

Issue 92

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



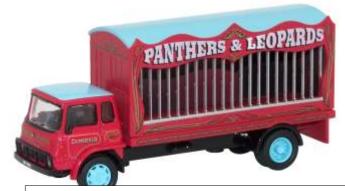
Who doesn't remember the advert on the TV with that memorable jingle - "John Collier, John Collier the window to watch". There were plenty of others, how about "Raelbrook, Raelbrook – shirts for men" or "this is luxury you can afford, from Cyril Lord." If you can remember any then send in the details, our Gown Van is beautifully finished in the John Collier colours.

Morris Minor	New			
MM040	1:43		£9.95	



Bedford TK El	New			
CH003	1:76	2500	£5.95	

As anticipated the phones went absolutely crazy when we released the first two models CH001 and CH002 and within days we withdrew the product from the internet and restricted the models to one per member. We have had a lot of requests to pre-order the whole range in advance, but we just don't have the administration to do this. We have also been asked to increase the edition size, but we don't think this would be the right thing to do. Often there is a greater demand for the first releases of new body castings, so we are sure it will settle down in the coming weeks!



Bedford TK Le	New			
CH004	1:76	2500	PRICE £5.95	



By 1960 most of the service fleet was in the livery of Radio Rescue, but this was not true of all patrol vehicles. Land Rovers based on the newly opened motorway had their own livery, still in the standard RAC blue, but with the wording MOTORWAY PATROL in white lettering. Other wording used on service vehicles included ROAD SERVICE, RADIO PATROL and SIGNS SERVICE. Probably the most unusual livery was the allwhite Minivan with its blue lettering. This was an attempt to improve the visibility of patrols when parked at a breakdown. The idea was that a white van would stand out better in gloomy weather. Although the idea was not fully Anglia Van RAC New adopted, vehicles supplied after this exercise were delivered with white roof and white headboards. **ANG023** 1:43 2000 £4.95

A variety of small vans were used by the larger Ice Cream operators, initially these tended to be low top vehicles, however they were unpopular with the salesmen and many were sold off or converted to higher top variants. The Bedford CA was one of the most widely used, but was a much bigger van than the Morris Minor version shown here. Later this year we launch a Bedford CA ice cream variant and a Batman style HA will appear around October/November - pictures of some of these prototypes and line drawings can be seen on the web site www.oxforddiecast.co.uk. In 1962 a Morris 1000 based van would have set you back just over £500 - a snip at the price!

Morris Minor Tonibell Pink

New

MM043

Royal Medical

Army Corns

1:43

2000

£9.95





The RAMC traces its history back to the foundation of the Regular Army, following the restoration of King Charles II in 1660, but it was not until 1898 that

officers and soldiers were incorporated into one body known as the Royal Army Medical Corps. The RAMC motto In Arduis Fidelius is translated as 'Steadfast in Adversity'. The 31 Victoria Crosses won by the Corps, including a double VC and one recipient of both the VC and the Iron Cross, bear

testimony to the motto and the character and ideals of the men and women who wear the badge.



Morris Minor Dog Patrol

1:43

2000 PRICE £4.95

200

New

Last year we released the P009 which also

featured in SET 16. To be absolutely honest I hadn't realised at the time that on the side of the Mini was Dog Section. For this reason it was slightly unusual and very popular, we sold out in a couple of months of the boxed version. I was lucky enough to be sent

one of the Nostalgia Road books - British Police Cars of the 1950's and 1960's which is a

really interesting read. Whilst flicking through I saw a picture of this van which was taken at the West Riding Constabulary of Yorkshire headquarters in Wakefield. It was one of many police forces that used these vehicles to serve their dog patrol sections.



Here are two lovely Routemasters which are being released in Blackpool for the tourist shops and they both come packaged in our new cases on a plinth. Over the years many members have commented on the fact that our buses were squashed into the Oxford box and the new packaging really displays them in all their glory.

Blackpool Open Top			New	
	1:76	EDITION	PRICE £5.95	

Blackpool Clo	New			
RM100	1:76	EDITION	£5.95	

The Newport bus is part of the CitySightseeing range that are issued in acetate packaging, all carrying their distinctive styled livery. Unfortunately we have sold out of the Bath version - but we still have stocks of the RM073 Norwich, RM074 Oxford, RM075 Stratford, RM076 Glasgow, RM077 Stirling, RM078 Inverness and the RM088 Dublin. The edition size on this vehicle is quite low at 1050 pieces with half scheduled to go to the operator.

