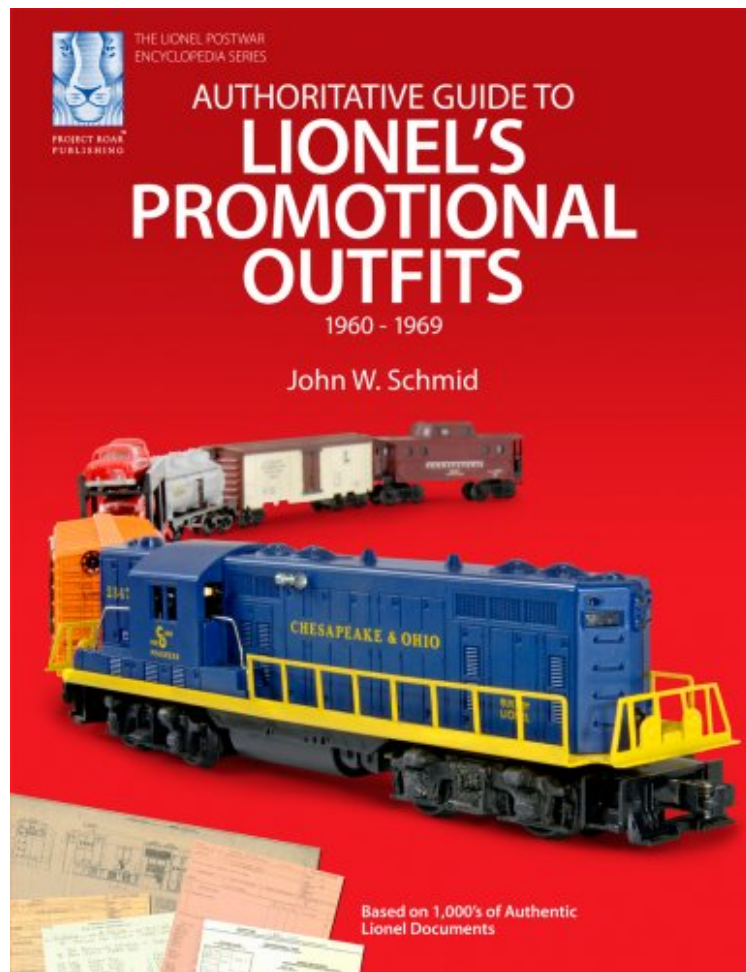


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Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969 (Lionel Postwar Encyclopedia Series) (Lionel Postwar Encyclopedia)

John W. Schmid

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John W. Schmid : Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969 (Lionel Postwar Encyclopedia Series) (Lionel Postwar Encyclopedia) before purchasing it in order to gage whether or not it would be worth my time, and all praised Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969 (Lionel Postwar Encyclopedia Series) (Lionel Postwar Encyclopedia):

1 of 1 people found the following review helpful. Meticulous account of many unknown or lost details By SalemClipper This tome is not designed for the feint-hearted or casual reader; nevertheless, its pages hold the model train enthusiast spell-bound by the illustrations and factoids found within its covers. What an encyclopediactic undertaking! The detail and chronological format throughout this reference book make it possible to know the wide range of unique "promotional" train sets and rolling stock that also were available for purchase outside pages of every

annual Lionel catalogue of the 1960s. Fascinating, informative, and exacting, this reference work should occupy a space on the bookshelf of any serious Lionel train collector or serious Lionel fan. 0 of 0 people found the following review helpful. Superb! By Past Customer The most complete works on Postwar Lionel Trains period. Very well laid out and extremely informative. Contains photos of almost all sets and accurate contents and peripherals of every set. A must own for any serious collector. 1 of 1 people found the following review helpful. Five Stars By Thomas R Finnegan Excellent reference book!

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, AP, 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 cars) and how they came individually packed * A description of the original outfit box, 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 Peripherals (Track, Transformer, Oil, Wire, Smoke, etc.) 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. Lionel collector and historian John W. Schmid spent years analyzing the Lionel Factory Orders as well as thousands of other internal Lionel and retailer documents. He traveled across the United States seeking and then photographing and analyzing the outfits to develop this, the most complete and authoritative guide to Lionel's promotional outfits and part of Project Roar Publishing's ongoing Lionel Postwar Encyclopedia Series. The Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969 is essential for: * Toy train collectors seeking to verify or complete their promotional outfit investments and learn the value and rarity of their outfit. * Anyone who owns a promotional outfit or empty box and for years has wondered what those trains were and how much they might be worth. * Individuals seeking to relive their childhood by finding the train they had long ago. * Any Lionel enthusiast seeking to learn more about the history of Lionel straight from internal documents and the memories of the individuals who made and sold its trains. See for yourself if you have a long-lost attic treasure.

Winner of the best reference book (IPPY Gold Award) from the Independent Publisher Book Awards. The IPPY's recognize excellence in independent publishing from more than 3,000 entries. Winner of honorable mention reference book from ForeWord Magazine's Book of the Year Awards. The Book of the Year Awards recognize the best works from independent publishers. Finalist in the reference book and best new voice (nonfiction) categories from the Benjamin Franklin Awards™ sponsored by the Independent Book Publishers Association. The Benjamin Franklin Awards celebrate excellence in independent publishing. "A valuable addition to Americana, vintage toy, and public access library collections." --Library Journal "This work is one that is unequaled by anything previously available. Anyone with an interest in postwar Lionel should consider this groundbreaking book" --Bill Schmeelk, June 2007 issue of LCCA's The Lion Roars. "Anyone interested in Lionel trains or Lionel the company will want to own this book. It stands out as among the most significant pieces of research in the history of this great American toy maker." --Roger Carp, Classic Toy Trains magazine "The BEST research EVER published on postwar Lionel. Even a novice collector can more than recoup the purchase cost with the Buy-or-Sell of a single item from knowledge gained." --Paul V. Ambrose - AmbroseBauer Trains, Collector, Author of Greenberg Postwar Guides, and Classic Toy Trains contributor. -- sThe best reference book (IPPY Gold Award) from the Independent Publisher Book Awards (IPPY Awards). The IPPY's recognize excellence in independent publishing from more than 3,000 entries. Honorable mention in the reference book category from ForeWord Magazine's Book of the Year Awards. The Book of the Year Awards recognize the best works from independent publishers. Finalist in the reference book and best new voice (nonfiction) categories from the Benjamin Franklin Awards™ sponsored by the Independent Book Publishers Association. The Benjamin Franklin Awards celebrate excellence in independent publishing. --Book Expo America - May 29-30, 2008 "The BEST research EVER published on postwar Lionel. Even a novice collector can more than recoup the purchase cost with the Buy-or-Sell of a single item from knowledge gained." --Paul V. Ambrose - AmbroseBauer Trains, Collector, Author of Greenberg Post-War Guides, and Classic Toy Trains contributor. About

the AuthorJohn W. Schmid, the co-founder and president of Project Roar Publishing, has been collecting trains with his father, George, for as long as he can remember. In 2001, they obtained the Lionel Factory Orders that serve as the basis of the Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969. Not long after, they founded Project Roar Publishing and put out their first book the Authoritative Guide to Lionel's Postwar Operating Cars in 2005. John is the author and photographer of the Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969 and the co-editor and photographer of the Authoritative Guide to Lionel's Postwar Operating Cars.