

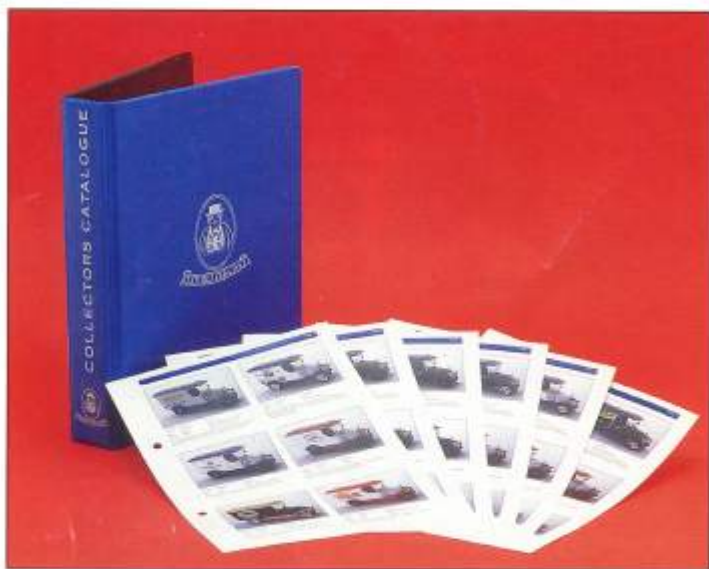


Issue 1

£1.2s.6d. (£1.12)

NEW FOR 1996 - THE EXCLUSIVE OXFORD DIE-CAST COLLECTORS CATALOGUE

THIS exciting catalogue contains a photograph of every single release, including code number, edition, date of release and brief history of its origin.



IT HAS a hard back cover and ring binder inserts - so it can easily be updated. In fact, every 6 months, you'll receive the latest pages containing the new editions to add to it, keeping you constantly up to date.

The cost is £9.95 - BUT if you renew your membership before the end of January 1996, you'll receive it absolutely FREE (offer closes January 31st).

Thereafter, it will be offered at a special price of £4.95 each to those renewing their membership. (Additional copies ordered in January can be purchased at £4.95 each and thereafter at the full price of £9.95 each).

REMEMBER - all the inserts are FREE and will be mailed to you automatically. We see the value of the catalogue in years to come as substantial to collectors.

A word from Michael

Dear Member

On behalf of all at Oxford Die-Cast may I wish you a very sincere and Happy Christmas and above all, a prosperous and healthy 1996.

Under separate cover, you'll receive your 'Christmas 1995' vintage vehicle - I hope you like it. As you will see, I've chosen the new Model T which was launched in September. Ensure you keep it in pristine condition and I guarantee it will continually increase in value. For example, we have been offered £10.00 for the model launched for Christmas 1994, twice the original value! As you are no doubt aware, only enough vans for members are produced each end of year. Last year's edition was 2,000 and this year's will be approximately 5,000, only enough for our Club Membership!

CLUB NEWS

As I mentioned earlier, the Model T was launched in September 1995 and I've got around 600 models available in case late members to our Club missed out and would like one, but the total edition will close off at only 2,500 pieces (see order form on

back page).

The Model T is also available in 'pick-up' truck form. The first one to be released is through Budgens Stores, on their Cartons of Milk. The second will also be released this year on Soda Crystals. Both are offered at £1.99 each with product purchases. As next year progresses several different backs will be introduced; tankers, barrels, etc. (I'll keep you informed).

MEMBERSHIP 1996

Membership renewal is now due for 1996. Please see the article and renewal form on back page. Although the annual membership fee has increased, there are even more benefits than ever, including the Free Christmas 1996 vehicle. We anticipate these vehicles alone being worth more than your membership cost, as they cannot be bought at any price anywhere other than from you the Member.

I hope to hear from you real soon.

Yours faithfully

Michael Johnston - Allan

Michael Johnston-Allan
Customer Relations

The ideal Valentines Gift



THE IDEAL 'Valentines Gift'!
Send it to the love of your life, even
if it's only your collection.

If you care to send us a message
card, we'll include it with your
order (the card must measure no
more than 6cm x 4cm).

This special Valentines Bullnose
van is limited to 10,000 pieces as
we know some of you will also

want them for your collection. Each
van comes with it's own cuddly
little bear who stands 15cm high,
absolutely FREE, and of course as a
member you can purchase at the 4
for 3 members price.

You'll find the order form on the
back page. (please copy if you don't
wish to cut out).

