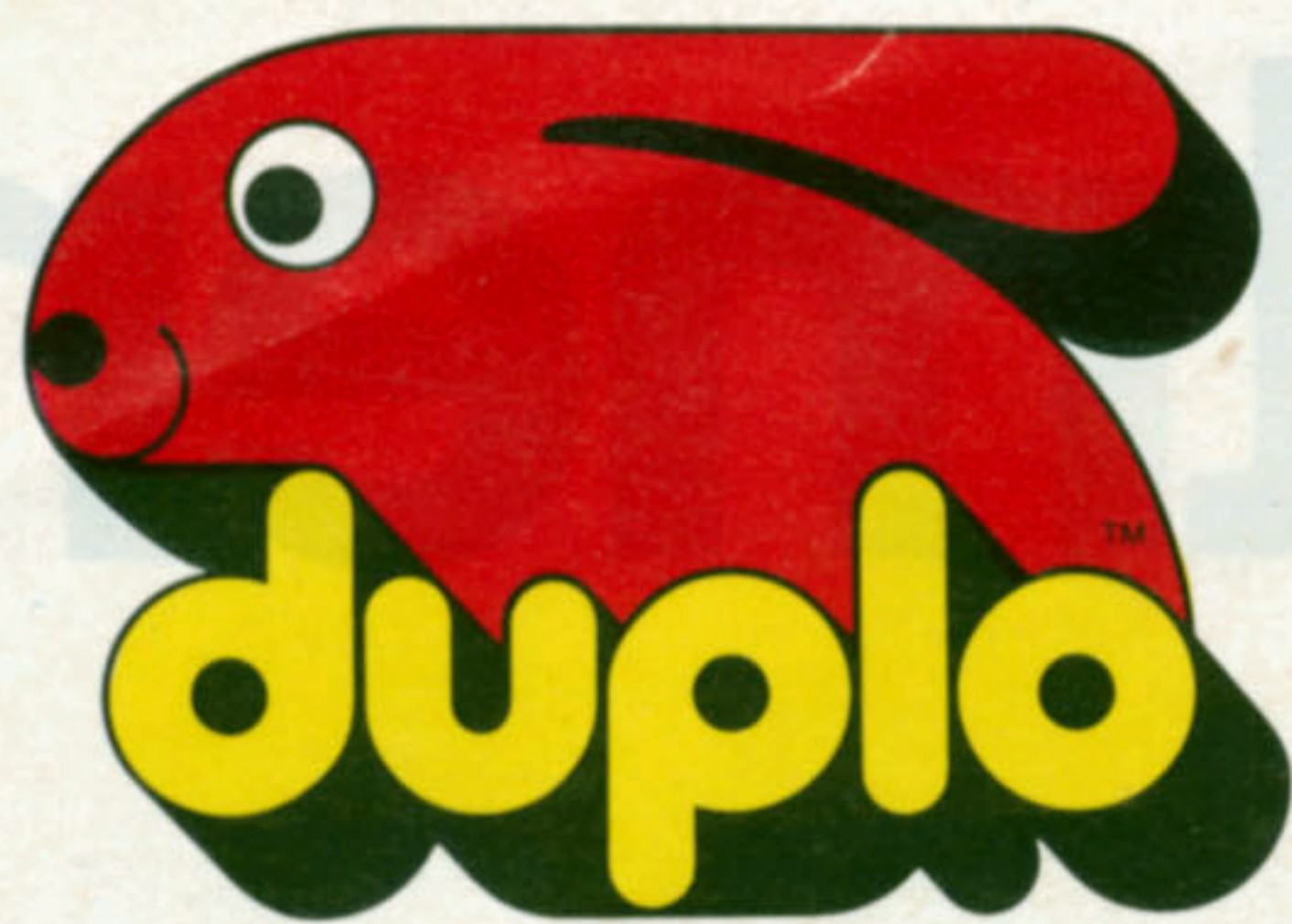




Assortment Guide





Ages 1-5

DUPLO™ Toys for children

A love for building is instinctive with pre-school children, and DUPLO Toys supply the perfect materials.

Each set contains big, colorful blocks with smooth, round corners, plus friendly people and pets made of durable plastic. All the pieces snap together and apart easily.

You'll want to be there when your little one first examines his or her new DUPLO Blocks, begins to explore, to line them up, to stack them. Then suddenly "click" - two blocks snap together, and your child is building. From here on, the possibilities are endless. Your child's imagination is in charge, stretching and growing every day.

The DUPLO Assortment is tailored to different age groups and interests. There are Pull-Toys for the youngest, then Basic Sets, and finally the "Playville" Theme Sets. Soon you'll discover why DUPLO Toys are the perfect tools for developing the skills and enjoying the fun of early childhood.



DUPLO Pull-Toys and Basic Sets

Now toddlers can build their own pull-toys - toys that roll, or rock like a seesaw. And surprise! They even rattle when you shake them. The DUPLO Basic Sets help children learn to use their hands - and their imaginations. There are big blocks for building, doors and windows that open and close and small friendly people and pets that fit inside.



*New 1980 items

DUPLO "Playville" Theme Sets

When your child is about 2 years old, he or she will be ready for a new kind of fun - DUPLO "Playville" Sets. Each set presents an exciting theme, and can also be used with the DUPLO Playbox.



"Playville" Playbox

Designed to be used with DUPLO "Playville" Sets. For example, combine it with the "Playville" Nursery School to build a schoolhouse! The Playbox can be stacked and divided in two, and when your child is finished playing, it can be used as a handy storage case.



