



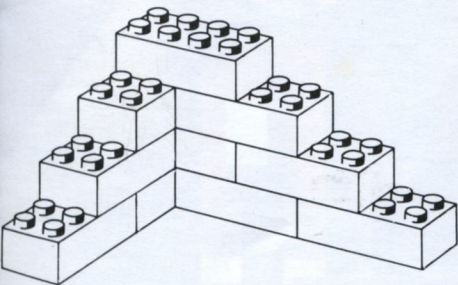
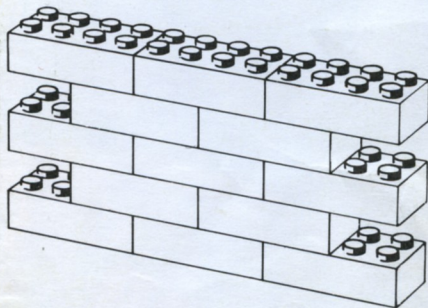
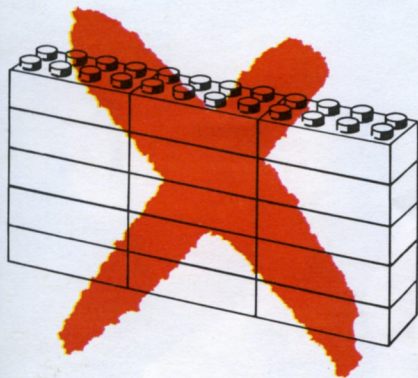


Children love to learn, to experiment, to find out. That is what children are really doing when they play. Play is learning made enjoyable.

A good toy is one which gives free reign to a child's natural creativity and does what *he* wants it to do. The best toy is one which goes on doing this year in, year out.

Lego is like that. The bricks fit together so easily and accurately that a very young child can use them, yet they are so versatile there is always something new, more complex, more exciting to build so that Lego grows with the child. It is never dauntingly difficult, never so simple that it is quickly outgrown and cast aside.

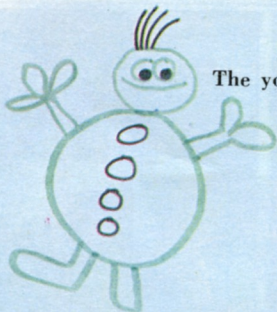
If the bricks become soiled with constant use, a quick swish in warm (not hot) soapy or detergent water will bring them up bright and colourful again ready for more hours, days, years of absorbing, creative play.



Building with Lego is so simple you do not need any complicated instructions, but here is one hint – Lego bricks should be built up like the bricks in a real wall with each layer overlapping the joints in the previous layer as shown here. If they are piled on top of each other as shown in the crossed out picture then the model will not be so stable.

Incidentally, the bricks themselves are so strong that they are almost unbreakable.





The youngest child puts the bricks together in a haphazard way.

To him, this is a dog - tomorrow



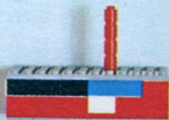
it will be an areoplane perhaps. And what is this? Three year old Martin



who built it knows. He says it is a "Ballo".

"This is a house at night"

says Sue -



just 4 years old -

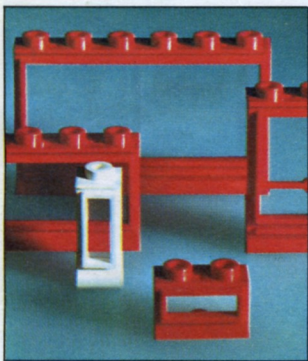


"because the curtains are drawn". Sometimes grown-ups are a bit slow in following

the flights

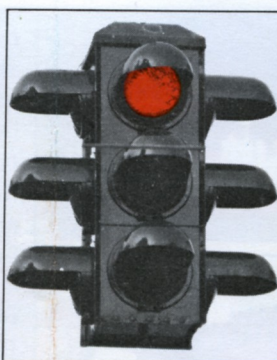


of a child's imagination!



