

MECCANO

ADVERTISING

Blocks, Stereos, Showcards, Window Displays.

DURING the winter months Meccano is extensively advertised in all the best national publications, and the resulting demand is very great.

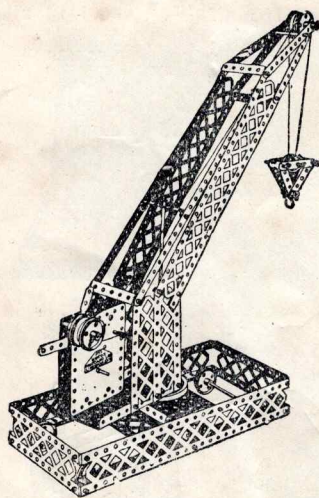
OVER 20,000,000 COPIES

of daily, weekly, and monthly publications containing attractive Meccano advertisements will be sold to the public this year, and will reach every home in the country.

It is to your interest to let the public know that *you* keep full stocks of Meccano and are able to supply all requirements. This may be done by advertising in your local papers, and by giving Meccano prominence in your price lists. In this sheet are shown illustrations of blocks and stereos that will assist you in your Meccano Advertising. They will be loaned to you free on request, on the understanding that, after use, they are returned to us, and that they are not used in connection with goods other than those manufactured by us. When requisitioning blocks, it is sufficient to quote the reference numbers of those required. If you so desire, we shall be pleased to help you in the preparation of copy for your advertisements and catalogues, and our experience is at your disposal.

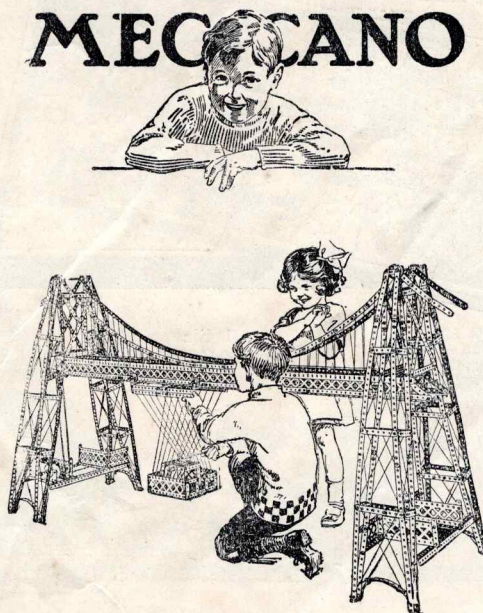
MECCANO LIMITED

MECCANO



5 Sizes.

No. 239.	5 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ "	No. 239b.	2 $\frac{3}{4}$ " x 1"
„ 239a.	4" x 2 $\frac{1}{2}$ "	„ 239c.	2 $\frac{1}{4}$ " x 1 $\frac{1}{4}$ "
„ 239d.	1 $\frac{3}{4}$ " x 8 $\frac{7}{8}$ "		



4 Sizes.

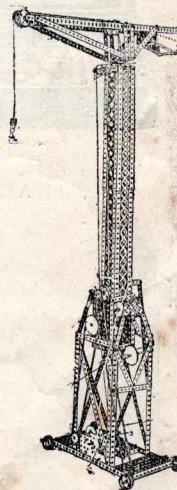
No. 532.	4 $\frac{1}{2}$ " x 1"
„ 523a.	3 $\frac{3}{4}$ " x 1 $\frac{1}{2}$ "
„ 532b.	2 $\frac{3}{4}$ " x 1"
„ 532c.	2 $\frac{1}{2}$ " x 2"

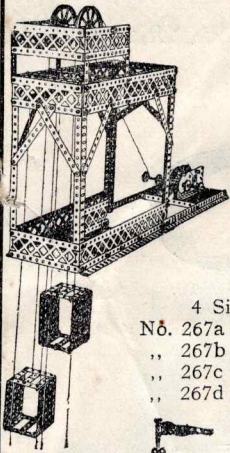
5 Sizes.

No. 307a.	5 $\frac{3}{4}$ " x 2"
„ 307b.	4" x 1 $\frac{3}{4}$ "
„ 307c.	4" x 1 $\frac{1}{2}$ "
„ 307d.	3" x 1 $\frac{1}{2}$ "
„ 307e.	2 $\frac{1}{2}$ " x 1"

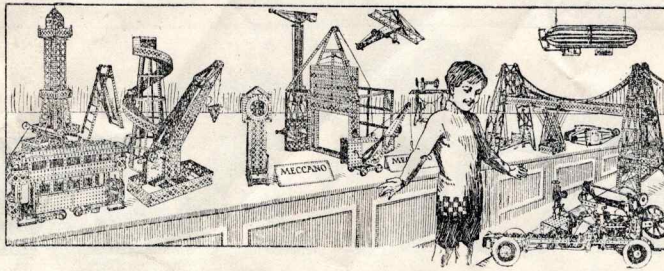
4 Sizes.

