LEGO is more than an amusing toy and hobby, it is also an enthrallingly interesting and instructive game. LEGO appeals to the imagination and to the creative urge. That is why both children and adults are equally enthusiastic about LEGO, and that is why “children” of all ages can spend hour after happy hour playing with the LEGO System. — Every LEGO box is a complete and independant toy, and all components are an integral part of the LEGO System. A LEGO collection may best be started with a basic set which is available in various sizes, and may be enlarged with the popular, small supplementary boxes which make it easy to add to your collection. — LEGO is the system with the greatest number of possible combinations, yet with the fewest individual parts. With LEGO there are no limits to the imagination - or to the number of different things to make. Try it and see! — LEGO wishes you all the fun in the world.
Windmills and Cranes
A whole LEGO-town
LEGO by sea...

LEGO System
From the animal world
LEGO used as mosaic
Even the past can be recreated in LEGO
Plan your dream house in LEGO
Church
built from imagination.
LEGO as a hobby

The American Embassy in Copenhagen built from a photo.

Kindergarten built from a drawing.
When playing with LEGO becomes a hobby, it is interesting and exciting to create bigger models from the imagination – or from photos and drawings of existing buildings. –

The SAS Building in Copenhagen built from a drawing.

De Bijenkorf, Holland, built from a drawing.
The LEGO idea-book No. 1 has been made especially to inspire LEGO builders.
The models shown cover a wide field and include both large and small models. Here there is inspiration to be found for all ages.
As a guide some individual models have been shown in progressive stages of construction.