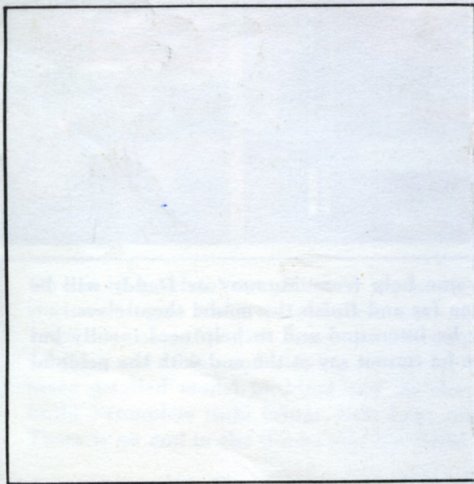
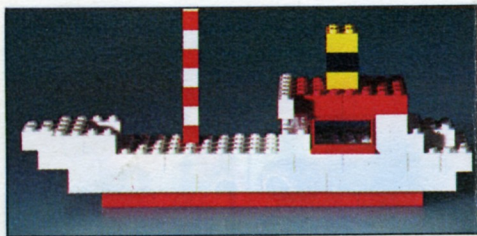
On reaching school age children are more aware of the real world about them and they start wanting to make their models more true-to-life.

Lego caters for this with many special components such as doors and windows, wheels for vehicles and trains and sloping bricks for more realistic roofs. There are slimbricks for more detailed model building and an electric motor for moving models. You can even build a complete train layout, with Lego rails and couplings for the carriages. There is no end to the things you can build with Lego.



When building something specially difficult some help from Mummy or Daddy will be welcome. But be careful! Sometimes they go too far and finish the model themselves. The young master builder likes his parents to be interested and to help occasionally but not to take over his creation entirely, otherwise he cannot say at the end with the pride of achievement "Look what I have made".

How do you build a Lego collection?

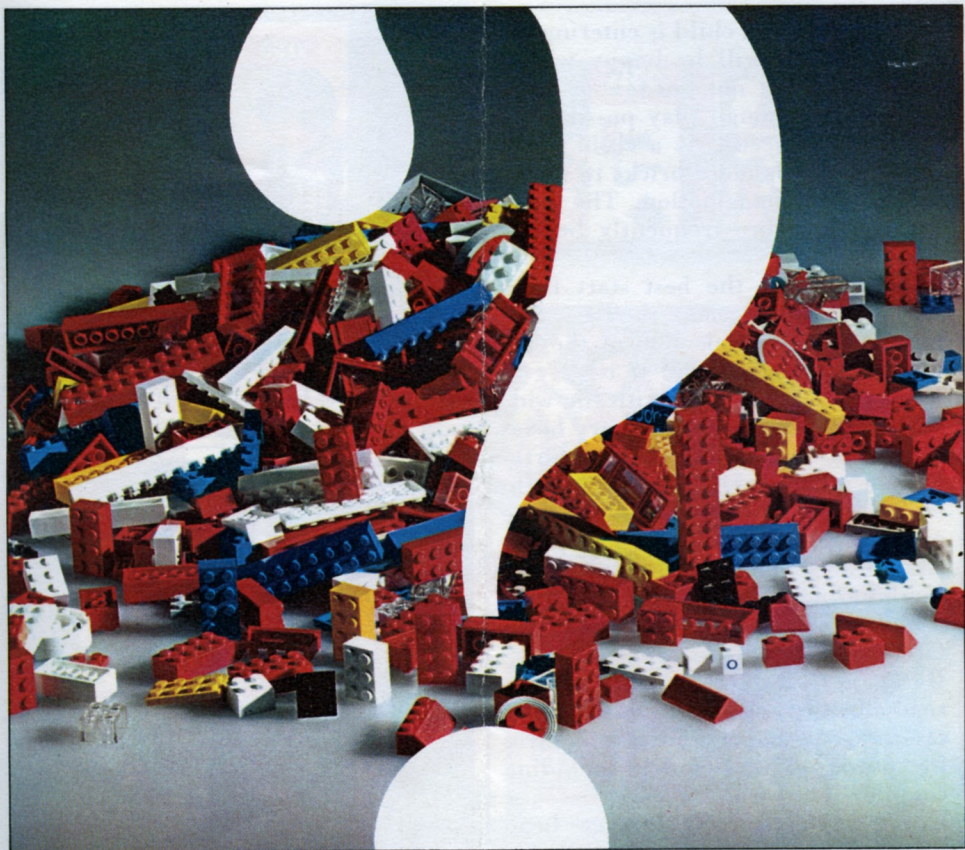


In this modern world of technical achievements, huge buildings and impressive motorways a child can easily be overawed and puzzled.

