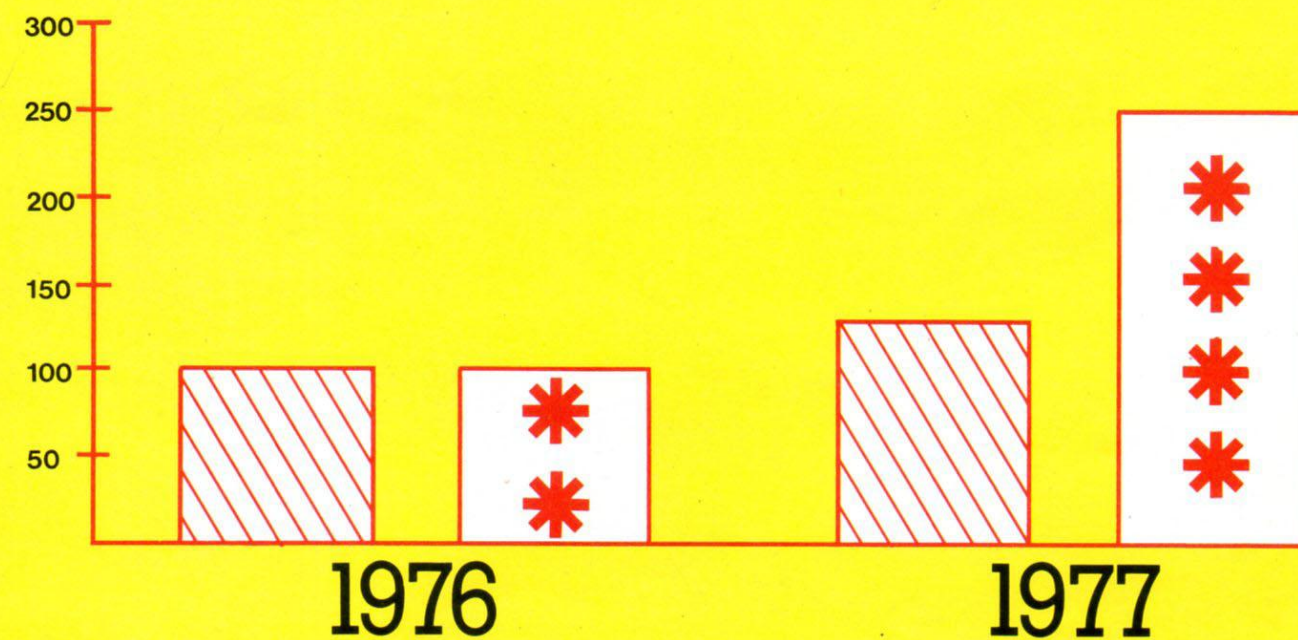


brings record-breaking sales!

- \* Meccano always ranks among the top-sellers.
- \* In 1976 Regional TV test increased sales by 40%
- \* With advertising up 150% nationally, sales in 1977 will increase by a minimum 25% on 1976.

 U.K. SALES
  U.K. ADVERTISING



Make sure your stocks this year can meet the unprecedented surge in demand and  
**Make it with MECCANO**

Make it this year with Meccano's five-star plan!



\* Parents like Meccano – exciting models that really work; tough, versatile and instructive.

\* Boys everywhere will be wanting Meccano this Christmas.

\* Parents and children together will join in the fun of this year's big Meccano competitions.

\* Customers will be attracted by eye-catching display models.

\* You could win a super prize in the Retailer Window Display competition.



