



Sedgley's

Diamond 60

*Sixty years, sixty people,
sixty stories about village life
since 1952.*

1988

Opening our superstore

by Dan Price

We've been in the cycle trade in Sedgley since 1895 – the oldest surviving business in the village. BD Price Superstore was built in 1987/88 on the site of the terraced house where I was born in 1940.

At the time we were based in High Street in what is now the Coop Funeral Services shop. Shopfitters installed some of the shelving and we brought peg boarding across from the old shop. We ran the two shops in parallel for about a week until we were ready transfer operations to High Holborn.

The toy section of our business began in around 1962/3 . One of our first direct accounts was Lego. We also stocked Hornby trains and Airfix model kits and later expanded the kit range to include Revel, Trumpeter and Dragon brands. Over the years new toy brands have come into the country, like Playmobil. One of the first companies we dealt with was Fisher Price - they got taken over by an American company. In the games field, companies like Subbuteo and Waddingtons have gone.

Years ago children rarely had bikes. If you had a 'front wheel drive' trike you were 'king of the castle'! Scooters were also well sought after. As people became more affluent parents came to regard a bike as a necessity whereas before it was a luxury.

Adult cycles have changed too. Whereas before you just had 'sit up and beg' and racing bikes, now you have hybrids and sporty hybrids. BMX came into vogue in the 70s; and mountain bikes came in around 27 years go.

When helmets first came out they weren't particularly stylish, and they were expensive. Now you can get good value, low price, stylish helmets.

On our first day in the new store we had a reasonable day and the first customer bought a Matchbox toy. We sold a few bikes too!



BD Price Toy and Cycle Superstore



Dan Price