No. 551.	5 $\frac{3}{4}$ " x 4 $\frac{1}{2}$ "
„ 551a.	3 $\frac{3}{4}$ " x 3"
„ 551b.	3" x 2 $\frac{3}{4}$ "
„ 551c.	2 $\frac{1}{2}$ " x 2"





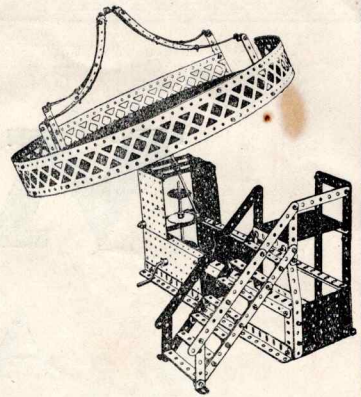
4 Sizes.
No. 267a $4\frac{1}{2}$ " x $2\frac{3}{4}$ "
,, 267b $3\frac{3}{4}$ " x $1\frac{7}{8}$ "
,, 267c $2\frac{3}{4}$ " x $1\frac{1}{2}$ "
,, 267d $2\frac{3}{8}$ " x $1\frac{1}{4}$ "



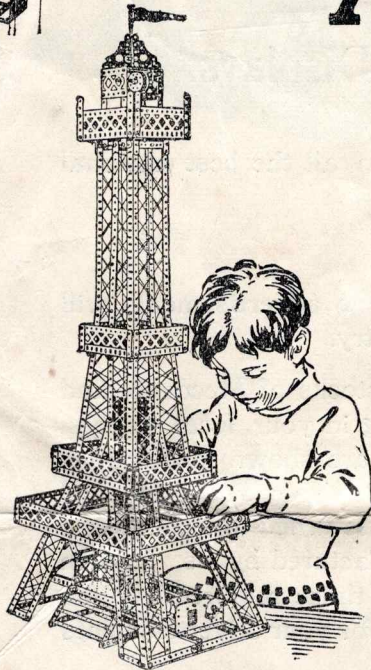
2 Sizes. No. 552. 5 " x 3 "
,, 552a. $3\frac{1}{2}$ " x $1\frac{3}{8}$ "

MECCANO MECCANO

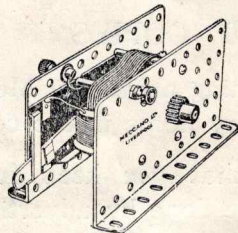
14 Sizes. No. 626. From $1\frac{1}{4}$ " to 10 " length.



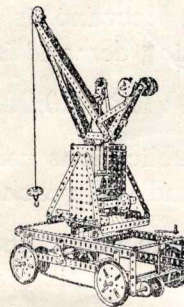
5 Sizes.
No. 285a. $3\frac{3}{8}$ " x 3 "
,, 286b. 3 " x $2\frac{3}{4}$ "
,, 286c. $2\frac{3}{4}$ " x $2\frac{1}{4}$ "
,, 286d. 2 " x $1\frac{3}{4}$ "
,, 286e. $1\frac{3}{8}$ " x $1\frac{3}{8}$ "



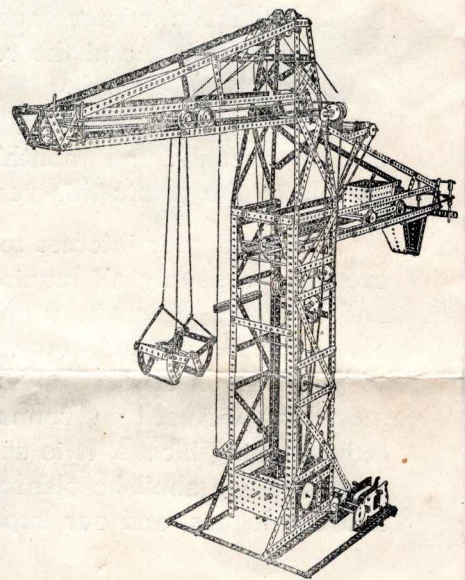
1 Size. No. 558. $3\frac{1}{2}$ " x $1\frac{1}{2}$ "



2 Sizes.
No. 637L. 2 " x 2 "
,, 637BL. $1\frac{1}{4}$ " x $1\frac{1}{4}$ "



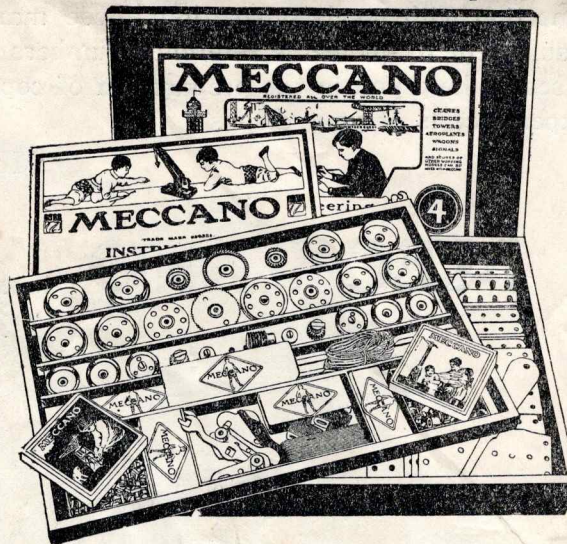
3 Sizes.
No. 724L. 4 " x $2\frac{1}{4}$ "
,, 724AL. 3 " x $1\frac{3}{4}$ "
,, 724BL. $1\frac{1}{2}$ " x 1 "



