

## MULTIKITS BY MECCANO

Brand new concept for famous constructional toy

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Unveiled for the first time at the British International Toy Fair this year is a brand new idea from Meccano Limited of Liverpool - MECCANO MULTIKITS, marking a new era for the renowned model construction system. "These Kits," said Marketing Manager, Doug. McHard, "Represent probably the greatest single advance in Meccano thinking since the war. They change the whole visual concept of Meccano modelling."

Two kits have been introduced, the Highway Multikit and the Army Multikit and, as with a "traditional" Meccano Set, each Kit contains a selection of predominantly steel components designed to build up into a variety of exciting models. Unlike a traditional Set, however, the Multikit models are all based on an identifiable theme - tipping trucks, a mobile crane, a breakdown wagon, etc. for the Highway and tanks, big guns, an armoured car and so on for the Army. The guns include a spring-loaded firing mechanism and shoot small plastic shells.

Multikit models look like custom-made toys and bear little resemblance to a traditional Meccano construction, yet, surprisingly, they consist of 95% traditional Meccano parts. The remarkable visual effect has been achieved by five important means: (i) the introduction of a realistic formed-steel, take-apart cab with moulded windows and interior, (ii) the production of new, chunky road wheels, (iii) a uniform, all-over colour scheme - yellow for the Highway and olive green for the Army, (iv) sets of colourful, re-usable, self-adhesive stickers in vinyl to add the finishing touch to completed models and (v) exciting new photographic Model Books in full colour. In addition,

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while retaining the existing thread form, the old-fashioned square nuts used since the inception of Meccano have been replaced by up-to-date hexagonal nuts which, together with the bolts, are black for the Army Multikit and brass-finished for the Highway Multikit.

Explained Mr. McHard, "Non-Meccano users tend to criticise the lack of visual realism in a truck or wheeled vehicle made of traditional Meccano. Research has shown that the main reasons for this have centred around unrealistic wheels, cabs built-up from a myriad of small components and the general camouflaging effect caused by the mixture of different-coloured standard parts which tends to break up the outline of a model.

"The new Multikits immediately dispel these criticisms and break down the pre-sales barrier, without in any way detracting from the existing Meccano values," added Mr. McHard.

The totally new, full-colour instructions in each Multikit Book of Models guide the builder easily through the various model assembly stages and make construction a real adventure. Instead of discouraging by complexity, they encourage construction with attractive step-by-step colour photographs covering in detail the whole sequence of assembly. Eight models are featured in the Highway Book and ten in the Army Book.

A very important point for current Meccano enthusiasts - the Multikits will not replace the existing Meccano system, but will be produced alongside it. "The components in the two systems are fully compatible," said Mr. McHard, "The standard motors, gears and electrical parts, for instance, making ideal accessories for Multikit models."

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