

All of us at Lionel are deeply committed to maintaining the wonderful Lionel experience that has brought people into the Lionel family for almost 100 years. This may be your first Lionel catalog. Or, you may have a long Lionel tradition. Whichever it is, there's a magic associated with Lionel that we believe defines who we are and who we must remain.

The Lionel experience is a very personal one. So, to truly understand what Lionel means to our customers, we go to great lengths to hear it from you, in your own words. We've spoken with many of you in person. We've carefully read literally hundreds of very constructive, helpful letters. And now, through the wonders of technology, we've had electronic exchanges with many more.

We've learned a lot. But what we've learned most is how important Lionel is to you. Lionel is more than just another source of model railroading products. It's about childhood, families, and friends. It's about learning, creating, and growing. It's about the past and the future. No layout is ever complete. No appetite ever completely satisfied.

It is this personal nature of the Lionel experience that can make it so tricky to translate the Lionel experience into specific products and services. Each of our customers has his or her own, very personal perspective on what they'd like to see us produce. No company can be all things to all people, and Lionel is no exception. But if you're a model railroader, you probably consider our products from time to time. So we believe it is particularly important for us to share our product objectives and goals with you.

To help us define who we are today, we turned the clock back to the time of Joshua Lionel Cowen and the Lionel Corporation. Much has been written about Mr. Cowen, but one thing is certain: the original Lionel Corporation was about fun and family. Mr. Cowen and his associates didn't worry much about convention. They built trains that people wanted, not replicas of trains they rode on. They built trains to run around bedroom floors and Christmas trees. While inspired by the history of railroading, the real world was only a guide for the magical world they sought to create.

Their trains ran on three-rail tracks. Their colors were bright and lively. And their designs had a look and feel that was truly unique. They even turned to the fantasy creations of Walt Disney for ideas and characters. Their success was legendary, and eventually people began not only to buy their products, but to collect them, and even to pass them on from one generation to another. Clubs were formed. Traditions established. Lives were touched and memories etched.

With so much history and interest in the products of our past, it's tempting to focus our efforts on the reproduction of those legendary items. But that would be the ultimate disservice to Mr. Cowen and what he stood for. He seldom looked back. The particulars of the product were secondary to the experience one had. If a change in manufacturing technique, or a new technology, made the product more enter-

taining and thus helped children grow and families unite, then it was a change to be pursued with vigor.

That is, perhaps, Mr. Cowen's greatest legacy—his tireless commitment to innovation. Not all were successful, which, ironically, has contributed to the fun of collecting Lionel. But collectibility was never the objective. It happened because of the wonderful experiences that customers associated with the product. It was a unique joy that people wanted to bottle up and keep for a lifetime.

ore than anything else, our objective is to be true to this legacy. We will continue to push into new frontiers of operating features and technology. TrainMaster Command opens the door to a whole new world of control and performance. But it's the *capabilities* we're after, not the technology. *How* we do things will be secondary to *what* the product can do.

We walk a fine line. Lionel has often sacrificed prototypical measurement in the interest of making products that would run on layouts of all sizes and vintages. And that commitment to compatibility remains a cornerstone of our product innovation. While we may not be able to accommodate every variable in every case, operating system compatibility will continue to be a primary concern.

Since our products, from the beginning, have been inspired by the rich and colorful history of real-life railroads, we will also continue to be guided in our product design by the real machines of real railroads. We will not, however, be a slave to these standards. We will even escape from this reality if we believe it enhances the product and the experience of Lionel railroading. Mr. Cowen would expect no less.

Because, however, there are some customers who enjoy products which are prototypically correct, we will manufacture products from time to time which are as accurate as we can practically achieve. In these cases, we will clearly identify such products as prototypically accurate.

We will, of course, continue to offer updated versions of our most popular products from the past. But, as Mr. Cowen himself would have done, we will make every attempt to upgrade the quality and features of those products to take advantage of all that we have learned since we built the original. Again, however, since we do have customers that would like exact replicas of our most famous products, we will build them from time to time. These will be clearly identified in our catalogs to be as close to the original as current manufacturing methods practically allow.

In addition to innovation, our product development focus will be on continually upgrading the durability and quality of our trains. We will enhance the sense of heirloom quality that is our hallmark. That is why most of our trucks are changing from plastic to die-cast, plastic car bodies and accessories are being fully painted, plastic coupler armatures are being replaced with metal ones, metal brake

wheels supplant plastic ones, tender tether sheathing continues to improve, rolling stock decoration has more color and accuracy, and Pullmor Classic motors enjoy vast performance and durability improvements.

