



What can LEGO® do for your child?

Of course the most important thing about LEGO bricks is that they *amuse* children. It is a toy. But it is a toy which changes in the children's hands as their ideas change and develop. A house becomes a car, a car becomes a lion, a lion becomes a clown. And if you cannot see it is a clown it does not matter. Your child can see it, and tells you by its LEGO model about an experience he has had.



It is an important part of LEGO play that children of all ages use the bricks to express what interests them — what they think, feel, and wish for.

Parents who watch what is built with LEGO will learn a lot about the things that are going on inside their children. That's what LEGO can do for *parents*.

The development of play

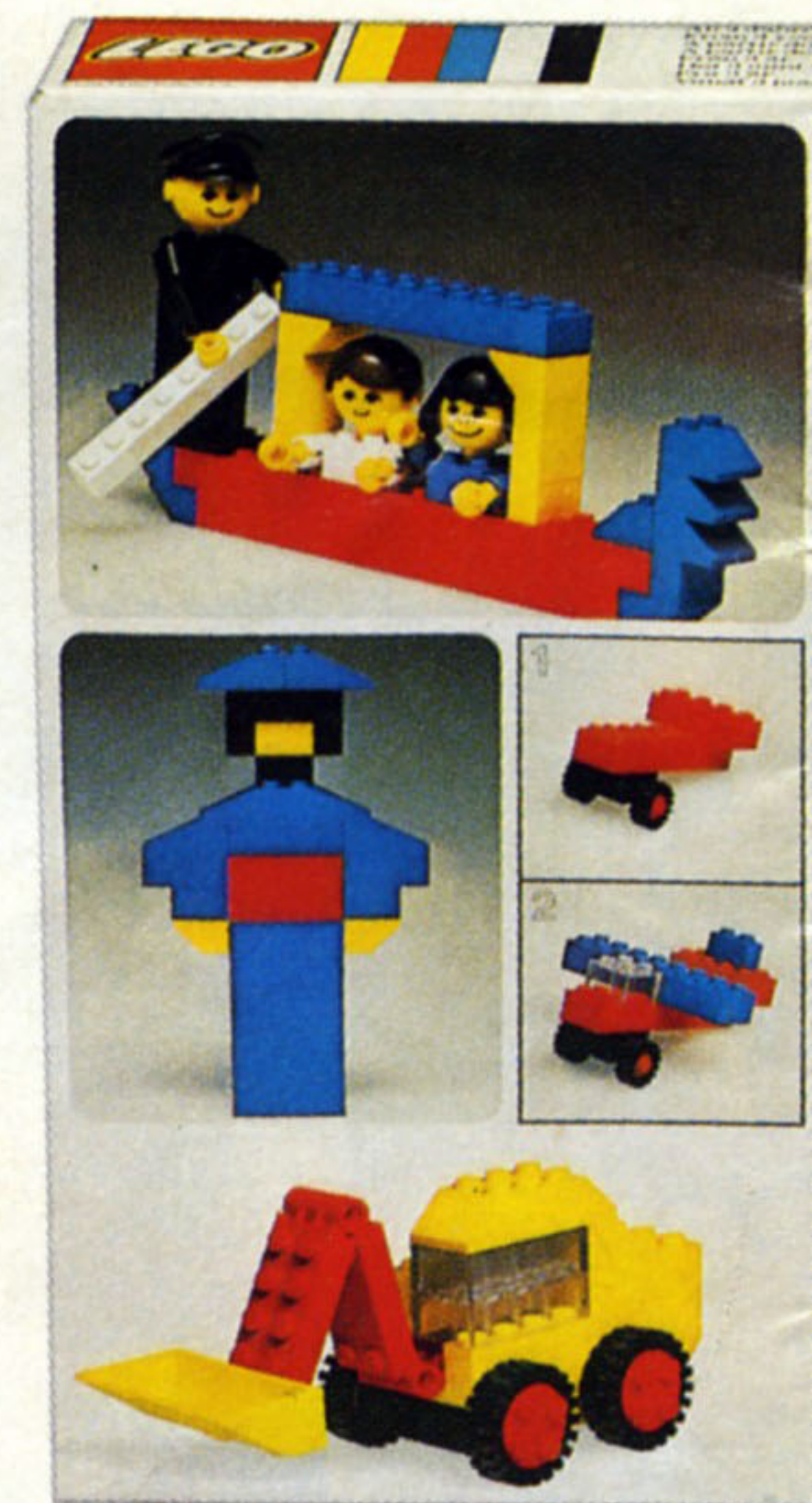
LEGO bricks do not make demands on children. Everybody can play with them in their own way. On the other hand children make demands on LEGO bricks as they become more experienced. LEGO has provided for this in its new programme matched to stages of development and interests in all age groups. By using the age marking as guidance it is possible to get a LEGO collection which grows with the child and holds the attention for hours on end — year after year.



From 3 years

From about 3 years old the best start to a LEGO collection would be a Basic Set. These contain a good selection of bricks in different sizes and colours plus such things as windows, doors, shutters, trees, and wheels. The children create models from their own imagination using for inspiration the bricks themselves and the pictures on the box to give them ideas.

For children who have some experience from building with elements from the Basic Sets, the next natural step is to the Model Sets designed to build particular things, usually with simple building plans.





LEGO

Dès l'âge de 3 ans, les garçons et les filles peuvent découvrir le plaisir de construire avec les boîtes de base LEGO.

Basic sets are the best way for girls and boys from as young as 3 years to discover the pleasure of building with LEGO.

- Las cajas básicas son la mejor manera para que niños y niñas a partir de 3 años descubran el placer de construir con LEGO.

40



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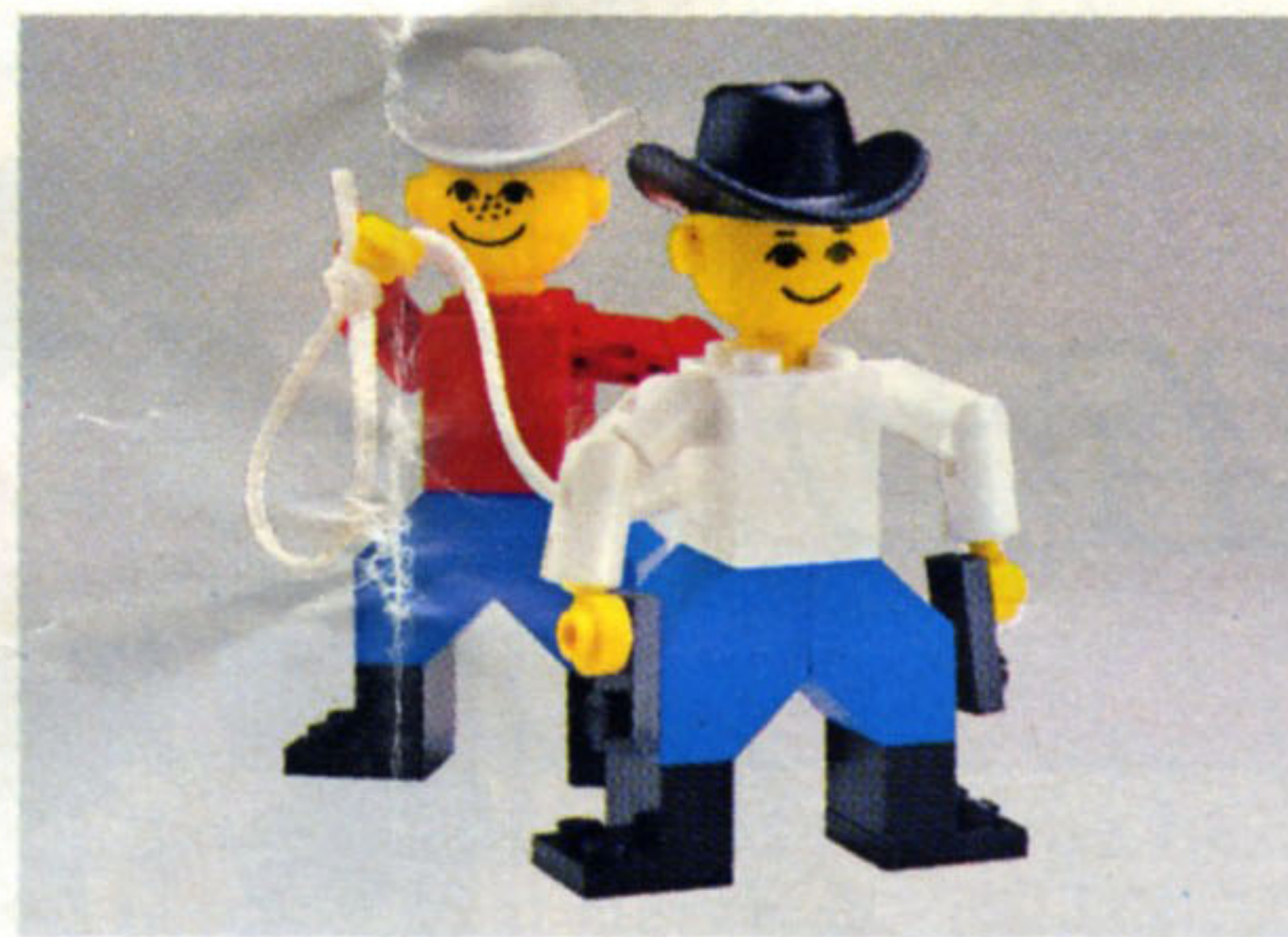
10



