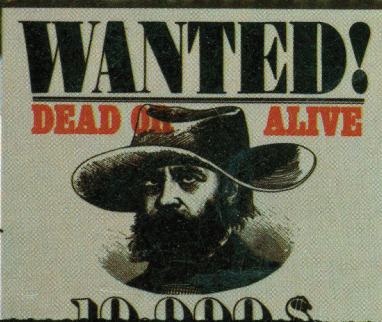
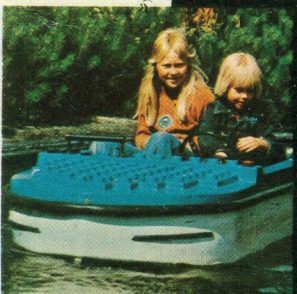
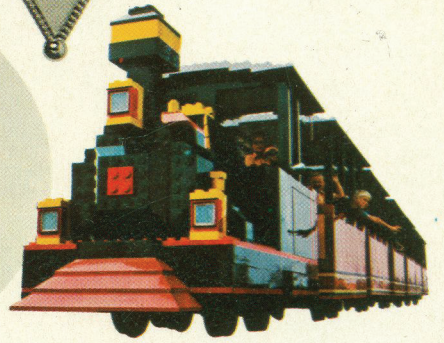


The happy guide.


Legoland[®]
Danmark



*Train Robber, Yard Shark, Gundersen, Horse Thief,
and known to kick Little Old Ladies in the knee!*
THIS MAN WILL BE ARMED AND EXTREMELY DANGEROUS!



LEGOLAND®

A fantastic wonderland without limits.

If you bring your imagination to LEGOLAND there are no limits to what you can see.

You can go on safari in Africa among wild animals.

You can visit a real Wild West town with cowboys and Indians, where you can ride on ponies and bake twist bread. You can go to the puppet theatre and get a pain in the stomach from laughing at the antics of "Kasper Kæk" and the "Pølsemanden", and you can go into the Doll's Museum, one of the finest in the world and see fine old dolls and doll's houses without equal. You can go by LEGO-train round the whole of LEGOLAND and fly in LEGOCOPTERs so that you see everything from above. You can walk round Miniland and look at all the beautiful scenes of small houses, historical buildings and elegant palaces, all of it built from millions of LEGO® bricks.

When you are hungry or thirsty you are welcome in the LEGOLAND Restaurant, Cafeteria or in the Wild West saloon.

You can see the four American presidents, who have been built from no less than 1.5 million LEGO bricks on the top of LEGOLAND's Mount Rushmore.

You can be an Indian, sheriff or gold prospector for a day. Yes, and much more. There are no limits. So it is no wonder that thousands of families return to LEGOLAND every year. Approx. 800.000 happy Danes and foreigners visit this fantastic wonderland yearly. Because in LEGOLAND you are happy, no matter how old you are. Have a good time. It will be a day you will never forget.

The kind fishermen await you on the quay

You will see it immediately when you come to the attractive Danish dune town with the small fisherman's cottages and the lighthouse. And you can hear the small fishingboats chugging along outside the white dunes.