2643*
Playbox

* New 1980 items



There are 7 DUPLO "Playville" Sets in all. Your child can pretend to be a farmer, a grocer, a teacher, or more. And the Playbox works with every set to increase the fun.



With LEGO® Building Sets, there's never ever "nothin' to do." Because your child can build a different toy every day. Today it's a plane. Tomorrow a windmill or a train... or something no one's ever seen before.

The possibilities are as endless as your child's imagination. And with LEGO Sets, that imagination is being challenged and channeled every time your child sits down to play.

Another thing about LEGO Sets - your child won't outgrow them. The LEGO System grows with your child. From Universal Building Sets to LEGOLAND® and finally Expert Builder - all kinds of fun for all ages of children.



2650*
Farm



2630*
Family Room



2645*
Nursery School



2640*
Grocery Store



2620*
Sports Car



2623*
Delivery Van



2627*
Pony Trailer

* New 1980 items



Ages 3-7

Universal Building Sets

Universal Building Sets have lots of bricks of different sizes, shapes and colors, plus a wide variety of special pieces - doors that open and close, windows with movable shutters, wheels and baseplates. The larger sets also contain roof bricks, clear bricks, trees, gates and even LEGO People. Each set offers great flexibility, challenge and fun. Fun that stretches the imagination and develops creativity.



Ages 7-12

New LEGO Universal Building Sets

As children grow older, they demand greater realism, greater challenges. Here to meet their demands are 3 new sets. These sets have an abundance of bricks, plus special pieces to expand any LEGO Collection - airplane props, deep-grooved

tires, antennas, claw shovels and more - all designed to build big, exciting, realistic models. You'll find detailed building instructions too... and the largest set comes with its own motor.

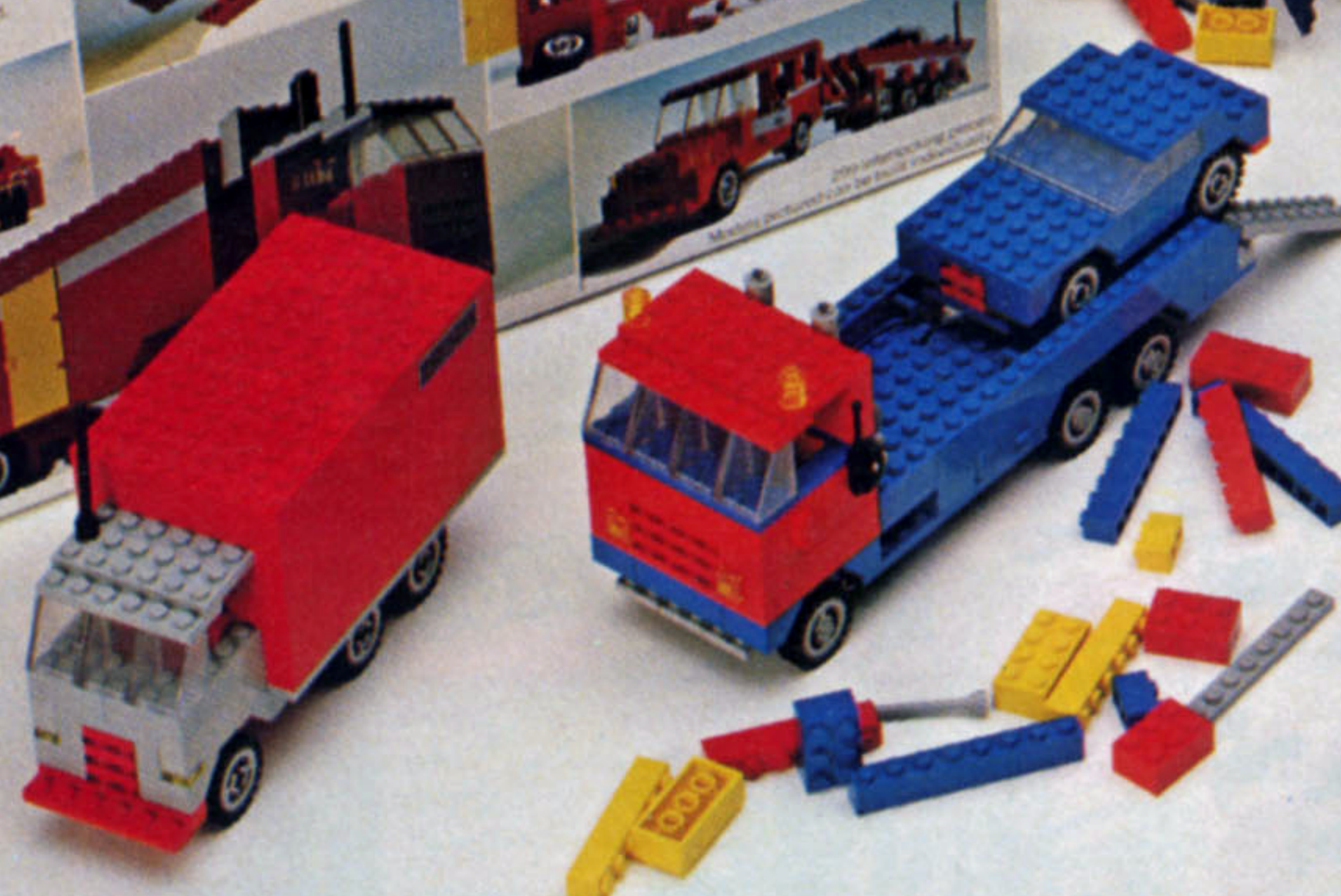
733*



744*



722*



Ages 6-12

LEGO Universal Motor

The LEGO Motor is designed to be used with other LEGO Sets to make things move - for added realism.