There are certain features, however, which we have concluded do not provide meaningful product advantages. Traction tires, for example, have been used by some manufacturers to improve the so-called "pulling power" of their engines. But these are tests of traction, not power, and are largely irrelevant. With Command-equipped engines in particular, you can insert locomotives anywhere in your consist, creating the capability to pull trains of limitless length. Besides, a little wheel slippage starting up or on grades adds excitement to your railroading. So we will continue to focus on upgrades to the Lionel Magne-Traction system, which offers the additional benefit of operating stability, and does not have the maintenance of traction tires.

But maintenance, of and by itself, isn't necessarily a bad thing. Some manufacturers tout, as an advantage, the fact that DC can motors do not require routine maintenance. Actually, they can't be maintained. When they wear out, they must be replaced. That's why we will not eliminate the Pullmor Classic motor, which we make ourselves, right here in our Detroit plant. We believe these motors offer more opportunity for performance enhancement, as our engineers have recently demonstrated. So, while you'll see the new Lionel Pullmor Direct drives on products where maintenance and price advantages outweigh all other considerations, our signature products will continue to offer true Lionel motive power.

And there will continue to be plenty of innovation. We're offering our best values ever on TrainMaster, and Command-equipped locomotives now start as low as \$200 suggested retail. And in the months and years ahead, you'll see a wide array of new features and sounds which can be controlled at the touch of a button from anywhere around your railroad. Give your kids a CAB-1 and let them blow the whistle or the horn to their hearts' content, while you control the speed and route of the train. It's something that surely would have brought a smile to Mr. Cowen's face.

What does the future hold? An integrated control system that allows you to control your entire layout—not just the trains, but accessories, lighting, and a full array of environmental sounds. You will be the director, producer, screenwriter, and stage manager of your own Lionel production. Share it with your children. Share it with a friend. But whatever you do, enjoy your trains and have fun!

Thank you for your support and interest. All of us at Lionel are excited about the future of Lionel railroading. We are deeply proud to be the current caretakers of the wonderful tradition started by Joshua Lionel Cowen and his amazing trains.

LIONEL

Yours in railroading,

# THOMAS THE TANK ENGINE & FRIENDS

Welcome to the world of Thomas the Tank Engine and Friends! Now a member of the Lionel O gauge family of electric trains, Thomas is ready for service on your Island of Sodor. And with his friends Annie and Clarabel, you can create all sorts of fun! Start with Thomas the Tank Engine (6-18719, \$129.95), then add his good friends. You're on your way to a lifetime of Lionel railroading adventures!



# 5117 ANNIE PASSENGER COACH

# CLARABEL PASSENGER COACH

New! Thomas' dependable coaches Annie & Clarabel have arrived to help Thomas carry passengers around the Island of Sodor. Make your adventures complete with these two special coaches! Authentic graphics, plastic construction, metal wheels and axles. Length 6".