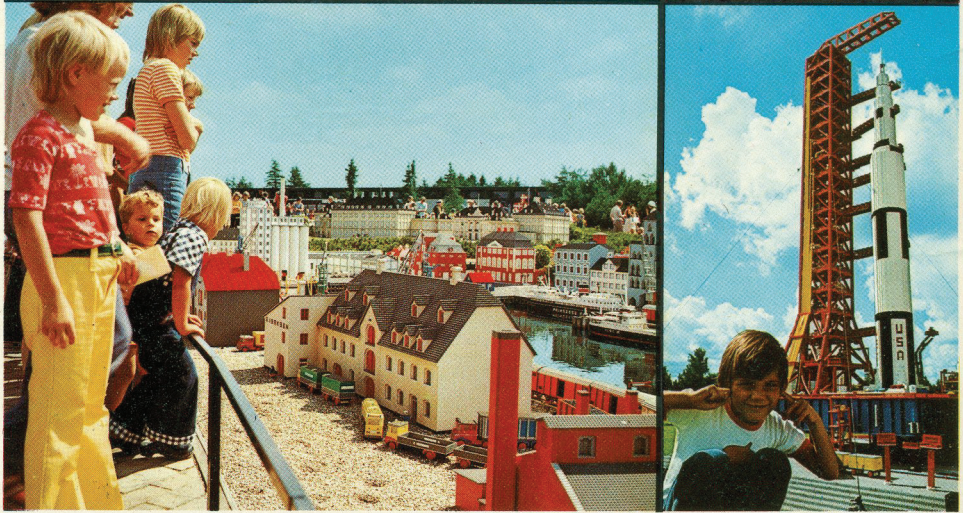
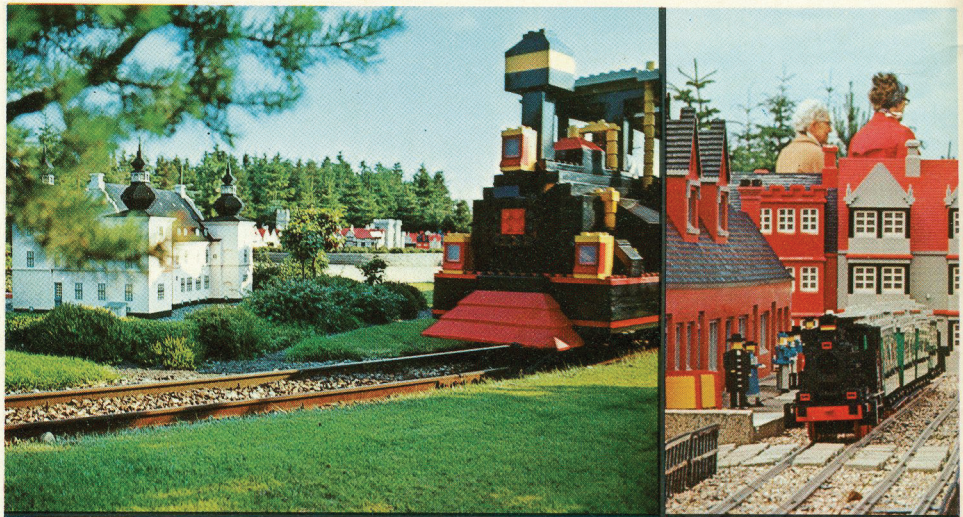
Here you see a picturesque corner of Amsterdam on its small canals.



Miniland.
The world at your feet.

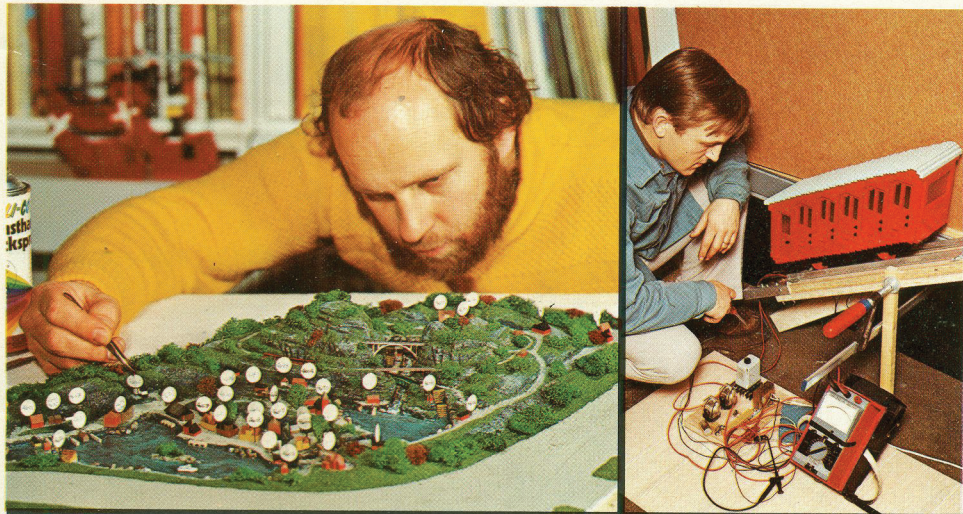
One of the first things you will find in LEGOLAND is a wonderful miniature land with houses, towns, scenes and impressive buildings from many countries. Suddenly you will discover a palace, which you know. And over there is a church. Next you find the medieval German town of Celle and a rocket base which is a faithful copy of Cape Canaveral. And hey, over there is a huge airport and a harbour with passenger ships and busy cargo steamers alongside the quay. See how the small boats sail round the harbour, while people are hard at work in the shipyard, the goods-train and the coal yard. Of course they live in the small houses along the narrow harbour passages. In Miniland small boats sail the canals and LEGO-trains run among all the other things, which you have yet to discover.

