

# Land-Rover Toys

## XXVII - Corgi Series One 109 pick-up variants in 1:43 scale by Dixon Kenner

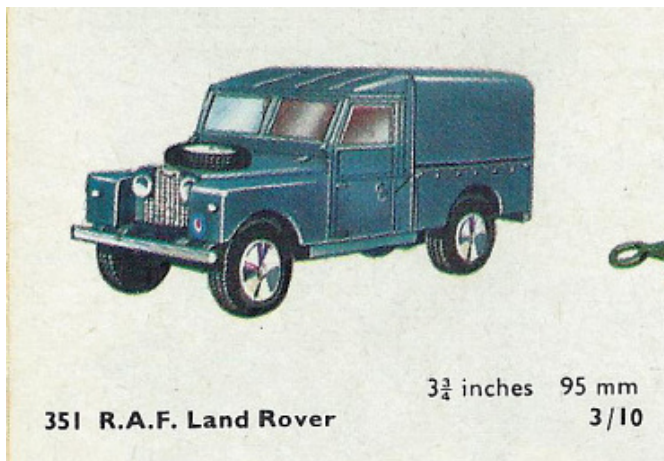
Last month we took a diversion off onto the Corgi Bloodhound and Rocket Age gift sets. The article could have easily ran a few more pages, especially if one was to discuss the rest of the Rocket Age toy series from Corgi. It was more extensive and included a third rocket. But, those sets did not include more Land-Rovers. This month, we are going to look at the Series One Land-Rover casting and its other uses.

As is seen on these two pages, there were at least four different variations on the original Series One Land-Rover 109 LWB.

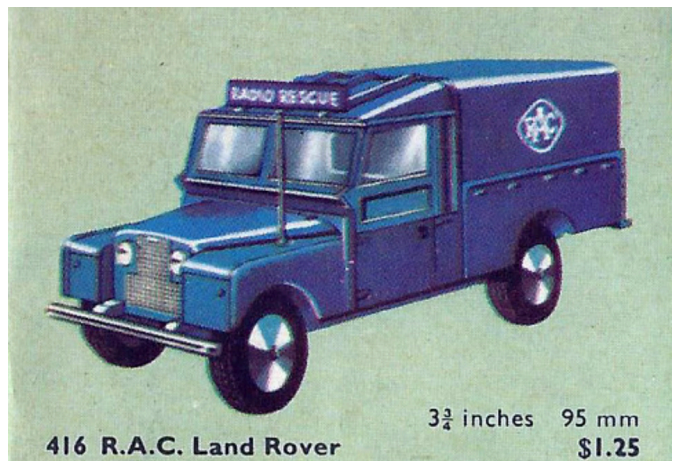


These toys and gift sets were available from 1957 to 1962, though Gift Set 3 lasted longer. Starting in 1957, Corgi expanded their markets and by the early 1960s the Corgi range was being exported widely, finding particular popularity in Europe, Australia, Canada & USA.

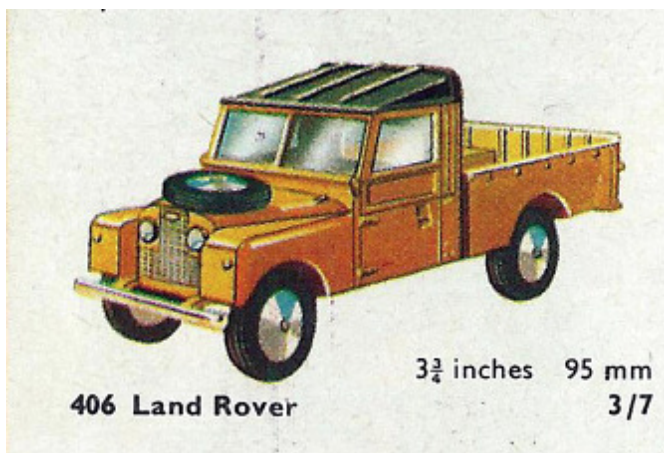
All of these toys below and on the next pages, boxed and unboxed are available from many places, and have been reproduced in the past twenty years. As with any collectable item, price varies widely, though only starts to climb for mint in box (MiB) examples.