DELETED MODELS & SWAP CLUB

BECAUSE all of our models are
limited editions, we do run out of
them - but sometimes collectors
buy or obtain several of the same
models. The reason they do this is
in order to swap them as and when
they require a particular model.

Sometimes the vehicle doesn't
basically change when a different
code is given to it - but a feature of
it might do.

For example, when the edition
for TREX in 1994 on Model No.
008 was set to 12,000, it was
anticipated that this would
comfortably allow for all the
applications from the TREX on-
pack offer. However, the
applications kept rolling in, and a
further edition of 3000 was
produced with gold wheels (008G).
Again, it outsold the second release
and the base was changed to grey
(008X) for a further 5000 models.
Once again this release ran out, and
a final 5000 pieces were
commissioned, this time with a blue
base (008Y), to complete the offer.

This has unfortunately happened
on several vehicles. It is not our
intention for this to happen, in fact
the only time this can occur is when
a major company such as TREX
run an 'on pack' van promotion,
and we have to estimate the
redemption requirement.

In future we will increase the
edition for on-pack offers in the
hope it will not become necessary
to re-issue again. Other models
affected in this way were Jordan's
009G to 009 black wheels and
009X (grey base).

Therefore, if you are after any
particular model let us know - we
might be able to help.

IN THE SHOPS

ON PACK you can still find the
Stork 75th Anniversary Bullnose,
John West Bullnose on Mackerel
Fillets, Skippers and Sild products,
Porkinson Sausages Bullnose - and
maybe some "Sunblest" loaves still
carrying the double van offer. all at
£1.99 each van.

Just being released as we go to press
are the following promotions:

Bulmers Cider - Bullnose on 3 litre
bottles at £1.99

Acdo Washing Powder - Bullnose
at £1.99

Force Breakfast Cereal - Bullnose
at £1.99

Budgens Supermarkets - Bullnose
at £1.99

Budgens Milk - Model T Milk
Truck at £1.99

Pura Lard - Model T Van - FREE
with proofs of purchase

Ben Shaws - On a selection of their
soft drinks range, at £1.99

Bostik - on a selection of their
products at £1.99

So, if you get cracking you can save
yourself some money on these
models as they are benefited by the
promoting company -good hunting!

THE MODEL T

THIS unusual van with windscreen stays and roof rack is certainly proving popular. We launched it in September, which was about 6 weeks behind schedule.

There were some teething problems with the mould - but within days of distribution members were ringing in to acclaim it and to ask when the next releases would be available.

The complete list to date is included with the

new catalogue. But you can get a couple of them from on pack promotions (see 'in the shops' article for details). However, also on release is the Lagan open truck - and two football vans, Wycombe Wanderers and Arsenal, both with limited numbers available.

The Christmas van this year is also a Model T. Of course, as the new releases are available, you'll be kept informed.



The Soda Crystals edition is produced in blue and white, not black as illustrated

More about the Model-T

Further to Michael's remarks on the fabulous Christmas edition model T, your editor thought he should point out a few features we've been asked about.

HOW MANY MODEL T'S WERE BUILT?

Over 15,000,000 between 1908 and 1927.

WHY THE ROOF RACK?

Well simply to carry goods in! It was very common for companies to take products in containers to outlets - picking up the empties as they went and putting them on the roof!

WHY THE WINDSCREEN STAYS?

As it suggests - to hold the windscreen in place and to help stop the mudguards flapping about, especially with the bad roads

encountered in the early 20s.

WHEN WAS THE 'T' LAUNCHED?

1908 to be precise, nicknamed "Lizzie" and built for 20 years with hundreds of different versions.

WERE THEY ALL L.H.D.?

No, both right and left hand drive. Over 300,000 were built in Manchester which were right hand drive. There are still over 3,000 on the roads in the U.K., and more than 100,000 worldwide. Surely a recommendation to the endurance and reliability of this vehicle.

Latest Models

1995's launch of the Model T was exciting - but oh!, the bus - it's fabulous, just fantastic.

We've got 2 models, both with the same body. One is the famous "Old Bill" London General Omnibus c1915 on an AEC Chassis R.H.D.

The other, a Renault L.H.D also same era.

These 2 delightful creations are available from February (so the factory tell us) and we're taking orders now.

The model is heavier than the other vehicles we manufacture with a totally die cast body.

The ancillaries are plastic - but very, very nice indeed.

We anticipate bringing out regular livery changes as the year progresses - or changing message boards on existing ones.

If you want one or both just complete the order form on the back page.



The initial launch model AEC and Renault will both carry Oxford Die-Cast on the message board, but the French version's message will be slightly different. (P.S. The A.E.C. is the same vehicle offered on the football leaflet in October 1995).

