

MOGUL STEEL TOYS

Tough, rugged Mogul.
 Making the world's leading toy line, Mogul's rugged steel toys are made from the finest materials and are built to last. They are the only toys that can stand up to the toughest play.

MOGUL

MOGUL TOYS
 1000 N. 10th St.
 Minneapolis, MN 55412
 (612) 338-1000

MARCH 1977

toys international

MOGUL
 better order it
QUICK!

MOGUL Biggest-ever consumer

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

MOGUL
 better order it
QUICK!

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 1000 N. 10th St.
 Minneapolis, MN 55412
 (612) 338-1000

Model No. 3243
Tractor Digger
303 mm long



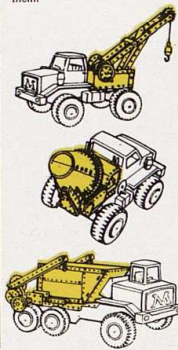
Model No. 3294
Breakdown Truck
268mm



MOGUL STEEL TOYS

A Mogul plus that no other steel toy can boast.

These 5 Mogul Toys (Mobile Crane, Army Truck, Articulated Tipper, Breakdown Truck, Fire Engine) have holes punched in their chassis so that a variety of Meccano constructions can be built on them!



Model No. 3222 Articulated Tipper
525 mm long



MOGUL™

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

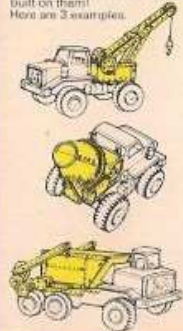
Tractor & Trailer No. 3205

Army Truck No. 3257

MOGUL STEEL TOYS

A Mogul plus that no other steel toy can boast.

Four Mogul Toys - Mobile Crane, Army Truck, Articulated Tipper, Breakdown Truck - have holes punched in their chassis so that a variety of Meccano constructions can be built on them! Here are 3 examples.



3243
Tractor Digger
303mm



3294
Breakdown Truck
268mm



3222
Articulated Tipper
525mm



MOGUL

STEEL TOYS





MOGUL^{T.M.} STEEL TOYS

Strong sturdy
big steel toys
for real
boys!



Colour of models may differ from illustrations

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 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!



© 1974 Meccano Ltd.

Printed in England 100272

WIN THESE 3 GREAT MOGUL^{T.M.} TOYS



Fire Engine
(actual size 390 mm)



Tractor Digger
(actual size 303 mm)

There are 555 sets of these MOGUL STEEL TOYS from Meccano to be won.

All you've got to do is enter and win the "Famous Firsts" Competition on the back of the special Kellogg's Rice Krispies pack. The clever thing is that you can also use your Meccano set to add on all kinds of extras to these models*—if you win them.

*Fire Engine and Breakdown Truck.



Breakdown Truck
(actual size 208 mm)



Have you heard how good they are?