Annie (6-15117) **\$29.95** Clarabel (6-15118) **\$29.95** 



© Britt Allcroft (Thomas) Limited 1997

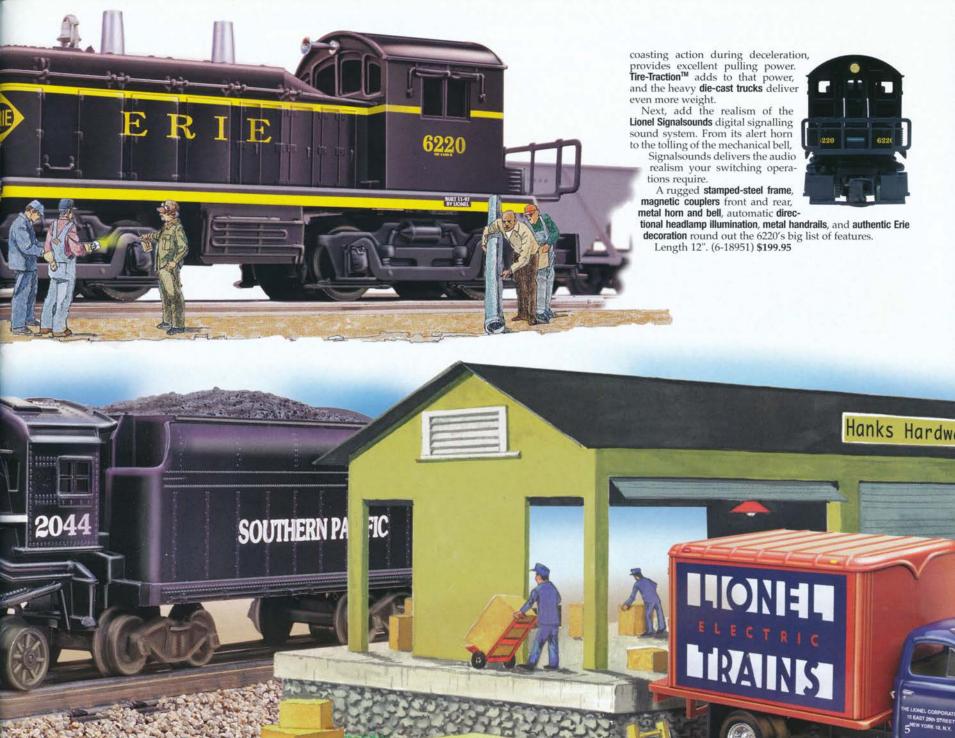


# (8431) LIONEL TRANSIT TROLLEY

Every modern city needs dependable public transit. Count on the 8431 Lionel Transit Trolley to handle the job. Dependable can motor drive, brilliant interior illumination, automatic directional lighting, and bumper-actuated automatic reversing—just install end-of-line bumpers (available separately), and when your Trolley contacts one, it instantly heads out in the opposite direction! Length 7½". (6-18431) \$69.95

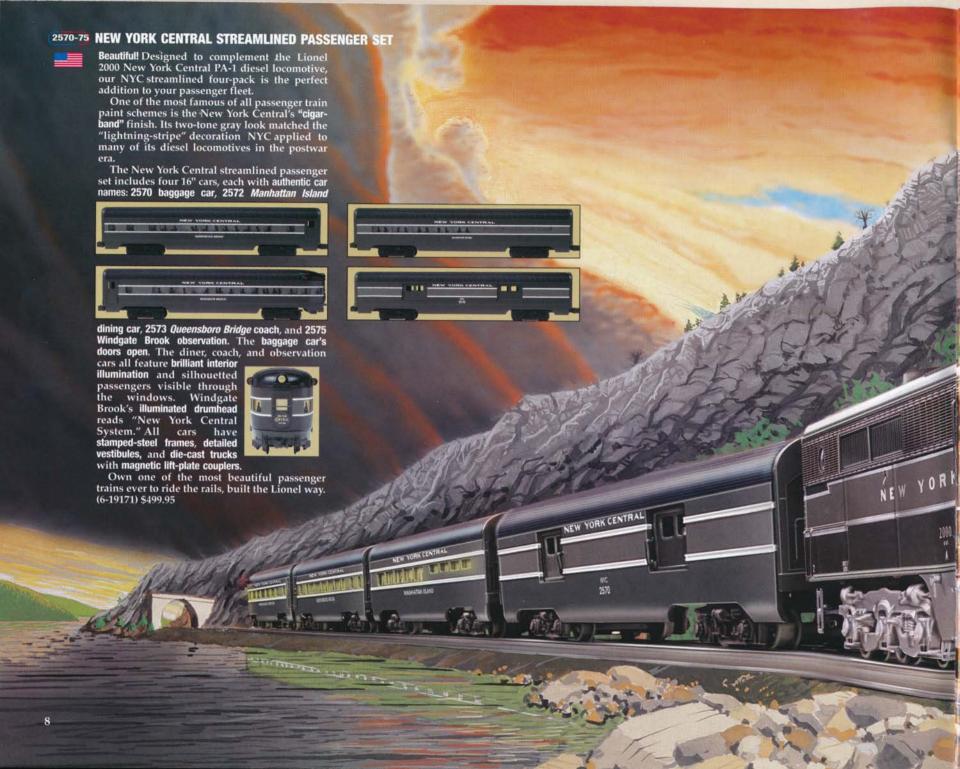
































#### 3545) WLNL CHANNEL 7-AIREX SPORTS CHANNEL TELEVISION CAR

New look! The classic 3545 Lionel TV car is back and better than ever! Now featuring WLNL Channel 7 and Airex SportsChannel markings, the 3545 is perfect for special service trains, or on sidings near interesting scenes. During operation, the 3545's gear-drive mechanism rotates the WLNL camera. When positioned for stationary work, you can adjust the direction of the nine-"lamp" lighting grid. Metal wheels and axles, gear-drive camera rotation, illuminated monitor, magnetic couplers. Length 10%", (6-16751) \$49.95

