



Tonka

Dennis David

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Relive your childhood memories with this spectacular tome of Tonka history. On the shores of Lake Minnetonka in Minneapolis, three men created Mound Metalcraft in an old schoolhouse in the late 1940s and set out to make tie racks and garden utensils. Sales weren't as abundant as expected, so the group decided to produce sturdy construction toys crafted from the leftover materials. Tonka - named after the nearby lake - was born and the company changed the face of the toy industry forever. Tonka takes you through the early days of the company, to its purchase by Hasbro in 1991. Through the years, there were many ups and downs, but a few things remained constant: the rugged quality, realism, and durability of the toys. The employees were an integral part of the company, and profiles of a handful of former employees help bring a personal level to the story of the company that drove its way to the top of the toy truck industry. Each epoch of Tonka history is covered and accompanied by 150 color and 25 archival images. The Tonka story itself is one of an incredible journey. From the humble confines of a small schoolhouse, to a giant corporation that sold toys everywhere, Tonka remains a household word for strength and durability and is synonymous with toys that could withstand anything a child could do with them.

Author bio: Dennis David is an automobile journalist and writes for many antique car enthusiast magazines. He collects antique automobiles, is a member of the Society of Automotive Historians, is the technical editor for the National DeSoto Club, and is an automobile appraiser. This is his third book. David lives in northwestern Connecticut with his wife, Susan, and son, Christopher. Lloyd Laumann worked at Tonka for almost 30 years. He held various positions from August 1955 through September 1984, and the last position he held was vice president of manufacturing. He retired in 1984 and has been collecting Tonka memorabilia ever since. Laumann has been writing articles for collector magazines since 1987 and currently lives in Waconia, Minnesota, with his wife, Jean.

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