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AUTHORITATIVE GUIDE TO LIONEL'S PROMOTIONAL OUTFITS

1960 - 1969

John W. Schmid

Edited by:

Roger Carp & George J. Schmid

The Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969

Features:

- 848 COLOR PAGES
- 1,500+ COLOR PICTURES & IMAGES
- 700+ PROMOTIONAL OUTFIT LISTINGS (ALSO CALLED UNCATALOGED SETS)
- ACTUAL PRODUCTION QUANTITIES
- PRICING, CONDITION & RARITY FOR COMPLETE AND EMPTY OUTFIT BOXES
- THE HISTORY OF PROMOTIONAL OUTFITS - BY ROGER CARP



PROJECT ROAR
PUBLISHING

Promotional outfits (also called uncataloged sets) were the trains that Lionel created exclusively for retailers and promotional firms such as: Sears, Roebuck and Company, J. C. Penney, Montgomery Ward, Spiegel, Western Auto, A&P, Quaker Oats and more than 170 other firms.

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As a point of reference, Lionel issued more promotional outfits (700+) from 1960 - 1969 than cataloged outfits (450+) during the entire postwar period (1945 - 1969). That is why it took 848 pages to summarize all this information.

The Anatomy of a Factory Order

The original Factory Order for promotional train outfit no. 19212 from 1963. It is annotated to describe the level of information the Factory Orders provide. This authoritative information - never before published or available to general readers - is the basis of this volume.

Lionel's internal outfit number. This is most often the same as the customer number and appears on the outfit box. (Points to 19212)

A full description of the outfit is provided. (Points to "027" Promotional)

The original date of the Factory Order (Points to 4-22-63)

The date issued was revised ("REV") on 8-29-63. (Points to 8-29-63)

Lionel's department number for this Factory Order. Department 57 is the Outfit Packing Department. (Points to DEPT. 57)

The quantity of no. 19212s to be manufactured (3,156). (Points to AMT. 3,156)

If the outfit is for a specific customer their name most often appears here. For no. 19212, the customer is Western Auto. (Points to Western Auto)

The "Operations" section lists the tasks to complete the Factory Order. In this case, only one operation "Assemble & Pack" is required. (Points to Assemble & Pack)

The "Outfit Contents" section lists all the items that come with the outfit. Suffixes indicate everything from variations to packaging. (Points to Outfit Contents table)

The date the outfits are required. 2,000 outfits are to be delivered on 6/24/63 and the balance on 8/26/63. (Points to DATE ISSUED)

The type of packing is "Display" box. Note that Lionel's "#1" is a display box with Kraft (Tan) corrugated separators with units loose. (Points to Display Outfit Pkg - #1)

When the order is completed, the Outfit Packing Department is to deliver the outfits to Department 76 (Finished Goods). (Points to DELIVER TO DEPARTMENT 76)

This Factory Order instructs the Outfit Packing Department to mark (Points to bottom of form)

This column (Points to DEPT. column in Outfit Contents table)

| PART NO. | PART NAME | QCS | DEPT. | DATE | QUANTITY | LOC. |
|----------|--|-----|-------|------|----------|------|
| 242-25 | Steam Type Locomotive | 1 | 76 | | | |
| 1060T-25 | Tender | 1 | 76 | | | |
| 3410-25 | Oper. Helicopter Car (Less Helicopter) | 1 | 76 | | | |
| 3419-100 | Helicopter | 1 | 70 | | | |
| 6044-325 | Box Car - "Frisco" | 1 | 76 | | | |
| 6406-25 | Flat Car w/Auto | 1 | 76 | | | |
| 6406-30 | Automobile | 1 | 70 | | | |
| 6047-25 | Caboose | 1 | 76 | | | |
| 1013-70 | Curved Track (Bundle of 12 - 1013) | 1 | 76 | | | |
| 1018-40 | Straight Track (Bundle of 4 - 1018) | 1 | 76 | | | |
| 1020-25 | 90° Crossing | 1 | 76 | | | |
| 1010-25 | 35-Watt Transformer | 1 | 76 | | | |
| 1103-20 | Envelope Packed | 1 | 70 | | | |
| 310-2 | Set of (5) Billboards | 1 | 73 | | | |
| D63-50 | Accessory Catalog | 1 | 73 | | | |
| 1-62 | Parts Order Form | 1 | 70 | | | |
| 1-63 | Warranty Catalog | 1 | 70 | | | |
| 19171-10 | Instruction Sheet | 1 | 70 | | | |
| 3410-5 | Instruction Sheet | 1 | 70 | | | |
| 1123-40 | Instruction Sheet | 1 | 70 | | | |

This is the FIRST and ONLY collector's guide to use authentic Lionel promotional outfit Factory Orders. These documents list EVERYTHING included in a train outfit. These long-lost documents were buried away in the Lionel archives for more than 40 years. The author purchased these documents and used these to write this book. They are the *authoritative* word straight from Lionel!

Lists all the Boxes & Packing for outfit no. 19212. (Points to bottom table)

| | | | | | | |
|--------|-----------------|-----|----|--|--|--|
| 63-308 | Corr. Insert | 1 | 73 | | | |
| 63-300 | Corr. Insert | 1 | 73 | | | |
| 61-101 | Corr. Insert | 1 | 73 | | | |
| 63-307 | Shipper for (4) | 1-4 | 73 | | | |

The History of Lionel's Promotional and Special Outfits

By Roger Carp

I. Mysteries and Clues

The more involved with Lionel electric trains collectors become, the more questions that arise in their minds. The number of their queries is all but endless: When did Lionel first issue this steam locomotive? Which passenger cars went into that outfit? Why didn't Lionel catalog that boxcar for more than two years? What kind of stamping was used on this caboose? Where did Lionel obtain the load for that flatcar? And on and on.

But beyond this enormous list of specific when's and what's, two overarching questions emerge. The first of these relates to how many of certain trains, outfits, and accessories Lionel produced. The search for the paperwork that might contain that information ("production figures") has lasted for decades, with only occasional

juvenile phonographs, it included those items in its promotional offerings.

(The documents that form the basis of this volume offer evidence that Lionel did create promotionals using road racing sets, and HO scale trains. However, unless noted otherwise, when the terms "promotionals" and "specials" are used in this introduction, they refer strictly to Standard, Super O, O, and O27 gauge toy trains.)

The questions asked by Lionel enthusiasts about promotional outfits have increased over the time. Unfortunately for them, about all that they have been able to do in their search for answers is keep chasing after train outfits that they can somehow verify have not

Renowned author Roger Carp, from *Classic Toy Trains* magazine, provides a beautifully researched and written 28-page history and overview of Lionel's promotional and special outfits.

what to call them. Some refer to these outfits as "uncataloged" or "noncataloged" because these items were not shown in a Lionel catalog. However, to be fair, they may have appeared in a catalog put out by a wholesale or retail firm or been advertised in some manner by Lionel.

Dave McEntarfer, who has studied these outfits in depth and written about them in the fourth volume of *Greenberg's Guide to Lionel Trains, 1901-1942* (published in 1995), chides his fellow enthusiasts by reminding them that Lionel never used the word "uncataloged." He prefers the terms "promotional outfits" and "specials," mainly because Lionel used them in the prewar documents he consulted. (The records from the 1960s that form the basis of this volume support the use of the terms "non-catalog," "promotional," "promotional outfit," and "special"; nowhere in these documents is an outfit described as "uncataloged.") According to McEntarfer, outfit boxes might be stamped or carry a label in the 1930s with the word "SPECIAL." Or they might display a number with the prefix "PO," which he believes stood for "Promotional Outfit."