It is through play that a child learns to come to terms with the big world and a toy like Lego is such a help. By building models of the incomprehensible and fascinating, a child comes to understand them. At the same time Lego play lays the foundations of many skills – manual dexterity, the use of colour and an appreciation of size. (Notice how quickly a child learns to select a brick of the right size he needs).

As a child grows older his interest in the world about him grows too and the versatility of Lego ensures that it still meets his demands.

Of course a child does not think of playing with Lego as learning. He just knows that he enjoys building with it and that is the way it should be. And that, in turn, is why Lego is the favourite toy for literally millions of boys and girls of all ages throughout the whole world.



How do you build a Lego collection?

At the age of 3 a child is entering the Lego age. He will be happy with a few bricks, but not too few or there will not be enough play possibilities to meet his needs. As a child grows older he needs more bricks to match his growing imagination. The more he has the more frequently he will play.

A Basic Set is the best start for a Lego collection because the Basic Sets have a balanced selection of the different Lego bricks and it is easy to build up the collection with the wide variety of little Supplementary boxes at pocket money prices. For birthdays or other special occasions another Basic Set is always most welcome or perhaps a Planpack. Planpacks contain the right number of bricks for building a special model such as a bus or a garage and the bricks can later be added to the collection.

By about 5 years old a child will be ready for the Lego motor with all the exciting new opportunities this gives for power driven models including complete Lego train layouts.

Every time you give children Lego the world of possibilities grows, for more Lego means better models and more fun.



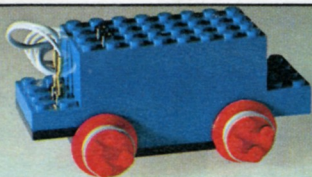
Set 810 The Complete Town Plan Set



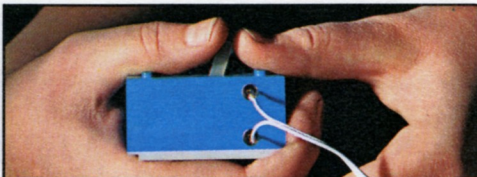
Basic Set 070



Basic Sets – the start of a good Lego collection.



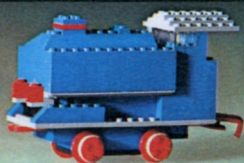
100
Motor with three sets of wheels



101
Battery Case



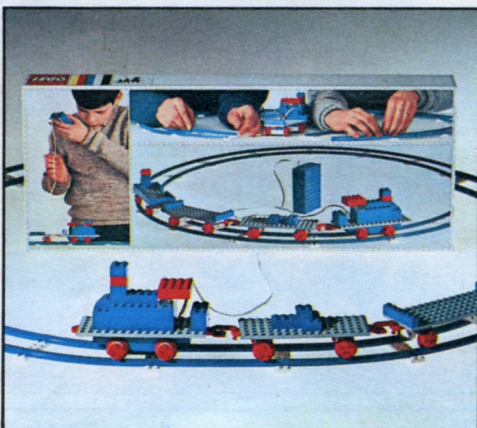
111
Small train without motor



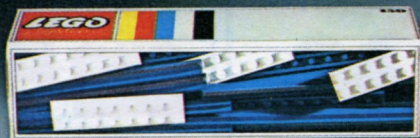
112
Locomotive with motor



113
Complete train set



115
Small train with motor



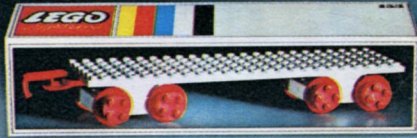
150
8 pairs of straight rails



151
Curved rails (half-circle of track)



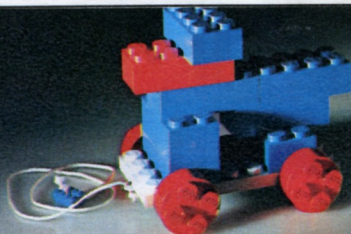
152
Pair of chassis



153
One large chassis



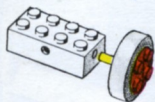
200
Lego Town Plan board



Lego Pull Toy
The Pull Toy of jumbo sized Lego bricks is specially designed for toddlers of up to 3 years. It has a wheeled base with pull-cord and the bricks may be re-arranged to build several other models