From 3 years - LEGO Models



200 Complete LEGO family



210 Cowboys



211 Mother & baby



212 Motor scooter & riders



213 NEW! Airplane

Interest in playing with LEGO is immediately renewed whenever a new box opens up new possibilities. Children will not just build with the contents of the new box but will use all the other LEGO bricks they already have in order to develop the theme according to their own imagination. So remember to give a new box now and then to stimulate fresh creative activity.





214 NEW! Road works



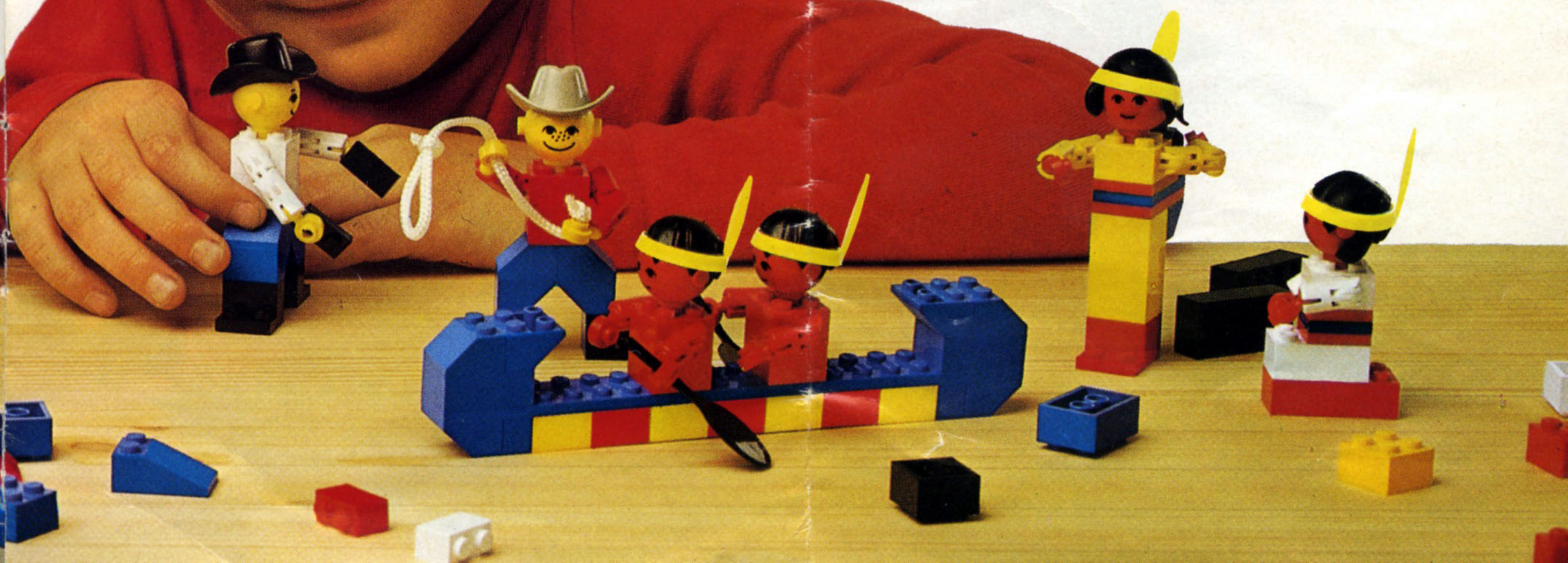
215 NEW! Red indians



254 Mother & daughter with prams



256 Police patrol





