

13.0 LEGO SETS/PARTS NOT PUT INTO PRODUCTION (1955-80).

13.1 LEGO Sets Not Put Into Production (1955-80).



The 1961-62 USA/Canada Samsonite catalog (left) shows Town Plan and basic sets. However, these pictured box designs were never actually produced. The box designs that were produced (right) were from top to bottom: #246 Town Plan Board, #705 Small Basic Set, #708 Medium Basic Set, #711 Large Basic Set, and #725 Town Plan Set. Not shown here is the actually produced #717 Junior Constructor set.

USA/Canada Samsonite Sets Never Put Into Production (1961-62).

When the Samsonite Corporation got the License to produce LEGO for USA and Canada in 1961, they started LEGO production from a Stratford Ontario Canada Samsonite plant. The first LEGO sets for the USA were sold in the 2nd half of 1961, while the first LEGO sets were sold in Canada in the 1st half of 1962.

The first USA (1961-62) catalog and the first Canada (1962) catalog were already printed up by a Danish company before the final set designs were produced. Therefore most of the basic sets, Town Plan set and board, and the large house model set known as the Junior Constructor were never sold as shown on the 1961-62 USA or Canada Samsonite LEGO catalogs. Those sets that were actually produced weren't seen in USA/Canada catalogs until the 1963 catalog.

#246 USA/Canada Samsonite Town Plan Board - 1961-62.

The 1961-62 USA/Canada catalogs show a Town Plan board that looks identical to the continental European #200 Town Plan board, but with a #246 number. This board style was however never sold in USA/Canada under the #246 number. The board seen in the 1963 USA/Canada catalogs was produced from 1961 (USA) and 1962 (Canada) onward. None of the continental European style #246 Town Plan boards are known to exist.

There are no 1961-62 USA/Canada Samsonite LEGO catalog pictured examples of #246 found in the Billund LEGO Vault, and no records pertaining to them are found in the LEGO Archives.

#705 USA/Canada Samsonite Small Basic Set - 1961-62.

The flat box #705 set that was actually produced from 1961-62 in USA, and 1962 in Canada, had a different box top design, than that shown in the USA 1961-62 and Canada 1962 Samsonite LEGO catalogs. The box design actually used does not appear in any USA/Canada Samsonite LEGO catalogs at all. In 1963 the #705 box was redesigned as a tall box set, similar to the smaller #702 and #703 USA/Canada basic sets. None of the #705 sets (with the box design shown in the 1961-62 USA and Canada catalogs) are known to exist.

There are no 1961-62 USA/Canada Samsonite LEGO catalog pictured examples of #705 found in the Billund LEGO Vault, and no records pertaining to them are found in the LEGO Archives.

#708 USA/Canada Samsonite Medium Basic Set - 1961-62.

The medium flat box #708 basic set that was actually produced from 1961-62 in USA, and 1962 in Canada, had a different box top design, than that shown in the USA 1961-62 and Canada 1962 Samsonite LEGO catalogs. The box design actually used (starting in 1961) first appears in the 1963 USA/Canada Samsonite LEGO catalogs.

There are no 1961-62 USA/Canada Samsonite LEGO catalog pictured examples of #708 found in the Billund LEGO Vault, and no records pertaining to them are found in the LEGO Archives.

#711 USA/Canada Samsonite Large Basic Set - 1961-62.

The medium flat box #711 basic set that was actually produced from 1961-62 in USA, and 1962 in Canada, had a different box top design, than that shown in the USA 1961-62 and Canada 1962 Samsonite LEGO catalogs. The box design actually used (starting in 1961) first appears in the 1963 USA/Canada Samsonite LEGO catalogs.

There are no 1961-62 USA/Canada Samsonite LEGO catalog pictured examples of #711 found in the Billund LEGO Vault, and no records pertaining to them are found in the LEGO Archives.

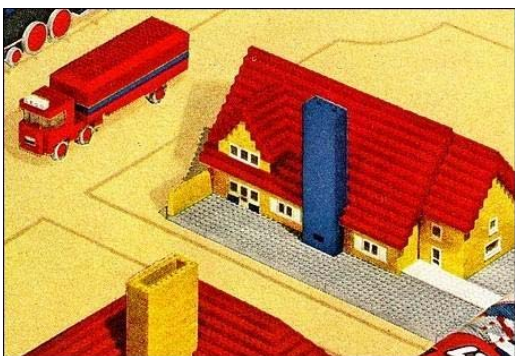
#717 USA/Canada Samsonite Junior Constructor Set - 1961-62.

