

MECCANO NEWS

*Published as a means of cultivating good-will and friendliness
between Head Office, Works, Associated Companies, Customers,
and Friends of Meccano Limited.*

No. 1

Nov. 1920



MECCANO LTD.
LIVERPOOL

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NO. I.

NOVEMBER.

1920.

OUR FUTURE.



I welcome the advent of the *Meccano News*, and the opportunities which it will provide for cultivating and improving the spirit of friendliness and esteem which already exists between the Head Office, Works, Associated Meccano Companies, and friends of Meccano Limited. I also welcome the opportunities which it will give me of from time to time saying something of the progress which we are making, and of our plans and hopes for the future.

Just now is a critical time for industry in this and in all countries. Trade in the home market, as we all know, is fraught with all kinds of troubles with labour, raw materials, and the reduced purchasing power of money, whilst trade with foreign countries is hampered by constant and disconcerting changes in rates of exchange, tariffs, freight charges, delays, and, in some instances, the prohibition of imports except under certain difficult conditions. The only right course, as I see it, is to produce goods of the best possible type, to endeavour to give a square and equitable deal to our employees, to the trade, and to the public, and to bend our energies towards so consolidating our business that when the nation sails into calmer waters, as it inevitably will, Meccano Limited will take the high place in British industry which, I am convinced, is its natural destiny.

During the war Meccano fully held its own, and since the Armistice, when we again devoted our full energies to it, its progress in the affections of boys of all nations, has been continuous. In every country, in every home where there are boys, Meccano has become a household word, and it is gratifying to me, and gratifying, I am sure, to all who read the *Meccano News*, to know that there are few businesses which are responsible for the dissemination of so much pleasure as our own. There is every indication that the popularity of Meccano will further increase in the years to come.

The manufacture of clockwork trains, lines, crossings, signals, stations, vertical steam boilers, &c., which we have now commenced, marks a very important step in the history of our Company. Before the war this class of toy was almost entirely imported from the Continent, and it was apparently accepted as a fact that it was impossible to manufacture goods of this type satisfactorily in this country. The war has created new conditions, which have brought with them new opportunities, and I believe that it is now possible to produce clockwork trains and other metal toys equal to anything previously imported, and at prices which will make them commercially profitable. The types which we have so far produced, and which are already selling well have been designed and perfected in our own factory. The Hornby clockwork train is quite a departure from the recognised type, and I am convinced that it has a wonderful future.

Only those who are actually engaged in the production of these new lines can appreciate the enormous amount of organisation they call for, and the labour, space and plant which are necessary. Our new wing, which is now almost complete, and which will have a floor space of 30,510 sq. ft. will be devoted entirely to this new work. This will give us a total floor space of 154,000 sq. ft. Even this is not the end of it, however, and you will be interested to know that the Company has purchased the vacant plot of land between the present factory and Rathbone Road, and the entire block of houses on the west side of Garnet Street, in order that the future development of our business may not be hampered from lack of space.

If we succeed in this new work, as I firmly believe we shall, we shall have added an asset to the nation's wealth in the shape of a new industry, which will provide employment for very large numbers of British work-people. The benefit to the nation will not stop at that point even; our purchases of metal, cartons, printed matter, and a thousand other commodities will increase enormously, and will form a substantial contribution to the prosperity of the country. There have been, and there will be, difficulties, disappointments and delays all along the line, but none, I believe, which we cannot overcome, and I am fully convinced that we shall in due time arrive at the goal for which we are striving.

It has been a matter of considerable regret to me that we have not yet been able to get our new canteen going. The building was finished some time ago, and everything ready, when we were faced with the difficulty of lack of space for the production of our new goods. The choice lay between clockwork trains, and meals in greater comfort, and clockwork trains won the day. I believe this was a right decision, as any delay in pushing along with our new lines would have meant loss of very valuable time, and would have been a highly dangerous proceeding in my opinion, and when the progress which we have made is taken into consideration, together with the additional employment which we have provided for so many girls, I do not think any of us has cause to regret the course adopted.

I am looking forward to the time when the whole of this work will be transferred to the new building, and I can assure you that it will be a real pleasure to see the canteen in full swing. It is a splendid building, with 16,200 sq. ft. floor space. We have had the floor specially laid in order to make it suitable for dancing, and at one end we propose erecting a stage so that concerts and other entertainments may be held. There is no doubt that the canteen will add a very great deal to the enjoyment and comfort of our employees. I hope that it will be ready for occupation early next year.