4 Sizes.
No. 400G 4 " x $3\frac{1}{4}$ " No. 400K $1\frac{1}{2}$ " x $1\frac{1}{4}$ "
,, 400H 3 " x $2\frac{3}{8}$ " ,, 400L $1\frac{1}{2}$ " x $1\frac{1}{8}$ "



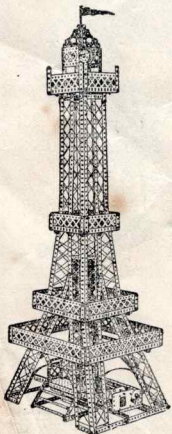
2 Sizes.
No. 617L. 2 " x 2 "
,, 617AL. $1\frac{1}{4}$ " x $1\frac{1}{4}$ "



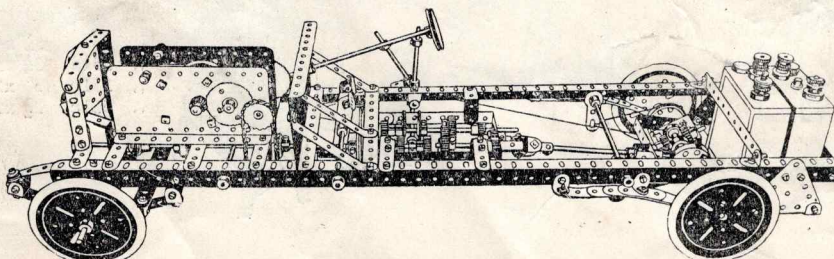
1 Size.
No. 604L 3 " x $2\frac{3}{4}$ "



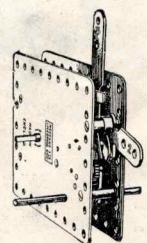
2 Sizes.
No. 616L. 2 " x $1\frac{1}{2}$ "
,, 616AL. $1\frac{1}{2}$ " x $1\frac{1}{4}$ "



No. 401.
10 Sizes.
from $2\frac{1}{4}$ " to 14 "



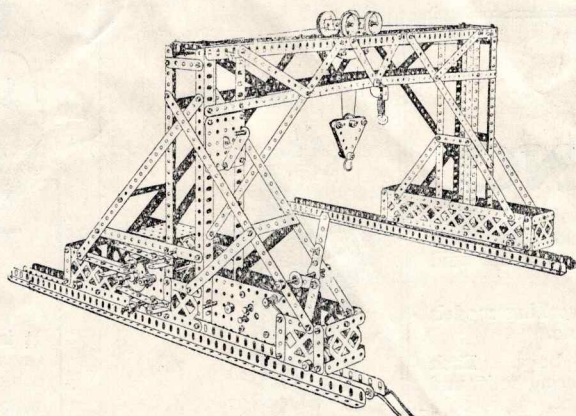
Sizes : No. 701L 7 " x $2\frac{1}{8}$ ". No. 701AL $4\frac{3}{8}$ " x $1\frac{1}{2}$ ". No. 701BL 3 " x $1\frac{7}{8}$ ".



2 Sizes
No. 636L. $2\frac{1}{2}$ " x $1\frac{3}{8}$ "
No. 636AL. $1\frac{1}{4}$ " x $\frac{3}{4}$ "



2 Sizes.
No. 601L. 2" x 2"
,, 601L 1 1/4" x 1 1/4"



2 Sizes.
No. 728L. 4 1/2" x 3 3/8"
,, 728AL 3" x 2 1/8"



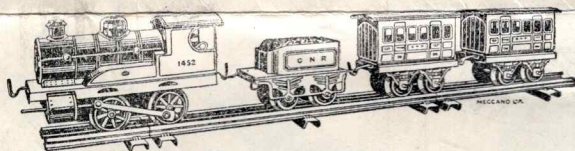
2 Sizes.
No. 602L. 2" x 2"
,, 602AL, 1 1/4" x 1 1/4"

HORNBY CLOCKWORK TRAINS

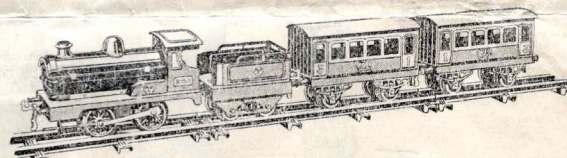
3 Sizes. No. 162, 5 1/8" x 8" No. 162a, 4" x 3" No. 162b, 3" x 5/16"