This large model set pictured in the 1961-62 USA and 1962 Canada Samsonite LEGO catalogs was never produced as a model set. The pictured European multi-gabled house design (first seen in the 1960-65 versions of the #238 Building Idea Book 1) was rejected in favor of a modern house with a flat roof and cantilevered 2nd floor. The original house would have required 9 10x20 thick baseplates and more LEGO bricks, whereas the newer model required only 4 10x20 thick baseplates, and fewer LEGO bricks. The house model actually produced for the #717 set (and first seen in 1963 USA and Canada catalogs) was first sold back in 1961-62.

There are no 1961-62 USA/Canada Samsonite LEGO catalog pictured examples of #717 found in the Billund LEGO Vault, and no records pertaining to them are found in the LEGO Archives.



This #717 model and box top design (left) in 1961-62 USA and Canada catalogs, was never produced. The actual #717 set (and model) produced (above) starting in 1961, was of a modern house.



Even though the early #717 Junior Constructor model was never used as an actual set, a model of it was used in this 1965 USA department store catalog photo.

#725 USA/Canada Samsonite Town Plan Set - 1961-62.

The 1961-62 USA/Canada catalogs show a #725 Town Plan set that looks identical to the continental European #810 Town Plan set, but with a #725 number. This set style was however never sold in USA/Canada under the #725 number. The set seen in the 1963 USA/Canada catalogs was produced from 1961 (USA) and 1962 (Canada) onward. None of the continental European style #725 Town Plan sets are known to exist.

There are no 1961-62 USA/Canada Samsonite LEGO catalog pictured examples of #725 found in the Billund LEGO Vault, and no records pertaining to them are found in the LEGO Archives.

European LEGO Sets Never Put Into Production (1956-79).

Esso Service w/o Garage Set - 1956.



A rare 1956 Swedish retailer display catalog shows a LEGO set that was never actually put into production. That was Esso Service w/o Garage set #1237. This set was probably developed along with the #1236 Garage set (which was produced). When the 2 models were put together, they were nearly identical to the model of the #1310/#310 Esso Service Station, which was also put into production in 1956.

The picture (left) shows a #1236 Garage set, and a #1237 Esso Service w/o Garage set. It seems likely that with the introduction of the complete #1310 Esso Service Station set that same year, there was no need for a separate #1237 set. This may explain why it was never released for production. Apparently the model picture was released before the actual model went into production.



The German 1972 catalog (left) shows this grainy image of a #077 Basic Set. All the other catalogs of continental Europe (right) show the same box (and model next to it), but as a #070 Basic Set.

#077 German Basic Set - 1971-72.

The 1972 German catalog shows #077 Basic Set being sold in 1972. According to TLG Archives, this set was only sold in Germany from March 1971 until December 1972. And it states that the set number #077 was identical to the earlier #070 set sold in continental Europe, Britain and Australia from 1967 until 1972, just a different set number (for one year only) on the box for Germany. However, no known copies of this set have ever been located. And since Germany is continental Europe's largest market, it would seem likely that this set should have been located by now.

It is still possible that this set was actually produced. But it is also likely that the 1972 German catalog (and perhaps the archives) was incorrect. It could be that the set that was actually sold in Germany from 1971-72 was still the #070 set (sold there since 1967) with the same contents and box design. Time will tell with this set.

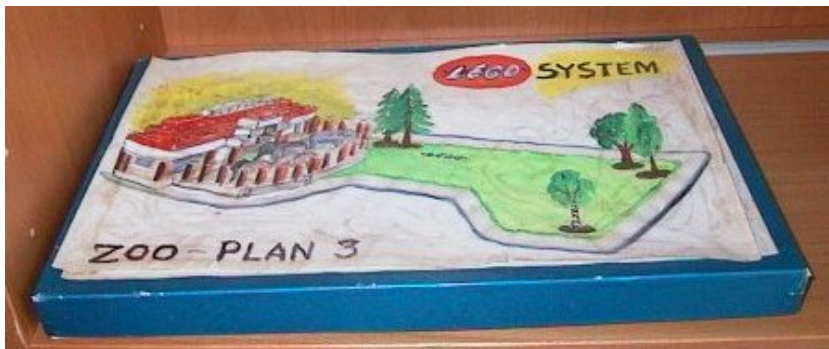


This hospital building found in the 1979 USA LEGO catalog was never identified in that catalog, nor was it ever produced as a known set.

