

Why do children play longer with LEGO than with other toys?

Most toys are designed by adults. They often have a strong appeal for children at first but soon pall and are put aside. They are literally "played out", i.e. all their possibilities have been explored and exhausted. Every toy cupboard is full of such expensive discards.

LEGO is different. In the first place children use the bricks to build what they want. Just the way they want it. Not once but a thousand times over.

The bricks are so simple to build with that a very young child can use them, yet so versatile that older children (yes, and adults too!) still find them ideal for giving shape to their ideas.

LEGO bricks are a creative play material. They offer as much scope to the growing imagination of boys and girls as those other great classics of childhood, like sand and water and paints and dressing-up and let's-pretend.

The imagination is boundless. The need to make things is fundamental. That is why children play with LEGO longer than with other toys.

Because LEGO is a new toy every day.



For toddlers from 1¹/₂ years.



Easy building for girls and boys from 3 years.



For girls and boys who already have some experience of LEGO.



For girls and boys who are really familiar with LEGO building.

Look for these symbols on the LEGO boxes and in this leaflet to guide you to the best boxes for your child's stage of development.

Start with the big LEGO Nursery Bricks from 18 months







Basic Sets for building what you like







Super set – £ 15.85 A wide selection of basic components packed in a sturdy wooden box for easy storage. NEW from May **LEGO's Little Family**





Building with LEGO is even more fun when the little family join in the game, to drive tractors and trains, to sit at table or walk along the street. Apart from the Family Set with Mum, Dad, Granny and the 2 children, there are now five Easy Model sets with figures in too. All have easy-to-follow instructions and you can build other models from the sets as well, even if you haven't yet got a Basic Set.



200 - £ 1.45 Complete LEGO family

The Basic Sets are the very core of the LEGO idea of creative play and the best way to start a collection. There are lots of bricks plus trees, windows, shutters, doors, and wheels.

The pictures on the box will give you lots of ideas. Build whatever takes your fancy just the way you want it. That's what LEGO is all about.



В



254 - £ 1.45 Mother and daughter with prams NEW in Jan.

252 - £ 2.50

Locomotive

+ driver and passenger





253 - £ 1.15 Helicopter and pilot NEW in Jan.

Basic Set No. 6 £ 5.75













Table and chairs

293 – 85 p Piano







Cars and Planes and Cranes your LEGOLAND®





611 - 43 p Police car



612 - 43 pTipper truck



613 - 43 p Bi-plane



Digger



Fork lift with driver NEW from Jan.



656 - 75 p



Car and caravan



Executive jet



policemen NEW from Jan.



660 – 75 p Car with 'plane transporte NEW from Jan.



687 - £ 1.12 Caravelle jetliner



689 - £ 1.12 Mobile crane with grab



690 - £ 1.12 Petrol station



691 - £ 1.12 Rescue helicopter

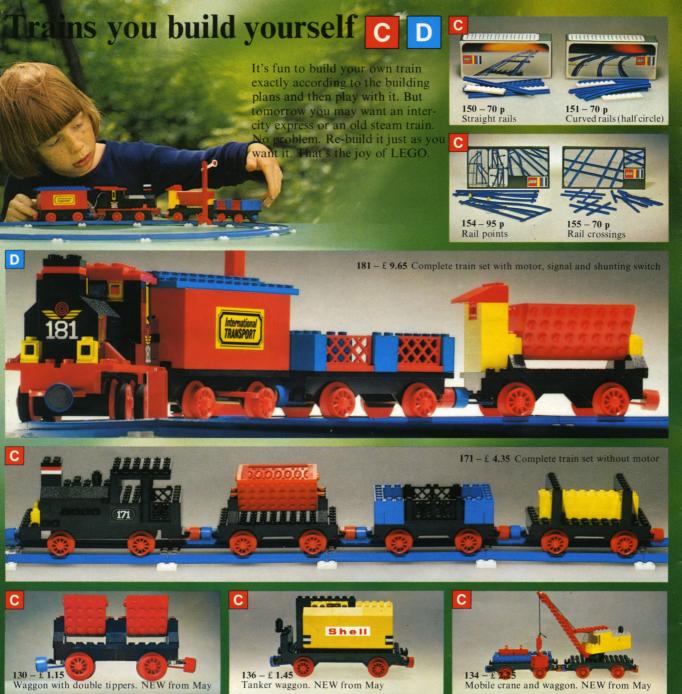


692 - £ 1.12 Road repair gang NEW from Jan.



693 - £ 1.12 Fire engine with firemen NEW from Jan.





Get things moving!



You can build machines, cranes, tractors, bulldozers, pumps and water wheels. Exciting things that really work with gear wheels, giant tyres and chain link tracks. Detailed building plans make it easy.

Add the all-purpose LEGO motor and you

810 - £ 3.85 Big working model set with gears and heavy tyres



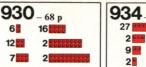
machinery etc. EW from May chain link track, universal joint etc.

Need some extra parts? Here they are

Sometimes you need a few more bricks to finish a model the way you want it. Then these supplementary packs are just the thing.