217 NEW for Spring! Service station

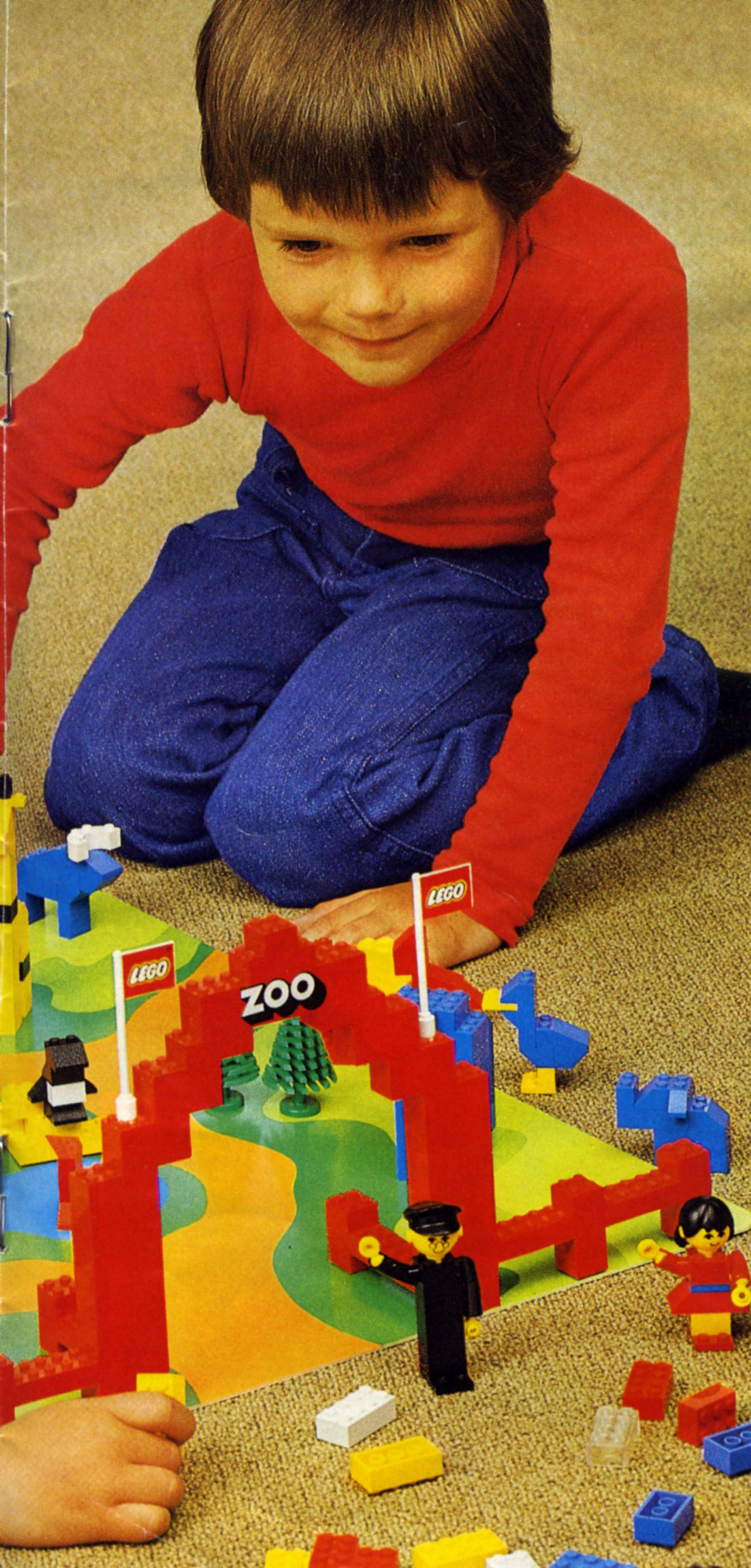


218 NEW for Spring! Fire brigade



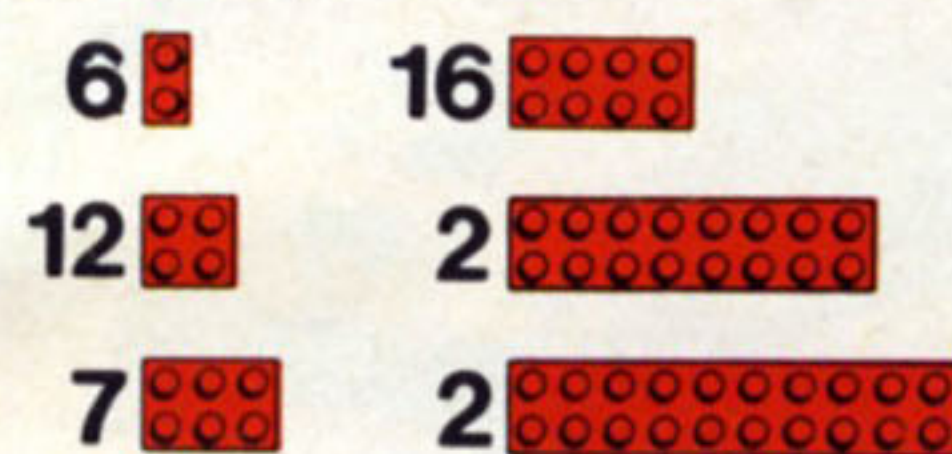
258 Zoo with baseboard





Supplementaries

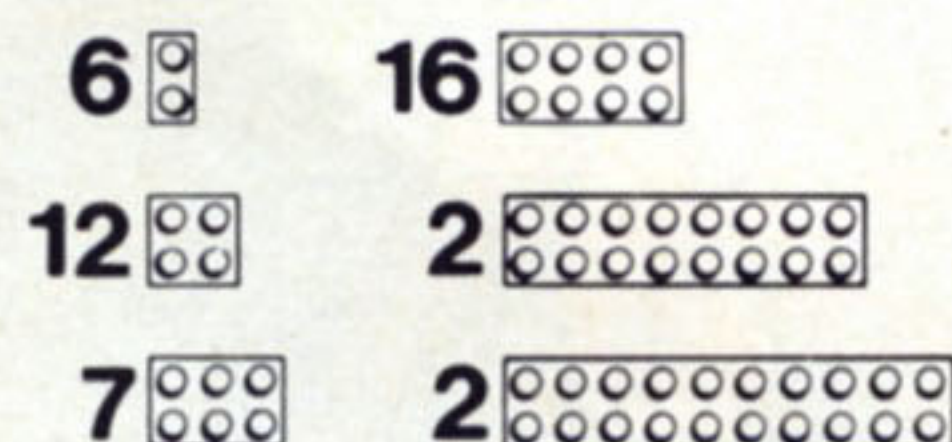
930



935



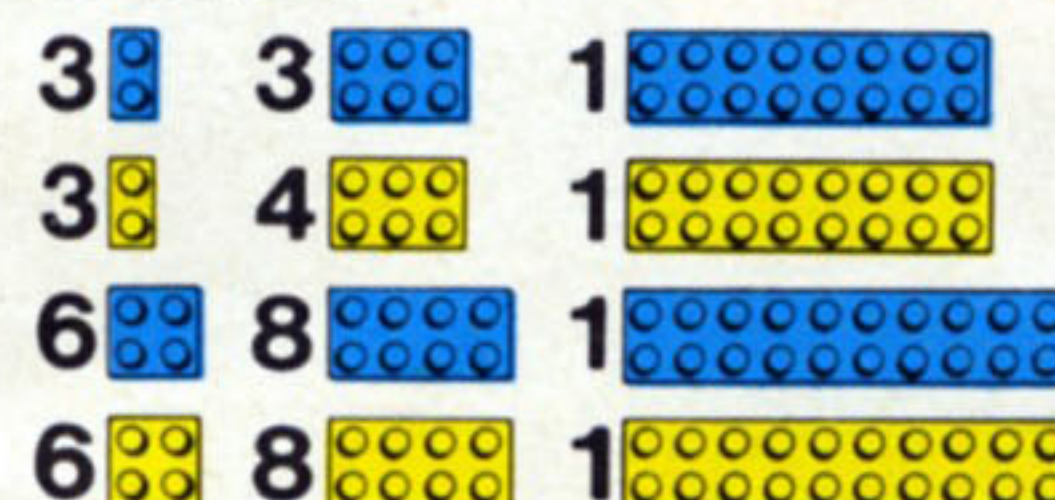
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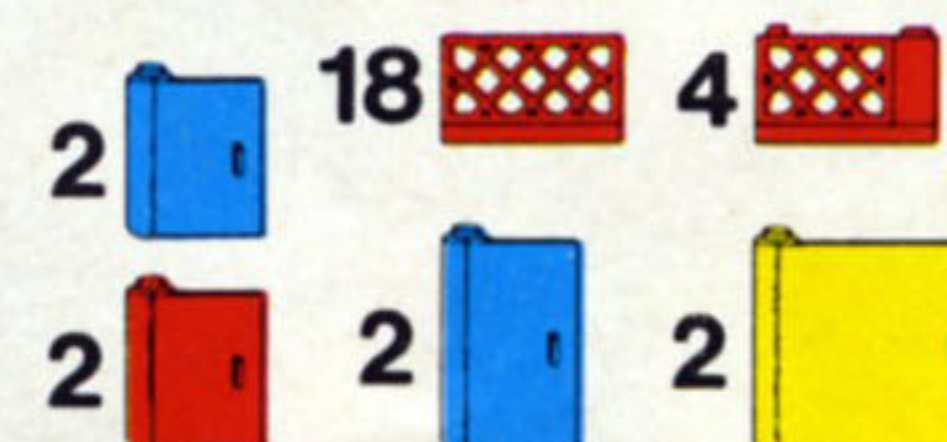
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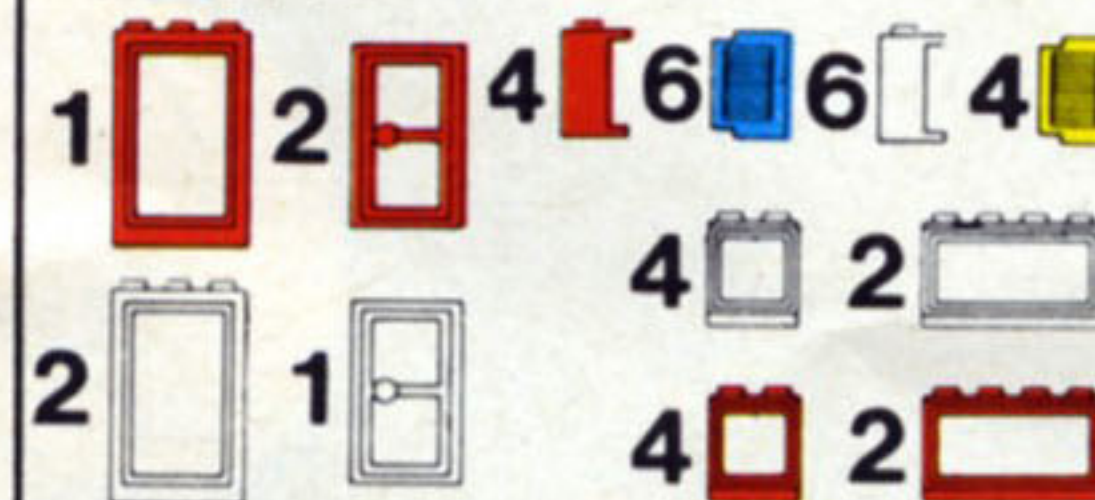
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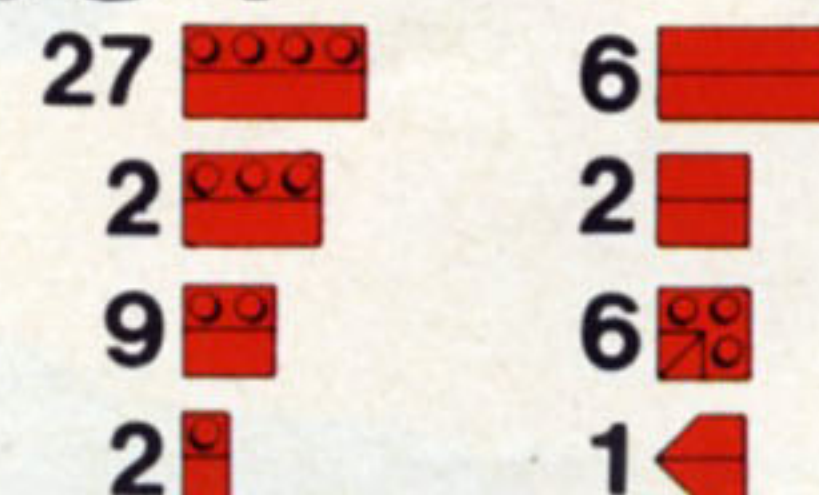
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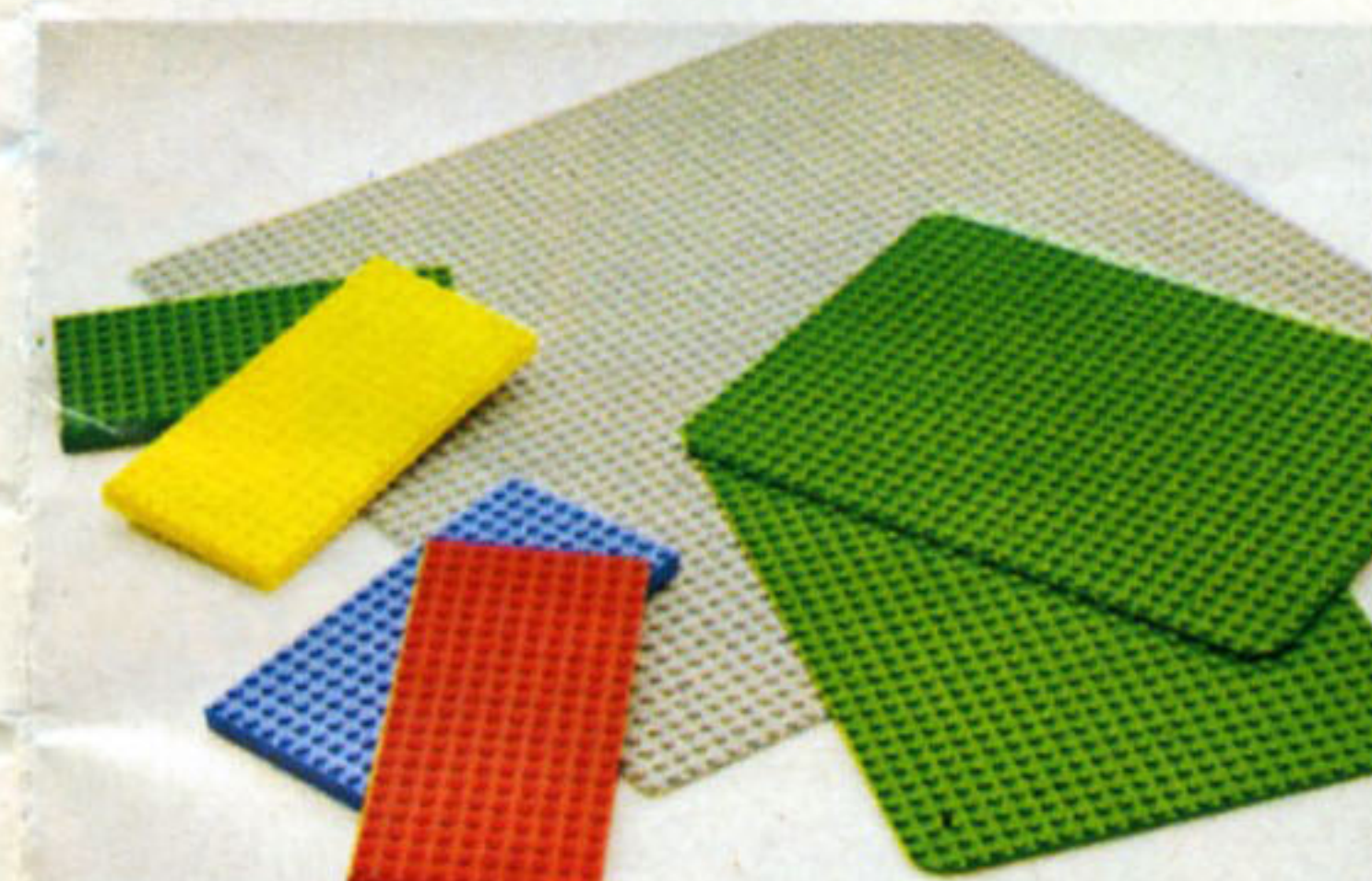