At the present time we have well over 1,200 employees in the works, and I have every hope that this number will greatly increase in the future. As we all know, there is considerable unrest in the labour world at the present time, due to a variety of causes over which no-one appears to have control. I am happy to think that these troubles have so far touched us but lightly, and I believe that this is due mainly to the fact that our workers recognise and understand the spirit of fair-mindedness and sincerity with which we have dealt with those questions which concern their welfare. If this understanding continues in the future, and if it is applied to both sides, as I feel sure it will be, there is every reason to believe that whatever misunderstandings or differences of opinion may arise in the future, will be dealt with in a friendly and satisfactory way.

F. Hornby

MECCANO WORKS COMMITTEE ACTIVITIES.

MEMBERS OF THE COMMITTEE.

Mr. J. A. WELSH, President.
Miss C. CALDWELL, Vice-President.
Mr. G. ROTHERHAM, Secretary.
Mr. W. ATHERTON, Assist. Secretary.
Mr. H. DYSON, Treasurer.
Mrs. A. HUGHES, Sick Visitor.
Miss K. CANNING.
Miss E. QUINN.
Mr. S. HARDMAN.
Mr. L. ARMES.
Miss N. KING.
Miss E. LOCKWOOD.
Miss S. FLYNN.
Miss E. HANNIGAN.
Miss I. YEO.
Mr. A. ASHWORTH.
Mr. D. CUTHBERTSON.
Mr. S. DOODSON.
Miss J. GRIFFITHS.

The functions of this Committee are briefly as follows:—

- (a) This Committee is for the purpose of promoting the general welfare of the workers employed by Messrs. Meccano Limited.
- (b) The Committee will act as medium between the management and the workers, and will consider complaints and grievances as they arise, whether from the management or the workers.
- (c) The Committee will discuss and submit to the management suggestions for improvement and betterment of working conditions when necessary.
- (d) The Committee will co-operate with the management with a view to facilitating and preserving harmonious relations between the management and general body of workers, thereby endeavouring to attain that desirable condition of contentment and satisfaction necessary to our mutual benefit.

During the past 12 months much useful work has been done by the Works Committee. Many helpful suggestions have been made and put into practice, and the happy relationships which exist between the Company and its employees are due in no small measure to the spirit in which the Committee has co-operated with the management.

BENEVOLENT FUND.

A Benevolent Fund was established in the Works in October, 1919, by the Works Committee, and during the first twelve months 40 cases have been dealt with, and grants made varying from 15s. to £5.

The total contributions by employees were £118. 2s. 11d., and the total grants made amounted to £46. 3s. 5d., leaving a balance in hand of £71. 19s. 6d.

The contribution of each employee is 1d. per week, and the fund is applied to the immediate relief of any employee needing help, or who meets with an accident, and to bridge over the period of 14 days before anything is paid by the Insurance Company. The collection and distribution is in the hands of the Works Committee, who are to be congratulated upon the success with which the Benevolent Fund has been administered during its first twelve months.

HOSPITAL COLLECTION.

Twelve months ago a weekly collection was established by the Works Committee amongst our employees for the benefit of hospitals and convalescent homes, and the contributions were fixed as follows:—

For those in receipt of a weekly wage of £2 and over, 1d. per week.

For those in receipt of a weekly wage less than £2, ½d. per week.

Our Managing Director, Mr. Frank Hornby, made a contribution of £50 to the fund for the first year, and up to September 23rd the amount collected totalled £114. 11s. 0d. This sum has been distributed amongst the local hospitals as follows:—

Royal Infirmary	£55	0	0
Myrtle Street Eye Hospital..	27	10	0
St. Paul's Eye & Ear Hospital	27	10	0
Carried forward	4	11	9
	£114	11	9

The collections will be continued throughout the coming year.

WORKS NOTES.

There is a lot of football talent amongst us in the works aching to show its prowess, and we are badly in need of a suitable recreation ground. This is being searched for, and when secured, the Meccano Football Club will at once come into being.

The new works' gramophone has been a big success and there is much jazzing and song each day after dinner. Some of our records are suffering from putting in too much overtime, and the new ones each week are welcome.

Nurse Birchall, who has been with us since September, 1917, left us on October 23rd, and on November 8th she will sail on the "Metagama" to Ontario, her new home. Before her departure the workpeople presented her with a splendid travelling rug, and the staff gave her a warm and serviceable pair of fur gloves. Nurse Birchall will follow the nursing profession in her new home, and she carries with her the best wishes of all in the works. She is succeeded by Nurse Cartwright, who commenced her duties on October 24th.