Make it with Meccano

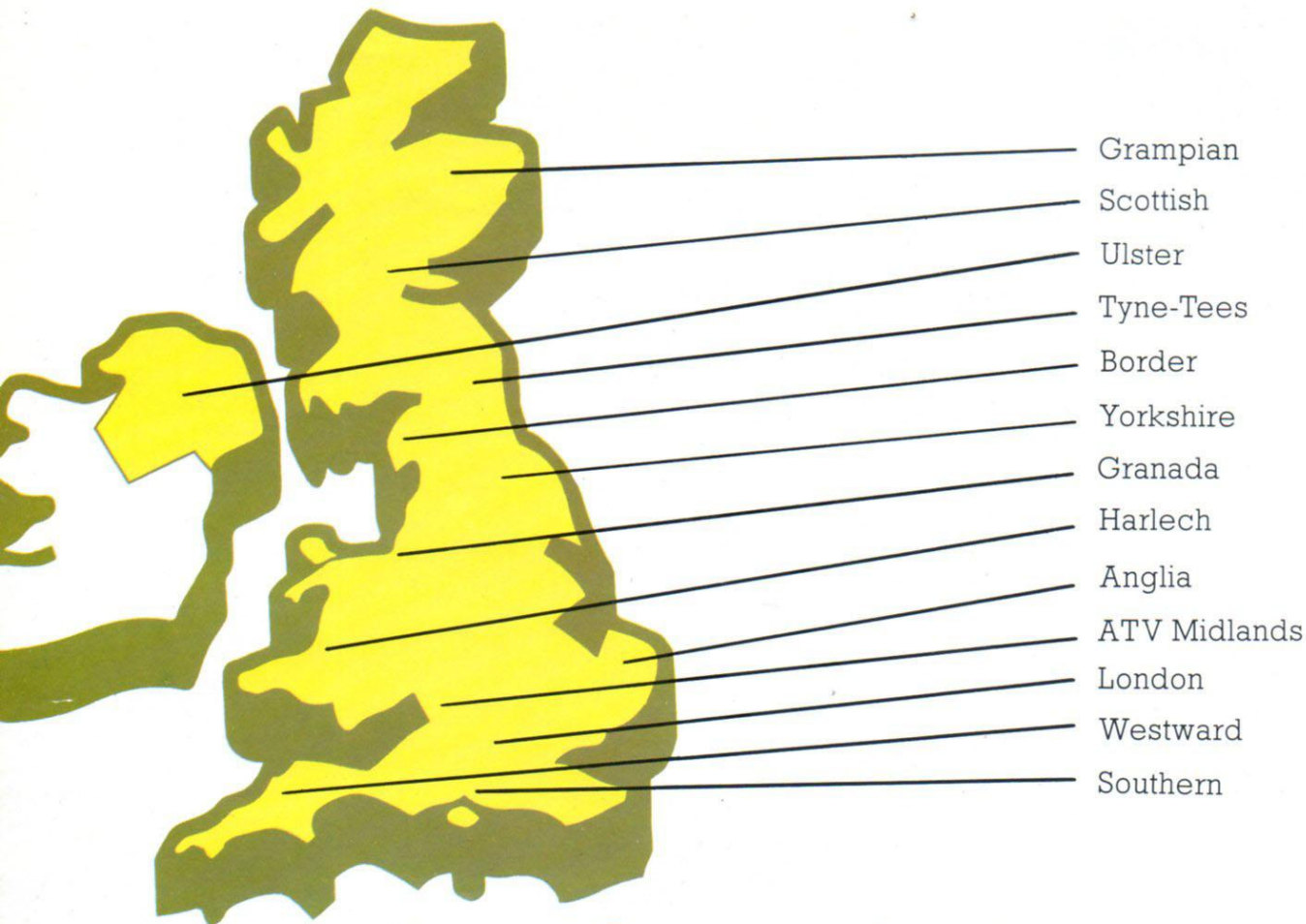
# Make it with MECCANO®



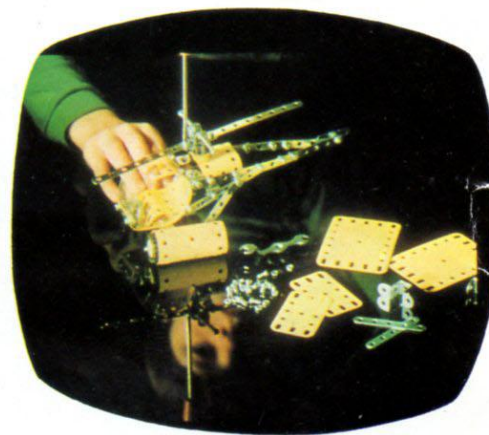
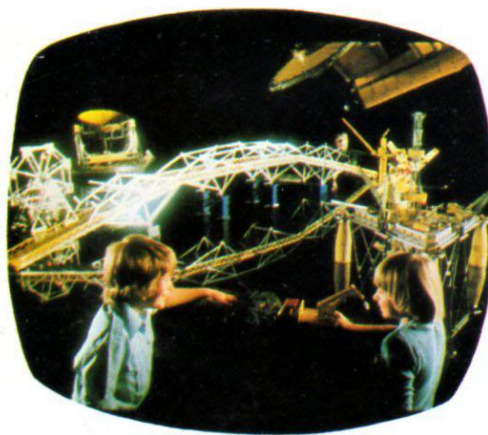
CHRISTMAS CAMPAIGN



# Biggest EVER Meccano campaign across the TV network



**£120,000**  
nationwide TV campaign



featuring Meccano only

Day/Segment	w/c Nov. 7	21	28	Dec. 5
Saturday morning	*		*	*
Saturday afternoon	*	**	**	*
Sunday morning	*	*	*	
Sunday afternoon	*	**	**	
Weekday 4/5.00	*	**		
Weekday 5/6.00				*
Weekday Peak	*			
Saturday Peak	*	*	*	

**80% of all children!**  
**75% of their parents!**

reached through twenty-five 30-second spots in your region and nationwide!