934



995

lighting bricks



Baseplates

795, 796, 798, 799



222 Building Book – 80 pages of ideas and instructions

LEGO Nursery Bricks.

For children from 18 months

18 months old – and playing with LEGO bricks begins. Not the standard size bricks, but ones which are twice as big. So they are easy for small fingers to grasp: LEGO Nursery Bricks.

In order to keep up with the rapid development of children between 18 months to 3 years the LEGO Nursery Bricks programme has been increased with some exciting new boxes. They are all about something a child experiences in its own small world.



New. Funny figures in LEGO Nursery Bricks



523 NEW for Easter!
Train



522 NEW for Easter!
Police



524 NEW for Easter!
Town



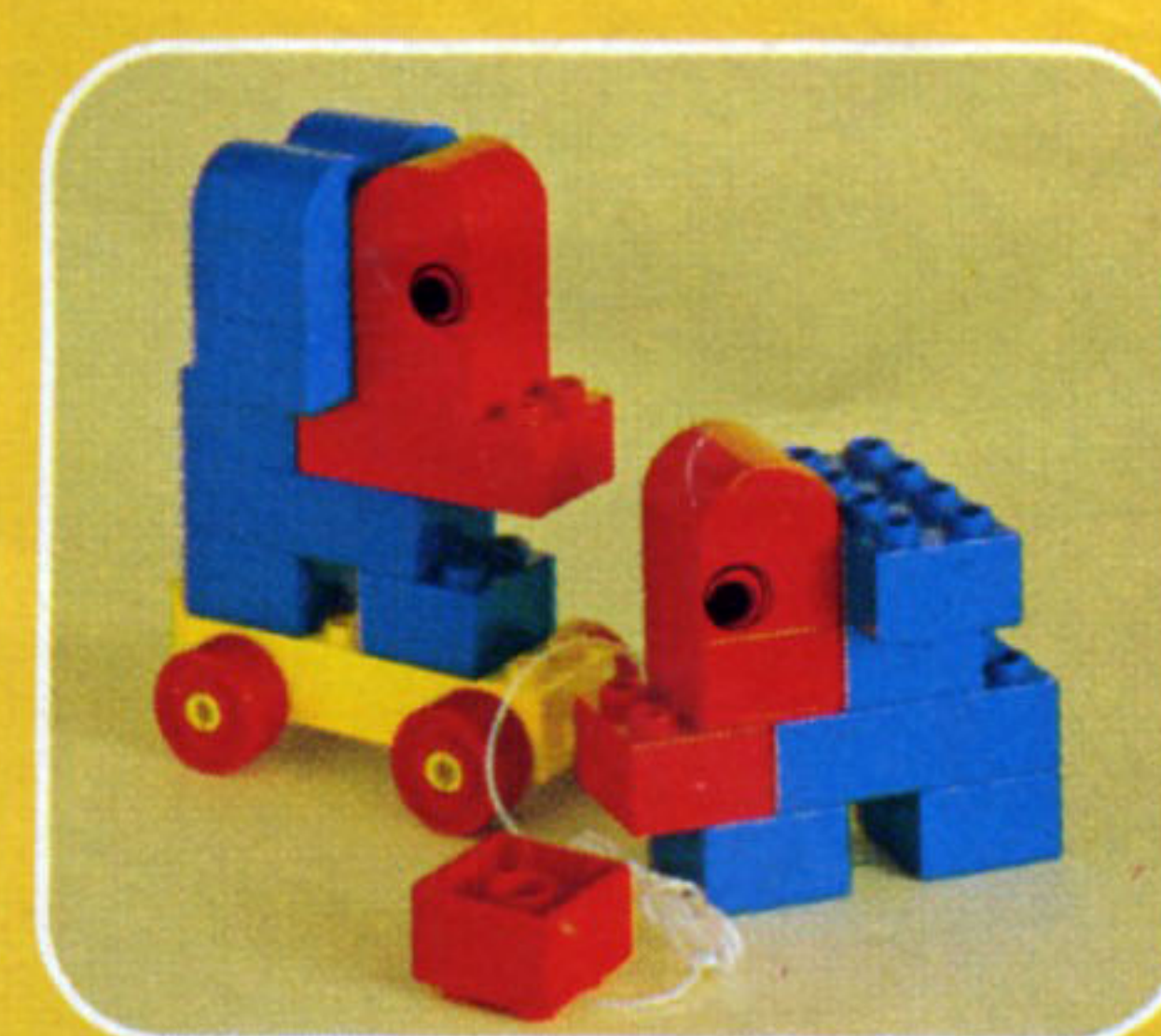
New!
Funny figures in
LEGO Nursery Bricks



