



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

