

Frankie Roberto Collection
Photographs and Postcards 178C117
Programmes 178K46
Maps, Charts and Plans 178M18
Trade and Advertising Material 178I26
Various 178Z55

- 178C117.1 Alton Towers Photographic Souvenir
12 hand tinted photographs of Alton Towers in a cardboard case
95mm x 75mm
Frankie Roberto Collection
- 178C117.2 Alton Towers Photographic Souvenir
12 black and white photographs of Alton Towers in a cardboard case
98mm x 78mm
Frankie Roberto Collection
- 178C117.3 Alton Towers Photographic Souvenir
Lettercard with 6 hand coloured images of Alton Towers
160mm x 110mm
Frankie Roberto Collection
- 178C117.4 Chessington World of Adventures postcard
Postcard from Chessington World of Adventures with colour photographs on a tiger, two elephants, a polar bear and a lion, with red and white type
150mm x 105mm
Frankie Roberto Collection
- 178C117.5 Topsy-Turvy postcard
Colour postcard of the Topsy-Turvy Railway at Crystal Palace
140mm x 90mm
Frankie Roberto Collection
- 178C117.6 Alton Towers postcard
Circa 1923
Modern postcard with colour illustration of Alton Towers with white background and black type
Printed by Beric Tempest & Co. Ltd.
150mm x 116mm
Frankie Roberto Collection
- 178C117.7 Alton Towers postcard
1983

Postcard with a colour photograph of the Corkscrew ride at Alton Towers
Published by John Hinde
150mm x 116mm
Frankie Roberto Collection

178C177.8 Alton Towers postcard
Black and white postcard with images of Alton Towers, including a revolving section in the middle which reveals different attractions of the pleasure gardens, with white type and a white edge
90mm x 140mm
Frankie Roberto Collection

178C117.9 Thorpe Park postcard
Orange postcard with blue, white and orange type, from the ride Colossus at Thorpe Park
195mm x 92mm
Frankie Roberto Collection

178C117.10 Thorpe Park postcard
Postcard with photographs from Tidal Wave ride at Thorpe Park, including light blue, dark blue and white logo
295mm x 105mm
Frankie Roberto Collection

178C117.11 Thorpe Park postcard
Postcard with photographs from Vortex ride at Thorpe Park, including orange type
295mm x 105mm
Frankie Roberto Collection

178C117.12 Thorpe Park postcard
Postcard with photographs from Detonator ride at Thorpe Park, including black, white and red logo
295mm x 105mm
Frankie Roberto Collection

178M18.1 Maps for Alton Towers
1981, 1992, 200-2006
Maps and guides for Alton Towers
Various sizes
9 Items
Frankie Roberto Collection

178M18.2 Maps and Guides for various different Tourist Attractions
1980, 1988, 2003-2007
Maps and guides for various different tourist attractions including Thorpe Park, Disneyland Paris and Legoland

Various sizes
21 Items
Frankie Roberto Collection

- 178K46.1 Programme of Bands 1958 Alton Towers
25 May- 31 August 1958
Blue leaflet detailing the programme of bands at Alton Towers
Black and white illustration of a lion with a shield and knight's helmet,
black type. Also includes a map and points of interest
115mm x 180mm
Frankie Roberto Collection
- 178I26.1 Advertising leaflets and booklets for various attractions
2006
Advertising leaflets for various attractions including the American
Adventure Theme Park and the Magical Kingdom of Camelot Theme
Park
Various sizes
7 Items
Frankie Roberto
- 178Z55.1 Pin badges of varying sizes and designs from different attractions and
theme parks including: Alton Towers, Chester Zoo, Paultons Park,
Thorpe Park, Flamingo Park Zoo, American Theme Park, West Midland
Safari Park, Drayton Manor Park, Woburn Abbey, Woburn Wild Animal
Kingdom, National Railway Museum, British Museum, Science Museum
and Techniquest
Various sizes
39 Items
Frankie Roberto Collection
- 178Z55.2 Alton Towers Fabric Badges
Fabric badges, one square with a blue trim, white background and
image of an elephant in front of Alton Towers, yellow and blue type on a
red banner, second one circular with a black trim, image of the log
flume on a white background with brown type
Various sizes
2 Items
Frankie Roberto Collection
- 178Z55.3 Attraction tickets
No date
Tickets to various attractions, including Thorpe Park and Alton Towers
Various sizes
4 Items
Frankie Roberto Collection