533 NEW for Easter!
Racing car



535 NEW for Easter! Taxi



531 Pull-along elephants



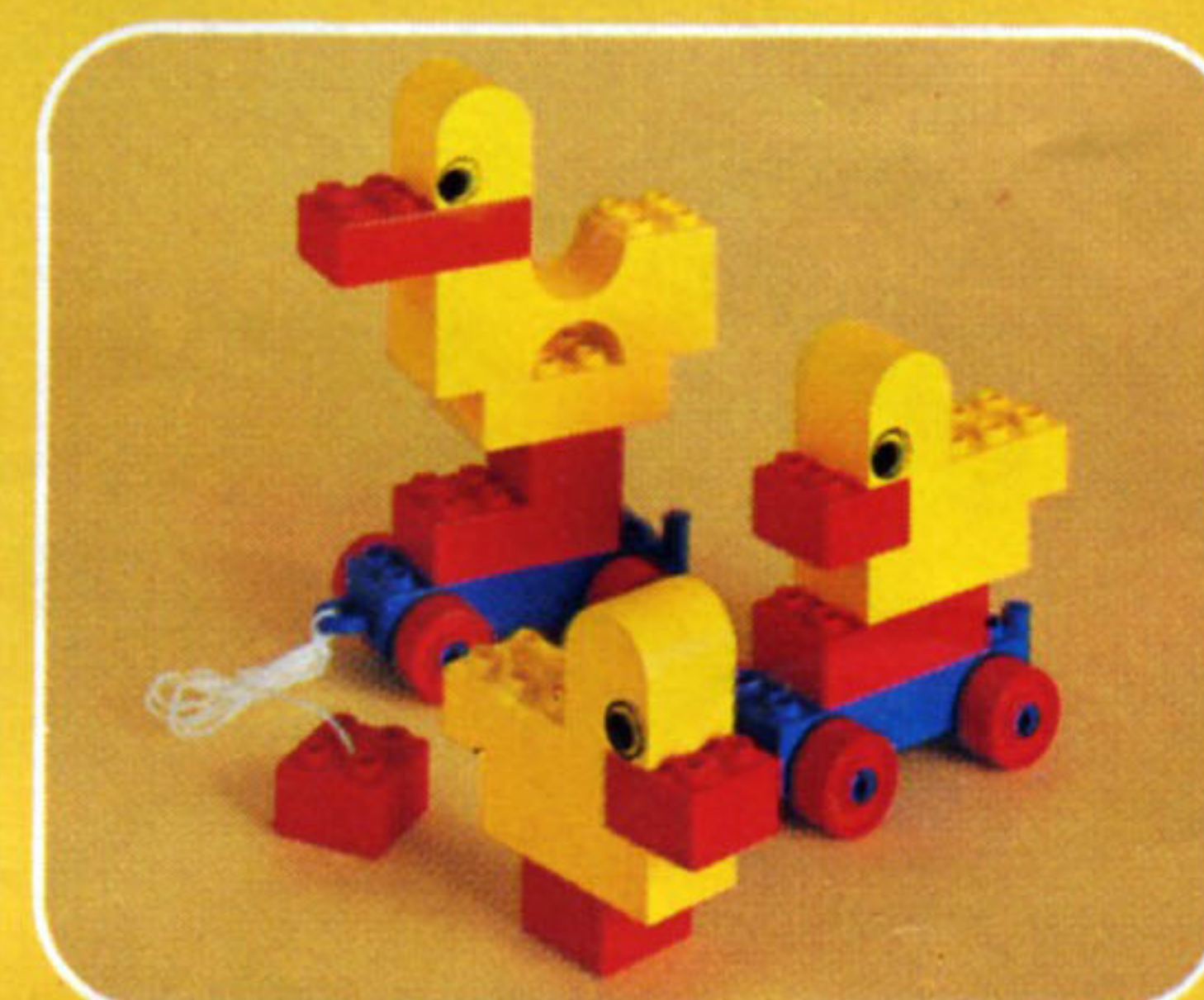
530 Pull-along dog



536 NEW for Easter!
Car & caravan



537 NEW for Easter! Mary's house



532 Pull-along ducks

From 6 years: Advanced Basic Sets

At this age children demand more realism in what they build. The LEGO range provides for this with the many boxes covering many very different themes and play ideas. You can get a complete survey of the assortment by using the coupon on the back of this leaflet.



