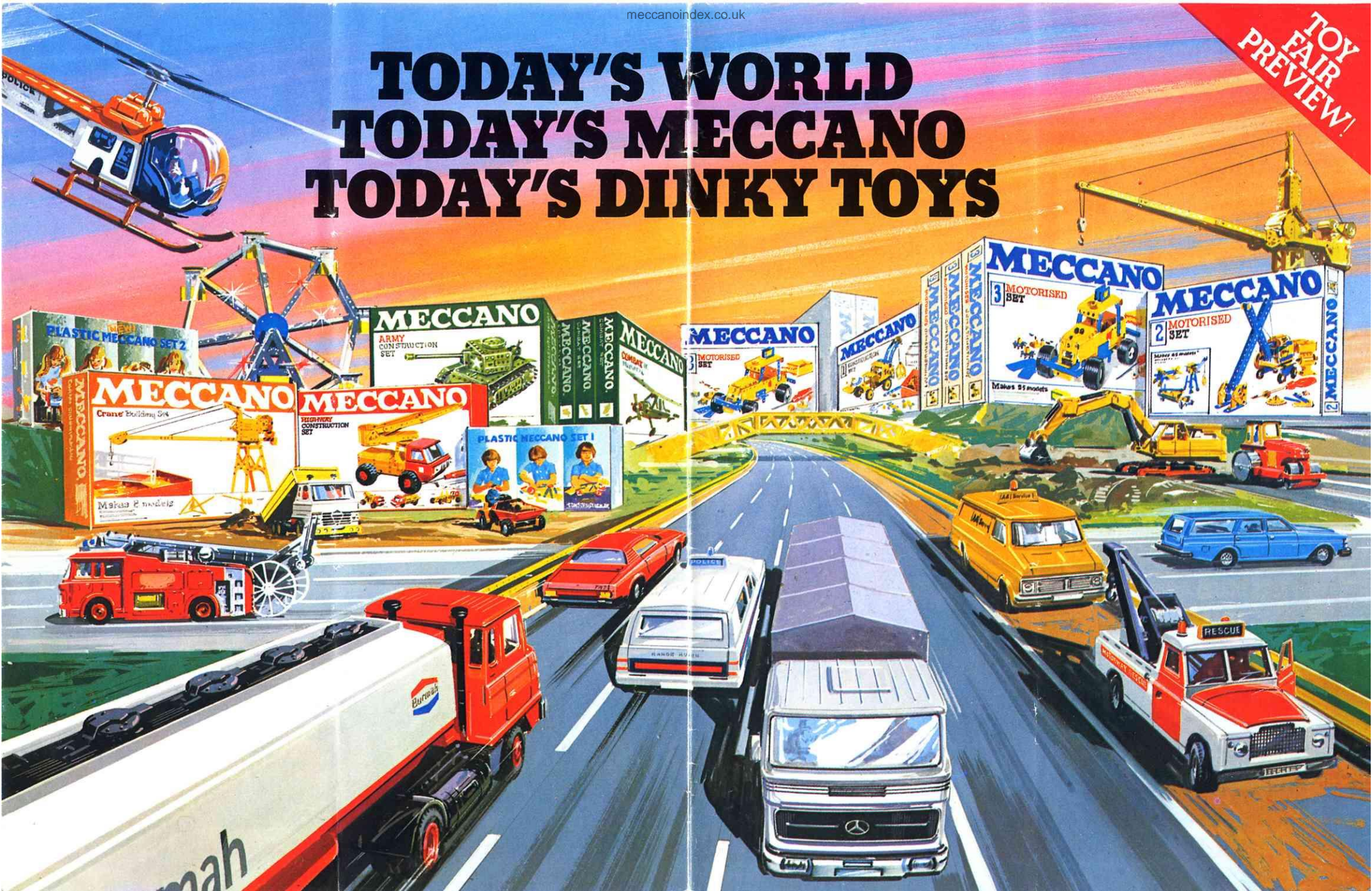


TODAY'S WORLD TODAY'S MECCANO TODAY'S DINKY TOYS

TOY
FAIR
PREVIEW!



TODAY'S MECCANO!

THE **NEW** SYSTEM FOR 1978

This is the New Meccano: a streamlined system, strong on realism, in a reduced range of sets — redesigned from top to bottom to give you rationalised stocking, and your customers a simpler and better choice.

In the Standard Range, new colours, new realistic parts and electric power-packs add even more play-power and the life-like

authenticity demanded by today's young model-maker. Theme sets, with their rugged, ready-made cabs and wheels, build on a whole new dimension of action and realism in Today's Meccano — 1978's fastest-moving construction system.

- Reduced range: Less than half the packs to stock but still all the choice your customers need.
- Rationalised price-range: Carefully planned to cover key price-points.
- Completely integrated range: Standard Sets, Theme Sets and Accessory Packs, provide a strong co-ordinated brand identity.
- New parts make more exciting models with real play appeal.
- New colours and stickers improve model appearance but are still compatible with earlier Meccano sets
- Completely re-designed range of models with new step-by-step photographic manuals.
- Sets 2, 3, 4 and 5 all contain electric power-packs for still greater play-power.





PLASTIC MECCANO

For children aged 5 and over

The new space saving sets with their new parts have added life and realism to this, the best loved junior construction system — a resounding success with both dealers and customers. If you haven't seen it yet, take a new look — it may surprise you!



For 3 to 6 year olds

Something startling has happened to Prima — the pre-school constructional toy praised by everyone who uses it. Come along to our stand and see what we've done to make the kids — and you the dealer — smile!

WE'RE AT
BIRMINGHAM
ON
STAND Q357

AND AT
NUREMBURG
ON
STAND K3-3-08

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PREVIEW!

meccano.co.uk

SPACE IS BIG, BIG BUSINESS!

FACT

Today's kids follow space adventures on TV and the giant screen avidly!

FACT

Dinky spin-offs from TV and cinema spectacles spell record profits and total store sell-outs!



NEW!
Trident
Missile-firing
Space Fighter.



NEW!
Battle Cruiser.
'Fires' 2
missiles.



NEW!
Missile-firing
Galactic
War Chariot.

DINKY'S OUT TO WIN THE
SPACE RACE IN '78 WITH THESE
NEW DINKY "STAR" SELLERS!

MECCANO



Meccano Ltd., Binns Road, Liverpool L13 1DA England. Tel: 051-228 2701

**MORE EXCITEMENT!
MORE ACTION!
MORE SUCCESS FROM
THE LATEST DINKY TOYS!**



NEW!
Steed's Jaguar.

NEW!
Purdey's TR7.

NEW!
Rover 3500.



NEW!
Customised Jaguar.

NEW!
Volvo Police Car.

NEW!
Yellow Taxi Cab.

NEW! Complete Dinky Gift Sets: Fire Rescue, Police Crash Squad, Combat Army Set, Emergency Squad.

ALL NEW MODELS...

AND MORE TO FOLLOW

**NEW, IMPROVED PACKS! SMALLER,
STREAMLINED RANGE WITH BEST
SELLERS ONLY!**

FASTER STOCKTURN — BIGGER PROFITS!

**SEE YOUR '78 PROFIT-MAKERS
ON THE MECCANO STAND!**

Dinky
DIE CAST TOYS®