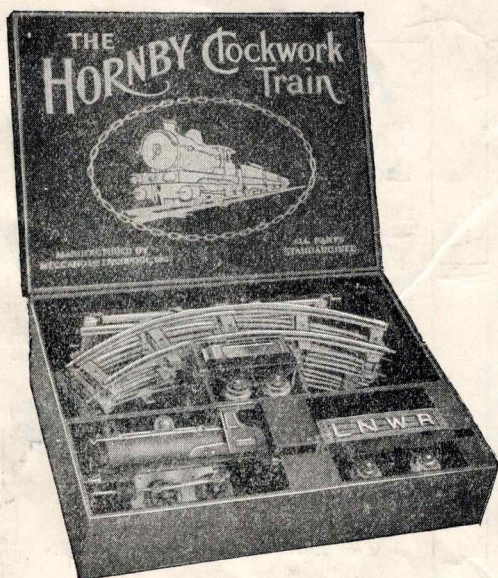
2 Sizes. No. 186 L. 4" x 3/8". No. 186AL. 3" x 5/16"



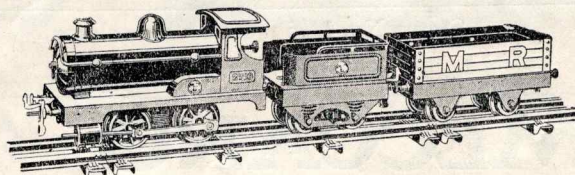
2 Sizes.
No. 181L 4 1/2" x 1 1/8"
,, 181AL 3" x 7/8"



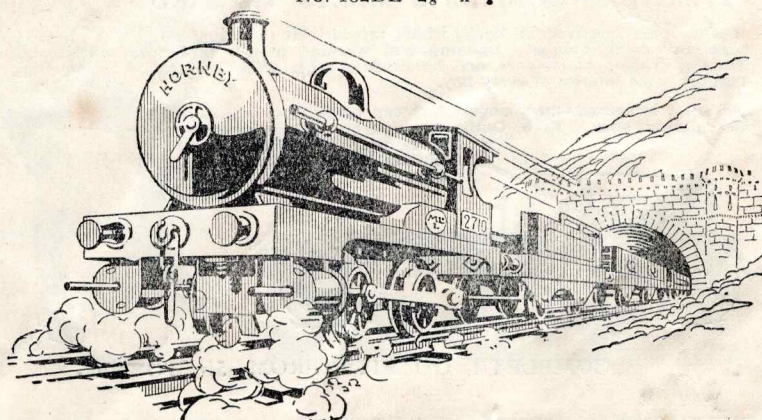
1 Size.
No. 184L 3" x 3/4"



2 Sizes.
No. 151 2 3/4" x 3 1/2"
,, 151a 2 1/2" x 3 1/4"



3 Sizes.
No. 182L 4 1/2" x 1 1/2" No. 182AL 3 1/4" x 1"
No. 182BL 2 1/2" x 1/2"



6 Sizes.
No. 251A 6 1/2" x 3 1/2". No. 251B 5 1/2" x 3 1/4". No. 251C 5" x 2 3/4"
,, 251D 4" x 2 1/4". ,, 251E 3" x 1 3/4". ,, 251F 2 1/2" x 1 1/2".

**Boys! Build this
fine Tower with**

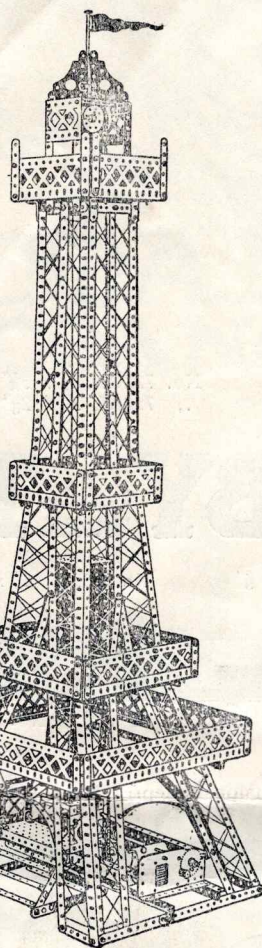
MECCANO

Look carefully at this model of the Eiffel Tower. Note how wonderfully and yet how very simply it is constructed. It is a splendid model.

This is only one of scores of real working models which any boy can build with Meccano.

Meccano is real engineering for boys. Each Meccano part is a miniature engineering unit, and is used just as an engineer would use it.

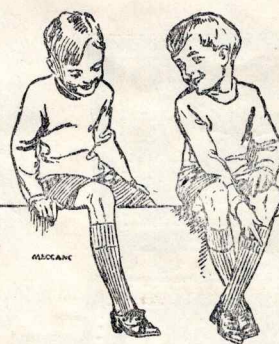
Building with Meccano is wonderfully simple—the genius is in the Meccano parts themselves. No skill or study is needed. You just look up the model you wish to build in the big Illustrated Book of Instructions—free with every outfit—and at once everything becomes clear.