#### (9200) UNION PACIFIC DOUBLE-DOOR STANDARD O BOXCAR

Color and realism! That's what you say when you get your hands on our latest 9200 Standard O double-door boxcar. Decorated in UP's famous yellow-and-silver scheme, the 9200 captures a short period in UP's timeline—around 1962—when they used the nontraditional "U.P" logo alongside their new "Automated Rail Way" slogan. Opening double doors, die-cast sprung trucks, magnetic couplers, metal brakewheel. Length 13½". (6-17227) \$59.95

# 9700 1997 CHRISTMAS BOXCAR

Catch the spirit! 1997's Christmas boxcar has something for everyone. Santa, standing alongside his 726 Berkshire, proclaims "Gotta get the toys there on time!" A playful elf runs his *Lionel Lines* set with a CAB-1 remote, while Santa's Quality Meter reads "Best." Enhanced decoration quality, metal brake wheel, die-cast sprung trucks, magnetic couplers, opening doors. Leneth 10%". (6-16272) \$39.95



#### 9700 / LOVE NEW YORK BOXCAR

Number 16! Here it is—our next installment in the "I Love" series—and it's an old, familiar friend: New York! Yes, now your "I Love" train has not one but two I Love New York boxcars. Enhanced decoration quality, metal brake wheel, die-cast trucks, magnetic couplers, opening doors. Length 10%". (6-19949) \$44.95



