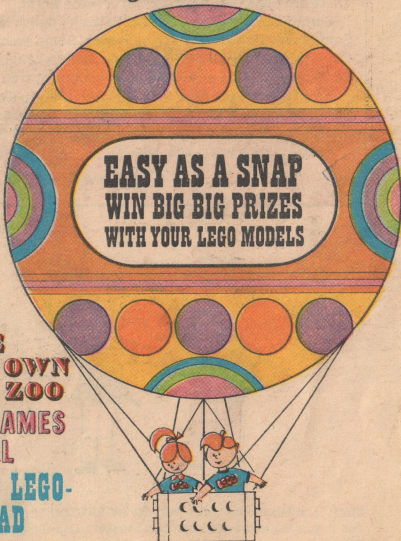


ENAP

The Fun Book For Lego Club Members



**MAKE
YOUR OWN
LEGO ZOO
LEGO GAMES
FOR ALL
HOW TO LEGO-
RACE DAD**

JANE AND JOHNNY LEGO SAY:

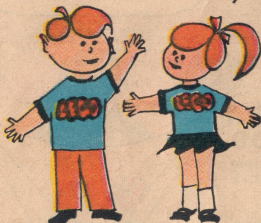
"WELCOME TO THE LEGO CLUB!"

There are Lego Club Members all over the United States.
There are Lego Club Members all over the world.

Some Lego Club Members can't speak English like you.
Some speak Danish, German or French. Some even speak
Chinese. But they all speak the Lego System Language.
So you see, you are a member of an important club.

Be an active Lego Club Member. Tell us if you like SNAP.
Tell us what you would like to see in SNAP. And don't forget!
Send pictures of your Lego models and WIN BIG PRIZES.
Keep building with Lego. We do.

Johnny & Jane Lego



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Reserved.



CAN WIN BIG PRIZES

WITH YOUR LEGO MODELS



With the help of your Dad, Mother, Sister or big brother you can win big prizes every month.

It's as easy as a snap!

Did you build a model lately of a building? Did you make a Lego house or a Lego church? Or maybe you built Lego animals or birds, or Lego dolls or planes.

These Lego toys can win big prizes for you.

Just ask dad or mom or your older sister or brother to snap a picture of your Lego toy. Then send it to

SNAP LEGO CONTEST
BOX 5405TA DENVER, COLORADO

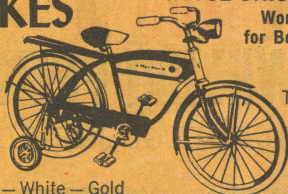
And, remember, if your Lego toy is on wheels, — if it moves, you get a special jackpot prize.

So get into the Lego contest. Snap, Shap those Lego models and toys. And, easy as a snap, you may win those big Lego prizes.

WIN BIG PRIZES FOR BEST LEGO MODELS

BIKES

ROYCE-UNION BIKES



World's Finest
for Boys or Girls
De Luxe
Full Size
Tank Model

Fully
Equipped

Black — White — Gold

Dome
Whistle

STEAM ENGINE



Makes
real
steam

Everybody Wants One

WILESCO

STEAM ENGINE

Flywheel with grooved
pulley • complete with



ESBIT Dry Fuel

to make your
Steam Engine work

SCIENCE KITS



CREST AMAZING SCIENCE KITS

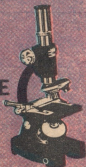
Exciting Projects for Young Scientists
Builds OPERATING CRANE: WORKING
MOTOR; HORN: BELL

MICROSCOPE

for Junior
Scientists

CREST Power MICROSCOPE

with Movable
Stage
and Light



SKATES



Everybody Wants
ASHBY
ROLLER SKATES
De Luxe Model

for Young Railroad
Hobbyists



ARISTOCRAFT
PIONEER TRAINS
CIVIL WAR ERA

DOLLS

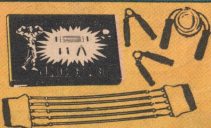
DIRECT
FROM
ITALY

The
Famous



"MON BEBE" DOLLS

Hair May Be Washed
And Dyed... Just Like Real Hair



BUILD THOSE MUSCLES
JUNIOR GYM SET

5-Band Chest Pull Steel Power Grip
Pro Skip Rope

Lego Club Members:

Detach this Lego contest coupon and send it with photos of your Lego models. You may enter more than one photo.

