

Passenger Train JOURNAL

Lights, Camera, Lionel Trains! ***A Photo History of an American Icon***

by Roger Carp

Lionel miniature trains have been part of American popular culture for 125 years. Through 100 short but engaging photo essays and more than 220 photos, this new book by Roger Carp examines the connections between Lionel's products and the American public's broader awareness of the nation's freight and passenger trains. Through the 1930s and into the postwar years, founder Joshua Lionel Cowen's namesake company was at the peak of its influence, and many readers of *PTJ* no doubt will have memories of Lionel trains from their youth.

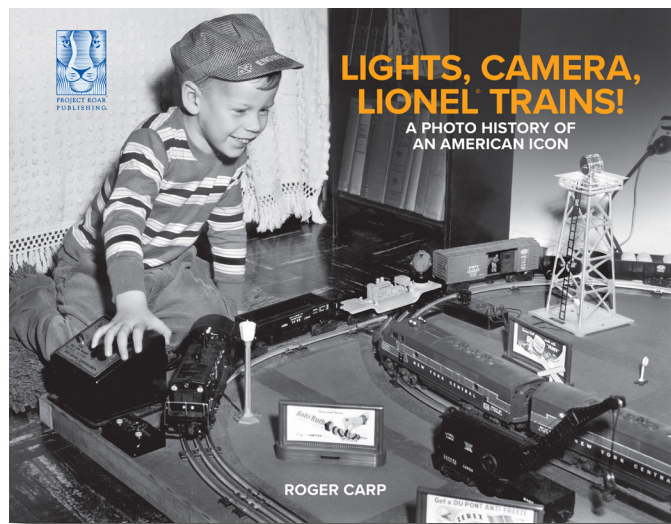
This is an informative and attractive book that contains much to reward those interested not just in miniature trains, but in the relationships of railroads with the American public in the mid-20th century.

Passenger trains were reaching their own mid-century zenith, and from the Budd Flying Yankee and Union Pacific's streamlined City of Denver in 1939 to Norfolk & Western's streamlined Class J 4-8-4 steam locomotive and Santa Fe's Warbonnet F-units in the 1950s, Lionel's large-scale offerings kept pace with the country's newest and most eye-catching passenger trains.

The book's photos and text recall an era when railroads regarded Lionel as a partner in promotion. They eagerly sought miniature representation of their locomotives and cars in Lionel's annual catalog — seeing it as a mutually beneficial form of advertising, rather than a licensing opportunity — and often highlighted

those efforts in their employee magazines. Just as famous actors, musicians, and athletes had publicity photos taken when boarding or disembarking the nation's premier passenger trains, so, too, did many lend their endorsement to Lionel's versions of those same trains.

By the 1970s, Lionel and the railroads it immortalized were facing tough times, but ***Lights, Camera, Lionel Trains!* is a poignant reminder of happier times when America's railroads were front and center in the public eye.** — Kevin J. Holland



224 Pages - 11" x 8.5"

220+ full-color and black-and-white photos

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Lights, Camera, Lionel Trains! A Photo History of an American Icon by Roger Carp. Available from Project Roar Publishing, P.O. Box 95, Winfield, IL 60190. To order, visit www.projectroar.com or call 630-653-ROAR (7627). 224 pages, 220+ full-color and black-and-white photos, Hardcover \$49.95 (ISBN 978-1-933600-07-9), Limited Edition Hardcover \$99.95 (ISBN 978-1-933600-08-6). It is also available Amazon.com, Trains.com and your local hobby retailer.

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