**Complete Outfits
from 5/- to 370/-**



Stereo No. 1 (6 inch, double column)



**Boys!
Build your
own Toys**

It is heaps better fun making real working models than playing with toys that somebody else has made.

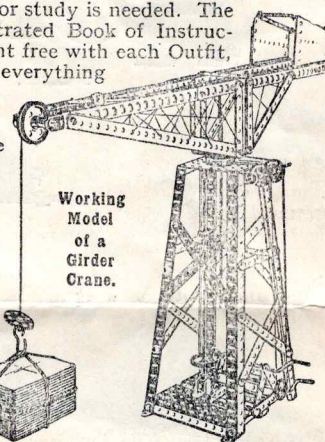
With Meccano you can build scores of fine models—a new one every day if you like. Anything that works can be built with

MECCANO

ENGINEERING FOR BOYS

No skill or study is needed. The big Illustrated Book of Instructions, sent free with each Outfit, makes everything clear

**Complete
Outfits
from
5/-
to
370/-**



Working
Model
of a
Girder
Crane.

Stereo No. 3 (6 inch, single column)

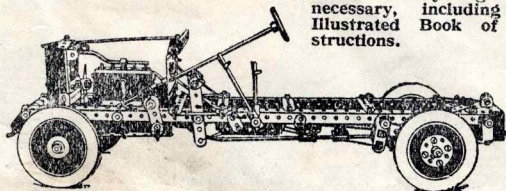
MECCANO

ENGINEERING FOR BOYS

EVERY BOY NOWADAYS WANTS MECCANO

It is the great constructive hobby which provides interest, fun, and the sense of 'doing things.' Building real working models of Cranes, Towers, Bridges, Motor-cars, and hundreds of other things, is a hobby that grips the interest of every boy.

No study is needed—the youngest boy can commence to build at once. Each Outfit contains everything necessary, including an Illustrated Book of Instructions.



COMPLETE OUTFITS FROM 5/- TO 370/-

Stereo No. 2 (3 inch, double column)

MECCANO

**The finest hobby in
the world for boys**

Let your boy use his hands and brains to build his own toys. With Meccano any boy can build hundreds of real working models in shining steel.

Every Meccano part is a real engineering unit in miniature, and your boy is learning engineering while he plays.

No study is needed—everything is made clear in the Big Book of Instructions which is included in each Outfit.



Working
Model
of a Jib
Crane.

Complete Outfits from 5/- to 370/-

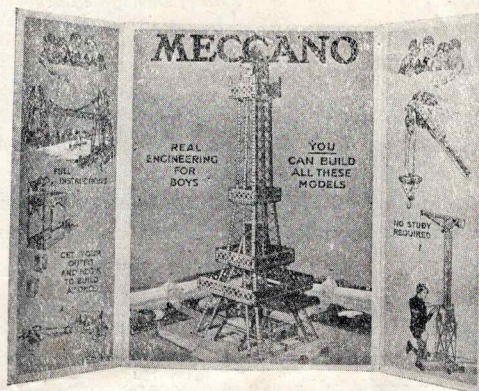
Stereo No. 4 (3 inch, single column).

MECCANO SHOW CARDS

We have extended our range of Showcards, and we are prepared to supply these free of charge to our dealers on application. Great care has been expended in making the designs artistic and pleasing. Our new window transparencies are beautiful in colouring, easily fixed and exceedingly attractive. They show up clearly both in daylight and in artificial light. Our showcards add much to the effectiveness of a Meccano display, and we strongly recommend our dealers to make good use of them.



No. 1. Window Bill. Blue on blue, 15" x 7 $\frac{1}{4}$ ".



No. 3. Folding Show Card in colours. Dimensions: Centre Panel, 24" x 18". Side Panels 8" x 24"



No. 2. Window Transparency. Black on orange, 15" x 7 $\frac{1}{4}$ ".



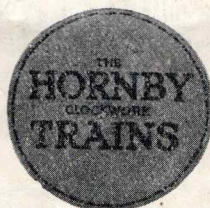
No. 4. Meccano Cut-out (Card) in deep red and white, 9" x 4 $\frac{3}{4}$ ".



No. 5. Meccano Cut-out (Card), in bright red, green and white, 18 $\frac{1}{2}$ " x 6".



No. 6. Window Streamer. Red on buff, 30" x 8".



No. 7. Window Transparency. Yellow on blue, 9" diameter.



No. 8. Window Streamer. Blue on blue, 56" x 7".



No. 9. Boy and Tower, cut out in colours, 12 $\frac{1}{2}$ " x 8".



No. 10. "Best Age" Showcard, purple, 15" x 10".