About fifty of the Office Staff spent a most enjoyable afternoon at Chester on September 11th.

Preparatory to taking the train, lunch was provided in the staff dining-room by the directors.

The party arrived at Chester at 3 p.m., and some of the most interesting features of this old cathedral city were visited.

An excellent tea was provided at the City Café, after which the party repaired to the "Roodee" where a varied programme of sports was thoroughly enjoyed both by spectators and participants.

Before leaving, many members of the party had a pleasant row up the river, returning in time to catch the 8-55 p.m. train to Liverpool.

It was a most enjoyable event, and hopes were expressed that there might be many others to come.

It has been felt in the works for some time that if the working hours on Saturday could be fixed from 8 to 12, the extra half hour gained by the earlier closing down would be a great convenience to many, and a few weeks ago the Works Committee brought the suggestion and the benefits which would follow before the Management. They also suggested that wages be paid on Friday night instead of Saturday in order that all might get away promptly at 12 o'clock. The Management received the suggestions sympathetically, and finally it was arranged that the working hours on Friday should be from 8 to 12-30, and from 1-30 to 6, with wages to be calculated up to Wednesday, and paid on Friday, and that the hours on Saturday should be from 8 to 12. The Works Committee undertook, on behalf of the employees, that there should be no greater loss of time on Saturdays than there had previously been under the old arrangement.

The Superintendents and Foremen to the number of about thirty travelled by char-a-banc to Llangollen on Saturday, September 11th, and they had a most enjoyable outing.

Leaving Woodside Ferry at 1-30 p.m., the party reached their destination at about 4-30 p.m. A substantial tea was enjoyed at the "Ponsonby Arms," after which many of the well-known places of interest were visited.

The local bowling green proved a great attraction, and many members of the party displayed their prowess. So far as we have heard, no records were broken, and the actual results were only spoken of in whispers, but the enjoyment was great.

After a most exhilarating ride, Birkenhead was reached at 9-30 p.m.

The best thanks are due to Mr. C. W. Rush for the excellent arrangements which contributed so much to the day's enjoyment.

As we go to press we learn that the contributions to the Employees' Savings Club amount to £475 on November 1st. Verily we are a thrifty community.

EDITORIAL.

Meccano Popularity.

Meccano may now be said to be the most popular indoor recreation for boys in every civilised country, and every new announcement made by our Company is eagerly read in hundreds of thousands of homes. Apart from its great intrinsic merits as an enjoyable and educational hobby it appeals to both boys and parents by its excellent manufacture and presentation. The efficiency of our plant, the quality of our tools, the care exercised in our Inspection Departments, and the efficiency of our workpeople and our factory methods have contributed to the high reputation which Meccano now holds.

Future Plans.

Our plans for the future include the further development of Meccano by the introduction of valuable new parts and new models. The interest of boys in this and other countries will be stimulated by our advertising, by the *Meccano Magazine* which already has an enormous circulation, and by the activities of the Meccano Guild, a movement founded a year ago for the purpose of showing boys how to have good times in their play hours and encouraging them to lead their lives upon wholesome, active, and ambitious lines.

The successes of both the *Meccano Magazine* and Meccano Guild have been remarkable, and future generations will bear testimony to the benefits which Meccano and its producers have conferred upon the youth of this and other countries.

Electrical Side of Meccano.

Much progress has been made in the development of the electrical side of Meccano, and soon a good deal of our factory space will be required to produce the parts necessary to enable boys to make electrical experiments with their Meccano parts. The uses and possibilities of electricity are becoming more and more recognised and understood in this country, and the electrical side of Meccano will undoubtedly develop rapidly.

Our Clockwork Trains.

The Hornby clockwork trains, Tin Printed clockwork trains, vertical steam boilers, &c., have evoked a lively and gratifying response from British toy dealers, many of whom have hitherto held the opinion that home manufacturers could not produce quality goods of this type. If we can continue to supply these lines and follow them with others of the same quality and excellence, and in sufficient quantities—and we have no doubts whatever on these points—we are well on the way towards creating a new and valuable industry in this country.

In France.