- 178Z55.4 Excursion to Alton Towers, Leek and Rudyard Lake Train departure times
6 August 1939
Flyer showing arrival and departure times of trains as part of a day excursion to Alton Towers, Leek and Rudyard Lake. Green type on off white background
160mm x 255mm
Frankie Roberto Collection
- 178Z55.5 Alton Towers Information Booklets
No date
Two information booklets on Alton Towers, one titled A Brief History, with a colour photograph of the park buildings, the second titled Student Information Pack with orange and white type
Various sizes
2 Items
Frankie Roberto Collection
- 178Z55.6 Guide and Game Book to Chessington World of Adventures
2003
Guide book to Chessington World of Adventures, with games and vouchers. Light blue background with red, blue, green and orange type, and a colour image of a ride at the park
210mm x 210mm
Frankie Roberto Collection
- 178Z55.7 Alton Towers, Nemesis Inferno souvenir wallet
No date
Colour photograph of Frankie Roberto on the ride Nemesis Inferno at Alton Towers in a commemorative cardboard photo holder
300mm x 215mm
Frankie Roberto Collection
- 178Z55.8 Alton Towers Souvenir Guide
1989
White type on blue background with colour photograph of Alton Tower mascot dog, Henry in the centre on front cover, inside introduction, colour photographs, text and site plan
18p.p
211mm x 298mm
Frankie Roberto Collection
- 178Z55.9 Alton Towers Official Guide
No date
White type on yellow background and grey, black and white illustration of a lion and a shield on the front cover, inside history of Alton Towers, black and white photographs and text and site map
12p.p

Duplicate see 178Z55.10
118mm x 183mm
Frankie Roberto Collection

- 178Z55.10 Alton Towers Official Guide
No date
White type on yellow background and grey, black and white illustration of a lion and a shield on the front cover, inside history of Alton Towers, black and white photographs and text and site map
12p.p
Duplicate see 178Z55.9
118mm x 183mm
Frankie Roberto Collection
- 178Z55.11 Alton Towers Official Guide
1929
Abel Heywood & Son's Guide Books,
Black and white type on off white and red background and a black and white photograph of a lake with a building and park behind on the front cover, inside black and white photographs and text
22p.p
125mm x 185mm
Frankie Roberto Collection
- 178Z55.12 Alton Towers Guide
No date
Black and blue type on white background and blue and black illustrations of the site around the edges on the front cover, inside black and white photographs and text
10p.p
118mm x 183mm
Frankie Roberto Collection
- 178Z55.13 Alton Towers Souvenir Guide
No date
White and black type on red background, grey and black illustration of lion and shield on top section and black and white illustration of lake and building in a park on bottom section on the front cover, inside black and white photographs and text and site plan
16p.p
135mm x 204mm
Frankie Roberto Collection
- 178Z55.14 Alton Towers Souvenir Guide
No date
White and black type on green background, grey and black illustration of lion and shield on top section and black and white illustration of lake

and building in a park on bottom section on the front cover, inside black and white photographs and text and site plan

16p.p

Duplicate see 178Z55.15

135mm x 204mm

Frankie Roberto Collection

- 178Z55.15 Alton Towers Souvenir Guide
No date
White and black type on green background, grey and black illustration of lion and shield on top section and black and white illustration of lake and building in a park on bottom section on the front cover, inside black and white photographs and text and site plan
16p.p
Duplicate see 178Z55.14
135mm x 204mm
Frankie Roberto Collection
- 178Z55.16 Alton Towers Souvenir Guide
No date
Blue and black type on white background, grey and black illustration of lion and shield on top section and blue and white border on the front cover, inside black and white photographs and text and site plan
18p.p
Duplicate see 178Z55.17
135mm x 204mm
Frankie Roberto Collection
- 178Z55.17 Alton Towers Souvenir Guide
No date
Blue and black type on white background, grey and black illustration of lion and shield on top section and blue and white border on the front cover, inside black and white photographs and text and site plan
18p.p
Duplicate see 178Z55.16
135mm x 204mm
Frankie Roberto Collection
- 178Z55.18 Alton Towers Guide
No date
Black type and colour illustration of cote of arms in the centre on the front cover, inside colour photographs, text and site maps
16p.p
149mm x 212mm
Frankie Roberto Collection
- 178Z55.19 Alton Towers Guide
No date

Colour photograph of a lake with a building in a park on the background and a yellow roller coaster ride on the front cover, inside colour illustration of site plan, colour photographs and text

6p.p

Duplicate see 178Z55.20

147mm x 215mm

Frankie Roberto Collection

178Z55.20 Alton Towers Guide

No date

Colour photograph of a lake with a building in a park on the background and a yellow roller coaster ride on the front cover, inside colour illustration of site plan, colour photographs and text

6p.p

Duplicate see 178Z55.19

147mm x 215mm

Frankie Roberto Collection

178Z55.21 The History of Alton Towers booklet

No date

Souvenir booklet containing the history of Alton Towers,

Colour photograph of lake and building on a green background with golden foliage border and type on front cover, inside colour and black and white photographs and text

20p.p

Duplicate see 178Z55.22

150mm x 212mm

Frankie Roberto Collection

178Z55.22 The History of Alton Towers booklet

No date

Souvenir booklet containing the history of Alton Towers,

Colour photograph of lake and building on a green background with golden foliage border and type on front cover, inside colour and black and white photographs and text

20p.p

Duplicate see 178Z55.21

150mm x 212mm

Frankie Roberto Collection