

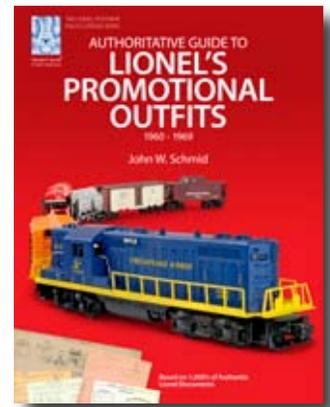


PROJECT ROAR<sup>™</sup>  
PUBLISHING

# AUTHORITATIVE GUIDE TO LIONEL'S PROMOTIONAL OUTFITS

1960 - 1969

John W. Schmid



★★★★★ Wow! This book is a must have for every Lionel collector and individual seeking to find their childhood train set...and the book is a bargain at ANY price. In 2001, the author, John Schmid, purchased internal, long-lost records from the Lionel archives for over \$43,000. It took him five years to compile these records and photograph 100s of Lionel train sets into this unbelievable book value. This book contains all NEW information you will NOT find anywhere else.

The book details over 700 of Lionel's most mysterious train sets (outfits), the ones it made exclusively for retailers and promotional firms. Names we're all familiar with: Sears, Wards, Penneys, Spiegel, Quaker Oats, S&H, Western Auto, etc. Since these "special" sets never appeared in a Lionel catalog, NONE of them have been fully documented before. Individuals and collectors have spent years trying to find out the value and contents of these long lost train sets. Now, thanks to John's painstaking research and beautiful photographs, everybody has access to this priceless information.

The "Authoritative Guide..." provides everything that came in a train set, how many were made, who the trains were sold to, substitutions of items, pricing for the train set, pricing for the empty set box, and even how to pack the trains in its set box!

It is also much more than a book about sets, over 60 pages detail new information about the items that came with each postwar Lionel set. Stuff I never knew including how to identify different train cars, engines, boxes, instruction sheets, accessories, envelopes, trucks and couplers, etc.

Everything you ever wanted to know about what is included in a Lionel train set is provided.

As a final bonus, I was able to relive my

childhood memories of the retailers my mother used to drag me to. John provides a description of each of the retailers (many no longer in business) that Lionel provided promotional sets. Yes even the US Army sold Lionel trains.

I could go on and on about how great this book is, but it is best to just buy it and see for yourself. You will not be disappointed.—D. Spahr "Lionel Enthusiast" (Livonia, MI)

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★★★★★ One incredible source of Lionel information ...way more than just sets. Covers promotional outfits with new information purchased from the Lionel archives. This is the first time this information has ever been published!!..."For every Lionel collector, 100s of individual item variations never before documented, a must have for any postwar collector, well worth the money". Written for all types of Lionel collectors ... first time buyers to hard core collectors.—Bob Horton

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★★★★★ This book is exactly what it states in the title - "The Authoritative Guide". It surpasses any other documental guide available today because it does not only use marketplace data, rather, it uses actual Lionel data from the company archives combined with field data to take it to the next level - a level of greater understanding of how and why these sets were created and to their scarcity and value. This book is a bargain at any price! With 848 pages and 700 outfits, it costs the same, if not less, per page, than any other guide. With this new, never before published information, the book will more than pay for itself in no time because now these previously unvalued sets have realized some serious collector values!

For years collectors have been wondering what



was in all those uncataloged sets Lionel produced in the '60's. Now the mysteries are solved. The volume of detail is incredible. In my 25+ years of collecting, I have never seen as much presented in one volume. Avid collectors will be conversing in terms as never before such as referring to product variations and paperwork by their stock or dash numbers instead of simply by their catalog number. Novice collectors will have the opportunity to quickly become as learned as experts that spent decades on information gathering at train meets around the country. This book will re-energize the toy train hobby and has single-handedly redefined the standard for information presentation.

John Schmid's years of work on this book have certainly paid off and we should all be thankful he chose to share this information with the world. I'm already anticipating his next work, whatever it will be. In time, this book will become as much a part of Lionel history as the trains themselves. The renaissance has begun. Well done!—D.Cziraky (Bethlehem, PA USA)

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★★★★★ I have been an avid Postwar collector for over 20 years. Years ago I was able to buy Greenberg books for 40% of cost, so I have every one on Postwar Lionel (I am mentioned in the credits of two of them). All of those books were created by collectors who spent decades walking around train shows with a pad & pencil taking notes & interviewing people, the books they wrote were the best with the information available at the time.

This new book by John Schmid is another labor of love for the hobby, but is based on "ACTUAL LIONEL RECORDS"! Never before have these records seen the light of day, they were locked up in a dark corner until 2001 when the author purchased them for the cost of my first house. With the help of many experienced collectors / authors, five years of his life, & the actual Lionel records, John Schmid has released the best Postwar Lionel book that this collector has ever seen.

While the book is titled Promotional Outfits, there is a vast amount of information that pertains to all facets of Postwar Lionel. The first 150 pages has complete sections explaining subjects like, operating-envelopes, dating trucks, dating the

boxes, & box-number-suffixes which has eluded explanation for many years. The remaining 700 pages (846 pages total) lists all Promotional Outfits made in the years 1960 through 1969. Again, based on the actual Lionel records the Outfits are shown with never before seen information such as the customer (there are 33 pages devoted to information about Lionel's customers from A & P, through WM Taylor & Son) name, the number of sets produced (rarity), the detailed contents, outfit values, & even how to pack the contents into the set box. With over 300 boxed sets in my personal collection, I can tell you that figuring out how Lionel got all the components of a set into the set box is sometimes a real challenge. As soon as I received my copy, I read it several times, each time learning more & more.

I e-mailed every train collector friend I knew telling them about the wealth of information that this author has shared with the rest of the world.

At 846 pages, this book is priced less than other train guides based on price per page & is not just re-hashed information, like some others that have been recently published. This author & his book have done a great service for the hobby. This book is a must-have for anyone interested in Lionel trains.—Postwar Guy (near Daytona, FL.)

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The **Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969** by John W. Schmid. Available from Project Roar Publishing, P.O. Box 599, Winfield, IL 60190. To order, visit [www.projectroar.com](http://www.projectroar.com) or call 630-653-ROAR (7627). 848 pages, 1,500+ color photos and images, Soft Cover \$69.95, Hard Cover \$89.95, Limited Edition Collectible Hardcover \$150.

It is also available at your local hobby retailer, Amazon.com, Barnes and Noble Stores and BN.com.

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