

Latest Dinky Toys Achievement

What lies behind the planning and the making of a new Dinky Toys model? In this article *The Editor* takes the reader through the detailed steps which are necessary before a new Dinky Toys miniature can find its way into countless thousands of homes throughout the world.

AUSTIN 7 COUNTRYMAN

THE fine new Dinky Toys model of the Austin Seven Countryman released by Meccano Limited in April is pouring off the production lines at the rate of thousands a week. Neatly packed in the striking red and yellow boxes which are the hallmark of Dinky Toys, the new model is being distributed to dealers not only in this country, but also in many countries abroad.

Its appearance is the culmination of many months of effort and close co-operation between the Austin Motor Company and Meccano Limited.

The actual Austin Seven Countryman is the half-timbered brother to the sensational Austin Seven Saloon. By comparison with the saloon, which became world-famous overnight, the Countryman has an extended wheelbase and a longer tail. The Dinky Toys model, beautifully finished in Austin Speedwell blue, has four-wheel suspension, transparent windows and "finger-tip" steering.

Just what is involved in the making of a Dinky Toy when it is decided to produce a sparkling, up-to-the-minute model such as the Austin Seven Countryman?

The most important thing in these days, when toy cars have got to be exact replicas of their grown-up brothers, is complete liaison between the makers of the actual car and the makers of the toy itself. This very essential part of the job was carried out to the full between the Austin Motor Company and Meccano Limited in the production of this fascinating new model.

It called for the interchange of precise information, much of which was of a confidential nature, and it meant that long before the actual model was put on the market some of the secrets of that car had to be known by keymen at Meccano Limited, where the thousands of replicas were ultimately to come off the production lines.

Production planning, began, of course, long before the model was announced. The all-important initial step was to approach the Austin Motor Company for photographs of the vehicle and general arrangement drawings. From these, new drawings were prepared for the Dinky Toys model itself at Meccano Headquarters in Binns Road, Liverpool, where design draughtsmen are continuously at work preparing drawings for a wide variety of new models. The miniature cars themselves are turned out both at Binns Road and at another huge factory at Speke, on the fringe of Liverpool. With these two factories to draw upon Meccano Limited are able to put millions of models on to the market every year.



A discussion on the Austin Seven Countryman in the Drawing Office at the Binns Road Factory of Meccano Limited (top picture). Below: The patternmaker at Binns Road prepares a wooden model of the new vehicle.