Regardless of the terminology that collectors employ, they admit to being exasperated because complete information about what Lionel offered beyond its catalogs and when these mysterious outfits were made available has eluded them. Some researchers may have even wondered whether, after Lionel expanded its line in the 1960s with such items as slot-car raceways, science kits, and



Lionel's founder, Joshua Lionel Cowen

DETERMINING OUTFIT CONDITION

An outfit is the appropriate combination of an outfit box, items, item boxes, instruction sheets, packed envelopes, peripherals and inserts.
The gray, green, yellow and orange shaded outfit components are required to achieve a complete outfit in the desired condition.

| GRADING SCALE | OUTFIT BOX | ITEMS* | ITEM BOXES | INSTRUCTION SHEETS | PACKED ENVELOPE | PERIPHERALS MAJOR | PERIPHERALS DISPLAY INSERTS | PERIPHERALS MINOR | RSC INSERTS |
|---------------|---|---|---|--|--|-------------------|-----------------------------|-------------------|-------------|
| C10 | Brand new square with no creases on sides. All flaps present and opened only a few times, still stiff to open. Color appears as if it just came out of master shipping carton, bright, no fading or darkening. No box rubs, tears, holes, dents or punctures. No marks or writing. No water damage. | Mint – Brand new, all original, unused and unblemished. | Brand new, square with all flaps present and never opened or opened only once or twice, flaps stiff to open, perforation (Orange Perforated) present and unpunched. No creases. Color appears as if it just came out of master shipping carton, bright, no fading or darkening. No box rubs, tears, holes, dents or punctures. No marks, price tags, or writing. No water damage. All liners, inserts, and outer sleeve included. | Brand new with square edges, bold and sharp printing. If a folded sheet, has never been opened. No marks, creases, folds or tears. | Envelope sealed, never opened. Condition of envelope mirrors instruction sheets. Contents all present and mirror condition | | | | |
| C9 | Same as C10 but with affixed price tag and the "original" condition. | Factory New | Brand new | | | | | | |
| C8 | Same as C9 except for opening of flaps but no, tear punctures. Color is white. | | | | | | | | |
| C7 | Same as C8 but not as crisp as C8 due to minimal fading. Small box rub and minimal dents, but no holes, tears or punctures. Minimal marks. No water damage. | scratches and paint nicks, no rust, no missing original parts. No distortion of component parts. | as crisp as C8 due to minimal fading. Small box rub and minimal dents, but no holes, tears or punctures. Minimal marks. No water damage. Inserts or liners optional. Perforation shows wear but not split. | May have small crease or fold. One corner may not be perfectly square. Printing may have some slight fading. | Could be opened, but all contents present. Condition same as instruction sheet and items. | | | | |
| C6 | Cardboard is slightly rounded at one corner, not completely square. One small crease possible. All flaps there, but are beginning to get floppy (not stiff). Color shows signs of minimal fading or darkening. Minimal box rubs, dents, tears or punctures, but no holes. Minimal marks. No water damage. | Very Good – Minor scratches and paint nicks, minor spots of surface rust, free of dents. May have minor parts replaced. | Cardboard is slightly rounded at one corner, not completely square. One small crease possible. All flaps there, but are beginning to get floppy (not stiff). May be reinforced with tape. Color shows signs of minimal fading or darkening. Minimal box rubs, dents, but no punctures, holes or tears. Minimal marks. No water damage. Perforation beginning to separate. No inserts or liners. | Shows signs of wear and use. Corner(s) slightly off square, minor folds, or dog ears, present. May have some small pencil marks present. | Has been opened. Major contents present. Condition same as instruction sheet and items. | | | | |

Pricing and grading are provided for complete outfits AND INDIVIDUAL outfit boxes.

There is a large market for empty boxes and now you can see if you have a rare and valuable box!

All of this information is provided in a comprehensive table using TCA grading standards.

Use "Outfit Box" condition ratings. Compare to other ratings that best represent the peripheral. Use "Outfit Box" condition ratings.

Item Numbering and Suffixes

| COMPONENT PARTS INDEX | | | | | QUANTITY |
|-----------------------|----------|---|-----------------------------|---|----------|
| CATALOG NO. | PART NO. | NAME | DWG. NO. | MATERIAL | |
| 6414-1 | 5414-1 | AUTOMOBILE LOADING CAR COMPLETE & PACKED | | | 1 |
| | 5414-1 | SEAT THROUGH CAR COMPLETE & PACKED | | | 1 |
| | 5003-27 | CAR BODY (PIPE CAR BODY) | 11215 | POLYSTYRENE TMO-5151 - 215 HARBOR | 1 |
| | 5414-28 | CAR BODY STAMPED | | | 1 |
| | 5414-28 | BODY STAMPING LAYOUT | 20273 | | 1 |
| | 5414-100 | Automobile Loading Car C & P | | | 1 |
| | 710-21 | BRAKE WHEEL | D-5272 | BRASS | 1 |
| | 3006-152 | DRIVE STUD | 41661 | 3/16 | 1 |
| | 710-218H | BRAKE WHEEL | | | 1 |
| | 5414-130 | Automobile Loading Car Complete (Unpacked) | | | 1 |
| | 6311-9 | TRUCK BRACKET | 44120 | 6-6-6 | 1 |
| | 479-1 | COUPLER TRUCK COMPLETE | | | 1 |
| | | TRUCK SELF-WARNING TONE | | SHILLERS FLAT DECORATED 1/2" X 1/2" X 1/2" | 1 |
| | 867-20 | Operating Coupler Truck Complete | | | 1 |
| | 6257-10 | TRUCK CLAMP (LARGE) | 44121 | | 1 |
| | 558-20 | Bumper Coupler Truck Complete | | | 1 |
| | 566-1 | COUPLER TRUCK COMPLETE | | | 1 |
| | 566-16 | SIVLET | WILFORD NO. 9-807 - 1/4 LG. | | 1 |
| | 6414-5 | STRUCTURE ASSEMBLY | | | 1 |
| | 6414-21 | STRUCTURE ASSEMBLY STAMPED | | | 1 |
| | 6414-7 | STRUCTURE ASSEMBLY STAMPING LAYOUT | 11228 | | 1 |
| | 6414-5 | STRUCTURE ASSEMBLY PAINTED | | | 1 |
| | 5414-97 | SUPPORTING FRAME | 11274 | 1/4 HARD .025 THICK C.S.S. | 1 |
| | 5414-9 | PLATFORM | 11275 | 1/4 HARD .025 THICK C.S.S. | 1 |
| | 5414-2 | CAR BODY STAMPED | | | 1 |
| | 5414-2 | SEAT LAYOUT | 11238 | | 1 |
| | 5414-50 | AUTOMOBILE ASSEMBLY | | | 1 |
| | 5414-52 | AUTOMOBILE BODY | 11291 | POLYSTYRENE TMO-5151, 2125 HARBOR | 1 |
| | 5414-53 | WINDOW SHELL (4) | | POLYSTYRENE, CLEAR | 1 |
| | 5414-54 | FRONT DRILL ASSEMBLY & REAR BUMPER WELDED (4) 44440 | | IMPACT STYRENE ANY COLOR-VARICOR CHROMIUM PLATED & CLEAR VARNISH COATED | 1 |
| | 5414-55 | REAR BUMPER (DEBATED) (4) 44440 | | IMPACT STYRENE ANY COLOR-VARICOR CHROMIUM PLATED & CLEAR VARNISH COATED | 1 |
| | 5414-56 | AXLE-SHELLS ASSEMBLY (8) 47067 | | IMPACT STYRENE ANY COLOR-VARICOR CHROMIUM PLATED & CLEAR VARNISH COATED | 1 |
| | 5414-57 | UNDERCHASSIS (4) 31202 | | IMPACT STYRENE-UTILITY BLACK | 1 |
| | 5414-58 | FRONT DRILL ASSEMBLY & REAR BUMPER PLATED (4) | | PRINTED LIONEL | 1 |
| | 5414-58 | FRONT DRILL ASSEMBLY & REAR BUMPER PLATED | | JUN 16 1969 | 1 |
| | 5414-75 | AUTOMOBILE ASSEMBLY | | | 1 |
| | 5414-77 | AUTOMOBILE BODY | 11291 | POLYSTYRENE TMO-5151, 1025 BLUE | 1 |
| | 5414-53 | WINDOW SHELL | | POLYSTYRENE, CLEAR | 1 |
| | 5414-54 | FRONT DRILL ASSEMBLY & REAR BUMPER WELDED | 44440 | IMPACT STYRENE ANY COLOR-VARICOR CHROMIUM PLATED & CLEAR VARNISH COATED | 1 |
| | 5414-55 | REAR BUMPER (DEBATED) | 44440 | IMPACT STYRENE ANY COLOR-VARICOR CHROMIUM PLATED & CLEAR VARNISH COATED | 1 |
| | 5414-56 | AXLE-SHELLS ASSEMBLY | 47067 | | 1 |
| | 5414-57 | UNDERCHASSIS | 31202 | IMPACT, STYRENE, UTILITY BLACK | 1 |
| | 5414-58 | FRONT DRILL ASSEMBLY (DEBATED) | | | 1 |