It can make cars go and propellers spin. It can make things start and stop, go forward or backward.

Sets come with motor, battery box, and an assortment of wheels and treads.



Ages 3-12

Available beginning April 1, 1980.

Enfield, CT. 06082.



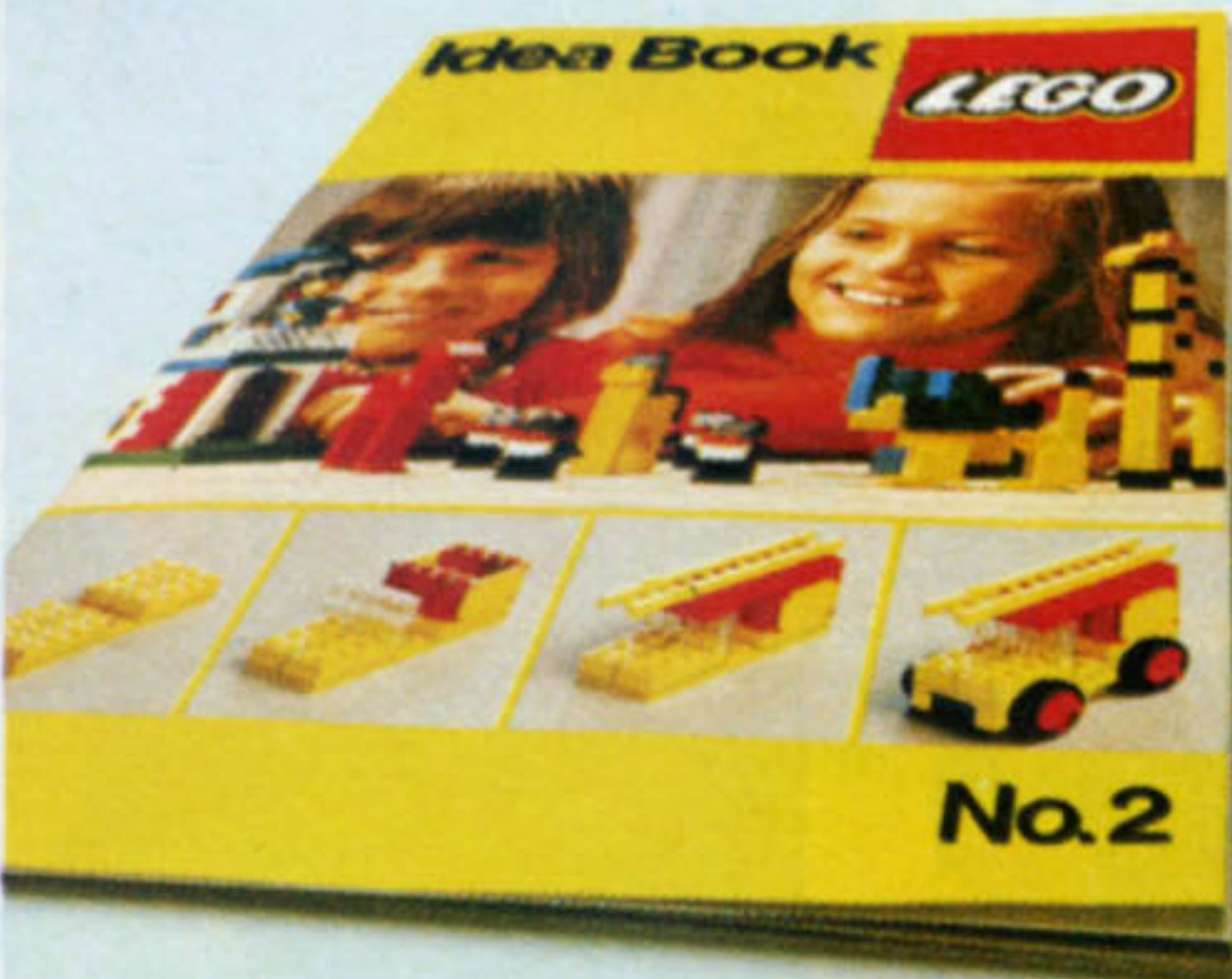
Do you need parts that you can't find in a Parts Pack? Do you want more pieces to add to your current Universal Building Set? Or have you lost a special element? For complete Spare Parts information write to: Susan Williams, Consumer Services, LEGO Systems, Inc. P.O. Box 2273, Enfield, CT 06082.

*** Ages 5 -12 ** Ages 6 -12**

All Ages

Services, LEGO Systems, Inc., P.O. Box 2273, Enfield,

LEGO Storage Cloth. Heavy denim with drawstring. Perfect surface for playing - draw the string and everything is neatly put away!

225
Idea Book

746
Baseplate -
Green/Yellow

'747
Baseplate -
Red/Blue



786
Storage Cloth



Fabuland™



Ages 3-7

FABULAND™

Here's a different kind of LEGO Toy for children who love to pretend. The building is fast and easy. Each set comes with building components that are easy to assemble, so children have lots of time for playing. And what playing! Sassy animal

3605*
Ricky Raccoon
and his Scooter



3634*
Charlie Crow's Carry-All



132
Cottage



3665*
Ice Cream Shoppe



134
Service Station



**Big
pieces, easy
to build!**



* New 1980 items

figures with their own names and personalities. Rooms big enough to play inside. Even a storybooklet with ideas for playing and building.