Our work in France this year has been of a most difficult nature. Our business has grown rapidly in that country and there are still greater possibilities before us. In April this year the French Government announced that until further notice no toys of any description would be allowed into the country. If we were not to lose our French trade entirely it was necessary for us to buy or build a factory in France, and manufacture the goods on the spot. Our Managing Director and Works Manager proceeded to Paris at once, and found it possible to purchase land and commence building operations which, if properly carried through, would give us production in time for the Christmas season. Fortunately, however, in July the French Government raised the embargo on toys, and it was unnecessary to proceed further with our plans.

It would have been regrettable in our opinion if we had been compelled to withdraw the manufacture of Meccano for the French market from our own factories, and we are glad to know that this business will remain with us in Binns Road. We trust that it may not be necessary at any time for us to establish further factories in other countries and so decrease the size and importance of our works in Binns Road.

In Australasia.

In August we received a visit from Mr. H. Hooper, representing the Overseas Sales Agency of Sydney, who are the Agents for Meccano Limited in Australia. Mr. Hooper reported continued interest in Meccano products throughout the whole of the Colony, and now that the country is settling down after the war, he anticipates great success for the big Meccano campaign which is now being launched. During Mr. Hooper's visit we were able to arrange for the Overseas Sales Agency to take charge of the Meccano business in New Zealand. They have stock houses and representatives in the important centres in North and South Islands, and we have every confidence that they will do full justice to our goods.

In South Africa.

We have also had a visit from Mr. Arthur E. Harris, who represents our Company in South Africa, with depots in Johannesburg, Cape Town and Durban. This was Mr. Harris' first visit to our factory, and he returns much impressed with the care and thought devoted to the manufacture of Meccano and our other lines. He anticipates a healthy and increasing trade throughout his colony.

Other Countries.

We are now well represented in Spain, the Argentine, Brazil, Turkey, Palestine, etc., and in most cases we correspond with our Agents and the merchants who sell our goods in the language of the country. The advantage of this is, of course, very great, our progress being in consequence more rapid, and our relationships with our correspondents being on a much more cordial footing.



In Italy.

Early this year our Managing Director paid a visit to Italy in order to study the prospects of the Meccano business in that country. Italy has suffered severely from the effects of the war, and some time must elapse before there can be a return to normal trading conditions. There is a serious shortage of coal, the country being dependent almost entirely upon England for that commodity. There is no coal whatever for domestic purposes, factories can only run on short time, and the train service has been cut down most drastically. For some time an order has been in force which prohibits the importation of toys into Italy except through parcels post, and our own

business there is much handicapped in consequence. Meccano, however, is much sought after by Italian boys, and when the embargo is removed we are confident that excellent business will follow. Our agent, Sr. Alfredo Parodi, of Genoa, is putting in much good work under difficult circumstances, and he entertains no doubt that Meccano will prosper in Italy as it has prospered in all other countries. Our photograph was taken at S. Margherita on the Italian Riviera. It shows (from left to right) Mr. Frank Hornby, Mrs. G. Jones, Senor Alfredo Parodi, and Mrs. Frank Hornby.

EMPLOYEES' SAVINGS CLUB.

COMMITTEE OF MANAGEMENT.

Mr. J. E. Jones ..	Shipping Dept.
Miss E. Lockwood	Meccano Inspection.
Miss E. Graham ..	Packing Dept.
Mr. F. L. Murray	Tool Dept.
Miss F. Meadows	Barrel Dept.
.. H. Dignum ..	Plating Dept.
.. L. Hannigan	Train Inspection.
.. H. Davies ..	Trains and Clockwork Motors.
.. N. E. Tompkins	H.O. Staff.
.. N. McKelvie	Works Staff.
.. H. Burton ..	Works Mess.
.. Rees	Enamelling Dept.
.. E. Williams	Woodworking Dept.
Mr. A. Dutton ..	Hon. Secretary.

A man or woman who has saved money is a contented and satisfied individual ; a

man or a woman who has saved nothing whatever is a discontented and unhappy individual. There are no arguments against those statements, and as a firm we like to have as many happy and contented employees around us as possible. The success of the Meccano Employees' Savings Club since its inception at the end of August this year is gratifying. There are now 460 members and the contributions up to October 6th amounted to £338. 6s. 3d.

Amongst the benefits of the Savings Club are interest at the rate of 6 per cent., or 6½ per cent, when the total deposit amounts to £10, and 7½ per cent. on deposits which have been left in the Club after the end of any financial year.

Full information will be given to any employee intending to join the Club by the Secretary, Mr. A. Dutton.