9200



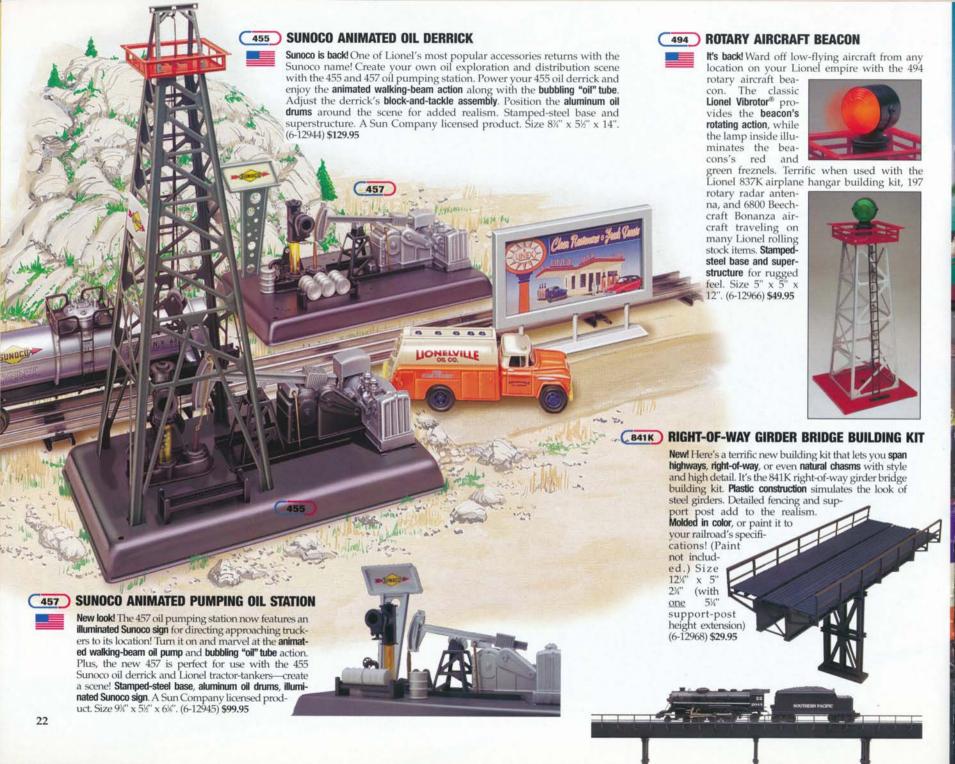
# 6983 PENNSYLVANIA RR F9 WELL CAR

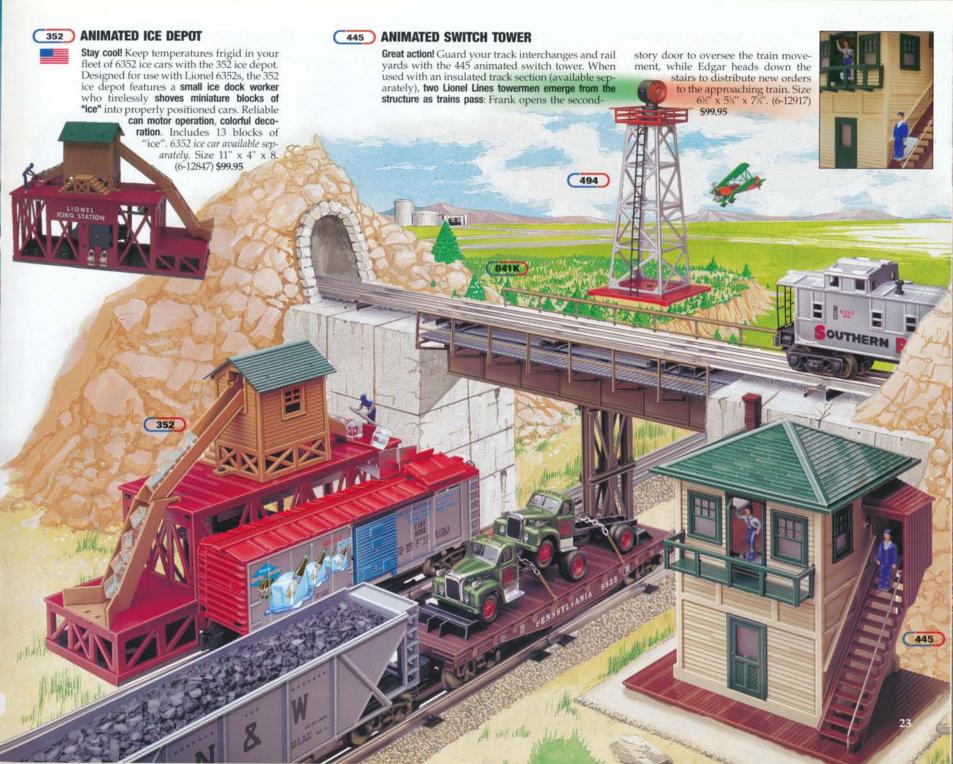
Authenticity! We created the F9 well car from railroad blueprints, so count on true realism. The 6983 Pennsy version for 1997 features dual LIONEL cable reels and tie-downs, dual brake stands, die-cast six-wheel trucks with magnetic couplers, wireform handrails, and tuscan Pennsy decoration. Build your F9 well car fleet with the 6983. Length 14½". (6-16983) \$54.95















### CLASSIC **BILLBOARD SET**

Return of a classic! One of the all-time Lionel accessories is back-and it's better than ever with all-new billboard art! Each set comes with three billboard frames and three full-color billboard art inserts. Perfect for trackside, on top of buildings, or alongside model roadways. Size 5\%" x \%" x 3\%". (6-12949) \$7.95





#### LIONEL NEWS NEWSSTAND WITH DIESEL HORN 114

New look! Add this great-looking newsstand to your lineside settings and enjoy the bonus of an alert diesel horn with the press of the control button! Striking new decoration and art that's perfect for any station or civic setting. Includes control button. Size 8" x 7" x 3%". (6-12961) \$49.95



# 40-15) LIONEL CABLE REELS

Use these realistic cable reels anywhere you need extra "stuff"-freight yards, lineside settings, as loads on rolling stock, or even on the beds of Lionel tractor-flatbed trailers. Molded in color, you can paint them to match your chosen setting (paint not included). Set of two. (6-12795) \$5.49

# (2740) GENUINE WOOD LOGS

Holding true to the belief that you can never have enough extra natural logs around, here's the solution-a set of three genuine-wood logs that are perfect as flatcar loads or along the rightof-way. Plus, they're great in logging settings too. Set of three. (6-12740) \$4.29



#### **BLINKING-LIGHT BILLBOARD**

Combine the power of advertising with technology, and what do you get? The 410 blinking-light billboard! Connect the 410 to your power supply, and it automatically blinks on and off, alerting passing