128
Taxi Station



137
Hospital

140
Town Hall



LEGOLAND®

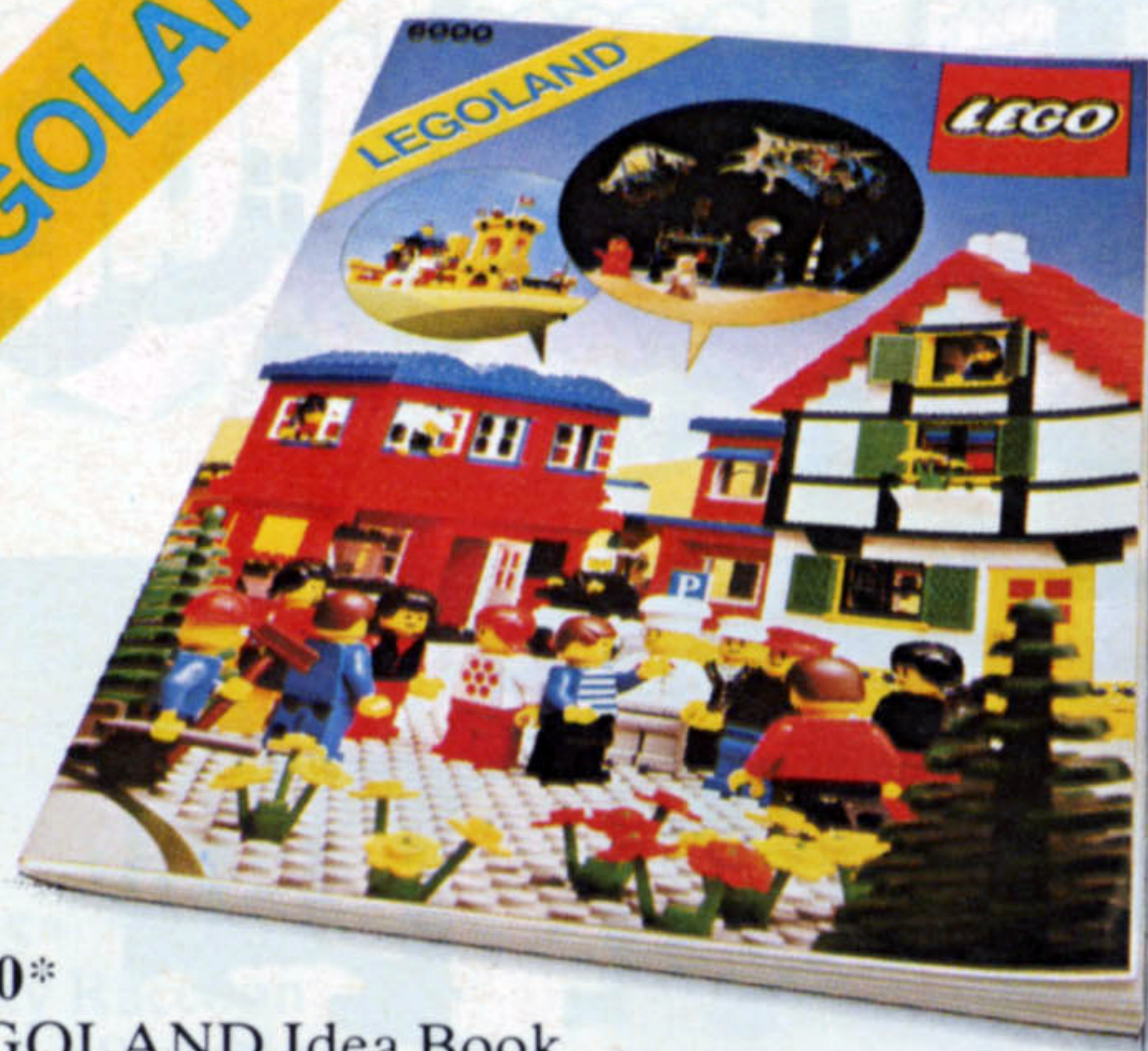
Ages 6-12

LEGOLAND® Town

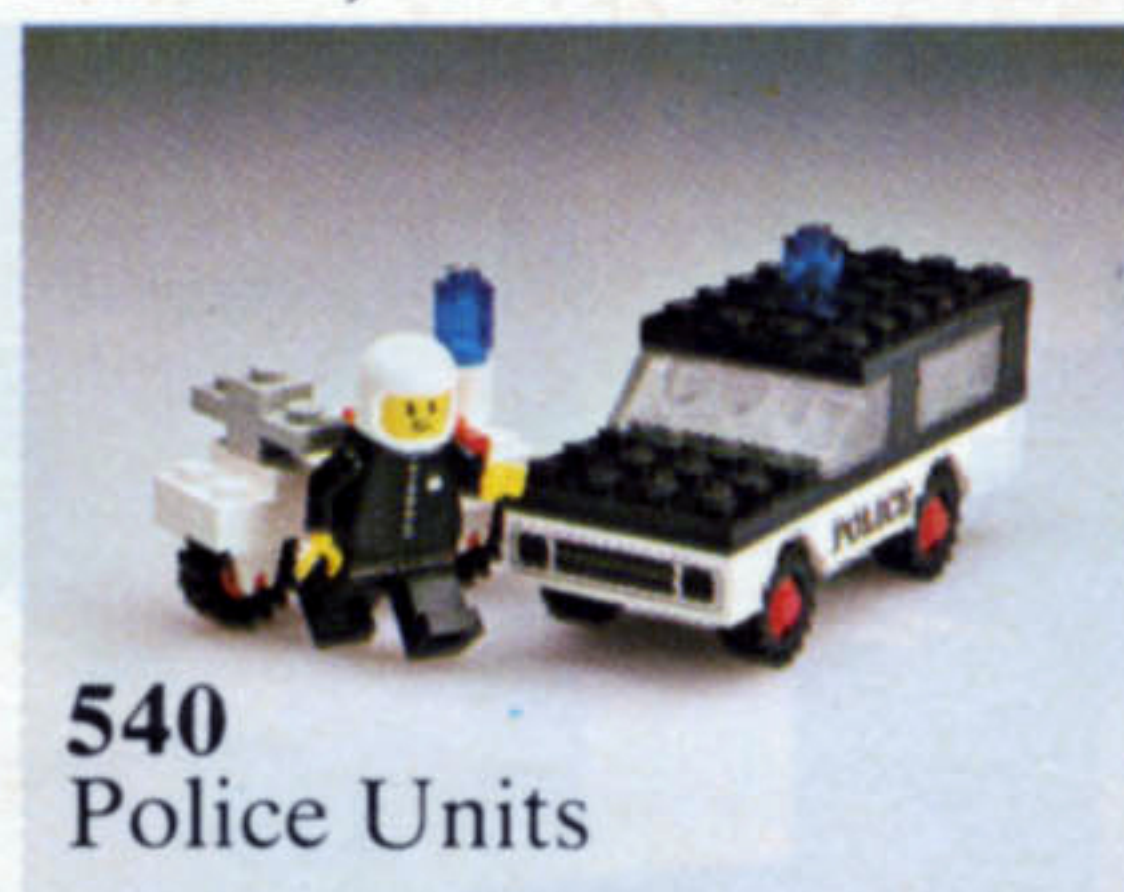
LEGOLAND Town Sets are the sets you can build and play with separately... or collect and connect to make an entire town. There are 15 sets in all, plus 4 kinds of roadplates to bring them all together.

The LEGOLAND Idea Book is full of exciting ideas for building and playing with LEGOLAND Sets.

If your store does not have this book write for more information to:
Susan Williams, Consumer Services, LEGO Systems, Inc., P.O. Box 2273,
Enfield, CT. 06082.