MECCANO ADVERTISING.

It is not necessary nowadays to bring forward arguments to prove the value of advertising in the marketing of merchandise ; there can hardly be a manufacturer of any consequence in the country who does not accept advertising in some form as an essential department in his business. At all events, it plays a very important part in the selling of Meccano, and it accounts in no small measure for the rapid progress which we have made.

Our own Advertising Department is one of the busiest sections of the business. It controls the announcements which are placed in the big dailies, weeklies, and monthlies, which have a national circulation ; the preparation of showcards for the use of dealers in their shop windows ; price lists, catalogues, competition literature, &c. ; the preparation and distribution of the *Meccano Magazine*, which has already attained great popularity amongst Meccano boys ; and towards the end of the year it deals with the many thousands of enquiries from boys in response to our advertisements, and sees that all these boys are provided with attractive literature, which describes and makes clear to them the joys of the Meccano hobby.

Since the close of the war the work in this Department has increased enormously. This year, in addition to the British advertising, we have taken space in the most important publications in France, Belgium, Spain, Holland, Sweden, Denmark, Norway, the Argentine, Brazil, and in the South African, Australian, and New Zealand colonies. The whole of the translations have been made in our own offices, set up in type in London, and the matrices despatched to the various publications for use during the Christmas buying season.

In addition to this, our Advertising Department distributes Meccano literature in nine different languages :—

French,
German,
Spanish,
Portuguese,
Danish,
Swedish,
Italian,
Dutch,
Chinese.

More will be added to this number as we spread further afield.

Meccano advertising has always been very successful, and has attracted a great deal of attention. The preparation of our advertisements has always received our most serious thought, each sentence being weighed carefully in order that it may give to the reader a clear impression of Meccano and a full understanding of what it will do.

We are, of course, selling what is largely a boys' hobby, and in order to make our advertisements more appealing to boys, we have always made a strong feature of introducing into them attractive drawings of boys who are obviously enjoying the pleasure of building or playing with Meccano models.



THE MECCANO BOY.

Many years ago we created the Meccano boy, a sturdy, happy-faced young man, with joy and fun oozing from every feature and limb. He is always dressed in the same way in the characteristic Meccano jersey, and is always enjoying himself. Our advertisements would now seem incomplete without him, and we are quite sure that his sturdy form adds distinction and attractiveness to all our announcements.

He is now on his way to all the foreign countries which we have already mentioned to spread the Meccano gospel amongst the boys in those countries.

From the beginning of September, when our big advertising commences, up to the end of the year, is a very busy time indeed in our Advertising Department. Each day hundreds of enquiries have to be replied to, and at a low estimate the number of communications addressed to this Department during the season from boys who want full particulars of Meccano, and others who communicate with the Editor of the *Meccano Magazine*, the Secretary of the Meccano Guild, &c., is not less than 80,000 to 100,000.

The Department also issue about 40,000 of each number of the *Meccano Magazine* to boys, and in addition to distributing showcards, literature, advertising blocks, competition forms, &c., to dealers, they periodically send out to the entire toy trade particulars of our new lines, notifications of changes in prices, &c.

Printers' strike, shortage of paper, the slowness of production, and irritating delays of all kinds, have recently made the work of this Department very trying, and the fact that they have dealt with all matters promptly, and that no one has been kept waiting for advertising supplies or information regarding Meccano, is a tribute to the efficiency of the Department.



EDWARD JONES AND WALTER MOORE.