ADD A FRIEND

INTRODUCE a new member to Oxford Die-Cast and you'll receive a FREE vehicle of your choice!

Simply complete the name and address of the person you wish to register as a new member on the order form on the back page and we'll do the rest.

As soon as your friend's membership is complete your model will be dispatched, and thank you!

COLLECTORS SPECIAL OFFER

IF YOU purchase 12 vans (including those obtained free) over the next year between January 5th and December 31st 1996 - you will receive a very special 'Christmas 96' vehicle -it will have a gold plated base.

You don't need to worry about us keeping count, we have it all on computer or if you purchase 9 vans singularly you will also qualify.

Of course this makes the Christmas vehicle even more desirable.

"We'll give you more trade-in for your old horse and buggy than any other dealer in town."



Membership Renewal

Use before 31st January 1996

I would like to receive a Christmas '96 vehicle, a collectors catalogue, and regular updates all FREE of charge. Therefore, please renew my membership for 1996, at a cost of £6.00. I require additional catalogues at £4.95 each.

Use from 1st February 1996

Please renew my membership for '96 at £6.00 including the Christmas '96 vehicle, and send me my catalogue at the reduced price of £4.95 including regular FREE updates (Total £10.95). I require additional catalogues at £9.95 each. My Membership No. is

£ :

The ideal Valentines Gift

Please forward to the following address(es) a Valentines Bullnose, and FREE cuddly bear.

Name:

Address:

Postcode:

£4.95 each or £14.85 for 4

(Add other address(es) on separate paper)

I enclose a message card

No message card(s)

£ :

Latest Models AEC/Renault Buses

Please send me the following **launch** buses:

AEC Right Hand Drive at £4.95
(Limited to 4000 pieces)

Renault Left Hand Drive at £4.95
(Limited to 4000 pieces)

£ :

Add a Friend

Please register my friend as a new member

New Member's name:

Address:

Post Code:

I would like to receive the following model

FREE: No

Model T from Michael

Please send me Model T(s) from the **launch** in September 1995 at £4.95 each.

£ :

TOTAL ORDER VALUE £

I enclose a cheque/postal order made payable to Oxford Die-Cast P O Box 195, Tring, Herts HP23 4JF or alternatively, charge my Access/Visa

No.

Signature Expiry date

Name

Address

Postcode

Time to renew your membership

SAD, sad but true - membership goes up to £6.00. We feel to bring you all the benefits and continue with the progress we plan - the membership has to be reviewed.

BUT, look what you are now going to receive FREE - the fabulous catalogue bound in hard back, with 6 monthly updates on super new models starting with the delightful

AEC London General "Old Bill" bus - quarterly news letters keeping you up to date with all that's new at Oxford Die-Cast - and it's all FREE - we'll pay postage, the lot.

And finally, the wonderful "Christmas Edition" - only available to members - nobody but nobody else can get one. You'll see it featured but never offered.

'THE CIRCUS IS COMING'

OUR DESIGN department is working on a range of circus vehicles. We plan on producing a minimum of 4 within our current range of models. The circus we have chosen is a famous old British one, "Broncho Bills", established in 1912 and moved amongst many places over the years to Blackpool Tower, where descendants of the original family are still performing.

Sadly "Broncho Bills" is no more, but we have recreated the vehicles in models, colours and liveries as near as possible to the originals.

We will be launching this range in the Spring 1996 with an edition of just 10,000 pieces. As soon as this range is ready you will be automatically advised - then orders will be taken on a first come basis.

SPORTING HEROES

WE'RE madly signing up top sporting celebrities and expect to run a 4 for 3 offer in the Summer on our new range called "Sporting Heroes".

Who have we got to date? - ah that would be telling - but be assured they are very worth collecting - and each one comes with a special certificate - telling you all about that person - and what's more actually personally signed by them - the price will be £6.95 each.

MEMBERS LETTERS

Dear Michael Johnston-Allan

I was both interested and pleased to see that you have included a 1911 "London General Bus" in your latest brochure.

My father started driving London buses shortly after this and in fact continued driving London buses for forty six years. I have often wondered how the drivers coped with all the weather elements they were exposed to, their only protection being a piece of tarpaulin fixed to the

"dashboard" and then tied behind their neck. I know that my father frequently suffered with frostbitten ears in the winter.

One small point. I know that about 1911 the name of the company was, I believe, the London General Omnibus Company. Nearly always referred to as the L.G.O.C.

R D Thompson
Stockport

Letters should be sent to the address on the front of this newsletter. We will publish as many as space allows.

