

The 1950s

Toys and Games

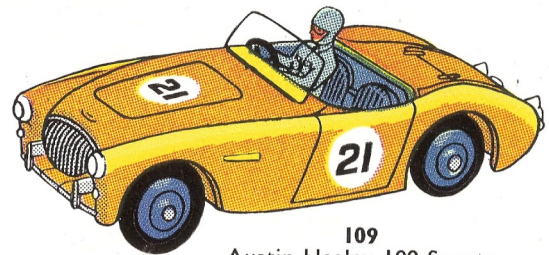
PASSENGER CARS

DINKY TOYS

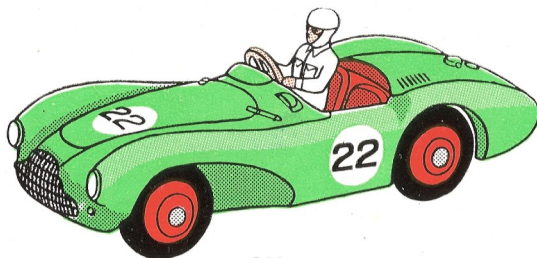
PASSENGER CARS



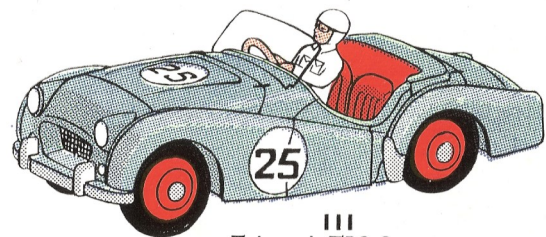
108
M.G. Midget Sports
Length 3 $\frac{1}{4}$ "



109
Austin-Healey 100 Sports
Length 3 $\frac{3}{8}$ "



110
Aston Martin DB35
Length 3 $\frac{7}{16}$ "



111
Triumph TR2 Sports
Length 3 $\frac{3}{8}$ "

Dinky Catalogue, 1956

The Second World War meant that few new toys were produced. Up until the mid 1950s children still played with the toys that their parents had played with. However, demand for toys was increasing, as was production.

The advent of television brought with it programmes for children such as Muffin the Mule, Bill & Ben, Andy Pandy and Sooty. These were the earliest examples of television creating a demand for spin-off toys and memorabilia. Films and TV series depicting space themes led to science fiction inspired toys. Robots, such as Mr Atomic, Robbie and Mr Mercury, were a favourite.

Gender stereotyping was evident. Boys were encouraged to play with Dinky and Corgi model cars and Hornby train sets. Airfix kits were launched in 1952 and in 1958 Scalextric was created, reflecting the popularity of motor racing. Girls had tea sets and dolls' houses, increasingly made from plastic. In 1959 Barbie, one of the world's best-loved dolls, was born. The 1950s also saw the re-birth of the teddy made from soft, machine-washable synthetic materials.