Everything has been built from ordinary LEGO bricks, like those you buy in the toyshops. So you will get lots of good ideas for things to built from your own LEGO when you get home.





Amalienborg Palace has been built from 900.000 LEGO bricks. An exact copy of the one in Copenhagen, but a bit smaller.



A lot of work goes in to making models for Miniland.

Do you want to hear how it is done? One day, one of the clever LEGOLAND designer's gets a new idea for a Miniland display. Let us say it is for typically Swedish scenery with houses, farms, locks etc. What does he do? He goes to Sweden and finds a typical scene and photographs it from many angles. After that he measures the houses. Then he goes home and makes a scale model of the whole area using clay and plaster and wood.

When this is done the building of the models can begin from the photos and measurements. They are scaled down exactly but even so they use a very large number of LEGO bricks. When a house is finished, another model builder copies it exactly, only this time each brick is smeared with a special glue to make the model wind and weather-resistant. The Miniland models are not packed up and stored away in winter, so they have to stand up to snow and wind and rain.

Many of the models are provided with advanced electronic techniques which makes the ships and the trains run.





You can drive a stage-coach.

The Wild West in the middle of the moors of Jutland.

LEGOREDO, here you live just as in the Wild West. LEGOREDO is a real Wild West town with a real sheriff, who takes care that raiding bandits do not molest the cowboys, Indians, old ladies and happy children of the town.

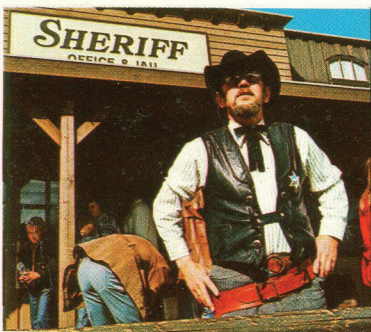
There are ponies to ride, and a nice cowboy to help you into the saddle.

There is a gold-mine, where you can wash "gold" out of sand and afterwards you can strike your own gold coin.

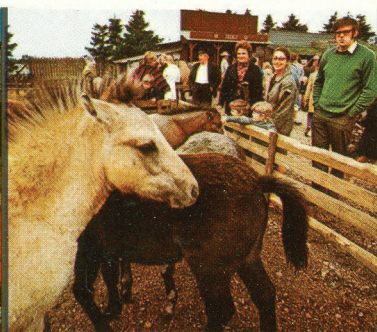
There is a hotel, a saloon and for safety's sake a prison. In the shop you can buy things in leather, T-shirts, exciting spices

and many other things. And you can have your own name printed on a fine poster in the printing works of LEGOREDO. There is a station where you can wait for the stage-coach and with "Legende Ørn" in the Indian camp you can buy Indian feathers and bake your own twist bread together with all the other Indians.