As an added bonus, since the authentic documents used to write this book came straight from the Lionel archives, they also reveal new information (suffixes, variations and previously unknown items) about 100s of postwar engines, rolling stock and peripherals, making this collector's guide a must for ANY Lionel enthusiast.

Component Parts Index

Component Parts Indexes are paired with blueprints to provide the complete list of parts and subassemblies used to manufacture a complete item or finished good. They also provide a master index of each fully assembled item's individual blueprints.

The Production Control File for the no. 6414-1 Automobile Loading Car Complete provides complete instructions on how to manufacture a 6414, including all parts and subassemblies. It also provides a history of the suffixes that were used and their replacements.

The Component Parts Index for the no. 6414-1 Automobile Loading Car Complete lists all the suffixes for every part and subassembly required for manufacturing this item.

The ways that Lionel used suffixes to identify fully assembled individual items (defined as "finished goods") continues to puzzle toy train collectors. They know that Lionel used suffixes on finished goods to distinguish differences in colors, road names, decoration, trucks and couplers, loads, wheel configurations and traction aids. Suffixes also specified the inclusion or exclusion of items in a box or an altogether different item.

Questions remain, though, concerning how Lionel assigned suffixes and what individual suffixes meant. Deciphering the meaning of various suffixes will answer many questions and uncover information related to items included in this volume.

What might be called the "suffix challenge" exists because no comprehensive external Lionel document has surfaced to explain how suffixes were used and what they meant. By far the best source of suffixes known so far is the *Lionel Service Manual*. It provides detailed component and subcomponent part suffix information and

OUTFIT PERIPHERALS - PAPER INCLUDED IN OUTFITS BY YEAR

1960

1961

This section provides an overview of instruction sheets and other paper items included with most outfits. Individual rolling stock, motive power and accessory instruction sheets (not shown) would also come separate in the outfit if the item were unboxed.



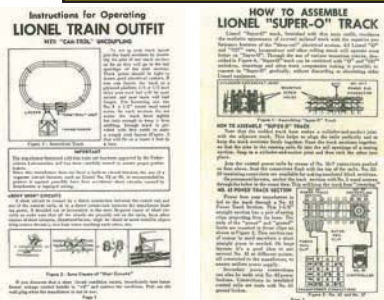
From 1960 through 1963, Lionel included an accessory catalog with each outfit. These catalogs also included a list of service stations and warranty and repair information.



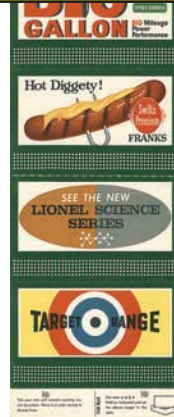
A comprehensive outfit paper and peripheral reference is included. This ensures that each outfit has the correct paper and peripherals for the correct year of production.



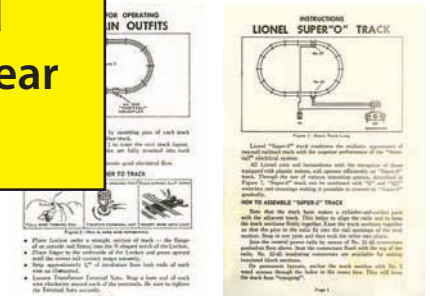
In 1960, this strip of five no. 310-2 billboards was included in most outfits.



In 1960, low-end O27 outfits included a Lionel Train Outfit instruction sheet. Super O instruction sheet no. 39-7 was included as part of no. 39-25 or 39-35 envelopes.



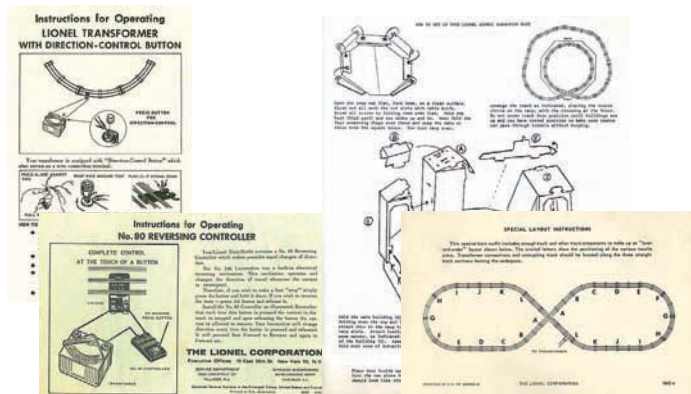
From 1961 through 1966, this strip of five no. 310-2 billboards was included with most outfits.



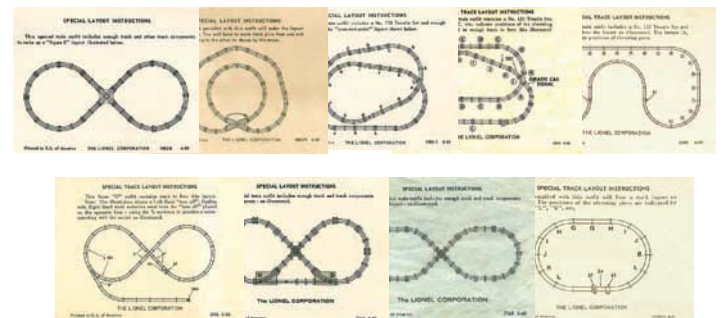
From 1961 through 1969, all outfits included a Lionel Train Outfit instruction sheet. From 1961 through 1966 Super O instruction sheet no. 39-7 was included as part of no. 39-25 or 39-35 envelopes.



In 1961, a no. 1123-20 instruction sheet was included in many outfits.



From 1960 through 1969, additional paperwork was included as needed. Examples include Special Track Layout Instructions, advertisements, supplemental transformer, controller and uncoupler instruction sheets and special notes, notices or flyers.



