

MOGULTM

STEEL TOYS



New from **MECCANO**

The company with 70 years experience
in British Steel Toys.



Tractor Digger No. 3243



Articulated Tipper No. 3222



Dump Truck No. 3201



Mobile Crane No. 3299



Tractor & Trailer No. 3265



Army Truck No. 3287

MOGUL^{T.M.}

Biggest-ever consumer

better designed!

Moguls were designed by professional vehicle designers. The famous Ogle team of design consultants—whose achievements include the design of those superb motor cars, the Reliant Scimitar and the Bond Bug have now added another six world-beating designs to their triumphs—the magnificent Moguls.

better finished!

Watch Moguls shine out in their smooth, glossy, tough coats. They don't chip or scratch easily.

better action!

Every Mogul has its own working action. There's long life in every joint and hinge, too—tough, steel construction ensures that moving parts stand up to rough handling and keep working.

better value!

All Mogul toys carry the Meccano seal of quality. Welded joints stay together. And each model is finished in handsome, tough stove enamel.

better launch!

Designed by the famous Ogle design unit, made by Meccano, with unique packaging to hold models securely, while displaying wide, full view of model; and the Meccano seal of quality—PLUS THE HEAVIEST EVER ADVERTISING LAUNCH FOR ANY RANGE OF STEEL TOYS! That's what we call an explosive selling opportunity.

MOGUL
better order it!
QUICK!

6 big trucks and tractors made for rugged, rough-and-tumble indoor and outdoor play!



Every model (except the digger) has a big, strong towing loop in front



and a big, strong trailing hook behind



Big, easy-to-operate levers for lowering, raising and tipping shovel



Strong, smooth, bright stove enamelled finish



Big, tough, chunky wheels



Big-dig steel shovel

These pictures show the variety of Mogul's 'glide-action' play features

This is the Mogul Tractor Digger, Model No. 3243 291 mm long



Scooping position

Carrying position

Tipping position

launch for big steel toys



Model No. 3222 Articulated Tipper.
Big-load tipping trailer can be
detached from tractor unit

526 mm long



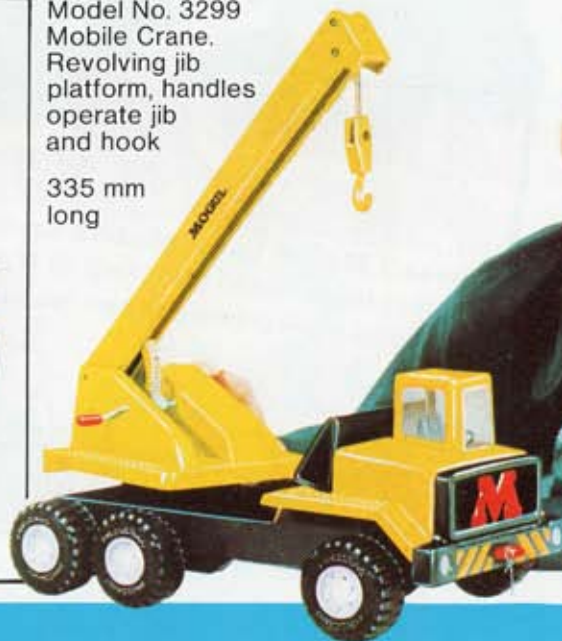
Model No. 3265
Tractor & Trailer
Steering wheel steers front wheels;
hook on tipping trailer 460 mm long



Model No. 3201 Dump Truck.
Big-load carrier tips right up.
283 mm long

Model No. 3299
Mobile Crane.
Revolving jib
platform, handles
operate jib
and hook

335 mm
long



Model No. 3287 Army Truck with
detachable fabric canopy. 262 mm long

**'Naturals' for Christmas,
and tough outdoor Moguls make even
greater summer sellers!**

MOGUL^{T.M.} bold, bright packaging



★ BIG BOXES WITH WIDE OPEN FRONTS
Unique tilted platforms for easy and colourful displays.

★ 6 DIFFERENT PACKS showing the action features and the MOGUL range on each one—producing follow-on sales for Mogul stockists!

★ COLOURFUL, INFORMATIVE BACKS

MOGUL^{T.M.} by **MECCANO**
made for more profit!



A MOGUL PLUS THAT NO OTHER STEEL TOY CAN BOAST

These 3 Mogul Toys (Mobile Crane, Army Truck and Articulated Tipper) have holes punched in their chassis so that a variety of Meccano constructions can be built on them!