The grown-ups can probably not resist entering the saloon and trying the celebrated LEGOLAND speciality SPARE RIBS and Dolly Doolittle's apple-pie.



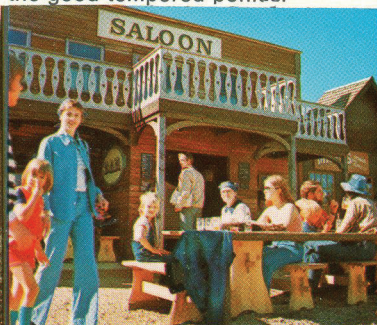
The Sheriff takes care of people in LEGOREDO.



You can ride on the good-tempered ponies.



This is how you pan for gold.



A portion spare ribs is just the thing.



Ice creams are the only sweets you can buy in LEGOLAND.



Here the head of the fourth president is put in its place with a 20 metre high crane.

Four great American presidents in LEGOLAND.

Fourteen metres high over the Wild West town, four of the greatest presidents in the USA look out over the whole of LEGOLAND.

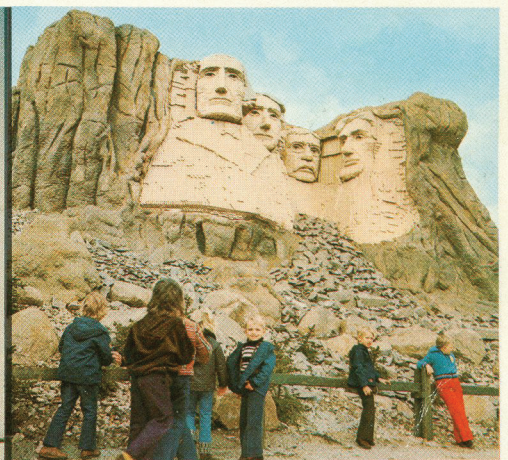
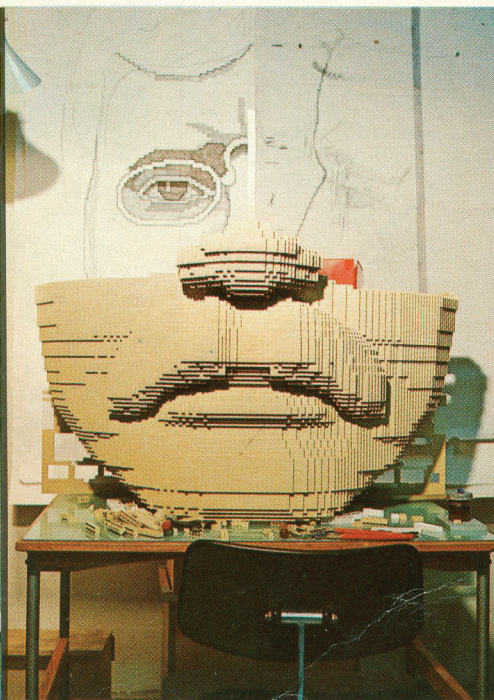
They are portraits of George Washington, Thomas Jefferson, Theodore Roosevelt and Abraham Lincoln. This gigantic work has been built from no less than 1.5 million LEGO bricks by

the LEGO designer Bjørn Richter, who was inspired by the famous Mount Rushmore monument in South Dakota, where the four presidents look out over the USA from a mountain side.

By the way, it was a sculptor of Danish descent who carved the original fantastic work. His name was Gutzon Borglum.