OUTFIT BOX PRINTING, GRAPHICS AND LABELS DATING O27 REGULAR SLOTTED CARTON (RSC) OUTFIT BOXES

1963

1964

1965

1966

1967

-

1969



- Sears four-digit numbering through 1963
- The Lionel Corporation



- The Lionel Toy Corporation



- Labels added to some promotional outfits beginning in 1966
- Both Lionel and Sears four-digit numbering



- Lionel five-digit numbering



- No graphics
- Both five-digit outfit numbering and Sears four-digit numbering



- Outfit box that has characteristics of mailer but was not used as mailer
- The Lionel Toy Corporation on one side only and blank top
- Most likely 1965 or 1966 only



- Graphics one side and blank top
- Generic box with rubber-stamped numbers
- Five-digit outfit numbering (also seven-digit Ward number)
- The Lionel Toy Corporation



- Promotional outfits only
- Five-digit outfit numbering
- The Lionel Corporation

Every outfit box variation is categorized by year, making this one of the most complete outfit box references ever produced.



- Graphics all four sides and top
- Generic boxes with rubber-stamped numbers
- Five-digit outfit numbering
- The Lionel Corporation



- The Lionel Toy Corporation



- Label added

White RSC with Light Blue Steamer and Red and Light Blue Graphics (Catalog Outfits)

In 1969, Lionel used white corrugated cardboard boxes. Light blue and red graphics were printed on all four sides, but not the top. A label with a photograph of the outfit, its contents and the five-digit outfit number was attached to the box. The Lionel Toy Corporation appeared as the manufacturer.



- Label with outfit photo, contents and number attached
- The Lionel Toy Corporation

- White Allstate By Lionel With 0-4-0 Blue Steamer (No Smoke) and Orange and Blue Graphics
- Sears four-digit or Sears and Lionel five-digit numbering
- Manufactured exclusively for Allstate by the Lionel Toy Corporation



- White Allstate By Lionel With Blue Steamer (With Smoke and Trees) and Orange and Blue Graphics
- Sears four-digit numbering
- Manufactured exclusively for Sears by the Lionel Toy Corporation



- White Allstate By Lionel With Blue Steamer (With Smoke and Trees) and Orange and Blue Gift of Lifetime Graphics
- Label added
- Sears four-digit or Sears and Lionel five-digit numbering
- Built by the Lionel Toy Corporation

- White Penney Design with Blue Engine and Orange and Blue Graphics
- Lionel five-digit outfit numbering
- Layout diagram on box
- The Lionel Toy Corporation



- White Montgomery Ward Design with Black and Orange Graphics
- Ward seven-digit and Lionel five-digit numbering
- Lionel Toy Corporation



- White Montgomery Ward Design with Black Graphics
- Ward seven-digit and Lionel five-digit numbering
- The Lionel Toy Corporation

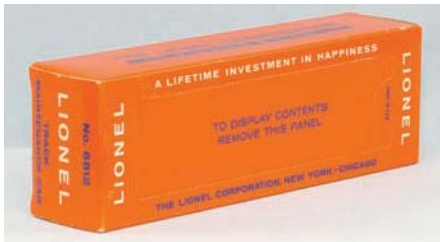
DATING POSTWAR INDIVIDUAL ITEM BOXES

1959

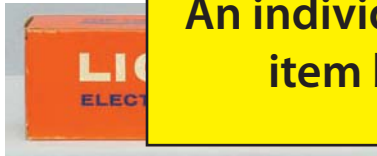
1960

ORANGE PERFORATED 1959 - 1960

From 1959 through 1960, Lionel used an Orange Perforated style box. This new design coincided with the introduction of individually boxed display pack outfits. The perforated top allowed dealers to punch out the top perforated panel and display items individually or within a display packed outfit. The graphics were printed on glossy coated stock. The company was listed as The Lionel Corporation in New York and Chicago on the box top and sides. The bottom included a Lionel Lion graphic.



Perforated top.
The Lionel Corporation New York and Chicago.



Lion graphic on bottom.



The Lionel Corporation New York and Chicago on sides.
Made in USA on one side.

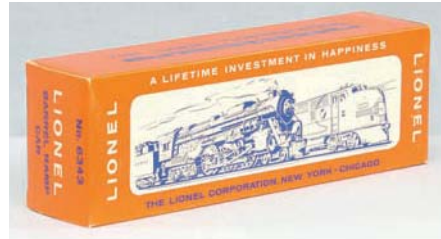


1961

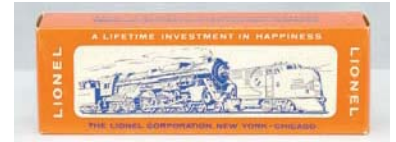
1962

ORANGE PICTURE 1961 - 1965

From 1961 through 1965, Lionel used an Orange Picture style box. This box was the same as Orange Perforated, but it eliminated the punched-out section, replacing it with new top panel graphics. It was also a lighter shade of orange. The graphics were of a 4-6-4 steamer and F3 diesel and were also used for a new version of hinged display pack outfits. The company was listed as The Lionel Corporation in New York and Chicago on the top and sides. The bottom included a Lionel Lion graphic.



Solid top (no perforations).
4-6-4 steamer and F3 diesel graphic.
The Lionel Corporation New York and Chicago.



Lion graphic on bottom.

ORANGE PERFORATED PICTURE VARIATION OF ORANGE PICTURE 1961 - 1962

From 1961 through 1962, Lionel used an Orange Perforated Picture style box for some items. It used the same graphics as the Orange Picture, except it was printed on leftover Orange Perforated cardboard. It has been observed on some rolling stock items, but most often can be found with

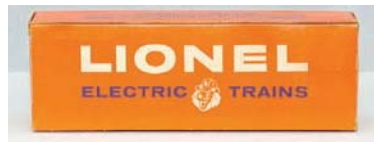
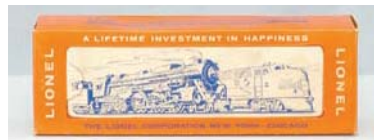
ORANGE NON PERFORATED VARIATION OF ORANGE PERFORATED 1963

In 1963, Lionel used an Orange Non Perforated style box. It was the same as the Orange Perforated, except without the perforations. It has been observed on only the no. 6827 Harnischfeger Power Shovel Car.

An individual box summary helps ensure that item boxes are correct for each outfit.



Perforated top.
Same graphics as Orange Picture.
The Lionel Corporation New York and Chicago.



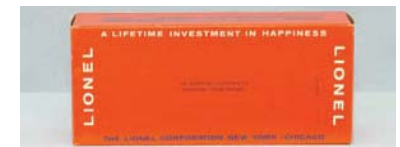
Lion graphic on bottom.



The Lionel Corporation New York and Chicago on sides.
Made in USA on one side.



Graphics but no perforations.
The Lionel Corporation New York and Chicago.



HILLSIDE ORANGE PICTURE VARIATION OF ORANGE PICTURE 1963 - 1965

From 1963 through 1965, Lionel used a Hillside Orange Picture style box. This box was the same as the Orange Picture, except the company was now listed as The Lionel Toy Corporation on the top and sides. This reflected the change in corporate structure that took place in 1963. New York and Chicago were replaced with the location of the factory, Hillside, New Jersey, on the top of the box only, not the sides. Only one 1963 item, the no. 6429 Work Caboose, used this new box. Over time, as old boxes were depleted, new boxes were printed with this new artwork.