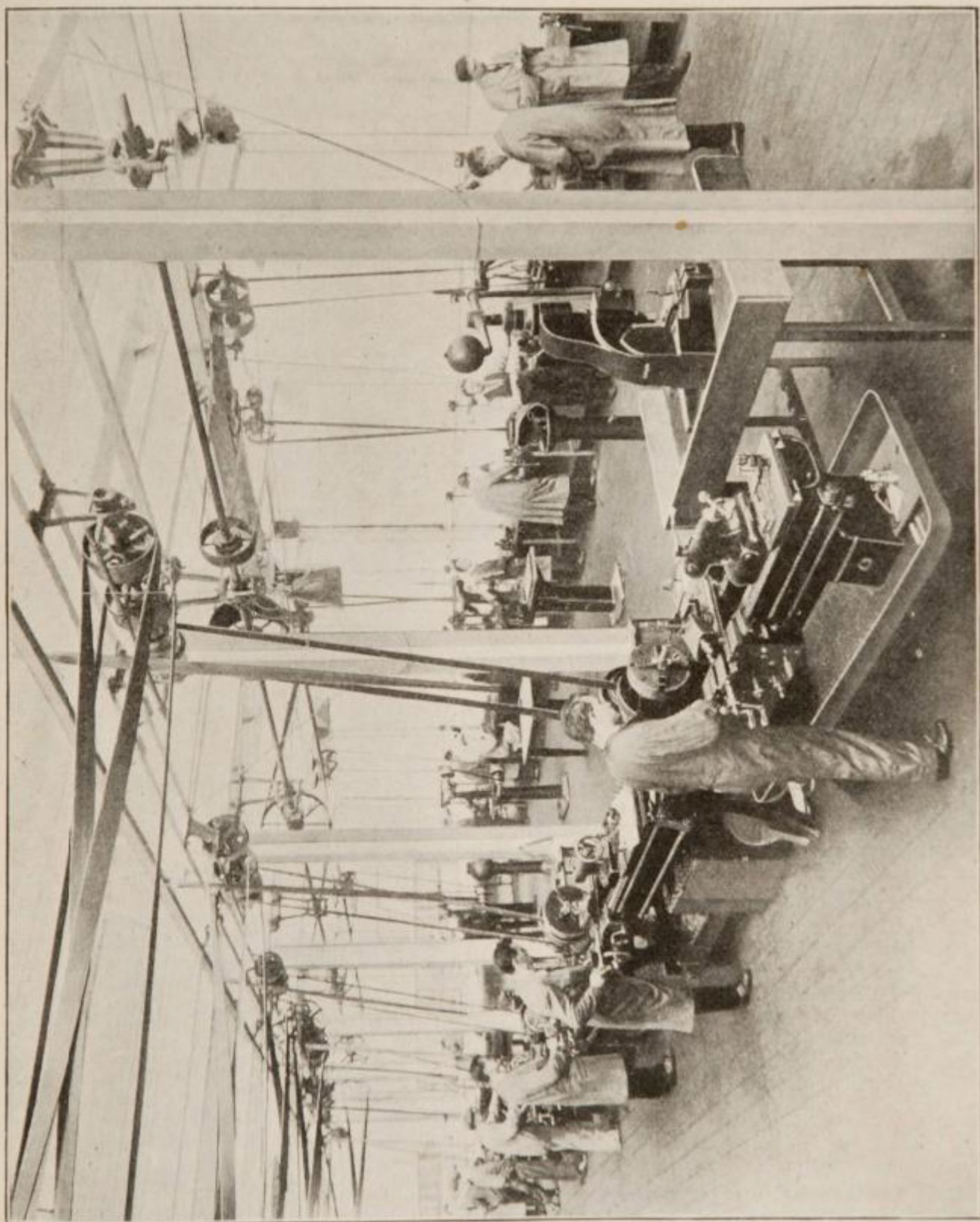
Two of our oldest employees who, through long and faithful service, have well merited the high regard of both management and fellow employees.

OUR BELGIAN BUSINESS.



M. FR. FREMINEUR.

No country is recovering so quickly from the effects of the war as Belgium, and we are glad to say that the affairs of our Company there are in capable hands, and are in a flourishing condition. M. Fr. Fremineur was living in Brussels during the whole of the time Belgium was in the hands of Germany and can tell moving tales of the events during that dreadful time. We were able to set enquiries going during the war which resulted in our finding that he and his family, though in difficulties, were quite well. Within a few weeks of the Armistice he came over to spend a week with us, and we then made arrangements for him to represent our Company in Belgium, Holland, Norway, Sweden, Denmark, and Switzerland, with headquarters and stockhouse in Brussels. It was a great relief to Mr. Fremineur when freedom of action was restored to him after a dead period of five years, and he has since made up for lost time by active and vigorous work in all the countries in his charge. The good results which he has achieved so far have demonstrated that our business is in safe hands. Last summer Mr. Fremineur's son, Paul, spent several months in our Head Office, studying our methods of business, and perfecting his knowledge of English, and he is now back again in Brussels actively assisting his father.



A SECTION OF OUR TOOLMAKING DEPARTMENT.



THE BRITISH INDUSTRIES FAIR.

This important annual event was inaugurated in 1915 by the Board of Trade, and each year it has been increasingly successful. The Fair is held in London at the end of February, and only British firms showing British-made goods are allowed to exhibit.