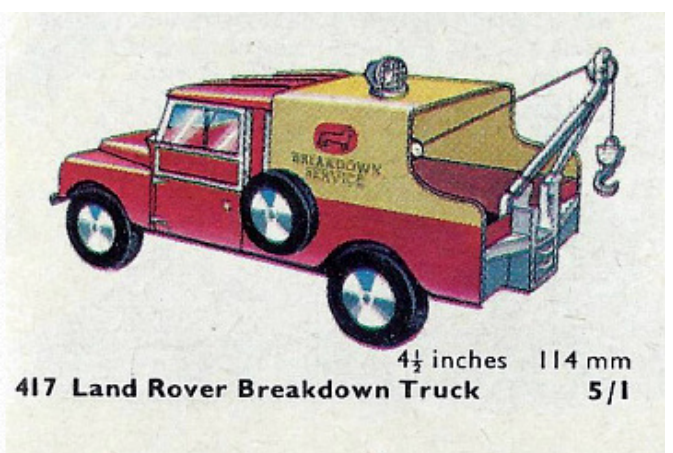
No 351, the Royal Air Force 109 pick-up with top.



No. 416 in RAC colours with sign and rear top.



No. 406 is your standard Series One 109" pick-up without a rear top.



No. 417, the Breakdown truck with working jib.





**No. 351**, the RAF Land-Rover, was issued in May, 1958. Blue, with a RAF decal on the front left wing, it was used in several gift sets, notably GS3 with the Thunderbird missile, GS4 with the Bloodhound, and GS6 as part of the Rocket Age set. It came with a tow hook on the back to pull trailers with the two missiles. The original toy had smooth wheels from introduction. Tires with treads were introduced in 1960, and from 1960 to the end of production, the toy could have either type of wheel. It was replaced in October 1962 by 351S, a Series IIA.

No. 351 was issued in two different boxes. First in an all green box, and then later in a green and yellow box. There were no real changes to the toy



over this 1958 to the late 1962 time frame when these Series Ones were updated to Series II Land-Rovers, and in this case to No. 351S.

No. 351 is shown in the 1962 catalogue. The catalogue shows it as having seats, steering wheel and suspension and being "Available Later". It is clearly different from the 351 RAF Land Rover in that it is a MkII version. It was not shown in the 1963 Corgi Catalogue.

The *Great Book of Corgi* states that it was introduced in October 1962 and withdrawn in 1962 but that it sold 25,000 pieces.



**No. 406**, the Series One 109 LWB was issued in August 1957 and was available in blue or yellow, neither with a canopy. The blue had a white pick-up top roof (*image to the right*), the yellow a black roof (*image above*).

There are two types: with or without small 'steps', at the rear. Wheels are always fixed but may be

smooth or, on later models, shaped. The toy came in both yellow and bluish boxes, though the image on the box was of a green Land-Rover. The hubs were flat spun. Yellow are generally worth about double the blue ones, hubs don't really have a big effect on value.



There is a third colour. This model was used in Gift Set 2, issued in February 1958. However, the Land-Rover is green with a tan coloured tin hard top. The green Land-Rover was not available outside of this Gift Set. This would be replaced in 1962





**No. 416**, the Radio Rescue Land-Rover in RAC livery came in several versions. The RAC version was issued in August 1959.

It initially came with a roof top sign (*image above right*), which was dropped in later versions (*image above left*), at which time the decal in the hard top changed where the "Radio Rescue" wording was dropped. Both versions can be found with smooth or treaded wheels. All have an antenna, though there is evidence that there was one (*middle image above*) came without an antenna and without an interior. There are two shades of blue that were used with this toy. In December 1962 this toy would transition to a Series IIA.

There is also a yellow version (*image right*), complete with the sign atop the pick-up cab for the Belgian Touring Secours (TS) automobile club. The sign on the toy simply said "Radio".



The TS version is not common and is worth a fair amount. Many yellow 406's are attempted to be sold as 416, minus the sign and rear cap.



**No. 417** was issued in July 1960, the first version with an open jib (The later IIA version was closed.) Not you could lift your other toys and tow them around across the carpet.

This an interesting version, as the casting was modified in the back to allow for a crane to be added.

As well, the rear box was modified to fit a hand crank to allow the child to raise and lower the hook on the crane. Turn the side mounted tire and the string either spools in or out. The crane jib consisted of two narrow poles as would be found on a real Land-Rover wrecker of the era.

The metal canopy has a rotating light upon it as

well as having a "Breakdown Services" decal upon the side. The canopy is removable.

It is curious though that Corgi released a new model in 1960 based on the Series 1 Land Rover which was superseded by the Series 2 in 1958.



There are several versions of the wrecker overall. Quickly, this version of the Land-Rover Wrecker has a tin tilt, no suspension or seats and the jib is cast with a space between a pair of uprights.

This toy was replaced in December 1962 by 417S, the Series IIA version..