6000*
LEGOLAND Idea Book



540
Police Units



542
Street Crew



6648*
Dump Truck



554
Fuel Pumper



556
Emergency Van



558
Road Crane



6679*
Tow Truck



560
Town House



6690*
Snorkel Pumper



6363*
Auto Repair Shop



6390*
Main Street



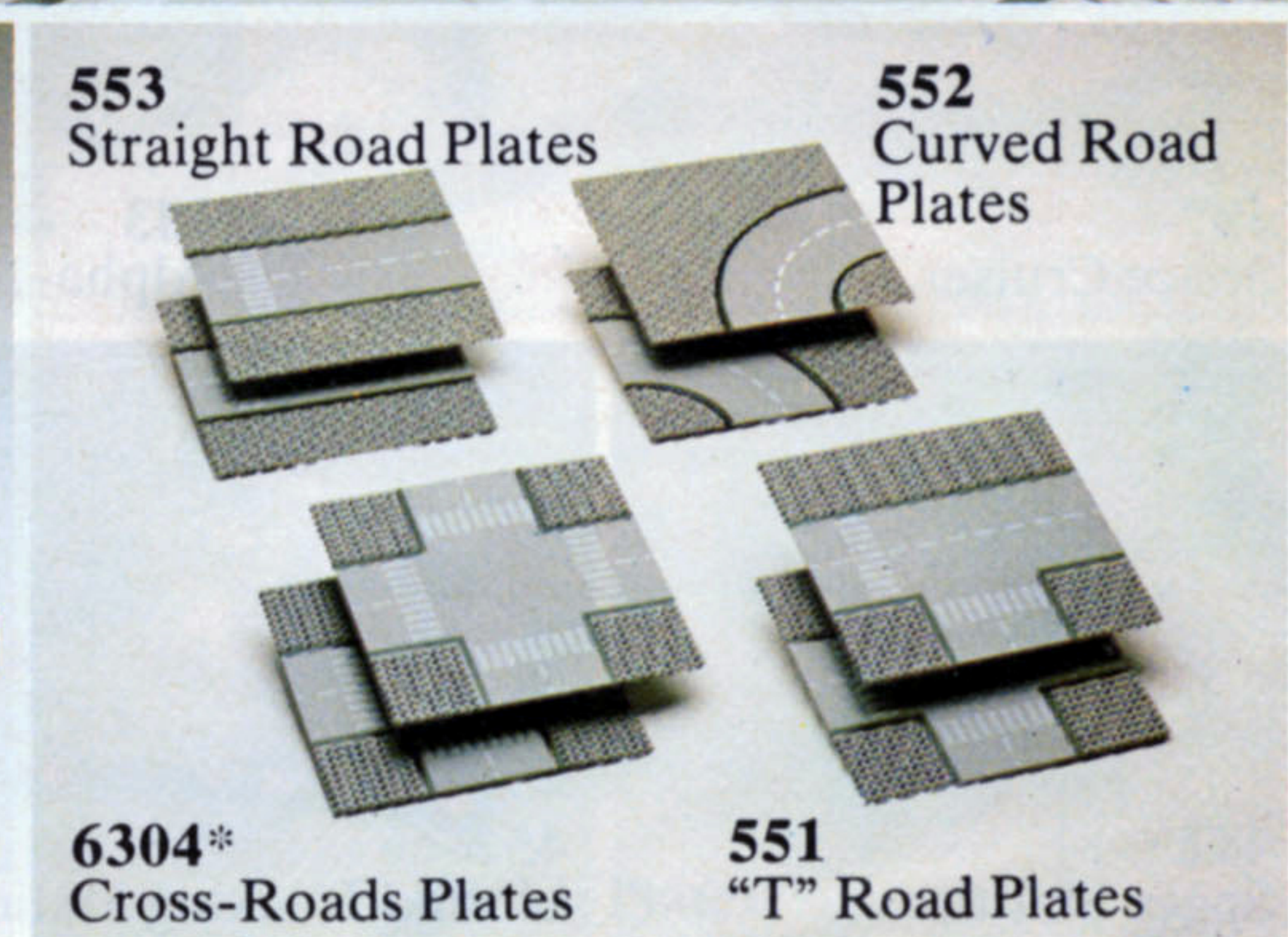
6375*
Gas Station



6364*
Paramedic Unit

* New 1980 items

EXXON is a registered trade mark of EXXON Corporation.



588
Police Headquarters

590
Engine Company No. 9

553
Straight Road Plates

552
Curved Road
Plates

6304*
Cross-Roads Plates

551
"T" Road Plates

* New 1980 items



Ages 6-12 LEGOLAND® Space

Like LEGOLAND Town, you can build and play with LEGOLAND Space Sets separately... or collect and connect 'em with crater and landing plates to make your own outer space adventures. Ten exciting sets in all - space ships, rockets, radar vehicles and more... each with its own space-equipped Mini-Figures™.



