

# The Villager

The official newsletter of the Plasticville Collectors Association



**Authoritative Guide to Lionel's Promotional Outfits, 1960 – 1969**, John W. Schmid, 846 pages, \$69.95 soft cover, \$89.95 hardcover. Full color on slick paper, Project Roar Publishing. 8-1/2 X 11 format. An additional hard cover edition is available at \$150, is limited to 100 copies, and is autographed by the author.

This is by far the largest book I have ever received for review! As stated above it is a whopping 846 pages and is crammed with more information than one would expect. It is very evident that the author took great care in creating this book.

The book is divided into four parts: Background, Reference, the outfits, and appendices.

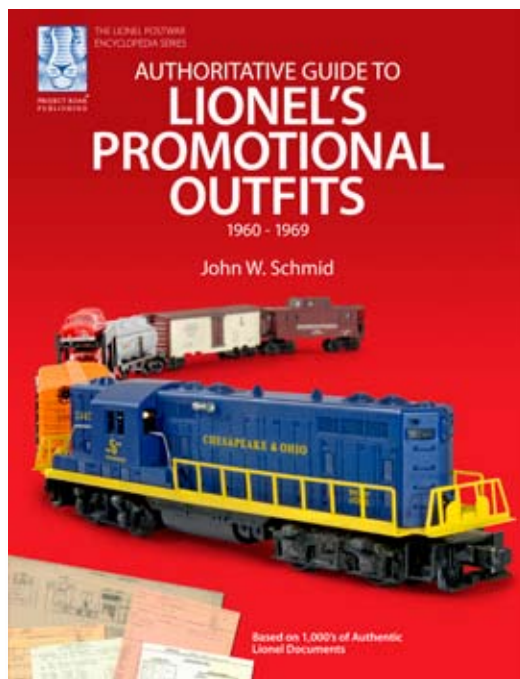
The background section has the usual "How to Use this Book" plus definitions. Also it has a well annotated reproduction of a factory order. What really sets this section apart is the nearly 30 page history of Lionel's promotional and special outfits authored by Roger Carp.

The information in the Reference section is priceless. Not only does it contain some very basic information but also types of outfit packaging, printing, graphics and label information to mention a few. There are also over 30 pages dedicated to listing of all the distributors and customers of promotional sets. A brief history of each customer and

distributor is included when the author found it available.

The Outfits section is broken up into the various series numbers that Lionel used over the years. Many of the sets are illustrated in color. Additionally every listed set also includes an illustration of how the pieces were packed into their larger box.

If you have an interest in Lionel promotional outfits this book is for you. I doubt you will find another more comprehensive and extensively documented book on the subject. If you have an interest in who were Lionel's promotional outfit customers and histories of those companies then this book is for you. If you have an interest in what Plasticville sets were included in Lionel promotional outfits then this book is for you. It is an excellent and well researched book on the subject of promotional outfits. **I am unaware of any publication equal to this work and highly recommend it.**



848 Pages - 8½" x 11"

More Than 1,500 Full Color Photos & Images  
Soft Cover - \$69.95 ISBN 978-1-933600-02-4  
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Authoritative Guide to Lionel's Promotional Outfits, 1960 – 1969 can be purchased on line from Project Roar Publications at [www.projectroar.com](http://www.projectroar.com). It can also order by phone Monday through Friday from 8am to 5pm Central time at 1-630-653-ROAR (7627). Information I received with the book stated it is also available at Amazon.com and Barnes and Noble.

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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