How to Use The Listings In Part III

Part III of this volume contains detailed outfit listings for each promotional outfit from 1960 through 1969. The outfit information came from Lionel Factory Orders and other sources as explained in the Sources of Authoritative Information section of this volume. Below is a summary of a listing for outfit no. X-646 from 1961.

Photograph and Other Artwork: A photograph and/or other artwork is supplied for many outfits in this volume. This helps identify the specific variations of the outfit box, items and peripherals included in an outfit.

Header Tab: The header tab provides the Lionel outfit number and customer number (if that was the only number that appeared on the box) and year of the Factory Order.

Side Tab: Part III of this volume is sorted by Lionel's outfit number and grouped into sections. Each page includes a side tab for easy reference.

Outfit Header Section: Each outfit listing includes a header section with summary information from the Factory Order and other sources.

Customer Number on Box (not shown): This field provides the customer number that was included on the outfit box along with the Lionel number.

Description and Specification: These two fields provide Lionel's classification for this outfit.

Customer Name, Number and Price: These three fields list the customer who purchased the outfit from Lionel or the dealer/retailer who sold the outfit, the customer number assigned to the outfit and the selling price.

Original Amount: This is the quantity of this outfit that Lionel ordered from its factory to be manufactured.


Factory Order Date, Date Issued, Date Req'd (not shown): These three dates summarize when the Factory Order was created, when the final changes were issued and when the outfits were required from the Outfit Packing Department.

Alternate For Outfit Contents Section: This is the summary of substitutions for the outfit. Lionel also used this section to record customer outfit numbers and special requests.

Outfit Packing Diagram: This diagram shows how to pack the trains using the boxes and inserts listed in the Boxes & Packing section.

Comments Section: This section provides details about the outfit, Lionel customer, individual items and their boxes, outfit boxes, variations and other interesting outfit features.

Pricing Table: This table features the U.S. dollar value and rarity of the complete outfit, outfit with substitutions and outfit box alone. See the section on Pricing, Condition, Rarity and Demand for more information.



Oklahoma Tire & Supply Company was a good customer of Lionel, especially in 1961 when it purchased \$79,000 of trains. Its high-end space and military diesel purchase was outfit no. X-646.

| X-646 (1961) | C6 | C7 | C8 | Rarity |
|-----------------------|-----|-------|-------|--------|
| Complete Outfit | 575 | 1,000 | 1,400 | R9 |
| Outfit Box no. 61-250 | 200 | 350 | 450 | R9 |

Comments: In 1961, Oklahoma Tire & Supply Company (OTASCO) purchased four (nos. X-644 through X-647) Retailer Promotional outfits. The third was this Type Ia high-end diesel offering. The other outfits included two entry-level (one steam and one diesel) as well as a high-end steam offering. This space and military outfit was headed by a no. 224P-25 U.S. Navy Alco Diesel Power Car with Magne-Traction and a three-position reversing unit. It was paired with a no. 224C-25 "B" Unit. When included in promotional outfits, these items most often came boxed. The X-646 was one of four exceptions to this rule. The nos. 3665-25 Minuteman Missile Launching car and 3410-25 Oper. Helicopter Launching Car (Manually) were both new for 1961. Their space and military features made them an appropriate pairing for this outfit. The no. 6062-25 Gondola Car does not appear to fit with this outfit, and a more appropriate car would have been a no. 6470-25 Exploding Target Car. The no. 6017-210 U.S. Navy Caboose provided a nice finish.

OTASCO
70-761-5
Reg. 3/2/65
R23

The price tag attached to Lionel outfit no. X-646 shows its customer OTASCO, the outfit no. 70-761-5 and its discounted price. Discounting of trains was commonplace during the 1960s.

CONVENTIONAL PACK 61-250 BOX

| TOP LAYER | | | | BOTTOM LAYER | | | |
|-----------------------------|---------|---------|---------|------------------------|----------|---------|---------|
| 6062-25 | 3665-25 | 3410-25 | 1013-70 | 1018-30 | 1025-25 | 224C-25 | 224P-25 |
| INSERT | | INSERT | | 140-11 | 6017-210 | 240-11 | |
| 1020-25 TOP OF BOTTOM LAYER | | | | 1008-50 TOP OF 6062-25 | | | |

A sample listing shows the level of detail in this book. Thanks to the authoritative documents straight from Lionel, as well as 1000s of other documents and catalogs, new levels of detail locked away for over 40 years is now available to EVERYONE!



The Factory Orders identify the outfit known as the "Halloween General" as the no. X-507NA. This celebrated Retailer Promotional Type Ic came in a Type E Red Corrugated Tray with a speckled die-cut platform. It was the last of four outfits that were sold to Druggists' Service Council and advertised in that firm's Gifts Galore catalog.

Alternate For Outfit Contents:

Note: Use 1015-60 if 1015-25 not available.

| X-507NA (1960) | C6 | C7 | C8 | Rarity |
|--|------|----|----|--------|
| Complete Outfit | 3,00 | | | |
| Outfit Tray no. 60-415 And Platform no. 60-416 | 2,00 | | | |

This is the first book to reveal Lionel's outfit number and customer for the Halloween General outfit.

Comments: One of the many mysterious pieces of information used in compiling this volume is the identity of this outfit. To date, it has been known as the "Halloween General" (because of its orange and black color scheme) from Gifts Galore, but its true identity is actually outfit no. X-507NA from D. S. C. (Druggists' Service Council, Inc.). It took years to uncover the meaning of D. S. C. and its tie-in with Gifts Galore. (See D. S. C. Promotional in the section on Lionel's Distribution and Customers.)

The X-507NA was the fourth and last of the D. S. C. outfits (no. 149 from 1956, no. X-617 from 1958 and no. X-834 from 1959). Each of these outfits was offered free as part of a pharmacy in-store drawing. Marketing and advertising support (banners, signs and entry forms) was also created for each of these outfits. The advertising material used for the X-507NA is shown in the accompanying pictures.

Except for the 149, all of these outfits came in "Special Display Packing - per D. S. C. Specifications". To be precise, they used a

tray with a die-cut platform in which the trains were held. Then a sleeve was slid over the entire box.

For the X-507NA, the no. 60-415 Type E display box, which measured 26 x 24½ x 3¼ inches, was classified as a Red Corrugated

individual shipping of the outfit.

This Retailer Promotional Type Ic was made up of mostly promotional-only items. Only the no. 1866-25 Mail & Baggage Car appeared in catalog outfits. The no. 1882-25 Locomotive was the same as a no. 1862-25 Locomotive, but featured an orange and black color scheme. It included a two-position reversing unit and a headlight.

The 1866-25 and no. 1885-25 Passenger Car were equipped with Archbar trucks with separate non-operating and non-centering couplers. The no. 1882T-25 Tender was equipped with non-operating Archbar trucks and couplers.

The no. 1887-25 Flat Car - with (6) Horses was similar to the no. 1877-25 Flat Car - with (6) Horses, except that the numbers on the cars are different. The 1887-25 included non-operating couplers and came with yellow fence rails.



Quaker Oats Manufacturer Promotional outfit no. X-600 is shown with an original 1961 Quaker Oats container with the offer printed on the cover as well as the mail coupon. The outfit is shown without any of the substitutions.

X-600 Series



Contents: 246-25 Steam Type Locomotive; 1060T-25 Tender; 6406-25 Single Automobile Car (Less Auto); 6406-30 Automobile; 6042-25 Gondola Car (Less 2 Canisters); 6112-5 Canister - Red

Seldom seen promotional items such as these Quaker and Mother's Oats containers are shown. Also shown is a complete X-600 with pricing for the outfit and empty box alone.