From 6 years: Dolls furniture



277 NEW! Fireplace



296 NEW! Laides hairdressers



263 Complete kitchen and figures



264 Complete living room and figures



265 Complete bathroom and figure



276 NEW! Nurse & child



From 6 years: LEGO Models



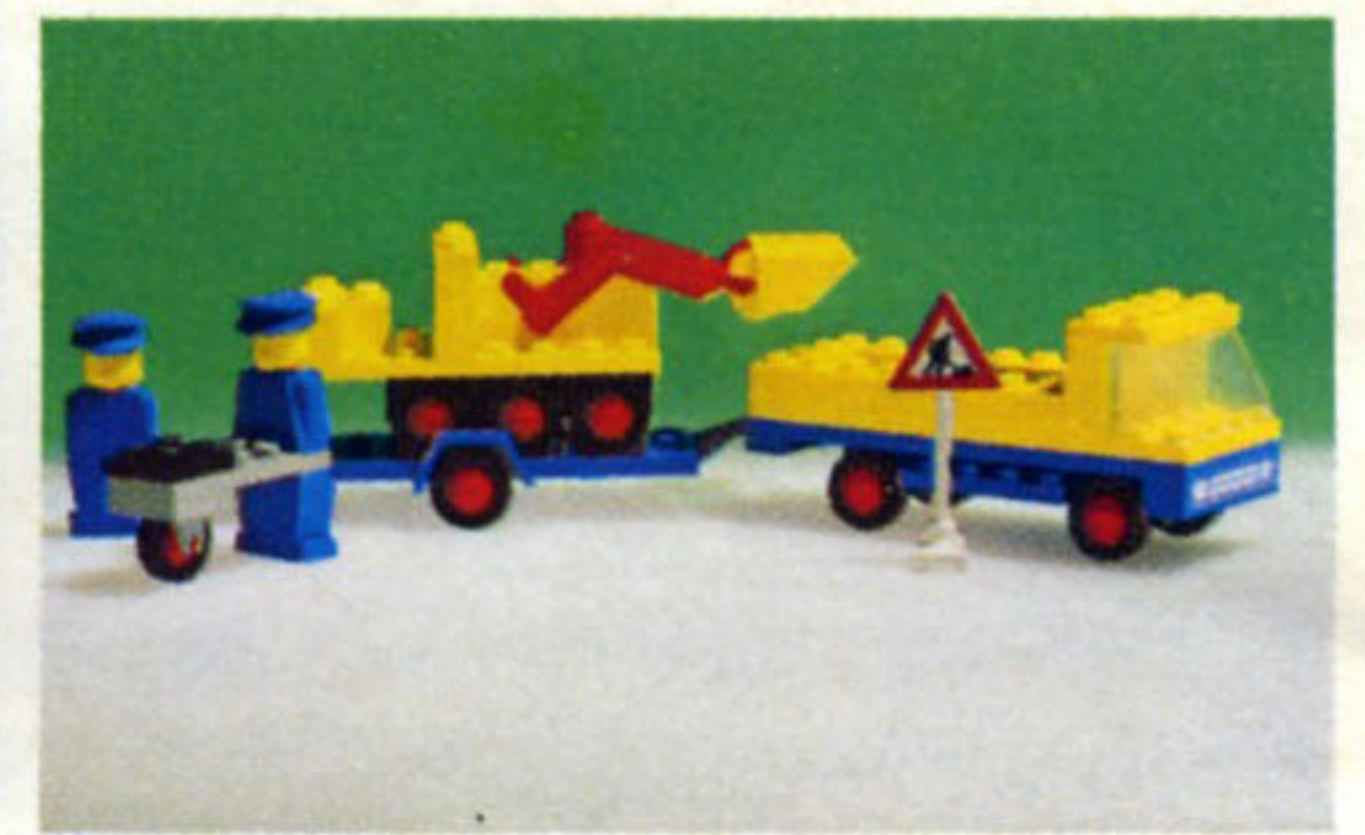
659 Police patrol



661 Spirit of St. Louis' plane



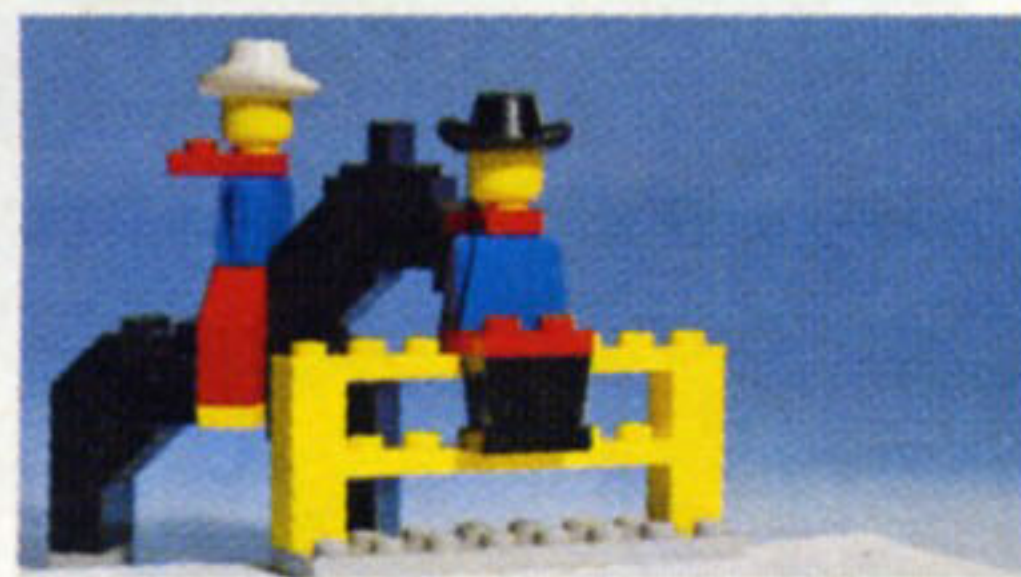
663 NEW! Hovercraft



692 Road repair gang