Unnumbered Sets Never Put In Production (1979).

In the 1979 USA LEGO catalog on page 11 there is an aerial view of 4 LEGO Town models. Ironically 1 of the 4 models was never produced as a set. That model was of a 2 story Hospital (white bricks with a red roof), with a Red Cross vehicle. This set was never put into production. This set is also peculiar in that a set number was never even assigned to it. It was only shown as part of a streetscape.

LEGO Sets That Never Made It Past The Design Stage (1958).



This circa 1958 LEGO prototype set shows glimpses of a zoo set. The grassy area is an exact replica of the largest of the 1950's Town Plan board blocks. This design never made it to production.

There are an endless number of sets that were designed by TLG designers, but never put into production. The total number is probably a corporate secret. But a glimpse into the designing of sets can be seen in this circa 1958 LEGO Zoo set that were designed, but never put into production. This is one of many interesting design models that are located in the LEGO Archives.

13.2 LEGO Elements Not Put Into Production (1955-80).



The first #1235 (garage kit) and #1236 (complete garage) sets of 1955-56 show this artwork on the box. It shows 2 gray garage doors, and a blue tall classic LEGO door. Well the blue door was produced from 1954-56, but the flip-up garage doors (of 1955-70) were never found in gray.

Continental Europe - Gray Garage Doors/Gas Station Sets (1955-56).



The first LEGO garage kits (#1235) and garage sets (#1236) were introduced in 1955 in Denmark, Sweden and Norway. On the box tops to both sets is shown a garage or service station with 2 gray garage doors. However, all known examples of the #1235 and #1236 sets have garages with only red or white garage doors. Gray garage doors have never been found in either set.

However, a LEGO photograph (above) exists with a 1955 Town Plan scene where the service station actually has gray doors. It is likely that these gray doors were prototypes never put into production. However, it appears that this LEGO model with 2 gray garage doors was likely used for the artwork of the #1235 and #1236 boxes, and when they finally went into production, only red or white garages were actually used in either set. These gray doors are unknown in any LEGO collection.

USA/Canada - Street Lights with Lamp Pointing to Base. (1961-62).



The 1961-65 USA/Canada Samsonite LEGO Town Plan set #725 and Town Plan board #246 both show the same picture on top with a Town Plan board and scene. In that scene there is 1 street light. However, that street light is different from all other known examples. It shines downward angled towards the base of the street light. All known examples show the street light shining downwards angled away from the base. The origins and history of this piece are unknown. It was likely a prototype element that was never put into production.

These unique street lights are unknown in any LEGO collection.

Britain/Australia - Road Signs with Striped Poles (1962-65).



When Britain and Australia started selling a different set of road signs than the rest of Europe and USA/Canada in 1962, the Britain/Australia 1962-65 catalogs showed road signs with white/black striped poles. Even the #232/#432 road sign spare parts pack boxes of 1962-72 showed white/black striped poles. However, the contents of the boxes themselves always had road signs with a pure white pole. No white/black striped poles are known to exist in any LEGO collection.

Continental Europe 1:87 Prototype Automobile (1957-58).



The mysterious yellow automobile parked in front of the hotel has (thanks to a vigilant Danish collector) been identified. It was a 1:87 prototype vehicle that was rejected for production.

When the new LEGO basic sets were introduced in late 1957, the box top scene showed the 3 grandchildren of LEGO founder & president Ole Kirk Christiansen playing with a Town Plan scene. At that time the only automobiles produced were VW Beetles and VW Buses. However, there is a mysterious yellow sedan parked in front of the twin towered Hotel. What was this make of 1:87 vehicle? This particular model was never produced.

Well thanks to Danish collector Henrik Thane, this mystery has been resolved. The mystery auto was an Opel Kapitän, a 1950's auto that was never actually put into production.