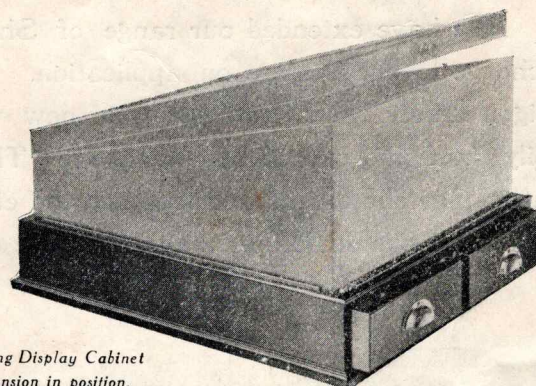
MECCANO PRICE LIST			
OUTFITS		ACCESSORY OUTFITS	
No. 0	6/-	No. 0a	5/-
No. 1	10/-	No. 1a	11/-
No. 2	20/-	No. 2a	12/-
No. 3	30/-	No. 3a	22/-
No. 4	50/-	No. 4a	17/-
No. 5 (Carton)	70/-	No. 5a (Carton)	45/-
No. 5 (Oak Cabinet)	100/-	No. 5a (Oak Cabinet)	95/-
No. 6 (Oak Cabinet)	180/-	Electrical Outfits	12/6 & 9/6
Investor's Accessory Outfit "A" 10/-		Investor's Accessory Outfit "B" 25/-	
MOTORS			
Clockwork Motors	12/6	Electric Motors	17/6

No. 11. Meccano Price List with hanger, (Showing new prices) 10 $\frac{1}{2}$ " x 7".



No. 12. Hornby Train Showcard, blue on yellow, 19 $\frac{3}{4}$ " x 5 $\frac{1}{2}$ ".

DISPLAY CABINETS FOR MECCANO PARTS



Showing Display Cabinet
Extension in position.

There is a very big trade in Meccano Parts, but in order to take full advantage of this important side of the business, the parts must be well displayed and carefully stocked. Our special Display Cabinet enables the dealer to do this and we loan it free of charge when an order for the contents is placed with us. It includes a full range of the best selling parts and the cost to the dealer is £10: 18: 9, less the usual discount. The case is made of polished mahogany, with a plate-glass top, through which a sample of each part may be seen mounted on a velvet pad.

DISPLAY CABINET EXTENSION. For those dealers who find the accommodation of the above Display Cabinet too small for their stock of Accessory Parts, we now provide an Extension containing a selection of the newest Meccano Accessory Parts. It is Mahogany finished and measures: length 25", breadth 27", height 5". The Display Cabinet fits on the top of it, and the two drawers are conveniently partitioned to accommodate the parts. The contents, together with those of the Display Cabinet, cover the full range of Meccano parts.

We furnish the Extension on loan to those dealers who already have the Display Cabinet, and who order from us its contents value £10: 9: 0, less the usual discount.

We also provide smaller assortments of Meccano parts in two strong partitioned boxes. Assortment "A" is suitable for the small dealer and comprises a good range of the quickest selling parts to the value of £2: 17: 9 subject. Assortment "B" consists of a wider range of the best sellers, costing £5: 4: 3 subject. Both boxes are made of strong leather-board and will do good service for years. No charge is made for the boxes when the contents are ordered. Each assortment is accompanied by an illustrated list of all Meccano parts with prices.

LANTERN SLIDES



Slide No. 1.



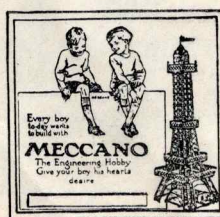
Slide No. 2.



Slide No. 3.



Slide No. 4.



Slide No. 5.



Slide No. 6.

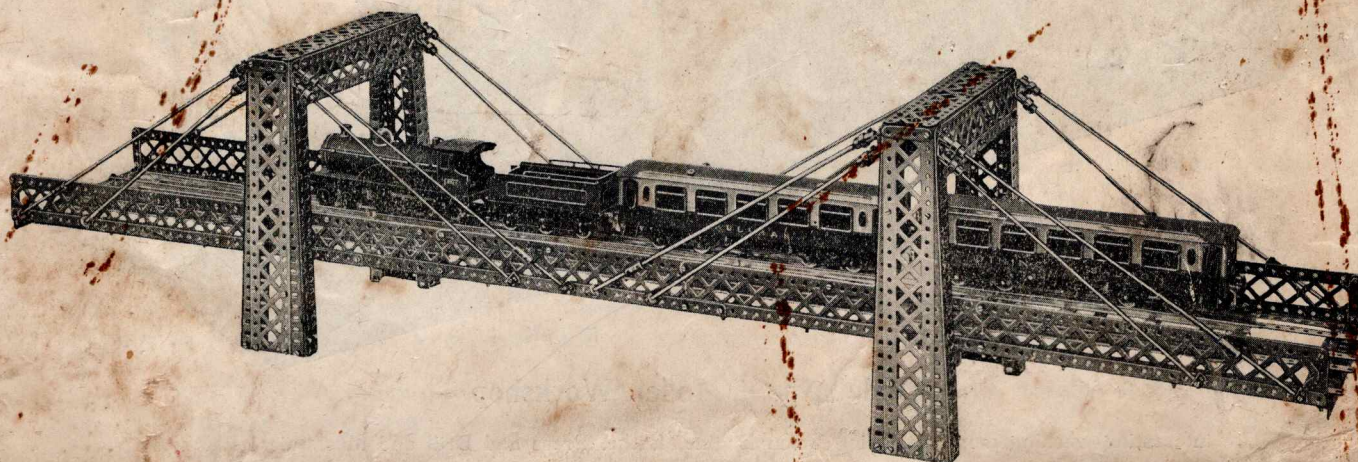


Slide No. 7.