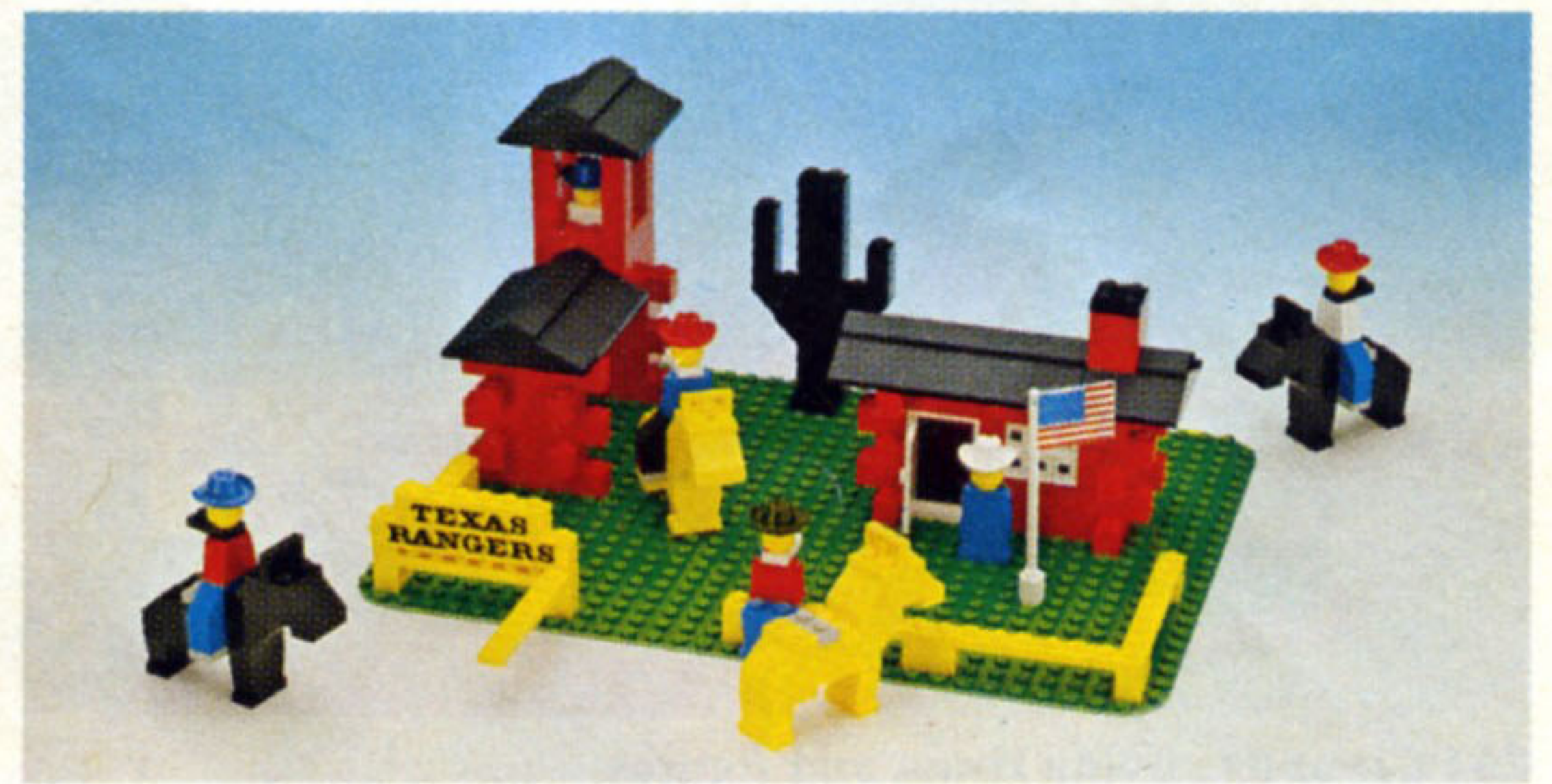
615 Fork lift and driver



617 Cowboys



618 NEW! Police helicopter



372 NEW for Spring! Texas Rangers



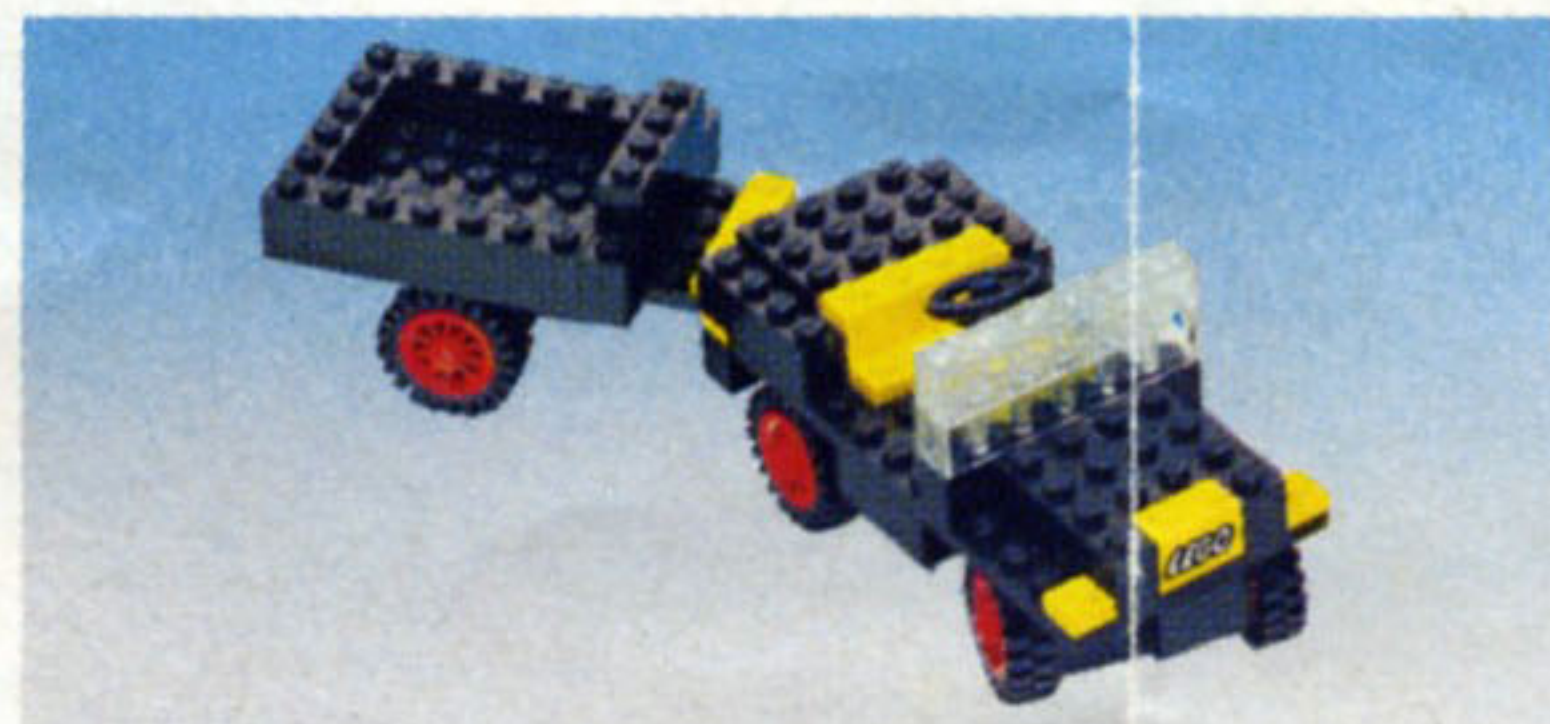
695 Racing car



698 NEW! Boeing 727



371 Sea 'plane

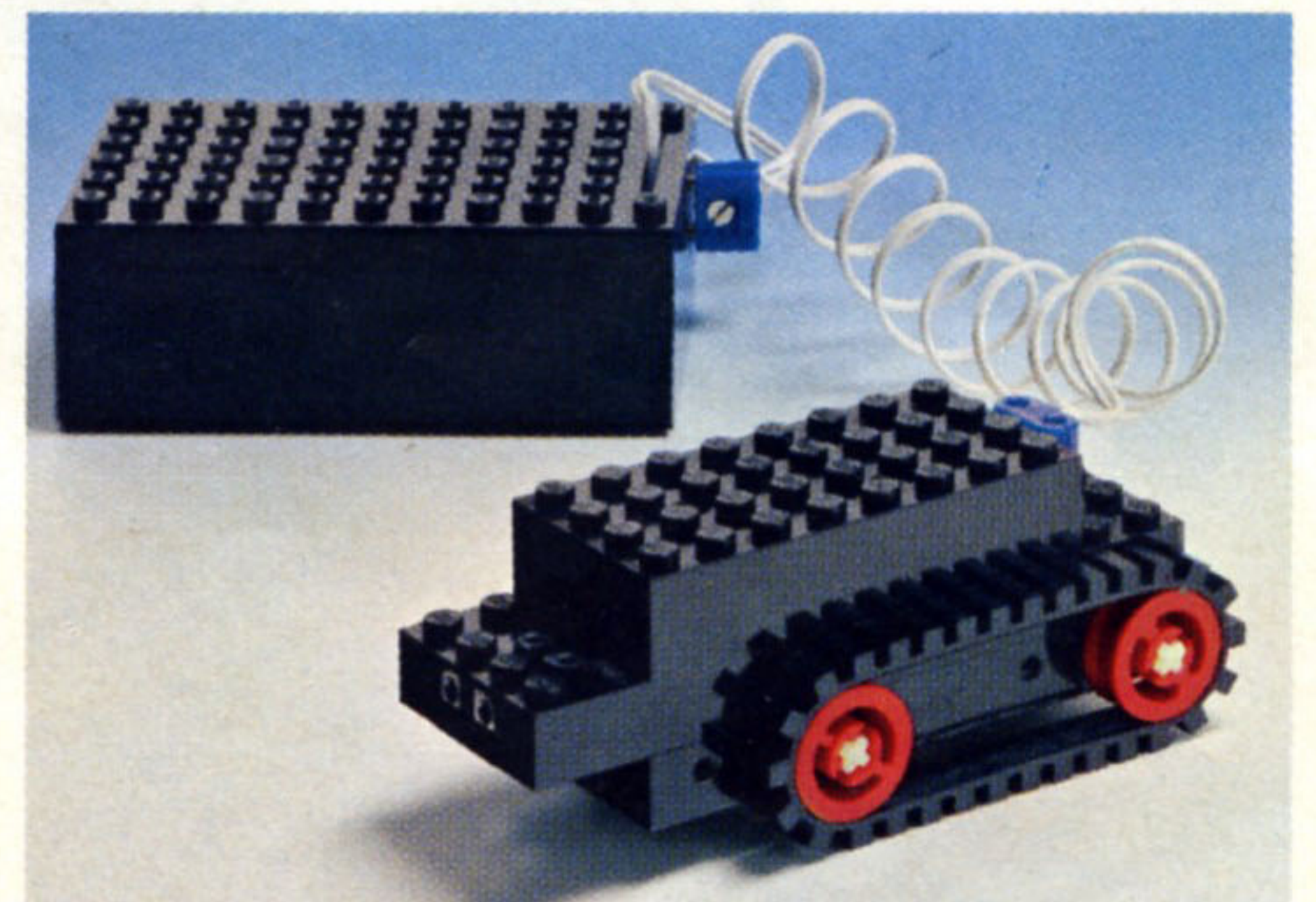
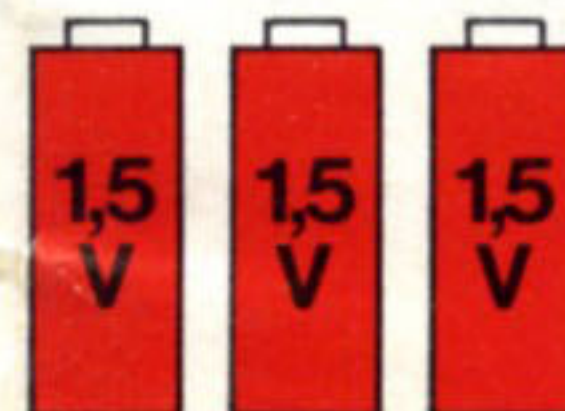
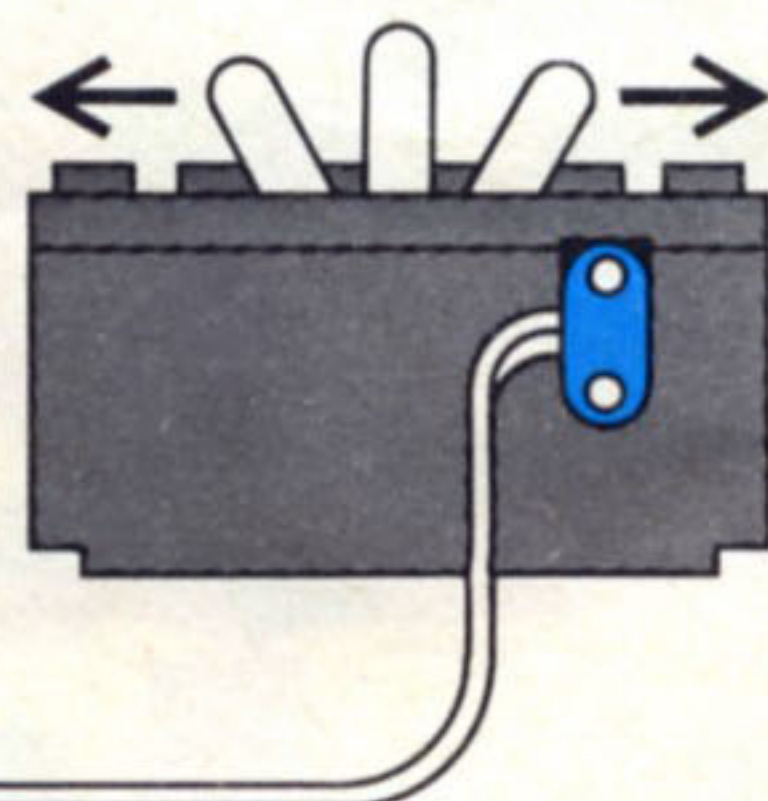
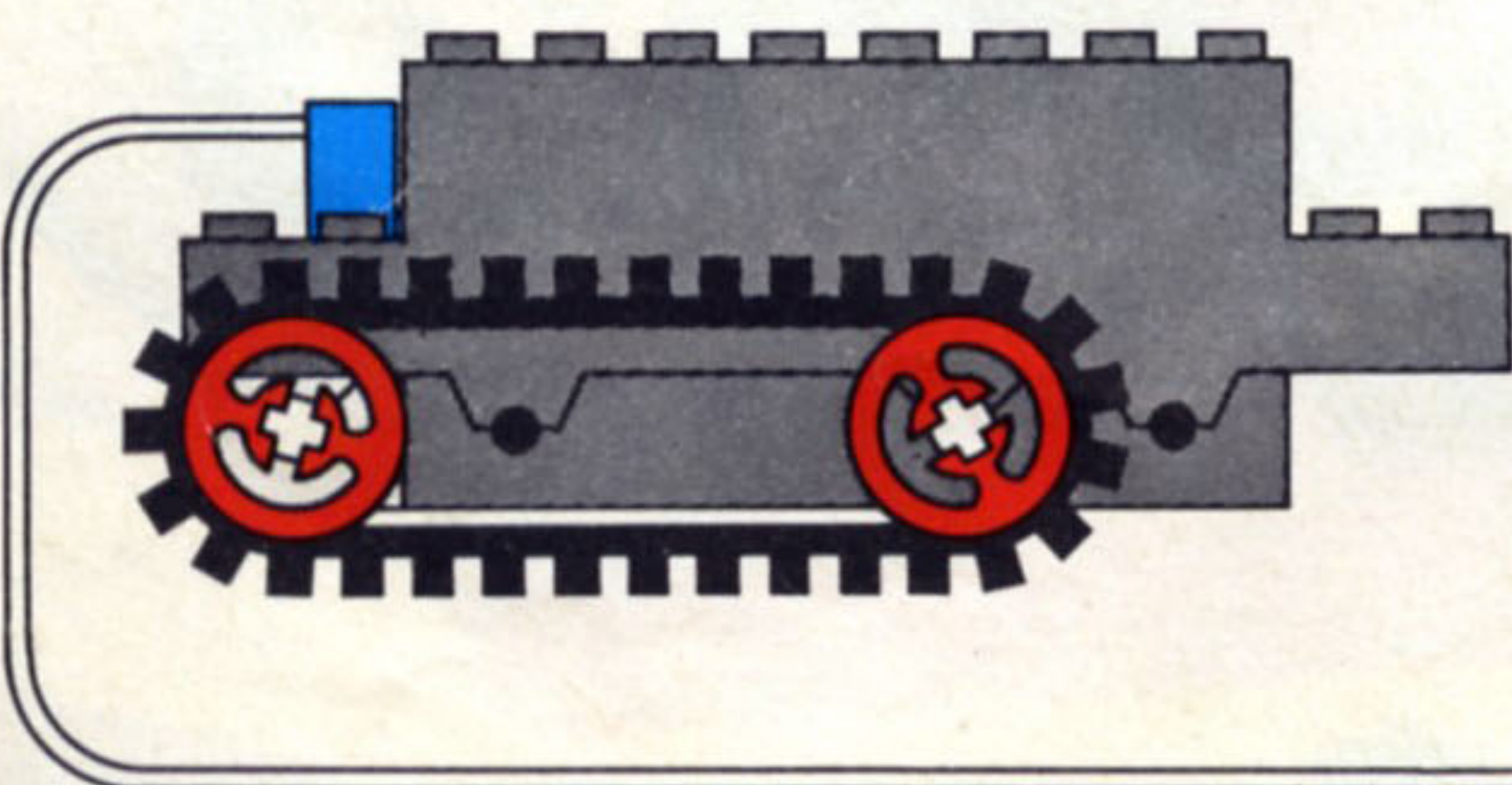


