Meccano Advertising Blocks

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

Over 75,000,000 copies of daily, weekly, and monthly publications containing attractive Meccano and Hornby Train advertisements are circulated each year. It is to your interest to let the public know by suitable announce-

ments in the local Press that you keep full stocks of all our lines. In the following pages are shown illustrations of blocas that will assist you to make your advertisements interesting and attractive. They will be loaned

to you free 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 requisicioning blocks, it is important to quote the

We shall be pleased to help you in the preparation of layouts and copy for your advertisements and catalogues,

reference numbers, and to state whether half-tone or line subjects are required.

and in this connection the experience of our advertising staff is entirely at your disposal.







TRAINS

Prices of complete Meccano Outlies from 1/3 no 415: We carry full stocks of all Meccano lines.

SPACE FOR AND ADDRESS

PA1-5" Double Column.

HORNBY TRAINS

MECCANO

PA2-3" Double Column



DEALER'S NAME

PA3-3" Double Column.

## MATRICES OF COMPLETE ADVERTISEMENTS

The complete advertisements reproduced here have been specially prepared for the use of our dealers in connection with their own local advertising. Matrices of any of these advertisements will be supplied, free of charge, on request. There are ten advertisements in the series, six of which are combined Meccano and Hornby Train subjects in various sizes. The remaining four include two for Hornby Speed Boats in 3in. double column size, one for Meccano Aeroplanes and Motor Cars in 3in. double column size and one composite advertisement featuring all our lines, excepting Speed Boats, in 6in.

When passing these matrices to the printer or newspaper publisher he should be instructed to cast stereos and to insert the necessary details of the name and address of the dealer in type in the spaces indicated. The layouts and dimensions of the advertisements are particularly suitable for newspaper advertising, but they may also be used for circulars, throwaways, and the backs of invoice forms, etc. Please order by number only.

Dealers are advised to use these advertisements freely during October, November and December when our own publicity campaign is in progress.

DEALER'S NAME

THECCANO HOTCA CAN

THE BECTHON OUTHER

PA6-3" Double Column.

**MECCANO** 

WE CARRY FULL STOCKS

DEALER'S NAME

PA7-6" Double Column.



PA4-3" Double Column.









SPACE FOR DEALER'S

PA9-4 Double Column.



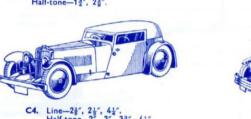
DEALER'S NAME



PA10-3" Double Column.

## MOTOR CAR OUTFITS CI. Line-13".

ADVERTISING BLOCKS



C3. Line—1½", 1¾", 2¼". Half-tone—1½", 1¾, 2¼", 2¾"





13/1033/7.5 CQ/12.08

MECCANO LTD. - BINNS ROAD

LIVERPOOL 13

M28. Line-Size as above illustration



## ADVERTISING BLOCKS

