

Midwest Book Review

Drawing upon thousands of authentic Lionel documents, "Authoritative Guide To Lionel's Promotional Outfits 1960-1969" is an 848-page illustrated compendium showcasing the more than 700 electric train outfits (also known as 'uncataloged train sets') that the Lionel company created exclusively as promotional items for retailers that included Sears Roebuck & Co.; Montgomery Ward; Spiegel; Western Auto; A&P; Quaker Oats; and others.

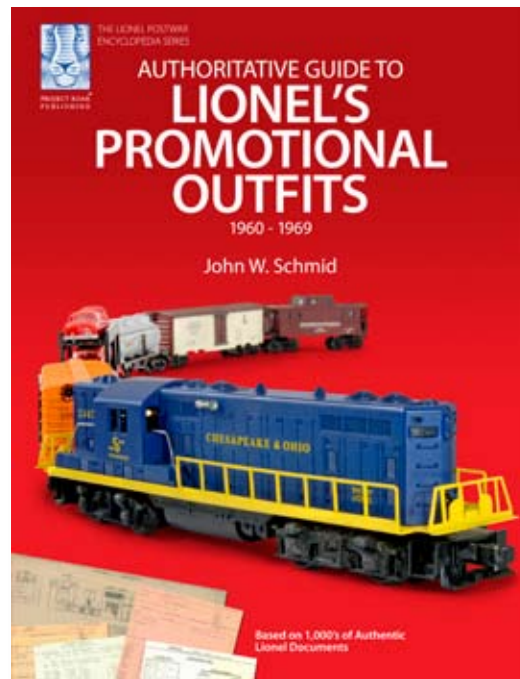
Because of the limited numbers manufactured, these promotional outfits are among the most valuable items in the history of model railroading. These outfits never appeared in Lionel's consumer catalogs and information about them simply unavailable -- until now.

John W. Schmid has been collecting toy trains with his father for decades. After the 2001 auction in which the Lionel Factory Orders and other miscellaneous internal company documents were purchased, Schmid embarked upon years of extensive research in newly found documents and has now distilled that research into the pages of an impressively descriptive

catalog. The result is "Authoritative Guide To Lionel's Promotional Outfits 1960-1969", a work of meticulous scholarship that is unique in the annals of the enduringly popular hobby of model trains and railroads.

Included is how all the engine and cars came to be individually packed; descriptions of the original outfit box (including outfit inserts and packaging); pricing for the complete outfit (and even the empty box alone); original production quantities; diagrams for packing the outfit in the outfit box; instruction sheets, packed envelopes, as well as peripherals (track, transformer, oil, wire, smoke, etc.)

Also available in a hardcover edition (9781933600031, \$89.95), John Schmid's "Authoritative Guide To Lionel's Promotional Outfits 1960 - 1969" is impressively informative and **enthusiastically recommended for all dedicated model railroading reference collections.**



848 Pages - 8½" x 11"

More Than 1,500 Full Color Photos & Images
Soft Cover - \$69.95 ISBN 978-1-933600-02-4
Hard Cover - \$89.95 ISBN 978-1-933600-03-1
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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 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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