The Quaker "Lionel Electric Train Set" promotion was also available to Mother's Oats customers in 1961. Two versions of the offer coupon (front and back side) are shown.

- Description:** "O27" Promotional Outfit
- Specification:** "O27" Steam Type Freight Outfit
- Customer/Price:** Quaker Oats; \$11.95 + 2 Box Tops
- Original Amount:** 75,000
- Factory Order Date:** 11/9/1961
- Date Issued:** Rev. #2 12-4-61
- Packaging:** R.S.C Outfit Packing (Individual Mailer), (Units not Boxed)

1013-8 (Loose) Packed; D61-50
Insert; upper for production
; Note: - Sub. 1130T-25; Note: When stock of 6067-25 is depleted, use 6017-25.

| X-600(1961) | C6 | C7 | C8 | Rarity |
|-----------------------|-----|-----|-----|--------|
| Complete Outfit | 135 | 260 | 410 | R1 |
| Outfit Box no. 61-399 | 20 | 40 | 70 | R1 |

Comments: One of Lionel's most successful promotional outfits, Quaker Oats Manufacturer Promotional Type IIIb no. X-600 sold at least 70,508 units per a fulfillment report dated 10/4/63. For only \$11.95 and two box tops from either Quaker Oats or Mother's Oats, you would receive this outfit.

The outfit was a true bargain because the stated list price of the trains in this promotion was \$25.00. In reality, the list price was \$35.40, as determined by memos between Lionel and the Federal Trade Commission, which investigated Lionel and Quaker's statement of claims about this outfit (see the section on Lionel's Distribution and Customers). Of note, Lionel's internal cost for this outfit was \$10.52 (before shipping and insurance) and it received only \$11.95.

Lionel expected this heavily advertised outfit to be a big hit. It



Outfit no. 11415 was Lionel's sole new advance catalog outfit for 1963. It was as low end as Lionel could make an outfit. The no. 310-62 Set of (3) Billboards and Form 2869 advertising the no. 2001 Track Make-Up Kit are the two most difficult items to obtain.



Two variations exist of the no. 63-320 Tan RSC with Black Graphics outfit box, one with "Lionel Trains" (left) and one without "Lionel Trains" (right).



This version of outfit no. 11415 mounted on a display board belonged to former Lionel salesman Ken Negri, and he might have used it to help sell the 11415. Note that the "1061" on the locomotive was a decal, a no. 1050T-style tender was used



Blister Display no. D463 was created to help sell outfit no. 11415.

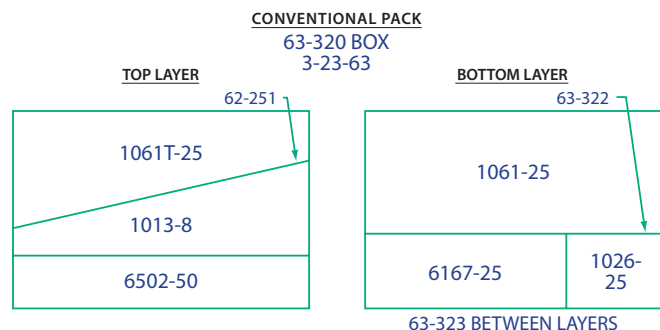
It w

and
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outf
plas
mar
product line in 1963.

Most outfits include a diagram of how to pack the trains in the box.

Many outfit listings show more than just the outfit. For example the blister display and salesman display for the 11415 are also shown.

With 65,000 units made, the 11415 ranks first among all outfits from the 1960s, catalog or promotional, in terms of the quantity produced. The 11415 was sold to numerous retailers, a few of which have been identified by price tags or catalog listings. This outfit is easily obtained, but its paperwork and billboards are frequently absent.





19300 Series

The no. 19328 was a repeat of Richie Premium's no. 19216 from 1963. It was updated to include currently available items. Richie Premium outfits always came with rare and collectible paper items, such as the nos. X625-20 Cardboard Scenic Set and 903 Set of (2) Sheets Trading Cards. But what makes the 19328 fascinating was the inclusion of both a steam and a diesel locomotive. The outfit is shown with only two of the three cable reels listed on the Factory Order.

Description: "O27" Special Train Set
Specification: 7 Unit "O27" Special Train Set.
Customer: Richie Premium
Original Amount: 7,300
Factory Order Date: 4/24/1964
Date Issued: 5/13/64
Packaging: RSC Pack (Unit 1-4)

| 19328 (1964) | C6 | C7 | C8 | Rarity |
|--|-------|-------|-------|--------|
| Complete Outfit With no. 1060T-25 | 1,000 | 2,625 | 4,500 | R9 |
| Complete Outfit With no. 1060T-50 Substitution | 1,035 | 2,665 | 4,545 | R9 |
| Outfit Box no. 64-164 | 75 | 100 | 125 | R3 |

Contents: 1061-25 Steam Locomotive; 6465-150 Tank Car; 6014-150 Tank Car; 40-11 Cable Reels (1-10 4 - 1018); 1020-25 90° Cable Reel; 1103-20 Envelope Pack; 903-1 Cardboard Scenic Set; 903-2 Set (5) Billboards; 1802-1 Instruction Sheet; 1802-1 Catalog; 927-64 Service Station List; 1-62 Parts Order Form; 1-65 Warranty Card

Some outfits included two engines, such as the 19328. Also shown are the seldom seen and rare nos. X625-20 Cardboard Scenic Set and 903-1 Set of (2) Sheets Trading Cards. Pricing IS included even for rare items like these.

Boxes & Packing: 64-164 Outfit Box; 62-246 Shipper/4 (1-4)

Alternate For Outfit Contents:
 Use no. 1060T-50 and 6167-125 as needed.

for a discussion of these highly collectible paper items.)
 The 19328 was similar to the 19216 in that it included *both* a steam and a diesel locomotive! Many original owners of these outfits still have complete outfits with both engines. But once an outfit leaves its original owner, one of the locomotives tends to be separated. Stories abound of collectors who purchased outfits intact and sold one engine. If it weren't for the Factory Orders, the fact that these outfits included two engines might never have

APPENDIX A - OUTFITS ORGANIZED BY MOTIVE POWER

Appendix A lists the motive power featured in a promotional outfit. The list is sorted by motive power part number and includes the outfit number and year. Also included are diesel locomotive "B" and "C" units and steam locomotive tenders.