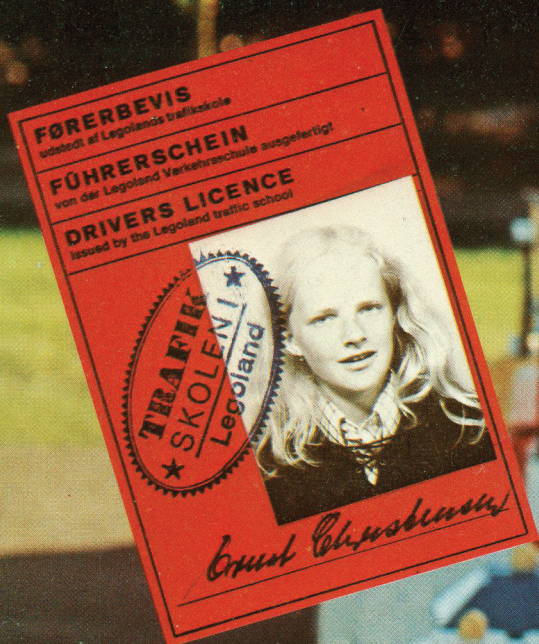


The designer working on scaffolding in the studio.



The presidents have been placed, ready to be admired by thousands of happy people.

The presidents are built in front of a sketch.



**It takes only 20 minutes to get a driver's licence
in LEGOLAND**

All children between 8 and 14 years can learn to drive a car in the traffic school of LEGOLAND, which teaches in an enjoyable way how to get on correctly in traffic. You sit in one of the small electric cars with accelerator and brake and meet all sorts of traffic situations, just like those you meet in the real traffic.

You also learn the rules of the road. We have one-way traffic, stop signs, level crossings, pedestrian crossings, etc. Our

helpful traffic instructor follows you from his tower, and is all the time in touch with you via the special radio system, so he can quickly advise and instruct you.

When you have passed - and you will do it after 20 minutes - you will get a fine "driver's licence" with space for a photo. In the self-service photo-shop of the traffic school you can buy a photo for a few Danish kroner. And you can have it put in your licence and stamped at the traffic school ticket office.



Go on Safari and see the wild animals of Africa.



The caterpillar gives a tickle in the stomach.



You can sail through the Tyrol in Miniboat.



You get a fine view from up in a LEGOcopter.

Great-grandmother and great-grandfather played this way, when they were children.

In LEGOLAND you can see one of the finest doll's collections in the world. There are approx. 400 dolls and 40 doll's houses from the period 1580 to approx. 1900. It is a collection which tells many interesting things about how people lived in the old days.

Most of the dolls were made as toys of course. But some especially fine ones were miniature travelling mannequins. It was practical for the tailor when he wanted to show a fine lady a new creation. He could just make it in miniature and send it to her. Most of the dolls and doll's houses were collected by the great doll's collector Mrs. Estrid Faurholt. In 1966 LEGOLAND took over Mrs. Faurholt's collection and we have since added to it.



The Minicars are for the younger children. Here traffic regulations do not apply.

**We are the musical friends of
LEGOLAND.**

The LEGOLAND Guard has 50 boys. Besides weekend concerts in LEGOLAND we have played in many different countries. For instance Austria, Switzerland, Holland, Italy, England, Norway and many places in Germany. So we are well-known outside the borders of LEGOLAND too.



Many celebrities have enjoyed themselves immensely in LEGOLAND.



Just like being at home.

Here you can see the Royal Family visiting Amalienborg. However, it is somewhat smaller than their own Amalienborg in Copenhagen. But otherwise identical.



The prime minister a wanted man.

Did you know that the prime minister Anker Jørgensen once appeared on a "Wanted" poster? It was in LEGOLAND one summers day, when he was here with his family. They had a marvellous time. Here you can see him with the poster, which he himself had printed.



"Siddende Ørn" with his children.

Here you have "Flyttemand Olsen" himself, otherwise known as Poul Reichhardt, dressed up as an Indian. It was a day when he visited LEGOLAND with his children. They baked twist bread, drove the Minicars, rode on ponies and all the other things you can do in LEGOLAND.



The funniest Dane in the world.