The mysterious prototype was an Opel Kapitän. This prototype is also known in the color orange, both of which are in a Danish LEGO collector's collection. For whatever reason, TLG never produced this automobile. The only autos produced between 1957 and 1961 were VW Beetles and VW Buses.



The unusual undercarriage of this prototype lists the make and model of this auto. Notice the heavy front bumper was attached to the undercarriage.

#700 H 10x10 gray baseplate with partitions underneath. 1965



The 10x10 baseplate was produced from 1961-70 for Samsonite in USA/Canada, and is rather common. It was most often produced in red, and in a few instances also produced in black, yellow and gray. It was used as a box top in 1961-65 tall box basic sets, and as an extra part in USA parts packs of 1966-70. So therefore this piece had a completely hollow bottom without any cross-ribbings or supports.

But in continental Europe the 10x10 thick baseplate was not put into production. However, there are a few known examples of a 10x10 thick baseplate in gray with the number #700H. These rare plates do have similar cross-ribbing on the undersides similar to the 10x20 thick baseplates. The origin of these few known examples is not known.

However, it appears likely that they may have been used for LEGO retailer models. In the 1960's most LEGO retailer LEGO building models had gray 10x20 thick baseplates as their base. It seems likely that when a 10x15, or 10x30, or 15x30, or 30x30 base was needed, the 10x20 thick baseplates were insufficient to handle these awkward sizes. Therefore the 10x10 thick baseplate may have been used to get the correct proportions to satisfy these retailer models.

12 Spoke Red Small Spoked Wheels (1967-72).



These pictures were taken from a #241 LEGO idea book. Many of the red train wheels in the models in the #240, #241 and #242 Idea Books have 12 spokes (view them like hours on a clock). But none of these 12 spoke train wheels (both locomotive and wagon wheels) ever made it into regular production train sets of that time. All known red train wheels have 10 spokes.

Most of the LEGO Idea books from the late 1960's and early 1970's showed a lot of train photos. These were usually in large LEGO layouts in the #240, #241 and #242 Idea books. One unique feature of these pictures is that most of them showed small LEGO spoked wheels (first introduced in 1967) with 12 spokes in the wheels. All known small spoked wheel examples sold to the public were however of the 10 spoke variety. No 12 spoke spoked wheels are known in any LEGO collection. It appears that these were all prototypes used for the models in the LEGO idea books, and never released to the public.



These alphabet bricks in the collection of German LEGO collector Kurt Richter were found in the Netherlands. They were not put into production, but may have been produced by TLG using the Netherlands as a test market.

Dutch 1x1 White Alphabet Bricks (1960's).

At some point in the 1960's TLG made a series of alphabet bricks for the Netherlands that were different from the regular alphabet bricks that could be found in the #234 Letter Bricks parts pack. These "new" bricks were in lower case. All other #234 alphabet bricks were always in upper case.



Another difference was the use of double lower case letters on the bricks. Dutch and Flemish words are commonly found with double vowels. So finding "aa", "ee", "oo" or "uu" bricks, as well as "ij" "ui", "ie", "ei" confirms that these were intended for the Netherlands.

These bricks may have been "test" runs to determine if they would be acceptable to the Dutch. These bricks were produced with black, blue and red printing on them. For whatever reason, they were never put into production, and these are the survivors of a product that never made it to market.

Other Unique LEGO Elements Never Released to the Public (1965-79).

There are several other minor LEGO items that were shown in catalogs or idea books but never released into production. These include certain train couplings, minifig hair styles, and other assorted parts that were not actually used in production models. There are likely many other items out there waiting to be discovered.

Chapter 13 Corporate Credits: LEGO is a registered trademark of The LEGO Group. Esso is a registered trademark of Exxon Mobil Corp. VW is a registered trademark of Volkswagen AG. Opel Kapitän is a registered trademark of General Motors Corp. Samsonite is a registered trademark of Samsonite Corp.

Chapter 13 Image Credits: The LEGO Group - Billund Denmark, Eric Strand - Texas USA, Kurt Richter - Bavaria Germany, Klaas Meijaard - The Netherlands, Steve Scott - Peeblesshire UK, Henrik Thane - Jutland Denmark, Gerhard Istok - Michigan USA.