Last year the Fair was held at the Crystal Palace, and we reproduce above a photograph of our Stand, which attracted considerable attention. In February, 1921, the Fair will be held at the White City, which, it is hoped, will be big enough to give accommodation to the ever-increasing number of exhibitors. Meccano Limited will again have a stand in the Toy section. In addition to British dealers, visitors and buyers from every country in the world will be there. The British Industries Fair has now come to be recognised as the most important commercial exhibition in the world.

This year the Fair is on much bigger lines than in previous years, and several new industries will be represented which

were not allowed to take part during the war. The White City, however, is big enough to accommodate them all. It will be recalled that it was opened as a Franco-British Exhibition in 1908 by King Edward VII, and up to the beginning of the war, it was in constant use for various exhibitions on a big scale. At the outbreak of war, it was converted into a vast barracks, and altogether over 16,000 troops were accommodated there. It has a total floor area of more than 1,130,000 square feet. A serious difficulty with the British Industries Fair for the past three years has been that it was held in localities difficult of access from the City, but this year there will be no cause for complaint on that score. The White City is fed by five railway stations in its immediate vicinity, and in addition there are bus services from all parts of London. It will be possible to reach it from any part of Central London within half an hour. The 1921 British Industries Fair promises to put all previous trade exhibitions well in the shade.

“WHEN YOU WORK FOR A MAN.”

“Your employer is in business to make a profit. Unless he makes a profit he can't stay in business. Keep this uppermost in your mind at all times.

“Your wages are paid, not by your employer, but by his customers. Your employer simply stands between you and the customers.

“It costs your employer a lot more than he pays you in wages, just to have you around. He has to pay rent for the space you occupy, and he has to provide light, heat, furniture, wash rooms, pencils, pens, typewriters, machinery, &c. Out of your services he has to get enough to pay your salary first, and then he has to pay a host of other bills for things you never stop to think about. Not until he has met all his expenses can he receive his profit.

LOAFING IS EXPENSIVE.

“If you loaf one hour a day, your employer's profit on your work goes glimmering. When he fixes his prices he figures that you will do as much work as you can in as short a time as you can. If you loaf when you ought to be working you are robbing him just as surely as if you took money from his safe. What is equally true, you are robbing yourself, though you may not realise it.

“If you work on a machine, the machine loafs when you loaf. This is double and triple expense. When you keep a taxicab waiting, the meter keeps on piling up charges. The same thing happens when you keep an expensive machine idle.

ASSET OF GOODWILL.

“The biggest asset your employer has is the goodwill of his customers. Each satisfied customer represents real money. He is eager to please them, to see that their wants are promptly taken care of, to handle any complaints or adjustments quickly.

“Of course, you only sell eight or nine hours of your time to your employer. The rest of the day is yours to do with as you please. But the man who hires you has a right to expect that you will give him your highest efficiency during the hours you are with him. You cannot do this if you have only four hours of sleep the night before, or if you manage your personal affairs so badly that you bring a lot of worries to your place of employment. Lead a wholesome, natural life, in justice to yourself and your job.

“One horse can pull more than a team of horses that refuse to work together. Your employer is doing his best to create and maintain a spirit of co-operation in his establishment. You can help him by putting your shoulder to the wheel and taking the load over the bumps.

“Finally, get it clearly in your mind that your employer is not the only one who makes a profit out of your work. You get a profit yourself—the larger profit. Any job well done fits you the better for the next job. You are not paid wages when you go to school. You pay for the privilege of being taught knowledge and discipline. The training your employer gives you is in many respects more valuable than that which you gain in school. If you are diligent you can capitalise the experience thus gained just as you cash in on your school education.

“Life and business are like an account at the bank. You can't take out more than you put in.”

—*Mid-West Hotel Reporter.*



OUR LONDON OFFICE AND STOCK ROOMS.

The position in regard to office and warehouse accommodation is probably worse in London than in any other city, and we recently found ourselves in the unhappy position of being liable to be turned out of our London premises at short notice. We have solved the problem by buying the entire building in which our offices and warehouse are located, and we are thus able to ensure a continuance of our excellent service to London dealers, and the rapid distribution of Meccano products to all towns within range of London.

The Meccano building is very centrally situated in Marshall Street, just behind Regent Street and Oxford Street, and in a very short time it is our intention to occupy the whole of the building as offices, stock rooms and show rooms. Our London business is in the capable hands of Mr. E. R. Robinson who joined up with the Company at the close of the war.