6970*
Beta-1 Command Base



497
Galaxy Explorer



487
Space Cruiser



483
Alpha-1 Rocket Base



442
Space Shuttle



452
Mobile Tracking Station



6861*
X-1 Patrol Craft



462
Rocket Launcher

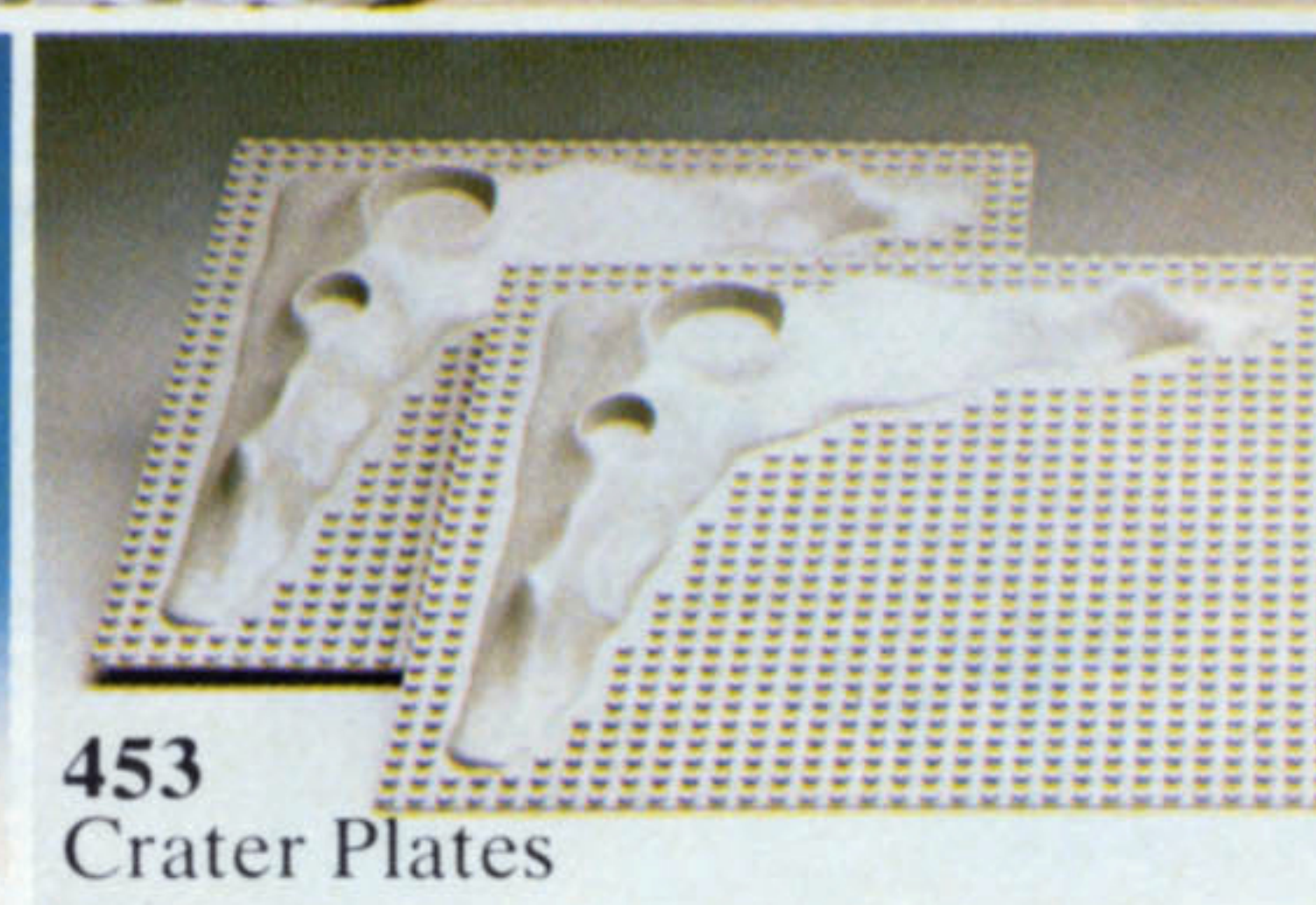
LEGO Expert Builder Series

Idea Book for LEGO Expert Builder Series
Full of exciting ideas for new and experienced LEGO Builders, builders who want to build something new and exciting. These models will move, steer, lift or shift, just like their real-life counterparts. You build them from scratch - with gears, pistons and servos. You build