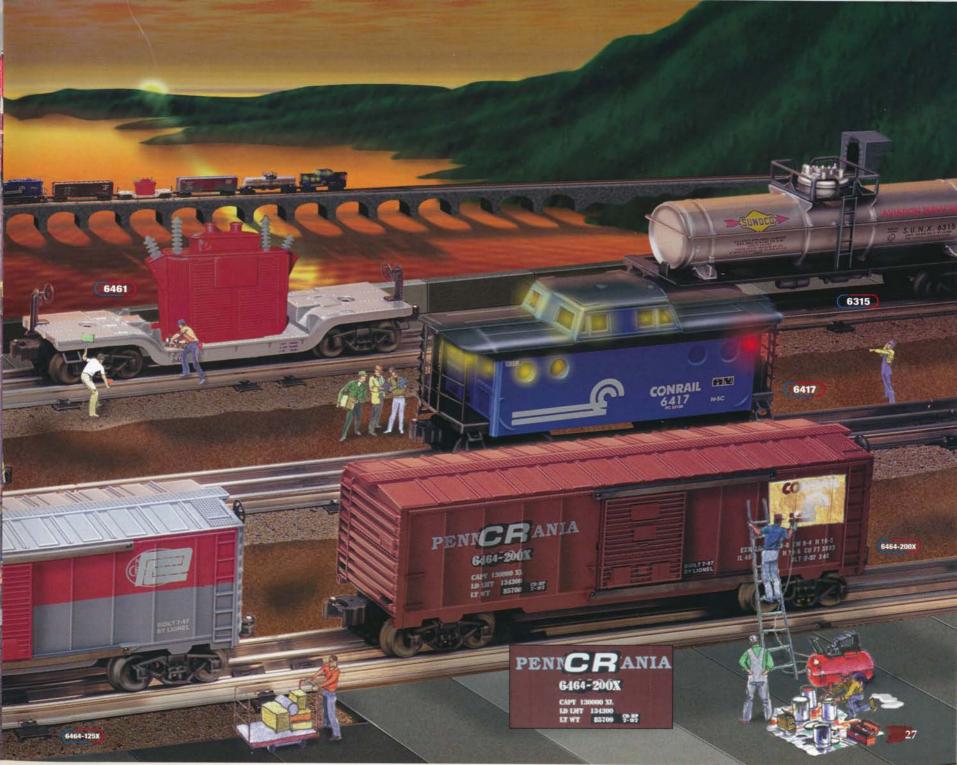
trains and motorists to your outdoor message. Set includes one 310 billboard frame, one blinking-light assembly, and one piece of billboard art. (6-12974) \$19.95













#### 1809 LIONEL VILLAGE TROLLEY COMPANY SET

Perfect around the tree! The trolley automatically reverses when it touches a bumper (headlights change too!); 3 curve, 4straight O-27 tracks; two bumpers, power pack.

(6-11809) \$99.95



#### (1919) LIONEL DOCKSIDER SET

Great value, loads of fun! Rugged little 8200 Docksider 0-4-0 steamer with forward-neutral-reverse operation pulls a 9700 New Haven boxcar with opening doors and 6057 Lionel Lines bobber caboose. Set includes an oval of O-27 track and power pack. (6-11919) \$99.95



#### (1113WS) LIONEL LINES FREIGHT SET 1997

Here's the Lionel set that has something new and collectible each year! All the classic elements are included—plus two items specially built for 1997 only! Set 1113WS is led by the die-cast X1110 4-4-2 steam locomotive with brilliant headlight, smoke, and classic Lionel air whistle. It pulls a 9700

Lionel Cola boxcar; 6424 stakeside flatcar; and 6357 Lionel SP caboose with brilliant interior lighting. All cars have high-end decoration and magnetic couplers. The Circle L Cola tractor-trailer is a knockout too! Big 27"x63"

oval of O-27 track, 40-piece freight load, 40-watt 3-amp power and control system, 1997 collector package. Start your Lionel Lines collection this year! (6-11921) \$199.95





# 1920 PORT OF LIONEL CITY DIVE TEAM SET

Feel the excitement and adventure of a professional dive team's exploits with the Port of Lionel City set! Dynamic decoration and innovative fun make this a must-have! Leading the way is the rugged Lionel 2030 Port Alco FA2 diesel locomotive with long-life power truck, traction enhancement,