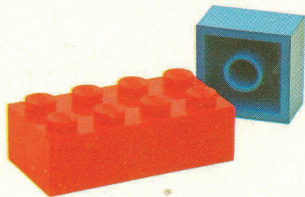
No one forgets the lovely summer day when the Danish-American entertainer Victor Borge amused 125 handicapped children and several thousand grown-ups with jokes and musical clowning. The place was the open-air stage in LEGOLAND. The occasion the opening of Lykke Lotto.



In 1967 LEGOLAND looked like this.

If you have over 100.000 square metres of empty moorland, what do you with it? Well, if you are Godtfred Kirk Christiansen, head of the family which owns LEGO, and if that empty moorland is adjacent to the LEGO factory, you start to dream dreams. G. K. C., as he is usually called, dreamed of a wonderland where both children and adults could enjoy themselves. It would be called LEGOLAND and there would be houses, cars,

trains, ships and planes all built from those same LEGO bricks which were already the favourite toy in 50 million homes throughout Europe. Here visitors would discover the fantastic possibilities of those familiar little bricks. And G. K. C. is a man with a knack for making dreams come true. Before long the surveyors and the bulldozers were at work.



The story behind a brick.

Once there was a man named Ole Kirk Christiansen. He lived on the moor of Jutland in a small village named Billund. He was carpenter without a job. But he had an idea, a carpenter's bench, a big imagination and a matter very close to his heart.

He would make good toys which would appeal to children's natival creativity and which would stand up to rough handling.

The result was toys of wood. Yo-yo's, elephants on wheels and much more.

He called his toys LEGO. In Latin this means "I am reading" or "I am joining together".

However, Ole Kirk Christiansen did not know anything about that. He had created the name by putting the words "Leg godt" (play well) together.

Ole Kirk Christiansen was doing well. The LEGO factory grew, and it would grow still larger.

And the basis of this was plastic.

Ole Kirk's son Godtfred, who from the age of 14 years had started working in his father's workshop, hit on the idea the LEGO brick. The idea came from a conversation with a toy dealer, who was searching for a new product of imagination, system and continuity.

The result was the LEGO brick, as we know it today.

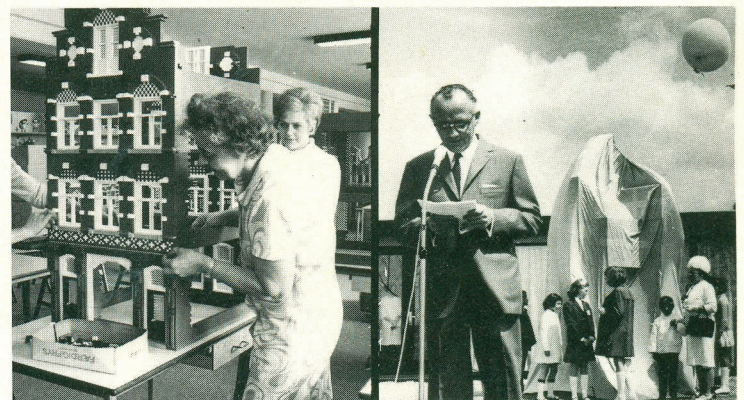
The brick met all the children's demands for creative play.

The LEGO brick was very good because children want to know everything and to understand how things have been made and how they work.

That, in a nutshell, is the story behind the LEGO brick.



The model for LEGOLAND is ready. Here the leader of the LEGOLAND design team Arnold Boutrup goes through the details with GKC, while architect Aage Bundgaard looks on.



The small Miniland houses are ready to be admired by millions of happy people. Here the chief designer Dagny Holm applies the finishing touches.

The great day comes. The day where GKC declared the borders of the best land in Denmark open to the world. This was marked by unveiling the 3,60 metre high sculpture "More Flags" built in LEGO bricks by the sculptor and painter Sven Dalsgaard. Is was on the 7th June 1968.



Children think the puppets are alive.