them with LEGO bricks. Each set comes with detailed building instructions. You've got to build the model to believe it.

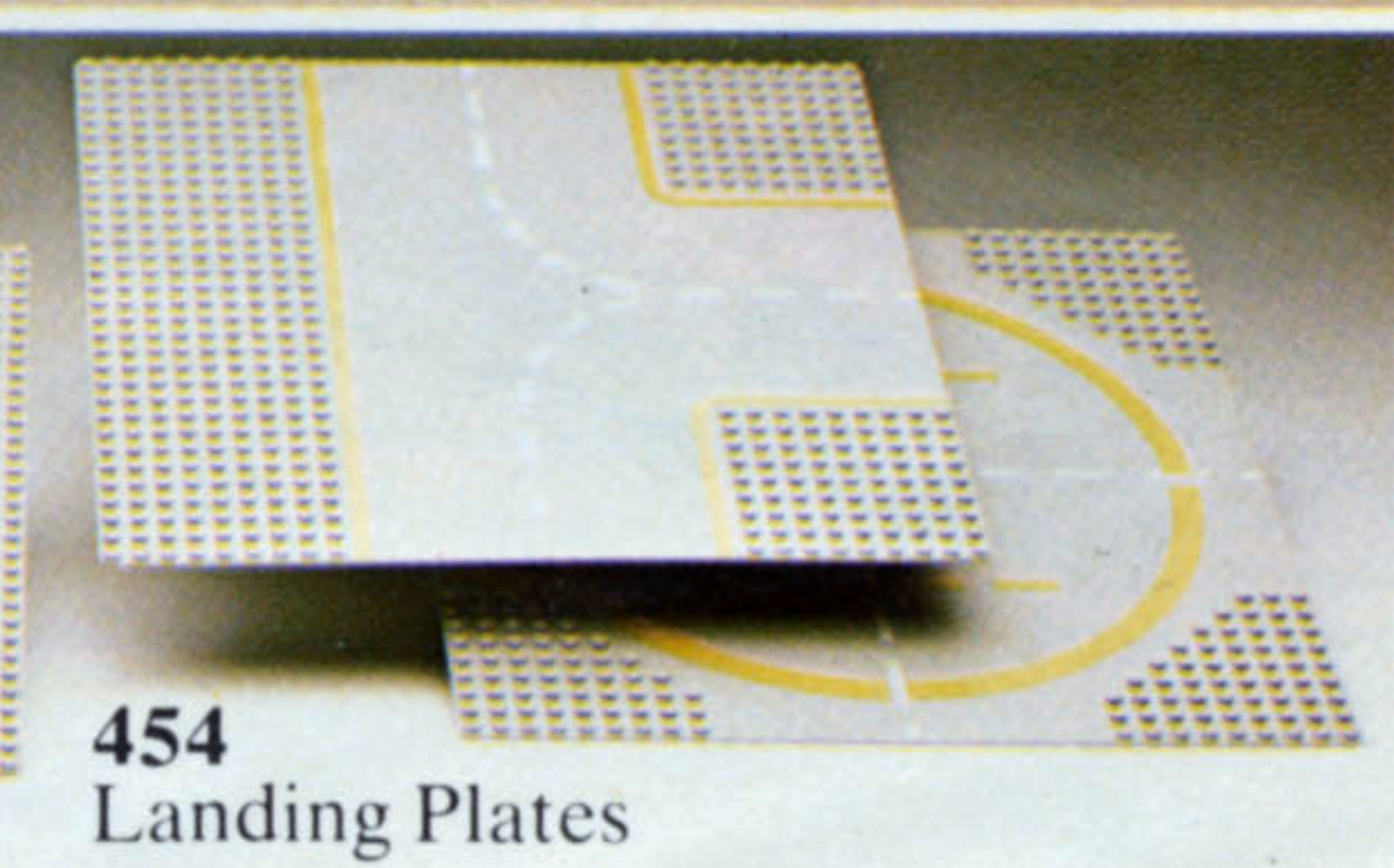
The LEGO Expert Builder Series is a new line of LEGO sets for experienced LEGO Builders, builders who want to build something new and exciting. These models will move, steer, lift or shift, just like their real-life counterparts. You build them from scratch - with gears, pistons and servos. You build them with LEGO bricks. Each set comes with detailed building instructions. You've got to build the model to believe it.