Remember: If your Lego model has wheels you may win a jack-pot prize.

DEAR JANE AND JOHNNY LEGO:

Here is a picture of my Lego model. I hope you like it and that I win a prize.

My name is: _____

My address is: _____

(PLEASE PRINT)

ROUND THE WORLD WITH JANE AND JOHNNY **LEGO**

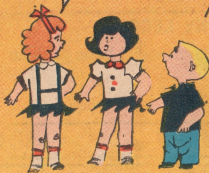
Oh, I wish I
could go to
Spain and see
people like my
doll

Me too ... I'd like to go to China ...



If only
Johnny & Jane
Lego could come
and take us to all
those countries.

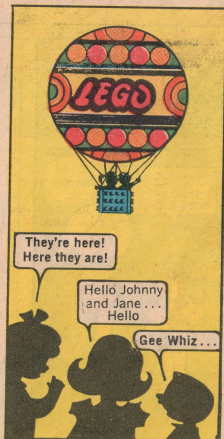
Aw, you're nuts
... There's no
Johnny & Jane
Lego —

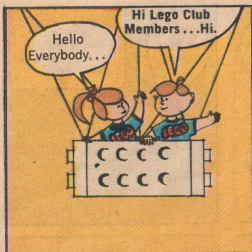


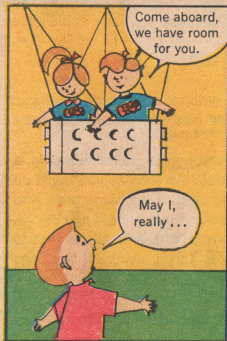
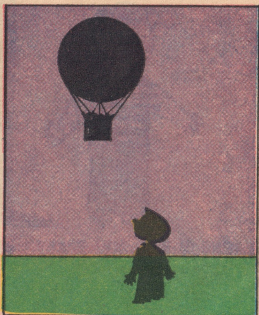
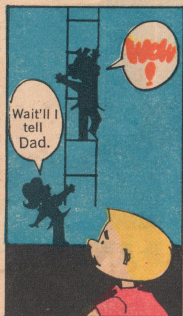
Sure. They have a big,
super, jet. They fly
everywhere ... quick
as a snap ...

I don't believe it...











LEGO PLAY FOR DAD AND YOU

Your dad is bigger and stronger than you. He can understand some things that you can't because he has spent a long time working with them or thinking about them. But you can win this game called "LEGO-RACE" because you have more time to play with Lego.

So, let's play, LEGO-RACE with DAD.

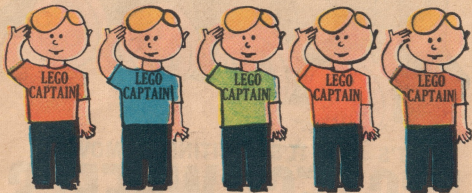
Here's how.

Just give your Dad the same amount of Lego as you have. If you have 100 pieces then give him 100 pieces, the same amount, so you start out even.

Then decide what to build. Are you going to make a ship, a plane, a bridge, a skyscraper, a doll? As soon as you make up your mind then your Dad and you start at the same time. And remember, you are both using the same number of Lego Bricks.

With this Lego game, the winner is the one who is first to finish making what he has chosen to do, using all the Lego Bricks he had to start with.

Write and tell us what you made and who won, Dad or you. Don't forget, you can send photos of what you made, and perhaps you will win a prize.



CALLING ALL LEGO CAPTAINS

Ten is a big number. One hundred is bigger. A thousand is even bigger. But a million is really, really big, isn't it. Well, there are millions and millions of children all over the world who play with Lego . . . the very same Lego that you like.

There are so many children who play with Lego who belong to the Lego Club that we need Lego Captains.