PLUS

● 5½ million packs of Golden Wonder 'Ringos' on sale featuring great £5,000 Meccano competition!



● Over 10 million readers of TV Times will see a further big Meccano competition.



● Plus many more Meccano editorial promotions in other magazines and newspapers.

## CASH IN!

Set up an eye-catching Meccano window display, and enter this year's 'Make it with Meccano' competition. You could win a great prize.



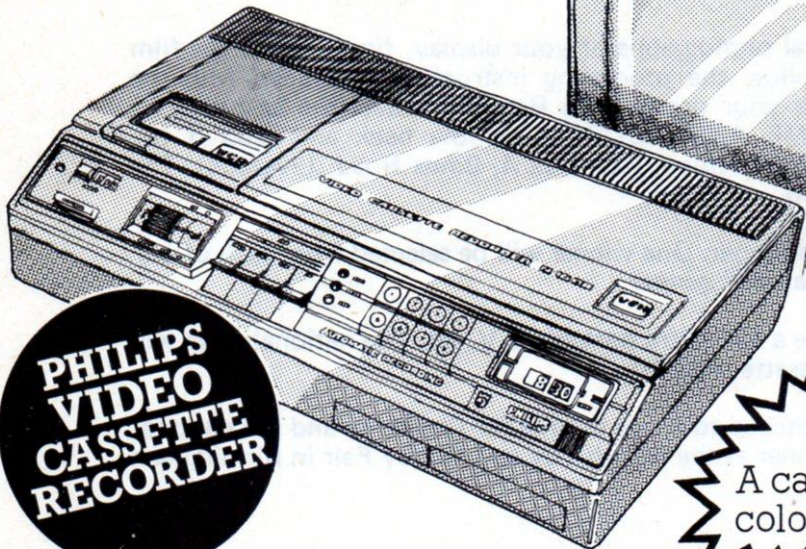
**Your window shopper~stopper**

Make an ideal permanent centre-piece for your window and attract new custom with an illuminated, working Meccano display model.

