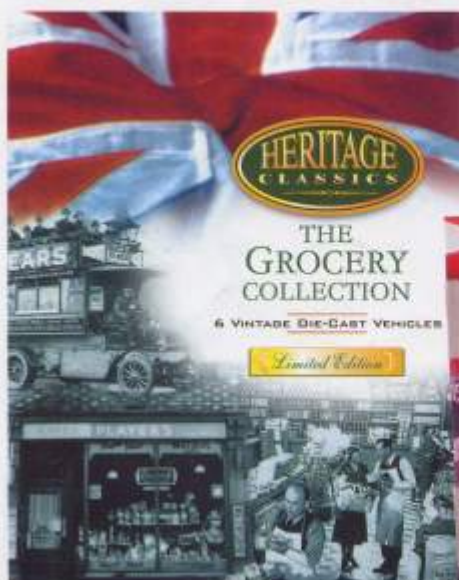
CS027 Tate & Lyle Edition: 288

When I think of Doncaster I think of Nuttall's Mintoes - why you may ask - what about mining or railways. Well I always remember collecting the empty wrappers and trying to 'smooth' them as flat as possible - the paper was a little waxy. Back then you used to get them sold from the jar and I usually managed to get a quarter. For some reason once I'd eaten all the sweets I'd take one of the wrappers and try and wrap it around the rest of the wrappers. Why I don't know, but during this process I'd examine the wrappers carefully and there on each were the words 'Made in Doncaster'.

**TAFF - YOU SHOULD GO AND SEE A PSYCHIATRIST NOW!**



## THE GROCERY COLLECTION



Several of the releases this month also form part of a six piece collection that have been commissioned by Heritage Classics and they will be appearing in adverts across both this country and overseas with an edition size of 5,500. If you wish to order a set then you can do so on the special order form attached. Please note payment is to Oxford Heritage and you will need to do



this separately. We are limited to how many we can take, but if we do run out then you may possibly get one direct from them through their UK allocation although we cannot guarantee this. The set comes in a lovely box and the collection forms part of several more which will be released over the coming months. The cost of the set is £24.95 plus £2.50 p&p.