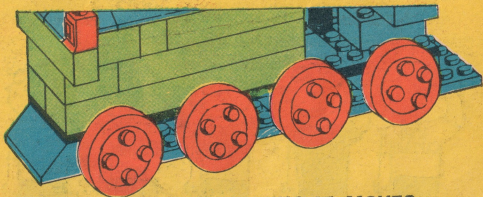
Would you like to become a Lego Captain?

First ask your Mother if you may have a Lego Club meeting in your house. Then invite a few of your special friends, — boys and girls, — who you think will like Lego as much as you do.

When they come you start the meeting because you are the Lego Captain. You decide what your friends and you are going to build with Lego. Then, before they leave ask them to write their names and addresses. Then send it to Lego Club, Box 5405TA, Denver 17, Colorado. Every one of your friends will receive a free copy of SNAP.

So Lego Club Captain . . . call your meeting soon . . . and don't forget to send in those names of your club members.

P.S. ASK MOM OR DAD TO HELP YOU



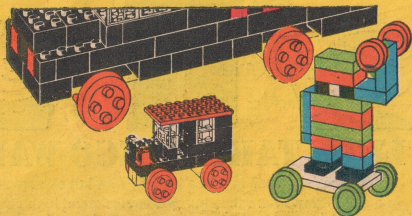
IT'S NEW IT'S EXCITING IT MOVES
IT'S LEGO WHEELS
To Make Your Lego Toys M O V E

Dear Lego Club Member:

Here's big news! You can now make your Lego trucks, cars, wagons, trains, dump-trucks move with the new Lego Wheels. It's easy as a snap. Just snap the Lego Wheels to your Lego toys and presto they move. Now your trucks and cars can roll in and out of your Lego garage. So get your set of Lego wheels . . . and watch your Lego toys roll.

P.S. You can put your Lego dolls on wheels too. It's fun to see them roll . . . It looks like they're walking.

Johnny & Jane Lego



BY SAMSONITE

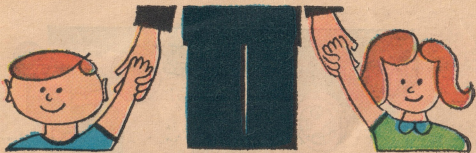
Make eight separate wheel toys that move with the new Lego System by Samsonite Wheel Toy Set. Build one toy that moves. Play with it. Take it apart. Then make another.

Build anything you can imagine... THEN PUT IT ON WHEELS. Now it can be done with the all-new LEGO WHEEL SET. Build all kinds of roll-toys. Every brick snaps securely together with every other brick... Each new Lego wheel has a rubber tire and axle that snaps onto the toy you build. All pieces fit easily with other Lego set bricks... LEGO WHEELS SET... A part of the new LEGO SYSTEM BY SAMSONITE...



**LEGO WHEEL
TOY SET \$4.95**
**Extra Parts
Supplemental
Boxes
75c a box**





LET'S TAKE A LEGO-WALK

Where do you live? Is it in a big city with tall skyscrapers, or in a small town where the church steeples stand high above all the other buildings? Or do you live out in the country where there are fields with farms on them and big red barns and silos?

Wherever it is, why don't you take a walk, — a LEGO-WALK! No, you don't have to go alone. But you can if you want to. On a Sunday, maybe this Sunday or the next, why don't you ask our Daddy to take you for a walk. Or if you want to go very far ask him nicely if he will take you for a ride in the car.

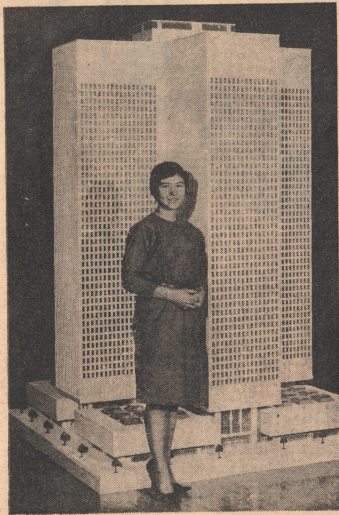
Here is the game we are going to play. We are going to find something we like very much. What is it? I don't know. But you do. Is it a great silver bridge across the river? Is it the post-office with the flag hanging over the big glass doors? Or is it a certain street where you like all the buildings and especially the street lights where they make everything look so bright and friendly at night.