City Sightseeing Newport				New
			PRICE £4.95	M1 1 - 1930





76MM042 Austin Service

NEW RELEASES THIS MONTH

76ANG022 Fire Van



New 1:76 scale releases

New

SEE ABOVE

1:76

£2.95



1:76 Releases



76MV007 Royal Mail



76ANG006 Post Office



76ANG008 Walls



76ANG018 Walls



76MV011 Rail Express



76MM007 Post Office



76P008 Morris Minor Police



76ANG005 Post Office Anglia



76MM015 Royal Mail Morris Minor



76MM030 British Rail Morris Minor



76ANG004 Royal Mail Anglia









1:43 2000 £9.95 **MM038**



Austin J2 Paralanian

2000 £9.95 1:43 **JA005**



Morris Minor High Top Pink Paraffin

MM037 2000 £9.95 1:43



Winchester J2

£9.95 **JM009** 1:43 2000



Sunblest

£4.95 **ANG016** 2000



Morris Minor Tonibell Ice Cream

MM044

2000 £9.95





Leicestershire Fire

ANG012

1:43

2000

£4.95



Routemaster Silver Daily Express

RM092 2000 1:76 £5.95



RAC Morris Minor

MM017

1:43

2000 £4.95





London Transport Routemaster

RM101 1:76 2000 £5.95



Steptoe & Son

ANG022

VW034 2000 £4.95





Monte Carlo Mini 60 Edition 2,000



MV020 Securicor Edition 2,000



1:43rd

Scale London Fire Edition 2,000









CS022 FYFFES



CS023 BRILLO



CS030 ZEBRA



CS031 ROBIN STARCH



CS033 HP SAUCE



CS034 TETLEY



CS035 BOVRIL



CS036 BRASSO



CS037 CAMP COFFEE



CS038 MURRAY MINTS



CS039 CHERRY BLOSSOM



CS040 ROWNTREES



CS041 FOXS GLACIER MINTS



CS042 OXO



CS043 WEETABIX



CS044 PURITAN



CS045 MARMITE



VW011 DOUBLE YOUR MONEY



VW012 LAVENDER HILL MOB



VW013 GLOBE 50 EDITION



VW015 GEORGE FORMBY



VW017 LONNIE DONNEGAN



VW018 BILL HALEY



VW019 REACH FOR THE SKY





VW021 CHARLIE DRAKE



VW022 CAPT MAINWARING





GR024 ROYAL ORDNAnCE



VW025 SID JAMES



VW026 RONNIE BARKER







Buy ONE take ONE - for this page only - all models £4.95 - for every model you select on this page you can have another absolutely FREE. It's as simple as that - offer runs only during July 2007. Offer subject to availability.



GR025 ROYAL CORPS OF SIGNAL



VW032 DICK EMERY



CS046 CAMPBELLS







OT007 YOUNGS OT011 GOLD ZEST



OT008 YOUNGS BITTER



OT0009 DOUBLE CHOCOLATE





MM034 Tibbett & Britten Ltd Edition 2,000



JM002 BMC Edition 2,000

MM035 Minor Ice Cream Lyons Maid



Morris Minor Camper Edition 2,000



Walls Ice Cream Edition 2,000



Singer Edition 2,000



JM001
Post Office
Edition 2,000



MP009 Batman Special Edition 2,000



ANG010 AA Edition 2,000



JM004 LCC Edition 2,000



JA003 Camper Edition 2,000



JA004 Austin J2 Police Edition 2,000

Sixty eight vehicles, classified RMC (Routemaster Coach), were built for use on the Green Line routes from 1962. This production batch were built as 57-seaters, with fully enclosed platforms with electrically-operated doors, air suspension, fluorescent lighting, different interior trim, luggage racks and twin headlamps. In 1965, forty three further Green Line coaches were built to the longer (RML) 30ft length and classified RCL. These were 65-seaters and were equipped with larger AEC engines.

Green Line Bus				New
RM096	1:76	2000	£5.95	



NEW TOOLING



CA Tooling Shots - showing the Milk Float variant The grille detail hasn't been added yet.



Long Trailer rear ends which will fit over a low loader section.



1:76 pre-production models which will appear in the coming months.

These are some of the first shots/pre-production pictures of some of the forthcoming releases. Increasingly we are receiving new components each week. Following the Bedford CA and HA will be a further 1:43rd release and Rob and I are working on the prototypes at the moment. As always I'll take the credit for the good bits and anything that's wrong is his fault!

We had a recent call from a company asking who our Marketing Executive was! Anyone who knows me will be aware that this is unfamiliar territory, I always think of marketing as common sense (quess I'll never be a millionaire!). If I place an advert in a particular magazine I don't feel as though I need to think about it too deeply. The answer is yes or no - exactly 1 minute of my time - that's it. As far as the content of the ad is concerned, then yes that does take a little bit longer to think through - maybe 5 minutes. Then if I'm of the mind I'll sometimes create the advert myself - 20 minutes - that is an element of marketing - it's not rocket science. The point is that I think that if you let an accountant run your company - you'll probably never go bust, but your product will be guite boring and unimaginative - probably OK. On the other hand if you let marketing people run a company that they don't understand, they will run scared of the business and any one who gets in the way will be forced out, even if they were the cornerstones of the original business - the result is often a company that doesn't understand it's products or it's customers. I always remember Big Trev in Mettoy explaining to me that the only reason the company needed a 50,000 sq ft warehouse was because they had started a marketing department and that everything was now decided a year in advance by a committee -"the beginning of the end" he said and so right he was.

So, there will be no marketing department in Oxford, there will be no

committee - we'll steer our course as best we can - competing in all diecast sectors, in all scales and in all markets. That will keep us busy for the foreseeable future!