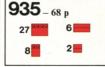
995 – £ 1.10 2 lighting bricks with colour filters

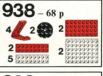


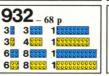


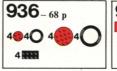


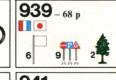












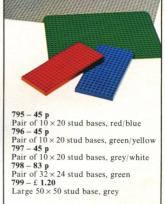












Baseplates

® The names LEGO, LEGO DUPLO and LEGOLAND are registered trade marks.
© 1975 LEGO A/S.

Printed in Germany by H. O. Persiehl.



221 – 25 p Building book No. 1. 64 pages of instructions for over 100 models

222-35 p
Advanced building
book No. 2 with more
challenging models
NEW for Autumn

LEGO **Spares Service**

This service is to help you if you lose a special part or want an extra one without wishing to buy a complete set.

There are so many components in the LEGO range that we cannot offer them all but here is a selection of the ones you are most likely to want.

Fill out the order form and post it, together with a Postal Order for the correct amount, direct to

> Spares Service Department LEGO (GB) Limited Wrexham, N. Wales LL13 9UH

Prices include post and packing for U.K. and Ireland only.

Please note that this service applies only to items shown on this page. We regret we cannot supply complete sets. These can only be purchased from toy retailers in the normal way.

Baseplate with steering control tongue for big vehicles. 3 lengths a) 12 studs

b) 14 studs c) 16 studs

State which.

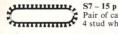
S2 - 11 pSteering column to fit all S1



Pair of 4 stud axle bricks, wheels and tyres for LEGO-LAND cars.



S5 - 11 pSet of 4 standard tyres for 4 stud wheels.



Pair of caterpillar tracks for 4 stud wheels.



S8 a - 18 p Set of 4 flanged, rubber rimmed, drive wheels for trains. Notched axles for old-type sealed motor.

b) - 18 pSet of 4 flanged, rubber rimmed, drive wheels for trains. Un-notched axles for new-type motor with screwed casing.

c) - 8pSet of 4 rubber rims only for flanged drive wheels.



S9 - 18 pSet of 4 bushes to hold wheels in motor. For new-type motors with screwed casings



S10 - £ 2.15 Motor unit only, without wheels etc.

Spares order form

TO: Spares Service Department LEGO (GB) Limited Wrexham,

N. Wales LL13 9UH

Please send me the following spares.

S26 (2

NAME (Block Capitals)

ADDRESS

I enclose a Postal Order to the value of



S11 - 94 p Battery case only.



S12 - 15 p Spare connector lead for all motors and lighting bricks.



Building plate to fit over motor.



S14 - 11 pSpare bulb for deleted 8 stud lighting brick No. 445A.



S15 - 25 p Spare 4 stud sealed lighting brick No. 995.



S16 a - 18 p Two 8 stud hinges.



S16 b - 11 p One 8 × 16 stud hinge.



S17 - 59 p Level crossing with barriers for LEGO trains.



S19 - 11 pPair of T.V. aerials.



S20 - 66 pWheeled trolley for big Nursery Bricks.



Two each of 4 sizes of axles for gear wheels.



S22 - 11 p 4 stopper bushes for gear axles.



S23 - 11 p2 pairs of drive shafts to connect gears to motor.



S24 - 66 p3 pairs magnetic couplings.



S26 - 19 p Two 6×24 stud baseplates.



S27 - 17 p Two 6 × 16 stud baseplates.



S28 - 12 p2 pairs ball and socket coup-



S29 - 11 p 10 flat topped paving bricks, 4 stud size only. Black, white, red, yellow, blue or



S30 - 32 pReplacement switch panel only for Battery Box S.11.

grey. State which.



S32 - £ 2.88 Special battery tender for trains plus signal. Complete with automatic signal-stop and shunting switch.



S33 - £ 3.45



Sturdy wooden storage box with double layer of compartmented plastic trays.



Collect the Golden Studs from LEGO packs and stick them on the Golden Bricks on this page. When 1, 2, or 3 bricks have been completed, cut them out and send them to:

Golden Bricks LEGO (GB) Ltd. Wrexham, N. Wales LL13 9UH

and your FREE GIFT will be sent to you. Sets retailing at under £1. are worth 2 studs, under £2.00 = 4 studs, under £4 = 6 studs and all over £4 = 10 studs.



Please use BLOCK CAPITALS.

Name

Address

This offer applies to residents of Great Britain and the Republic of Ireland and free gifts can only be sent to addresses in those Countries.

Golden Studs are not negotiable and cannot be exchanged for cash or any LEGO sets or components other than those specified on this page.



For 1 brick completed with 8 Golden Studs you get 20 eight stud bricks in red and white, worth 30 p



For 2 bricks completed (16 Golden Studs) you get 20 eight stud bricks PLUS 4 large wheels with spokes bricks. Worth 65 p. and 4 bearing



For 3 bricks completed (24 Golden Studs) you get 20 bricks, 4 large spoked wheels and bearing bricks PLUS opening doors, windows and window shutters. Worth £ 1,25

> **ALL ENTIRELY** FREE!