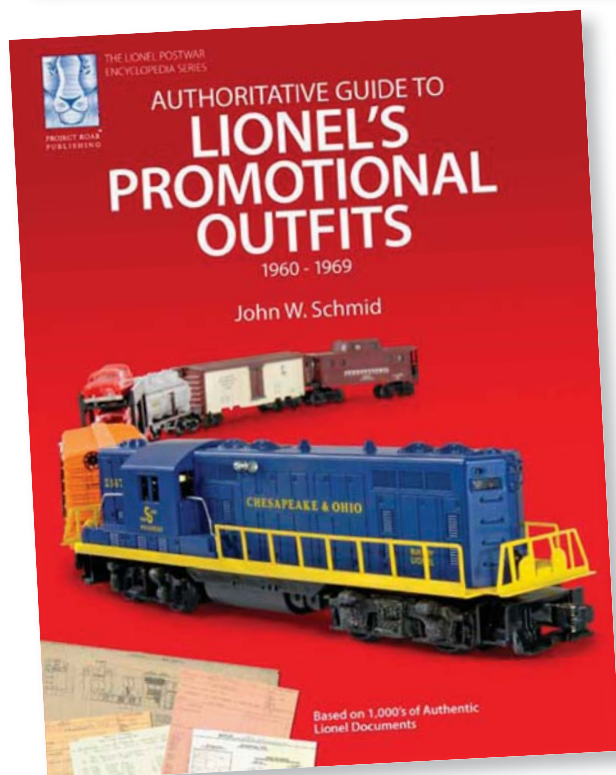
| Part No. | Outfit Number (Year) | Part No. | Outfit Number (Year) | Part No. | Outfit Number (Year) |
|----------|--|----------|--|----------|--|
| 44-50 | X-500NA (60) | 224C-1 | X-562NA (60); X-579NA (60); X-584NA (60); X-628 (61); 19201 (1) (62) | 239-25 | 11540-500 (65); 11540-500 (66); 11540X (66); 19337 (64); 19345 (64); 19346 (64); 19351-500 (64); 19371-500 (64); 19378 (64); 19391 (64); 19397 (64); 19419 (64); 19437 (66); 19580 (66) |
| 45-1 | X-676 (61); X-714 (61) | 224C-25 | X-646 (61); 9671 (61); 19145 (62); 19201 (2) (62) | 240-25 | 19326 (64); 19350-500 (64); 19350-500 (65) |
| 45-25 | X-663 (61) | 224P-1 | X-527NA (60); X-540NA (60); X-562NA (60); X-579NA (60); X-582 (60); X-584NA (60); X-628 (61); X-720 (61); 19201 (1) (62) | 241-25 | 19438 (65); 19438-502 (65); 19442 (65); 19442 (66); 19510 (66); 19511 (66); 19516 (66); 19517 (66); 19563 (66); 19583 (66); 19707 (67) |
| 45-50 | X-515NA (60); X-520NA (60); X-535NA (60) | 224P-25 | X-646 (61); 9671 (61); 19145 (62); 19201 (2) (62) | 242-25 | X-604 (62); X-660 (62); X-705 (62); 9650 (62); 11520-500 (65); 11520-500 (66); 19106 (62); 19106-50 (62); 19106-100 (62); 19107 (62); 19110 (62); 19114 (62); 19116 (62); 19120 (62); 19121 (62); 19123 (62); 19127 (62); 19131 (62); 19134 (62); 19135 (62); 19140 (62); 19142 (62); 19142-50 (62); 19142-100 (62); 19142-500 (63); 19142-502 (63); 19148 (62); 19150 (62); 19153 (62); 19156 (62); 19160 (62); 19163 (62); 19168 (62); 19169 (62); 19171 (62); 19174 (62); 19175 (62); 19180 (62); 19183 (62); 19185 (62); 19188 (62); 19199 (62); 19210 (63); 19212 (63); 19229-500 (63); 19233-501 (63); 19234 (63); 19234-500 (63); 19255 (63); 19273-500 (63); 19336 (64); |
| 50-1 | X-576 (60); X-577 (60); 13255 (64); 19312 (63) | 225P-1 | X-509NA (60); X-511NA (60); X-519NA (60); X-556NA (60); 9652 (60) | | |
| 52-1 | X-572NA (60); X-576 (60); X-577 (60) | 225P-25 | X-240 (60) | | |
| 54-1 | 19435 (65) | 226C-1 | X-576 (60); X-577 (60); 1649NE (61); 9654 (60) | | |
| 55-1 | X-537NA (60); X-573NA (60) | 226P-1 | X-576 (60); X-577 (60); 1649NE (61); 9654 (60) | | |
| 58-1 | X-578NA (60) | 227P-25 | X-616 (61); X-670 (61); X-703 (61); 1113 (60); 1115 (60); 1125 (61); 19301 (63); 19301(A) (63); 19312 (63); 19394 (64) | | |
| 59-1 | 19311 (63); 19312 (63); 19324 (63) | 228P-1 | X-550NA (60); X-625 (61); 19203 (62) | | |
| 65-1 | 19408 (64) | 228P-25 | X-533NA (60) | | |
| 68-1 | X-572NA (60) | 229C-1 | 9730-500 (63); 19129 (62) | | |
| 211P-25 | 19115 (62); 19117 (62); 19133 (62); 19136 (62); 19141 (62); 19159 (62); 19181 (62); 19187 (62); 19219 (63); 19312 (63) | 229P-1 | 9730-500 (63); 19129 (62) | | |
| 211P-150 | 11361-500 (63); 11361X (63); 11560-500 (65); 11560X (66); 19219 (63); 19225 (63); 19232 (63); 19238 (63); 19238-502 (63); 19249 (63); 19310 (63); 19396 (64) | 230P-1 | X-623 (61); X-632 (61); X-634 (61) | | |
| 211PX-1 | 19206 (62); 19396 (64) | 230P-25 | 19312 (63); 19319 (63) | | |
| 211T-1 | 11361-500 (63); 19206 (62); 19310 (63); 19396 (64) | | X-608 (61); X-641 (61); X-652 (61); X-658 (61); X-671 (61); X-678 (61); X-684 (61); X-698 (61); | | |

Complete appendices allow outfits to be found by the items they contain.

This is a great feature to find the outfit you had when you were a kid. All you need to remember is the engine or some of the cars that came with the outfit. It also allows you to find every outfit that contains a particular item. This is a must for individuals who collect particular segments of trains, i.e. Space and Military, specific road names, etc.