6901*
Mobile Lab



453
Crater Plates



454
Landing Plates

* New 1980 items

Ages 9-14

LEGO Expert Builder Series

These sets are designed for experienced LEGO Builders, builders who want precision action and detail. These models will move, steer, lift or shift, just like their real-life counterparts. And you build them from scratch - with gears, pistons and universal joints that really work. Each set comes with detailed building instructions that can be used for building several different models.

You've got to build them to believe them!

956
Auto Chassis



955
Mobile Crane

8857*
Motorcycle



952
Tractor



951
Bulldozer



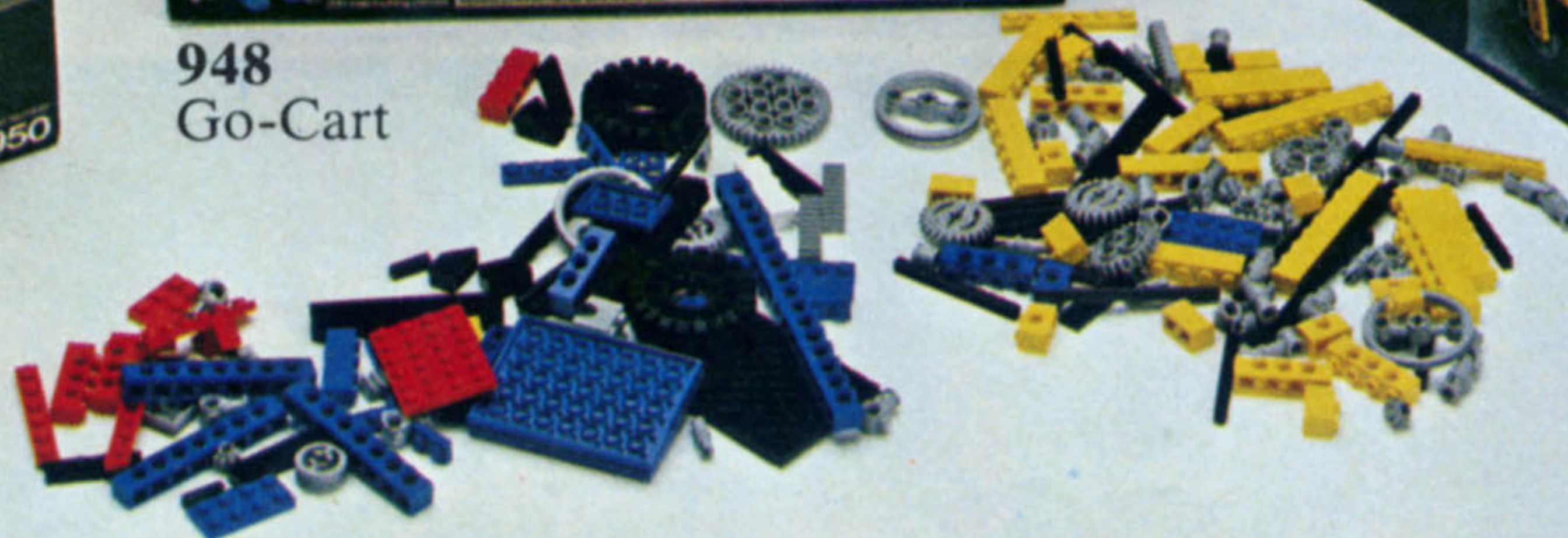
950
Fork Lift



948
Go-Cart



8858*
Auto Engines



Idea Book for LEGO® Expert Builder Sets.

Full of exciting ideas for new and intricate models. If your store does not have it write to: Susan Williams, Consumer Services
LEGO Systems, Inc., P.O. Box 2273, Enfield,
CT. 06082.



8888*

Expert Builder Idea Book



960 Power Pack. These models become even more exciting when motorized for movement with this 4.5 volt motor. This motor is smaller than the regular LEGO Motor so it fits neatly into your constructed models. The technical information leaflet supplied with this supplementary set explains how the motor operates and how you connect it.

961 Parts Pack. This supplementary set contains many precision components including connector pegs, piston heads, gear wheels, a crown wheel, special girder beams, a universal joint, and lots more. Helps to expand your collection!



960
Power Pack

961
Parts Pack

* New 1980 items

Ages 5-10

LEGO Homemaker Sets

Furnish her imagination with LEGO Homemaker Sets. 4 different rooms you can build and play house with. And what detail! There are drawers that pull out, cupboards that open, a realistic blender and canisters... plus 3 generations of family. And of course, they work with all other LEGO Sets.



268
Family Room



261
Bathroom



269
Kitchen



5233*
Bedroom



Ages 6-12

LEGO Boats

With these sets you can build boats that float, and sail them in your pool or bathtub. The LEGO Fire Fighter Boat has a special radar piece and 8 realistic looking water cannons. The Police Boat has the look of speed - with a Mini-Figure™ Police Captain to control the action.



709
Police Boat

775
Fire Fighter

* New 1980 items

Dear Parents and Children

The word LEGO® is a brand name, and is very special to all of us in the LEGO Group Companies. We would sincerely like your help in keeping it special. Please always refer to our bricks as "LEGO Bricks or Toys" and not "LEGOS." By doing so, you will be helping to protect and preserve a brand of which we are very proud, and that stands for quality the world over. Thank you!



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Susan Williams
Consumer Services