



Members of the
Dinky Toys
Club
are entitled to
wear this badge

ANNOUN

THE DINKY

FOUNDER AND PRESIDENT:

Dinky Toys today are part of modern life. In view of the delight have been repeated demands for the creation of an organisation that will do Company have done, and are still doing, for those interested in model- Now the time has come when these wishes can be gratified, and a re Roland G. Hornby, Chairman of Meccano Ltd., who is its President.

SO TODAY, 1st JANUARY, 1957, SEES THE BIRTH OF THE DINKY WORLD-FAMOUS TOYS. Any Dinky Toys and Supertoys enthusiast can be Dinky Toys Club, Binns Road, Liverpool 13, declaring that he is the Postal Order for 1/- with his letter, when he will be immediately enrolled

To mark his election as a member of the Club, the Dinky Toys Membership. The Badge is beautifully enamelled in red and white, with its centre is a fine representation of the steering wheel of a car, also in and orange, and carries the name of the member and that of the place in

EVERY boy knows the Meccano Guild and the Hornby Railway Company. The first of these was founded in 1918, and at once united Meccano boys in a great brotherhood, with members in almost every country in the world, all resolved to live up to the aims that the Guild set before them.

The second great organisation followed in 1928. By that time Hornby Trains had become as famous as Meccano, and thousands upon thousands of Hornby Train owners were looking eagerly for ways of getting the greatest amount of fun from their interest in the miniature railway hobby. The Hornby Railway Company met their needs, and the enthusiasm with which it was received was very largely increased later, when the Hornby-Dublo system was introduced.

The foundation of the Dinky Toys Club is yet another great step forward. Today there is scarcely a boy in the English-speaking world, and indeed in almost every country, who is not the owner of Dinky Toys and Supertoys. All of these look eagerly month by month for news of the latest introduction to the series. Now every one of them can heighten his enjoyment of his hobby by writing to the Secretary of the new organisation regularly.

A member indeed can derive a double benefit from his connection with the Dinky Toys Club and his correspondence with Headquarters. In the first place he will be able to exchange news and views with the Club experts, who will help him to get more fun from his hobby. In the second place he will be able to write directly to the Secretary of the Club to tell him what he would like to see included in the Dinky Toys or Supertoys range. He can also pass on any good ideas he may have for ways and means of using Dinky Toys, or playing with them, particularly in road layouts, the variety and interest of which



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TOYS CLUB

T: ROLAND G. HORNBY

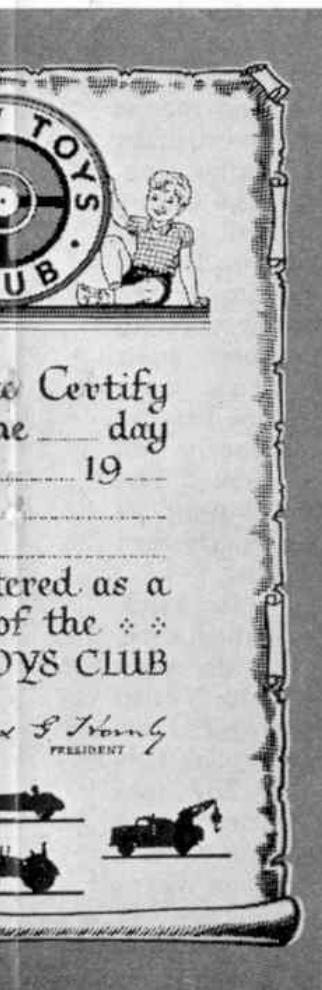


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ht and enthusiasm which they arouse, it is not surprising that there do for their owners what the Meccano Guild and the Hornby Railway el-building and in the construction and running of miniature railways. ew organisation to accomplish this has therefore been created by Mr.

Y TOYS CLUB, OPEN TO EVERY OWNER AND ADMIRER OF THESE become a member. All that he has to do is to write to the Secretary, e owner of one or more of these famous miniatures, and enclosing a led.

s Club Badge is sent to every applicant, together with a Certificate of h the lettering "Dinky Toys Club" in gilt round its circumference. In n gilt. The Certificate of Membership too is a handsome one in black in which he lives.



are endless. These will be brought to the notice of other members through the Club and through its organ, the *Meccano Magazine*, a special section of which is devoted to Dinky Toys and Supertoys.

In this way the Club will give each member opportunities of helping others to derive more and more pleasure from their hobby. This indeed will be in the ruling spirit of the Dinky Toys Club, the members of which will vie with each other in efforts to increase the enjoyment of all.

In accordance with the true spirit of the Club, every member should wear his Badge regularly, so

that he and other members of the Club can recognise each other as Dinky Toys enthusiasts when they meet. With this in mind the Badge has been designed to be easily worn. Like the corresponding Meccano Guild and H.R.C. Badges, it can be slipped easily into the lapel buttonhole of its owner, and for those who are unable to do this there are brooch type Badges, fastening with a safety pin.

On meeting another enthusiast wearing the Badge, a member can compare notes with him, and the two will be able to tell each other what Dinky Toys they have, how they display them and, above all, how they use them in their playing hours.

From such a meeting of two enthusiasts it is but a step to the formation, with other members, of small local clubs, on the lines of the Meccano Clubs associated with the Meccano Guild and the Branches of the Hornby Railway Company.

Members of local Dinky Toys Clubs can combine their resources to build large road layouts on which to run their Dinky Toys and Supertoys cars and lorries, and to construct suitable scenic displays on which to use other miniatures included in the Dinky Toys and Supertoys series. The best of these will be described and illustrated in the Dinky Toys pages of the *Meccano Magazine*.