| | | | | | |
|---------|--|--------|--|---------|--|
| 218T-25 | 9730 (63); 11361-500 (63); 19231 (63); 19231-500 (63); 19310 (63) | 236-1 | X-647 (61); X-653 (61); X-655 (61); X-691 (61); X-709 (61); X-717 (61) | 244T-25 | (61); X-627 (61); X-631 (61); X-669 (61); X-685 (61); X-689 (61); X-694 (61); 1123 (62); 9670 (61); 19567-500 (66) |
| 220P-1 | X-503NA (60); X-529NA (60); X-531NA (60); X-534NA (60); X-552NA (60); X-556NA (60); X-558NA (60); X-565NA (60); X-606 (61); X-688 (61); X-698 (61); X-801 (60) | 236-25 | X-639 (61); X-667 (61); X-702 (61); 19102 (62); 19108 (62); 19111 (62); 19124 (62); 19128 (62); 19132 (62); 19137 (62); 19143 (62); 19166 (62); 19176 (62); 19191 (62) | 245-1 | X-604 (62) |
| 220P-25 | X-568NA (60) | 237-25 | 11351-500 (63); 11375-500 (63); 19218 (63); 19224 (63); 19226 (63); 19229 (63); 19229-502 (63); 19233 (63); 19242 (63); 19246 (63); 19262 (63); 19267 (63); 19273 (63); 19280 (63); 19327 (64); 19331 (64); 19344 (64); 19348 (64); 19351 (64); 19353 (64); 19366 (64); 19371 (64); 19380 (64); 19390 (64); 19416 (64); 19437 (65); 19437 (66); 19437-502 (65); 19441 (65); 19453 (65); 19453 (66); 19455 (65); 19514 (66); 19515 (66); 19544 (66); 19546 (66); 19547 (66); 19586 (66) | 245X-1 | X-570NA (60); X-571NA (60) |
| 220T-1 | X-503NA (60); X-529NA (60); X-531NA (60); X-534NA (60); X-552NA (60); X-565NA (60) | 237X-1 | 19229-501 (63); 19229-501X (63); 19233-500 (63); 19241-500 (63) | 246-1 | X-502NA (60); X-510NA (60); X-516NA (60); X-517NA (60); X-521NA (60); X-523NA (60); X-526NA (60); X-530NA (60); X-539NA (60); X-544NA (60); X-545NA (60); X-548 (60); X-554NA (60); X-557 (60); X-559NA (60); X-560NA (60); X-563NA (60); X-569NA (60); X-574NA (60); X-583NA (60); X-604 (62); X-657 (61); X-678 (61); X-837 (60); X-875 (60); 9651 (60) |
| 220T-25 | X-568NA (60) | 238-25 | 19214 (63); 19214-500 (63); 19233 (63); 19241 (63); 19254 (63); 19275 (63); 19326 (65) | 246-25 | X-538NA (60); X-549NA (60); X-567NA (60); X-600 (61); X-601 (61); X-604 (61); X-604 (62); X-605 (61); X-612 (61); X-622 (61); X-627 (61); X-631 (61); X-638 (61); X-645 (61); X-650 (61); X-651 (61); X-659 (61); X-660 (61); X-669 (61); X-685 (61); X-689 (61); X-694 (61); X-704 (61); X-705 (61); X-710 (61); 1111 (60); 1117 (60); 1119 (60); 9670 (61); 19140 (62) |
| 221P-1 | 19301 (63) | 238LTS | 19407 (64) | 247-1 | X-501NA (60); X-613 (61); X-680 (61); X-682 (61); X-697 (61) |
| 221P-25 | 11341-500 (63); 19235 (63); 19237 (63); 19301 (63); 19314 (63); 19341 (64); 19370 (64); 19382 (64); 19433 (65); 19434 (65); 19512 (66); 19513 (66); 19553 (66) | 239-1 | 19590 (66) | | |
| 221P-50 | 19334 (64); 19334-500 (64); 19334-500 (65); 19434 (65) | | | | |
| 221P-75 | 19334 (64); 19343 (64); 19383 (64); 19434 (65) | | | | |
| 222P-25 | 11011 (62); 11015 (62); 11341-500 (63); 19109 (62); 19312 (63); 19314 (63); 19314-500 (63) | | | | |
| 223P-1 | 9656 (62); 19172 (62); 19317 (63); 19317A (63); 19322 (63) | | | | |
| 223P-50 | 19271 (64) | | | | |

THE AUTHORITATIVE GUIDE TO LIONEL'S PROMOTIONAL OUTFITS 1960 - 1969



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The *Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969* showcases the more than 700 electric train outfits (sometimes called "uncataloged train sets") that Lionel created exclusively for retailers and promotional firms (Sears Roebuck and Co., J. C. Penney, Montgomery Ward, Spiegel, Western Auto, A&P, Quaker Oats, and many other firms) during one of the most important and yet overlooked periods in its history.

With limited production and distribution, Lionel's promotional outfits are some of the rarest and most valuable products it ever produced. But because these outfits never appeared in a Lionel consumer catalog, their contents—even their existence—remained uncertain for decades. Until now!

Thanks to long-lost authentic Lionel Factory Orders and other internal documents recently recovered from the Lionel archives, complete information about Lionel's production of promotional outfits is at last available.

The *Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969* is the **FIRST AND ONLY** reference guide to use these records and provide complete information about each promotional outfit, including:

- All individual items (engine and rolling stock) and how they came packed
- A description of the original outfit box, outfit inserts and packaging
- Original production quantities
- Instruction sheets
- Packed envelopes
- Peripherals (Track, Transformer, Oil, Wire, Smoke, etc.)
- Diagrams for packing the outfit in the outfit box

Complete descriptions, along with information based on the Train Collectors Association (TCA) grading scale, rarity and current market values for every promotional outfit, are beautifully displayed in more than 1,500 full-color pictures and images.

As a bonus, because the authentic documents came straight from the Lionel archives, they also reveal new information (suffixes, variations and previously unknown items) about 100s of postwar locomotives, rolling stock and peripherals. This information makes *The Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969* a must for any Lionel enthusiast.

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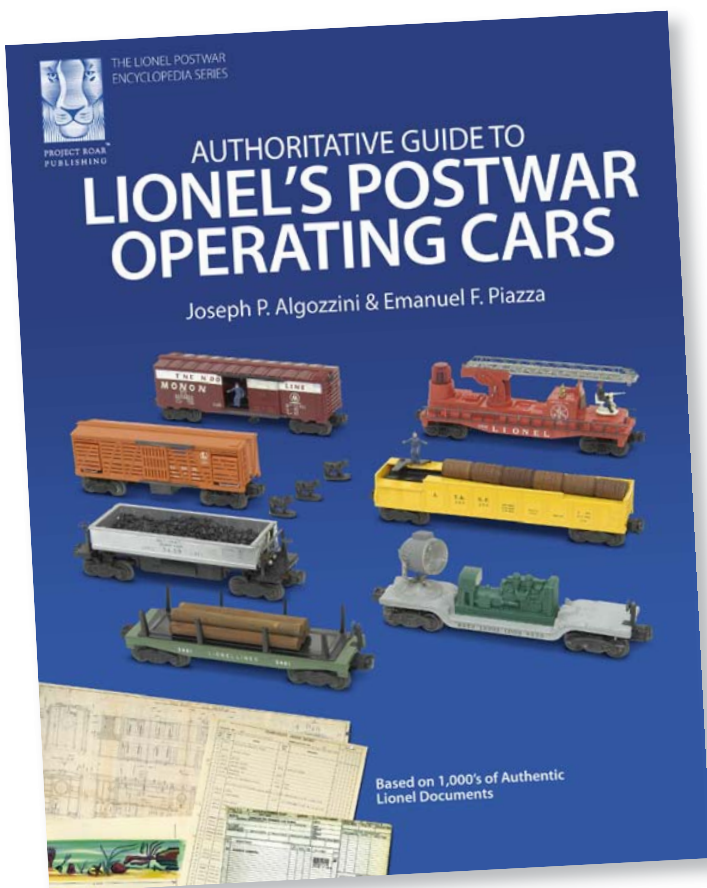


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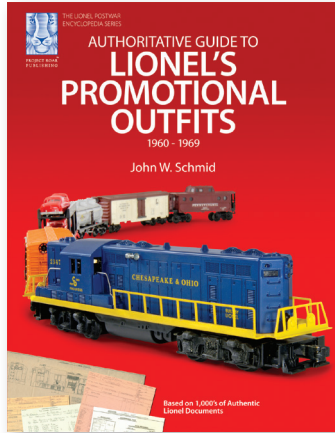
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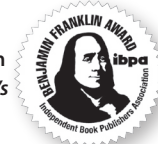
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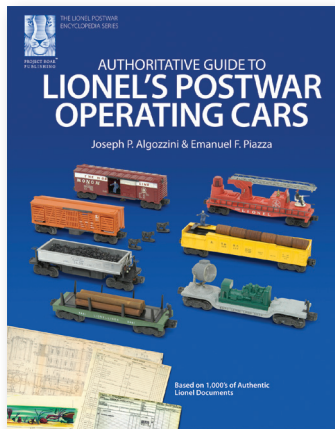
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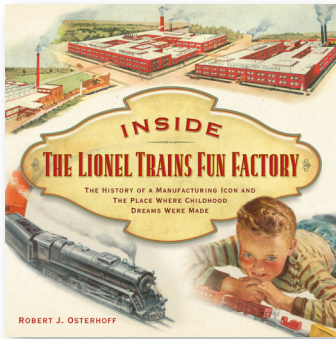
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