The busiest period at our London Office is between October 1st and the end of the year. Most of our London business is fed from there, and this in itself is no small undertaking. In addition, the principal towns in the Southern Counties and within a radius of 50 miles north of London draw largely from our London Stock Rooms.

About the end of November, most of the big stores in London hold special Meccano demonstrations, devoting considerable space to the sale of the outfits and the display of working models. These displays are the centre of attraction in most of the stores, and are the rendezvous of crowds of delighted and fascinated boys. Our representatives in London visit these displays daily for the purpose of seeing that they are in good shape, and that all the models are working correctly. They also see that there are sufficient stocks of outfits on hand of all kinds to provide for each day's requirements.

This year there will be additional demonstrations of Hornby Clockwork Trains, and we have every confidence that these will prove as attractive to boys as the big Meccano demonstrations.

MECCANO IN AMERICA



Mr. J. P. PORTEUS.

The manager of our American business is Mr. J. P. Porteus, who went out to New York for us in 1917.

The last three years have been very busy ones indeed for him, but he has had the satisfaction of seeing our American business make good progress. The difficulties in that country have been

greatly increased through the extent and nature of the competition which we have had to encounter. A protracted and costly law case has recently been decided in our favour, and it has finally been established that no other firm can be permitted to manufacture and sell a flagrant imitation of Meccano. The way has thus been made clear for Meccano to pursue its business undisturbed by this form of unfair competition, and our future in America is full of decided promise.

Our Managing Director has just returned from a visit to New York, and it is his belief that whilst the difficulties of doing business, due to labour troubles, high costs, and transport delays, are very great indeed, there is an abundance of money in the country, and trade generally during the winter will be good. Our business has already gone well ahead this year; American boys are keenly interested in Meccano doings, the Meccano Magazine, our big £250 Competition, and all the novelties which we introduce from time to time to add to the pleasure of Meccano model building, and the vogue of the hobby is rapidly spreading all over the country. Mr. Porteus, assisted by Mr. H. H. Dobson, who hails from Wallasey, will be fully occupied this winter in coping with the increased demand for Meccano products.



A SECTION IN OUR NEW YORK OFFICE.

TESTING THE STRENGTH OF A NEW MODEL



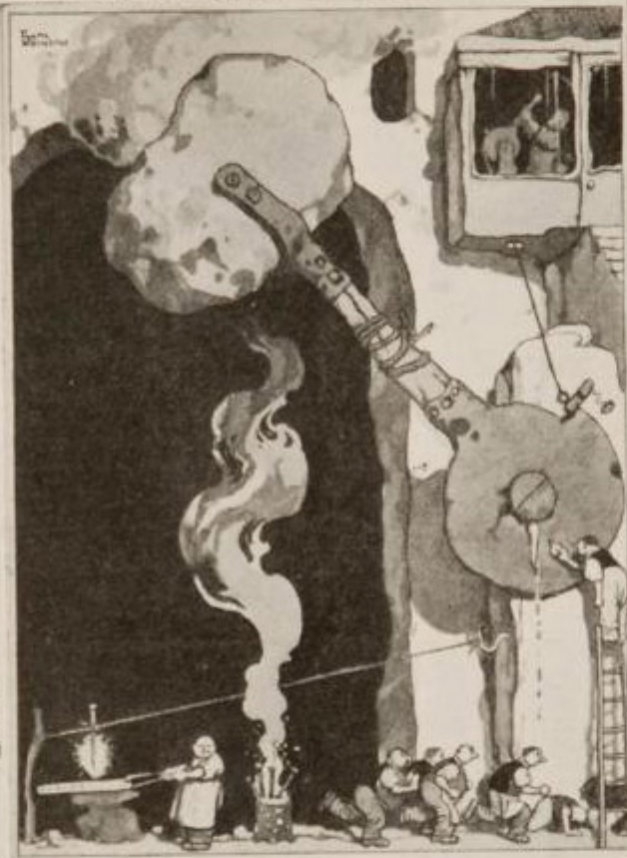
TESTING A MECCANO PERAMBULATOR



TESTING A MECCANO ROCKING CHAIR



THE MECCANO HOLER AT WORK



THE ARDUOUS WORK OF THE MECCANO HOLE COUNTER

MECCANO TRUCK TESTING



TESTING A MECCANO PROPELLER



TESTING THE CLEARNESS OF THE HOLES

Mr. W. Heath Robinson's conception of the way in which Meccano is manufactured and tested.