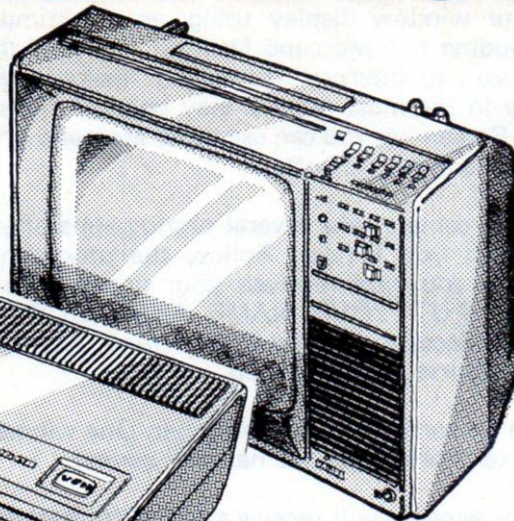


# Enter this year's Window Display Competition and Make it with **MECCANO**®

**1st PRIZE  
WORTH £700**



**PHILIPS  
VIDEO  
CASSETTE  
RECORDER**



**12  
PORTABLE  
14 inch  
TV SETS**

**12  
RUNNERS-UP  
PRIZES  
WORTH £90  
EACH**

**FREE**

A camera loaded with  
colour film for every entrant!



FULL NAME AND ADDRESS

TEL. No.:

ACCOUNT No.:

SALES TERRITORY No.:

**PLEASE SEND BY RETURN MY SPECIAL COMPETITION PACK OF:**

1. 4 COMBAT MULTIKIT @ £14.69 LESS 10% SPECIAL DISPLAY DISCOUNT = £13.23 \*
2. FREE RANK CAMERA READY LOADED WITH COLOUR FILM.
3. SPECIAL POINT OF SALE DISPLAY MATERIAL.
4. FULL COMPETITION DETAILS.

*\* This Amount will be Debited to your Account.*

I AGREE TO ENTER THE 'MAKE IT WITH MECCANO DISPLAY COMPETITION' AND ABIDE BY THE RULES OF THE COMPETITION AS DETAILED ON THE REVERSE OF THIS FORM.

Signature  
& Status .....

Date .....

NAME & ADDRESS

ACCOUNT No.:

SALES TERRITORY No.:

TOP COPY TO BE RETURNED TO: **MAKE IT WITH MECCANO DISPLAY COMPETITION**  
P.O. BOX 4, BINNS ROAD, LIVERPOOL

RETAIN COPY FOR YOUR OWN RECORDS



## THIS IS WHAT YOU DO!!

1. Set out your window display using, as a minimum, six different metal Meccano outfits (including two Meccano Multikit sets) and the point of sale material provided. It is up to you to interpret the slogan "make it with Meccano" and to present it in your display in the most original way possible. This will be taken into account during the judging. Remember you can use other Meccano products in addition to the specified minimum — the more the better.
2. Using the free camera take several photographs of your display, finishing off the film on any subject you choose. Follow the processing instructions, included with the camera. When you have received your prints from Rankolor select the best view of your display, **PUT YOUR NAME AND ADDRESS** on the back and send it to: Make it with Meccano Display Competition, P.O. Box 4, Binns Road, Liverpool. The camera is, of course, yours to keep.
3. Judging will be carried out in December. One winner will be selected from each of our twelve sales territories plus one national winner.
4. The territory winners will receive a 12" Ultra portable T.V. set. The national prize will be a Philips Mod N1502 video cassette recorder.
5. The territory prizes will be despatched to arrive in time for Christmas and the national prize will be presented to the winner at the British Toy and Hobby Fair in Birmingham during January 1978.

## RULES

1. The competition is open to all Meccano dealers throughout the UK with the exception of employees and their families of Meccano Ltd and their Advertising Agents.
2. The competition will run from October 1st, 1977 — November 30th, 1977.
3. All valid entries will be considered but proof of posting cannot be accepted as proof of receipt and no responsibility can be accepted for entries lost, delayed or damaged before or after delivery.
4. To be eligible for judging dealers must have prominently displayed in their shop window at least the minimum of Meccano products and point-of-sale material as specified in this leaflet.
5. Money cannot be taken in lieu of prizes.
6. The judges decision will be final and no correspondence will be entered into.
7. Winners will be notified and it will not be necessary to claim.
8. A complete list of winners will be published in the February edition of British Toys.
9. All entries become the copyright of Meccano Ltd.
10. Window displays must be retained for the whole period of the competition and any entry contravening this requirement will be declared void.
11. Whilst every effort will be made to supply the prizes as specified, the Company reserve the right to substitute similar prizes of equal or greater value.