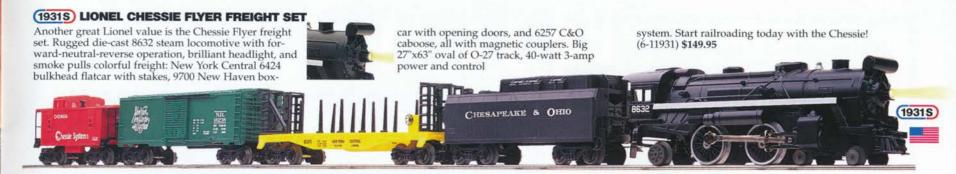
1900WS

brilliant interior and headlight illumination, magnetic coupler, and newly restored streamlined pilot skirt. Dive team support cars include the 3540 radar car; 6424 flatcar with motorized Port speedboat (batteries not included); 6660 derrick car; 6822

searchlight car; and 6130 illuminated medical caboose. Plus, a <u>very</u> cool Port tractor-trailer, grade crossings, magnetic couplers, big 27"x63" oval of O-27 track, 40-watt 3-amp power and control, and <u>superior</u> decoration. (6-11920) \$269.95







#### (1735WS) LIONEL NEW YORK CENTRAL FLYER FREIGHT SET

An all-time Lionel favorite! The New York Central Flyer freight set has value, features, and plenty of railroading excitement. Start with the rugged 8632 4-4-2 steam locomotive. Its die-cast boiler is packed with a long-life drive system, brilliant headlight, real smoke generator, and tires for enhanced pulling power. Its

tender features a Lionel air whistle for classic, haunting tones on demand. Freight cars include a 9700 New Haven boxcar, 6424 New York Central bulkhead flatcar with stakes, and 6257 NYC caboose. All cars have magnetic couplers and metal wheels and axles.

Set 1735WS even includes a tractor-trailer, grade crossings, 40-piece freight load, big 27" x 63" oval of O-27 track, and 40-watt 3-amp power and control. Go Lionel with the New York Central Flyer—a terrific value and

loads of fun! (6-11735) \$169.95



# 1929 LIONEL WARBONNET PASSENGER SET

The majestic colors of the Santa Fe return to Lionel train sets with the Lionel Warbonnet passenger outfit. Set 1929W is pulled by a rugged Lionel 212 Santa Fe Alco FA2 diesel equipped with a long-life power truck, traction enhancement, brilliant interior and



headlight illumination, magnetic coupler, and newly restored streamlined pilot skirt. Three passenger cars complete the set: the 2407 Thoreau combination car, 2404 Tucumcari Vista-Dome, and 2406 Tehachavi observation



car. All have brilliant interior illumination and magnetic couplers. Big 27"x63" oval of

O-27 track, 40-watt 3-amp power and control, and excellent painted decoration. (6-11929) \$229.95



# 1900WS LIONEL SANTA FE SPECIAL FREIGHT SET

Great value and great fun are headed your way with the Lionel Santa Fe Special freight set. Set 1900WS is led

by the rugged Lionel 8644 4-4-2 steam locomotive with diecast metal boiler, long-life drive train, headlight, traction enhancement, and classic Lionel air whistle. It pulls a 9700 Santa Fe *Chief* boxcar; 6424 auto flatcar with two vintage sedans; 6424 trailer-on-flatcar; 3362 animated log-dump car; and 6357 illuminated caboose. Big <u>figure-8</u> of O-27 track, remote-control section, grade crossings, 40-watt 3-amp power and control, tractor, cargo load, and *action!* (6-11900) **\$269.95** 

Add these terrific 310/410 billboard

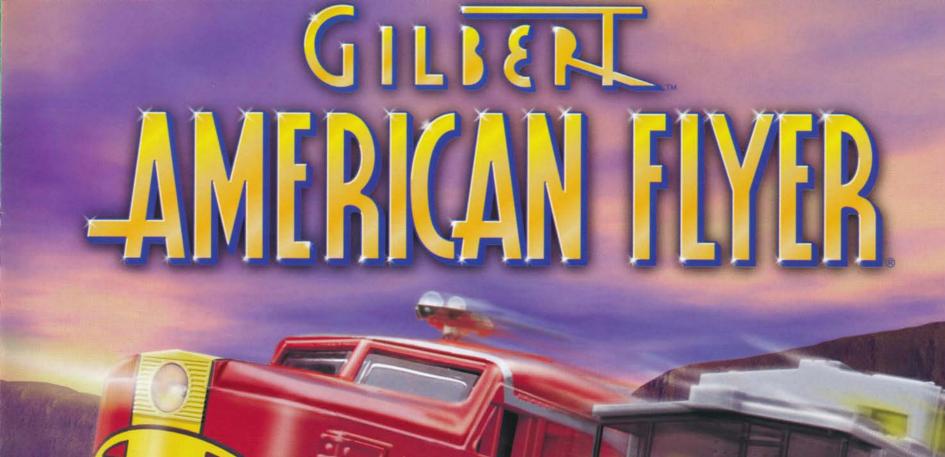
inserts to any location on your Lionel railroad for even more realism. Look for these billboard sets on page 25 of this catalog.