Both children and grown-ups enjoy themselves hugely when Karius and Baktus and the other funny children's shows fly over the stage in the puppet theatre of LEGOLAND. Behind the stage are actors with experience in the real theatre. The skilful puppeteers are busy putting life in the dolls, while the

small spectators in front cannot refrain from calling out when "Kasper Kæk" gets a blow on the head of the "Pølsemanden". The LEGOLAND theatre has 100 seats, so there is a good chance of getting in.



In LEGOLAND you can enjoy yourself and at the same time learn something.

Every year we make a new exhibition, which can teach both children and grown-ups a lot. And that too is the idea behind LEGO.

We have had an exhibition named "Tandland", where Karius and Baktus showed the children why it is so important to take care of ones teeth. An-

other year there was an exhibition about traffic safety. Then a very interesting one about Africa, named The Face of Africa. In 1947 we celebrated the 350th anniversary of the Post- and Telegraph service. And then a very exciting exhibition about Greenland named "Greenland yesterday, today and tomorrow".



Want to build something of your own?

We quite understand if you take a fancy to build a model of your own when you see all the exciting things in Miniland and other places. Therefore we have play tables with lots of LEGO bricks. You can build all the things you want. And as long as you want.



The lowest garden in Denmark.

People often ask, how it is possible to keep the planting in LEGOLAND miniaturised and still keep it beautiful, fresh and green. "It is quite simple, though it is a lot of work", says the gardener Svend Aage Andersen, who was involved in establishing the garden from the beginning.

"The great thing is to find the right dwarf species that can thrive without growing big. But we have also planted common mountain pines and Danish deciduous trees, which we keep small by a strong pruning every winter. However, they must be replaced from time to time in order to keep the scale. The idea of the miniature garden is to keep it in proportion to the small houses. Among other things we use many Japanese dwarf species. For instance Japanese maple, which can easily survive on the moor. You are only obliged to select one of the rather more robust sorts. You must also pay regard to colour. The Minihouses are colourful in themselves so we try to keep the planting quite green, apart from the flowers, the colours of which are chosen with care. Every year we plant approx. 4.500 pansies and when they have finished about the middle of June we plant the same number of geraniums. Besides that we have Tagetes and Petunia, so there are some colours among the green trees.

Even though the plants last many years we plant approx. 25.000 new small trees every year because the oldest ones grow too bigger, damaged by visitors or just die even though the moor is a good fertile soil.

Apart from the fact that the planting is kept small, the LEGOLAND garden is not really different from an ordinary Danish garden. Everything is clean and trim. No paper lies about. And the birds are singing, so it is a delight. You can often see that they have built a nest in the small houses".



LEGOLAND offers a good choice of places to eat.

The LEGOLAND Restaurant serves Danish specialities. Here you can enjoy excellent food in style.

Alternatively there is the LEGOLAND Cafeteria*) serving today's special dishes and various hot and cold courses.

A third possibility is the Wild West saloon in LEGOREDO, which serves specialities like Spare Ribs and Dolly Doolittle's apple-pie, which can be washed down with coffee, good American whisky, draught beer or bitters. In addition there are sausage stalls and ice cream kiosks. They are especially favoured by the children, who find it quite impossible to sit still when there are so many things to see. So why not indulge them just for once.

*) The LEGOLAND Cafeteria can cater for 300 people. So if you want to invite your family and friends for a good lunch we can easily accommodate quite big parties.



There is lot of entertainment on the open-air in LEGOLAND.



The exciting shop in LEGORED0 has anything from leather goods to spices.



Even the letter-box for your postcards has been built from LEGO bricks.

LEGOLAND visitors' service.

The LEGOLAND Information Bureau welcomes you. There are many ways in which we will be happy to help you. We are at your disposal, so that you and your family can have a happy and relaxed day in LEGOLAND.

If you want to spend the night at a hotel we will reserve a room or show you the way to the nearest camping site. We can lend you push chairs for the little ones and wheel chairs for the handicapped free of charge. And you can run everywhere. In LEGOLAND there are neither thresholds nor stairs. If somebody should become ill we always have a

fully qualified man on duty at the Falck station near the traffic school.