385 Jeep with steering



373 NEW for Spring! Oil rig and tanker

LEGO Motor



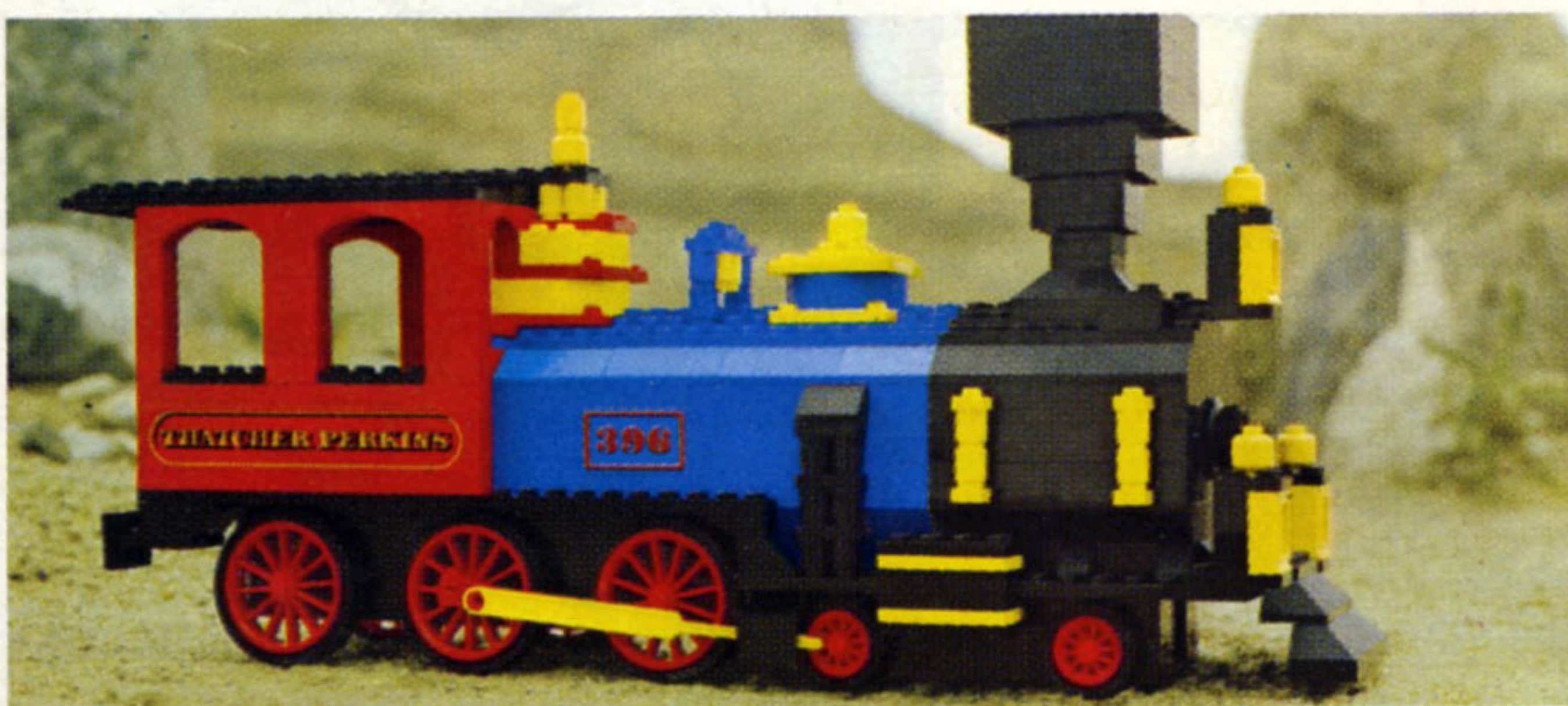
107 Complete motor set

From 6 years: Trains



There is a full range of LEGO train sets and accessories. For full details send for the brochure for children from 6 years

From 9 years



396 Thatcher Perkins locomotive



392 Formula 1



394 Harley-Davidson
police motor cycle



390 1913 Cadillac



395 1909 Rolls-Royce

For even older children of 9 and over, the LEGO range offers more challenging sets designed to match the skills of experienced builders. There is a special brochure about these sets which you can order by the coupon on the back of this leaflet.



LEGO® Leaflets

As the LEGO range appeals to such a wide age range we have divided it into age groups. This leaflet features sets for the age group from 3 years.

If you would like a leaflet which deals more fully with a different age group, **please send a stamped addressed envelope** at least 4" x 8" and we will be happy to send you one free of charge.

Just tick the age group you are interested in on the order form below.

To: Service Department
British LEGO Limited
Wrexham
N. Wales
LL13 9UH

Please send me a leaflet showing the range suitable for:

- ☐ the age group from 1½ years
- ☐ from 6 years
- ☐ from 9 years

LEGO® is a new toy every day.