Let's find the building or the bridge or the factory or whatever you like the most and go home and build it with LEGO.

You can even draw it first. Or if they want to, let your Mother or Father draw it so that you can remember it when you get home.

Just think, if you did build a Lego model of the postoffice, office building or grocery store, you could show it to someone you know who works there. What a wonderful surprise. And you could snap a picture of this model and enter it in the big contest for big prizes. So plan to take a Lego-Walk soon.

THE BIGGEST LEGO BUILDING IN THE WORLD



In thousands of cities children play with Lego.

One girl wrote: "If all the Lego bricks from all over the world were put on top of each other they would reach the moon."

What do you think?

Well, we can't be sure about that, but we do know that the world's biggest Lego building has been made in Canada.

This building is a model of the Cruciform Building in Montreal, Canada.

This Lego Building is 9 feet, 4 inches high; it is 6 feet wide and weighs more than 78 pounds.

Just imagine! Such a tall Lego Building, Lego dolls can actually live in this building.

Would you like to have a free picture of this beautiful Lego model. Just write to Lego, Box . . . Denver, and we will send you one.

Do you know of a larger Lego Building? If you do, send us a picture.

How many Lego bricks were used to make this model of the Cruciform Building? Please write and tell us. The one who comes closest to the right number will get a free box of LEGO SYSTEM by Samsonite.



LEGO-SHINES



Find The Twins

Only two of these five cute little monkeys are the same. Can you find the twins? Look carefully and you will find the twins. Ask your dad, mother, big sister or brother if you have picked the right twin.

LEGO-LINE

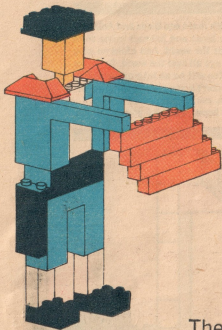
By following the lines you can make a pretty Lego doll. Jane and Johnny Lego have already started this for you. So just place your pencil on number 4 and by the time you have reached number you will have a pretty Lego Doll. Now you can color the Lego Doll. And that's not all. With your Lego bricks you can build a real Lego Doll just like the one in Lego-Line.



**GOLLY ALL THESE
LEGO DOLLS
FROM THE NEW
LEGO DOLL SET**



Travel **ROUND THE WORLD** with the new Lego Doll Set ... Make Dolls Of All Nations ... Chinese Dolls ... Pirates ... Native Dancers ... You can do it, just like Johnny & Jane Lego, with the new Lego Doll Set. Get exact snap-together plastic bricks that build these dolls ... Build the dolls you want. Play with them. Then take them apart and build more. The Lego Doll Set fits perfectly the other Lego System by Samsonite bricks.

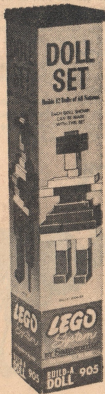


The complete
Lego System
by Samsonite

DOLL SET

...only \$4.95

Get extra parts
Supplemental
Boxes
at 50c a box



LEGO ZOO

How would you like to have a LEGO ZOO all your own?

It's easy . . . easy as a snap. Just copy the animals. Then when you're finished you will have a real Lego

Zoo with real Lego Birds and Animals.

The birds and animals come from all over the world. And children play with Lego all over the world. So you're Lego Zoo will be an International Zoo. If you don't know what "International" means, ask your father or mother.

We hope you enjoy your Lego Zoo.

Here is an

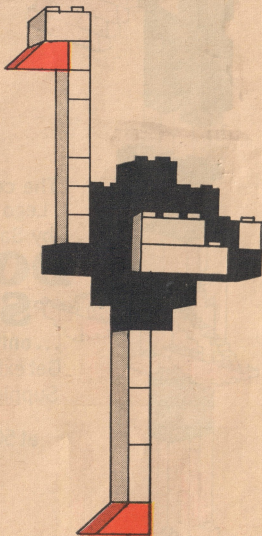
OSTRICH

He is the biggest bird in the world!