We can direct you to the nearest telephone, drying room, resting place and picnic places where you can enjoy your lunch basket in peace. We take care of lost property and lost children.

We exchange currency and if you need postcards and stamps we show you the way to the shop next door. In the shop they also sell films, souvenirs, the whole LEGO assortment and much more. If you do not have a camera you can borrow one. So you have every reason to relax and enjoy a lovely day in LEGOLAND.

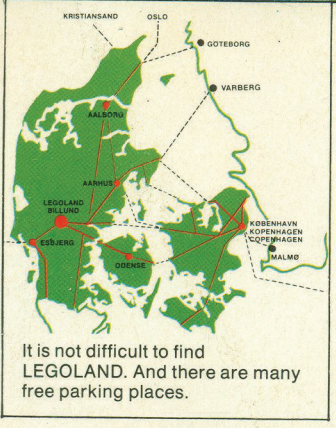
In winter LEGOLAND does not stand idle.

All through the winter we are hard at work both in and out of doors. Outside we are busy pruning trees, digging, building and preparing the new pleasures for next season. Indoors we are busy designing and building exciting new things which can be seen next year in LEGOLAND, where we look forward to seeing you again.





- 1 Uncle LEGOLAND welcomes you.
- 2 Information and exchange.
- 3 First class restaurant with international kitchen.
- 4 Often there are outdoor entertainment by well-known artists and the LEGOLAND guards play every weekend.
- 5 Here you can relax and enjoy your packed lunches.
- 6 A nice cafeteria with quick lunches - and plenty of room.
- 7 Variable educational exhibitions for the whole family.
- 8 The LEGO boats sail on the canal among exciting scenery from the whole world.
- 9 From the LEGOKOPTER you can see the whole LEGOLAND from above.
- 10 Here you have the LEGO train on its ride round in LEGOLAND.
- 11 Take a ride on the switch-back: Timber Ride.
- 12 In the Goldmine you will find the gold for the fine coins.
- 13 Give the whole family an exciting experience in the mine train.
- 14 A real Western Saloon.
- 15 In "Playing Eagle's" camp you can bake twisted loaves over the fire.
- 16 The stagecoach rides the whole family round in LEGOREDO.
- 17 Grill your own steaks over glowing charcoals in LEGOREDO-grill.
- 18 The sheriff-office with real prison cells.
- 19 Buy a funny souvenir in General Store.
- 20 Take a ride. There are many ponies in LEGOREDO.
- 21 See the leather workshop in action.
- 22 In the old time photo studio you can be photographed in real old costumes.
- 23 The minicars are for the younger children.
- 24 Play tables with plenty of LEGO bricks.
- 25 Cosy snack bar - when it is time for a refreshment.
- 26 The "Caterpillar" is a wonderful merry-go-round.
- 27 Famous Danish castles and manor-houses.
- 28 The Traffic School is for children between the ages of 8 and 14.
- 29 Rhine scenery with old castles and sailing river steamers.
- 30 The Norwegian settlement with the stave church.
- 31 Amalienborg - the Queen's castle - built from 900.000 LEGO bricks.
- 32 A beautiful section from Amsterdam with canals.
- 33 Typical Swedish scenery where the ships sail through the locks in the Dalsland canal.
- 34 The LEGO Safari.
- 35 The big collection of antique dolls.
- 36 The puppet theatre in LEGOLAND has performances every hour.
- 37 The LEGO shop with films, postcards and LEGO bricks.
- 38 Just outside LEGOLAND you will find a big parking place free of charge.



LEGOLAND is open from 10 a.m. to 8 p.m.
Season: 1st May until the middle of September


Legoland Billund

DK-7190 Billund - phone 05-331333

The names LEGO, LEGOLAND and LEGOREDO are registered trade marks.

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