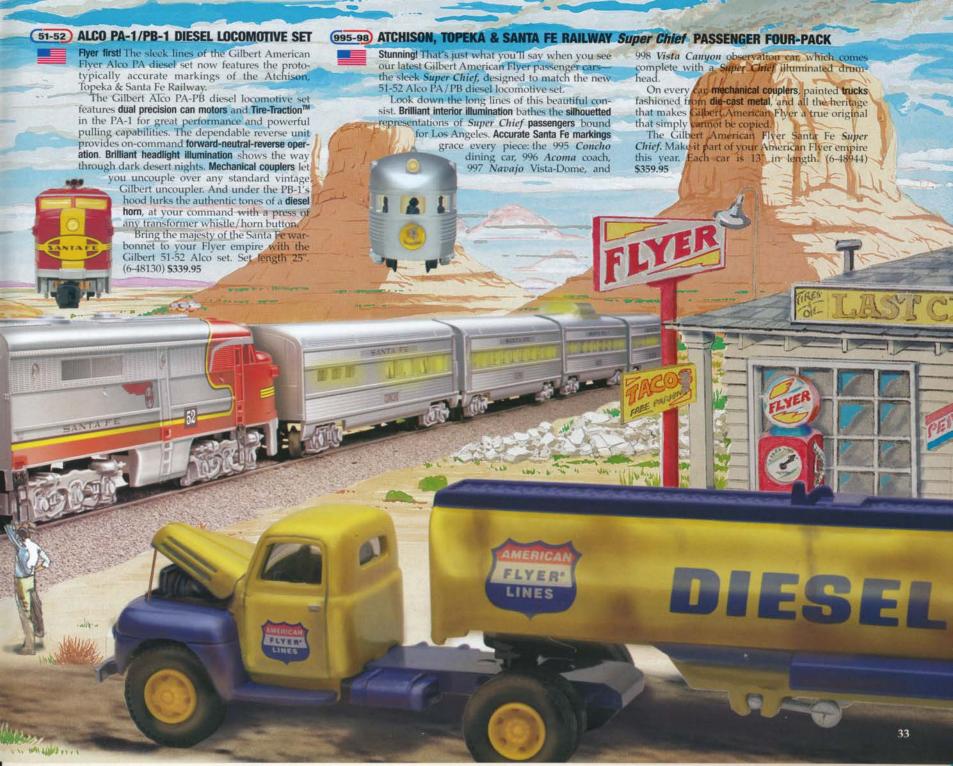














### (900-397) PENNSYLVANIA RR BOXCAR

The "Standard Railroad of the World" comes to the Gilbert American Flyer 900 boxcar series. Die-cast trucks, stamped-steel frame, metal door guides and locks, mechanical couplers. Length 8%". (6-48330) \$44.95

#### SOUTHERN PACIFIC SEARCHLIGHT CAR



Lights! Camera! Action! Put your railroad's name in lights with the 627 Southern Pacific movie premiere service searchlight car. Die-cast trucks, illuminated swiveling searchlight, mechanical couplers. Length 9½". (6-48516) \$74.95

#### 900 AMERICAN FLYER CHRISTMAS CAR



Celebrate the holidays with the American Flyer 900 Christmas boxcar for 1997. Die-cast trucks, stamped-steel frame, metal door guides and locks, mechanical couplers. Length 8%". (6-48327) \$44.95

#### 625 SUNOCO SINGLE-DOME TANK CAR



Expand your tanker fleet with the 625 Sunoco single-dome tank car. Colorful graphics, prototypically accurate! Die-cast trucks, stamped-steel ladders, wireform handrails, mechanical couplers. Length 8½". (6-48408) \$49.95

# 900-197 GREAT NORTHERN RY. BOXCAR



The classic hues of the Great Northern come to the Gilbert American Flyer 900 boxcar series!

Die-cast trucks, stamped-steel frame, metal door guides and locks, mechanical couplers. Length 8%. (6-48328) \$44.95





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Or call 810-949-4100 to speak with Lionel Service at the Detroit factory.

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