

T-TOWN WHEELERS NEWS

TULSA OKLAHOMA



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Elliot Handler Co-Founder of Mattel is Dead

The father of Hot Wheels toy cars and co-founder of Mattel toy company, Elliot Handler, died July 21, 2011 at age 95 from heart failure, according to the New York Times. Both a talented designer and successful entrepreneur, Handler brought us such toy icons as Barbie and Chatty Cathy. However, his greatest contribution to the toy world for auto aficionados might be his later creation, Hot Wheels toy cars.



Born in 1916, Handler began his career sculpting light fixtures after studying industrial design at California's Art Center College of Design. His big break came in 1939, when Handler and wife Ruth started making costume jewelry and dollhouse furniture in the garage of their Southern California home. There, he and partner Harold "Matt" Matson formed Mattel toys, a name derived from the combination of Matt and Elliot.

After seeing wild sales success with his dolls, Handler turned his attention to die-cast toy cars. Mattel enlisted the help of designers from automakers like GM to reinvent the toy car. This led to the invention of a manufacturing process for fast-spinning plastic wheels. Handler called his new product "Hot Wheels" when the toy line arrived on store shelves in 1968. In the more-than-40 years since the toy's introduction, over 10,000 unique Hot Wheels models have been produced, including such famous designs as "King 'Kuda," the "Beatnik Bandit," and "Evil Weevil."

"He loved coming up with new cars," said his brother, Sid Handler. "He was a quiet, kind man. I think that's why he liked [designing] toys so much. They make people happy."

As of April 2008 Mattel has become the largest toy maker in the world. On his 90th birthday a party was held to honor Elliot Handler at Matte's El Segundo, California headquarters . Guests included his daughter Barbara Segal, after whom the Barbie doll was named. Thanks for all the memories, Mr. Handler.



Remember:

- TTW Club meetings are the first Saturday of every month come out and see your collector buddies and meet new friends.
- We need your Hot Wheel related articles for the Newsletter or a story about how you started collecting. Send your articles to: microcollector@cox.net

Check us out on the web
www.microcollector.com

**NEXT MONTH
YOUR AD
CAN BE
HERE**

You too can be a newsletter editor.
Apply within!

T-TOWN WHEELERS CORNER

Members

SEND IN YOUR COLLECTOR STORIES. YOU MAY BE FEATURED IN AN UPCOMING NEWSLETTER.

Send your stories to microcollector@cox.net

**T-Town Wheelers show date for 2011
October 15**

Jan 8 May 7 Sep 3	Feb 5 Jun 4 Oct 1	Mar 5 Jul 9 Nov 5	Apr 2 Aug 6 Dec 3
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TTW 2011 Meeting Dates

(All meetings are scheduled for the OAK meeting room @ the Tulsa Hardesty Library located at 93rd and Memorial.)

Come and join the fun next month. It is a great time for all and a free Treasure Hunt is given away at every meeting.

ON THE WEB

<http://www.frankandsonshow.net>

http://hotwheels.wikia.com/wiki/Hot_Wheels

<http://scarykustoms.weebly.com/>

Show Committee—We ALWAYS need volunteers to help run shows. To be on the show committee just volunteer!

2011 T-TOWN WHEELERS CLUB OFFICERS

President: Robert Priebe (918) 251-2128

Newsletter Editor: Geary Fowler

Sergeant of Arms: David Rutledge

Vice President: Kurt Kazmierski

Membership Chairman:
Paul Bales (918) 637-2247

Webmaster:

Treasurer: David Batow
dpbat@cox.net

P.O. Box 4138
Tulsa, Oklahoma 74159

Geary Fowler
www.microcollector.com

Secretary: Steve Haney (918) 592-6897

Hi everyone we are nearing the end of the year. Our last TTW show is October the 15th and our toy drive will be ramping up to it's finale by December the 3rd. As usual Mattel is going to keep us guessing with the rumors that the 2012 Super Treasure Hunts will no longer be packaged as Treasure Hunts but as regular line vehicles with the TH logo and real riders. Have fun kids!!

Don't mss the November meeting as we will be deciding on how we will do the December meeting, Your input is appreciated and needed.

Happy Hunting! -Robert



Hot Ones

-Robert Priebe

One of Mattel's product lines for 2011 is the return of "The Hot Ones" series. There will be 26 castings (listed below) including the chase cars which will have orange "Hot Ones" and orange lines on the tires.



- '40s Woodie
- 1934 Ford 3-Window Coupe
- '57 Chevy®
- '70s Camaro Z28
- '70s Van
- Combat Medic
- Fat Fendered '40
- Neet Streeter
- '65 Ford Mustang
- '71 Mustang
- Ferrari 308 GTS
- Baja Breaker
- Custom '77 Dodge Van
- Ferrari F40
- Zombot®
- Twin Mill®
- Pontiac® Banshee®
- Ferrari 512 M
- '80 Chevrolet El Camino™
- Sunagon (Volkswagen Vanagon)
- '84 Pontiac® Grand Prix™
- Monte Carlo SS
- Second Wind
- Steam Roller
- Aeroflash
- '77 Plymouth Arrow



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Tulsa, Oklahoma