MECCANO WINDOW MODELS

We reproduce a selection of special models that we are prepared to make up for our dealers who desire to give an effective window display. These are new models and they have been selected as being very attractive in appearance and suitable in size for an average window. They are supplied at the cost of the parts required to make them, no charge being made for labour.

Orders for Window Models should be placed without delay, to ensure delivery in time for the season's trade. We are unable to guarantee delivery of models ordered later than October



Model No. 1 Girder Suspension Bridge

An impressive model, length 60", width 12", height 13". Unless otherwise ordered it will be fitted with railway lines for displaying Hornby or Zulu Trains. Price £2 : 16 : 6 subject.

Model No. 2 Dutch Windmill

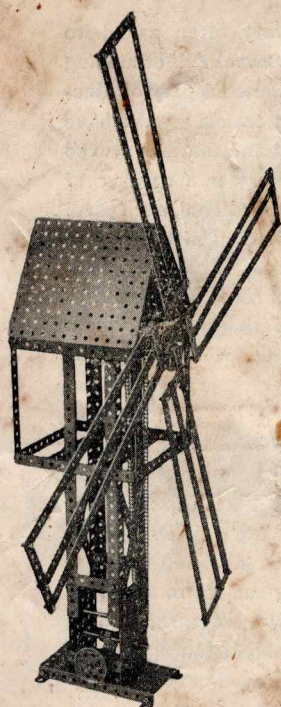
An interesting display model, the sails of which may be made more attractive by decoration with coloured ribbons etc. For those who desire a working window display, we equip this model with a 110-volt motor that may be worked from any town current, with suitable lamp resistance. Length of model 28", height 30", width 8". Price 17s. : 10d. subject.

With special Motor (suitable for 110-250 alternating or direct current) and lamp resistance board including all fittings except lamp. £2 : 11 : 4 ..

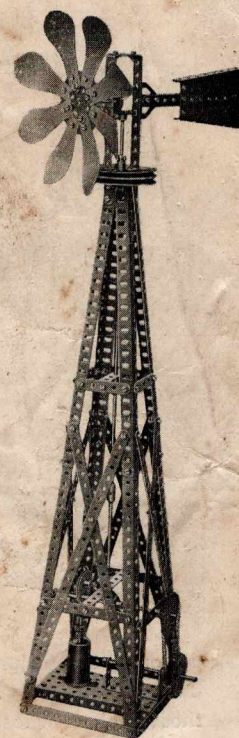
Model No. 3 Windmill Pump

A new and attractive model taking up very little window space. Length 12", breadth 12", height 31". Price £1 : 3 : 7 subject.