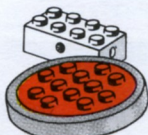


Lego Story Book
New 80 page Ideas Book



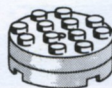
400

4 wheels 2 axle bricks towbar and baseplate



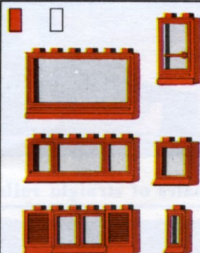
401

2 large wheels 2 axle bricks 1 towbar



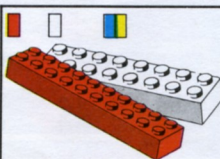
402

3 turntables 2 baseplates 4 x 8



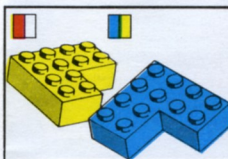
409

38 slimbricks assorted sizes



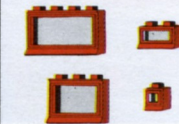
416

4 Sixteens 2 Twenties



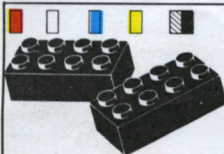
417

5 Cornerbricks



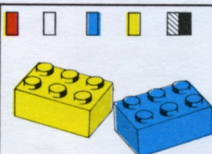
418

9 windows and a door



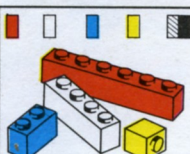
419

13 sixes



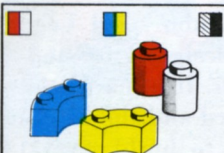
420

20 fours



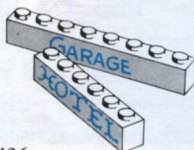
421

2 eights 2 sixes 10 twos 10 ones



423

12 round 16 curved



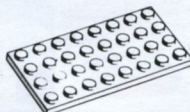
426

7 named beams



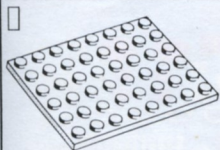
427

8 pieces 2 x 8



428

5 pieces 4 x 8



429

4 pieces 6 x 8



430

6 trees & bushes



431

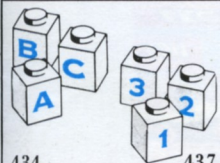
SHELL Petrol Pump and Sign



432

433

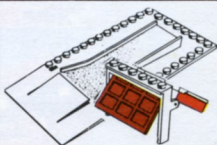
8 road signs 6 street lamps



434

437

50 lettered bricks
50 numbered bricks



435

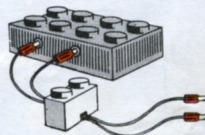
garage base with automatic door



442A

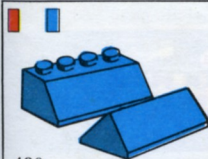
442B

6 international flags
6 international flags



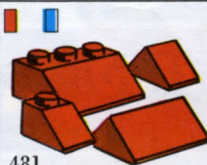
445

1 lighting brick



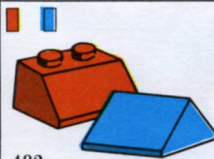
480

14 bevelled bricks



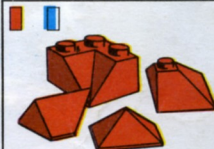
481

21 bevelled bricks



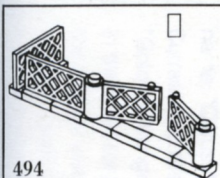
482

22 bevelled bricks



483

angle, valley and corner bricks



494

fences and gate

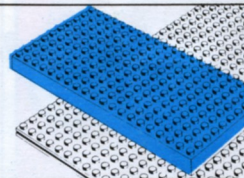
The colour-squares tell the colour-combination in the various boxes.



means for instance that the boxes contain blue and yellow bricks.

700E

799



baseplate 10 x 20 studs

baseplate 50 x 50 studs



313
London Bus Planpack



314
Special Wheels Set



315
Taxi Planpack



319
Lorry & Trailer Planpack



324
House with Garage Planpack



325
Shell Garage Planpack



British Lego Limited