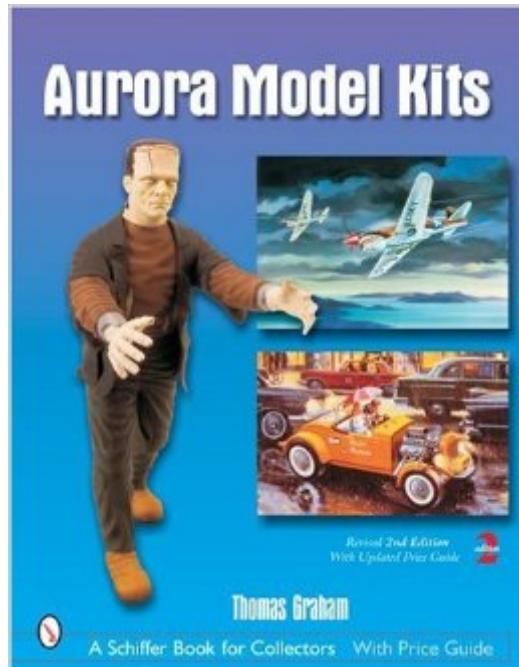


The book was found

Aurora Model Kits (Schiffer Book For Collectors)



Synopsis

Auroras plastic models of classic Hollywood movie monsters are enduring pop culture standards. Kids and adults around the world recognize Frankenstein, Dracula, the Wolf Man, and the Mummy. Although monsters are Auroras most famous products, the company created model kits of all varieties, including historic sailing ships, sports cars, moon rockets, military and commercial aircraft, TV stars, comic book heroes, wildlife scenes, knights, and much more, all included in this book. Over 450 color photographs enhance this comprehensive history and guide to Aurora models. The Aurora empire was once the worlds largest producer of hobby products. Here, corporation executives, sculptors, artists, and engineers who created Auroras models tell the story in their own words. Every model Aurora made is described in detail, with information on reissues and current collectors market values. Collectors maintain a brisk trade in vintage Aurora plastic, and new companies continue to reissue some of Auroras timeless kits.

Book Information

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Average Customer Review: 4.8 out of 5 starsÂ See all reviewsÂ (21 customer reviews)

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Customer Reviews

Like his other books detailing the histories of the Monogram and Revell kit companies, author Thomas Graham has put together an extremely well documented history of the Aurora model kit company; with its humble beginnings in a garage in Brooklyn, through to one of the foremost kit companies that pioneered the figure kit craze, this book contains a nostalgic history of the Aurora company and its unique line of model kits. In a similar fashion to his other works, the author traces

the history of the company from its outset and details the various players and their work that went into Aurora, making it a very competitive and unique model kit company. Like most other kit companies of the 1950's, 60's and 1970's, the company sought to focus on cheap, simple kits that boys could build and then come back for another one when their pocket money reserves were built up again. Similarly to the other companies, Aurora branched out, from model aircraft to ships; armour; rockets and hot rods and classic cars. It was almost by accident it then branched out into the figure kit market and it was here that Aurora is possibly best remembered for its various kits on subjects such as Knights, animals and television's monsters. Subjects such as Dracula, Frankenstein, the Hunchback and so forth set Aurora on a path to explore kit subjects that not many other companies were doing. This led on to other TV series classics like the Munsters, the Addams family and the Marvel superheroes. The author describes Aurora's climb from a small company to one of the foremost figure kit companies with precise detail and sources as, like his other works, he has left no stone unturned in his research, interviewing former employees and using archival material and photographs.

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