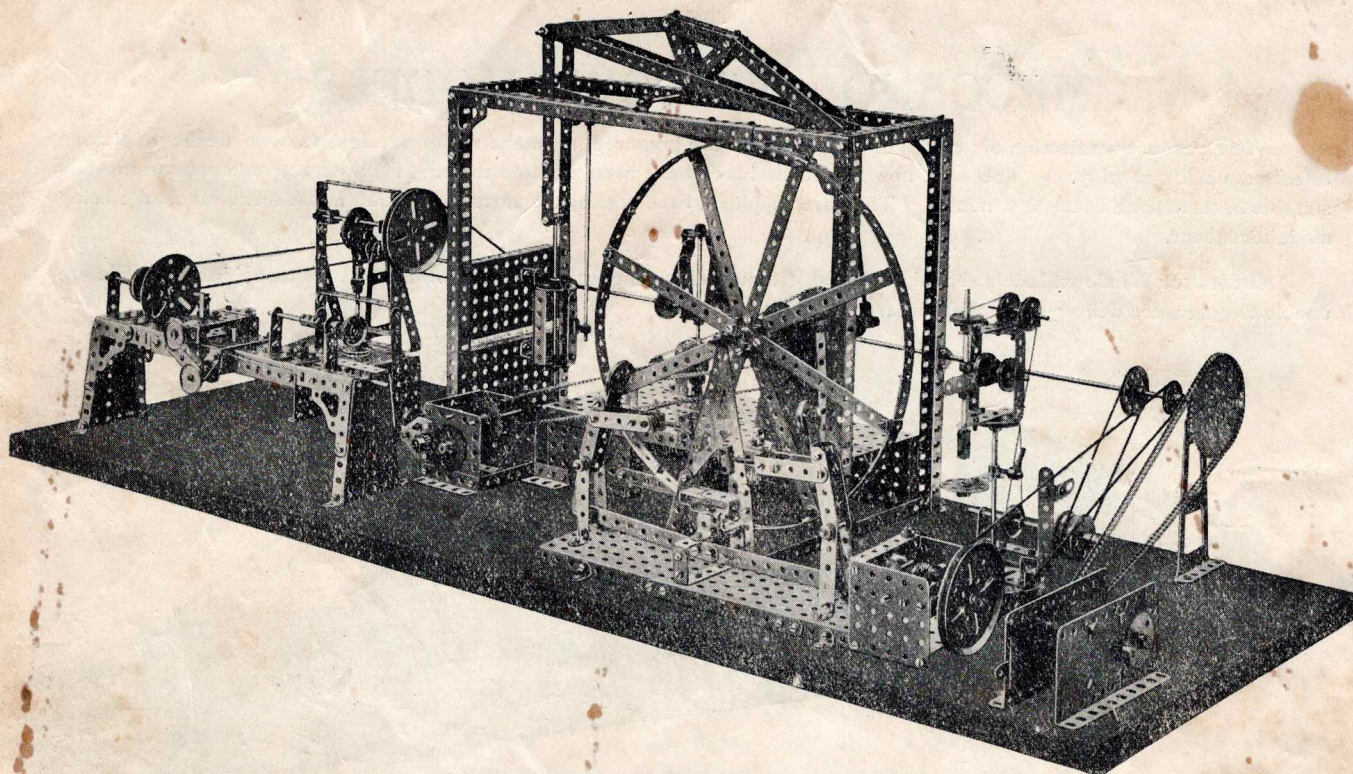
With special Motor (suitable for 110-250 alternating or direct current) and lamp resistance board including all fittings except lamp £2 : 17 : 1 ..



Model No. 2



Model No. 3

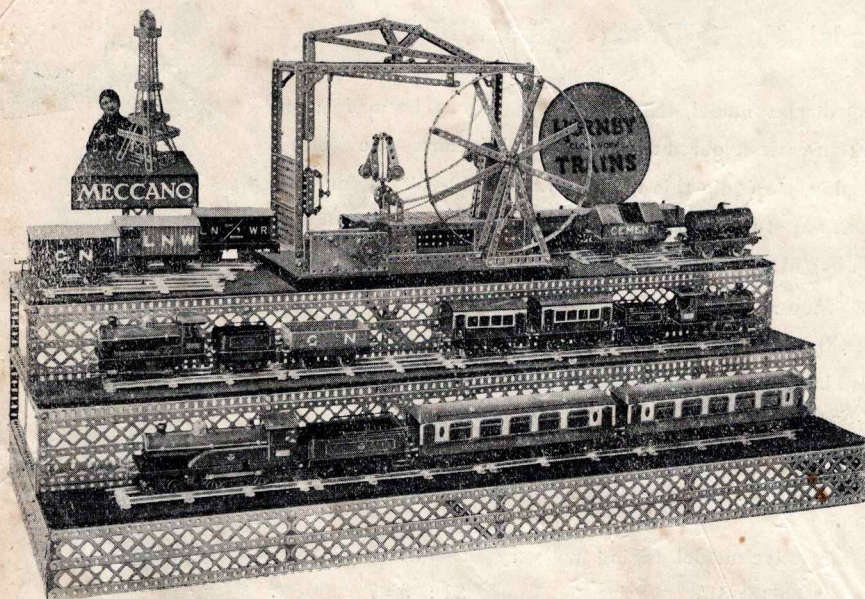


Model No. 4 Model Workshop

An interesting working model featuring Beam Engine, Lathe, Press and Drill and Mechanical Blacksmiths.
Length 45", breadth 15½", height 17" Price, with Meccano 4-volt motor ... £6 : 14 : 3 subject

With special Motor (suitable for 110-230 alternating or direct current) and lamp resistance board, including all fittings except lamp. £7 : 15 : 3 ..

MECCANO DISPLAY STAND



We are very often asked to suggest a suitable method of making a combined Window Display of Meccano and Hornby trains. We have now designed a stand that has proved entirely satisfactory in a number of dealers' stores, where it has been used. We illustrate this stand with a display of Meccano goods. The stand itself is made entirely of Meccano parts with the exception of the shelves, which are of 3-ply board covered with blue velvet.

The Meccano display stand measures 50" x 19" x 30", and the cost of the Meccano parts in it is £2 : 2 : 10 subject. We will make up the stand for any of our dealers, invoicing it at cost of the parts only, subject to the usual

discounts and making no charge for labour. The cost of the 3-ply shelves covered with velvet is 9/- nett extra, making a total cost of £1 : 17 : 6 nett for the complete stand. We strongly recommend this method of displaying our goods to those dealers whose windows will accommodate the stand. The models, trains and showcards displayed may of course be varied in any way desired.