He sometimes gets to be eight feet high and can weigh as much as 300 pounds.

He has long legs as you can see and a neck like a turkey — but even longer.

Ostriches have wonderful fluffy feathers on their backs, and like to spend their time on the sandy plains of Africa and Arabia.



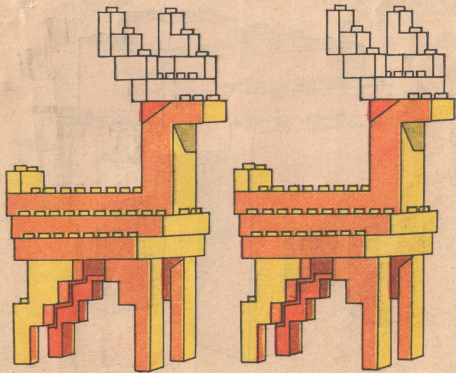


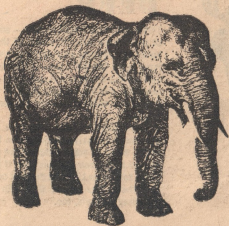
This is a

DEER

There are many kinds of deer — some of them have red fur, some of them have light brown, and some of them have little flat tails with white fur — almost like a rabbit's. A deer can run very fast and he usually lives in the forest and comes out into the fields to graze.

Some people think that deer are the most beautiful animals in the world. What do you think? Maybe you can go to the zoo and see one. If you do go take your Lego model and compare them. You can do that with all the other animals, too.

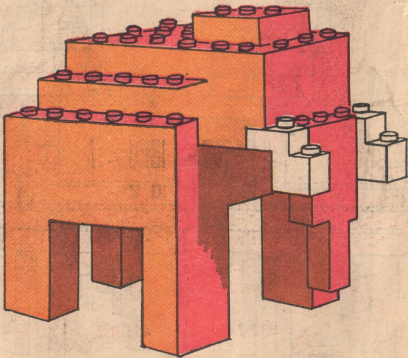


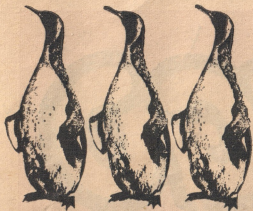


Here is an

ELEPHANT

The largest elephant is 14 feet high which is about two and a half times as tall as your Daddy. He is very strong and heavy. The elephant has large ears and a long trunk that sucks in the water he wants to drink. Then, he curls his trunk, still holding the water inside it, and carries it up and puts it into his mouth—a little bit like a straw. This is how elephants drink. Elephants are used for carrying things for people, the way we use trucks or trains here in America. Though the elephant is very strong and sometimes dangerous, he can also be very gentle.

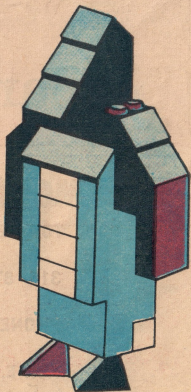
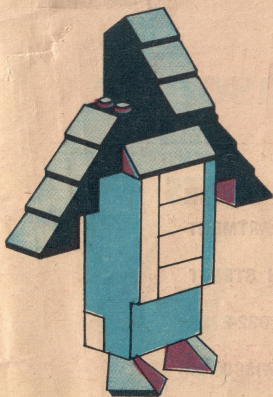




This is a
PENGUIN

Yes, he is a bird but he can't fly. He moves his wings from the shoulder and uses them sometimes to walk a little faster, the way we do with our arms when we are in a hurry.

Penguins are usually very friendly, and sometimes you will see them doing things just for fun — like getting on top of a piece of floating ice and going along for the ride.



LEGO *System*

BY **Samsonite**

MOHR-JONES

TOY DEPARTMENT

315 - 6TH STREET

PHONE: 632-2724

RACINE, WISCONSIN