



LIONEL

CENTURY CLUB



RELECT UPON THE IMAGES that define the twentieth century. So many come to mind: the automobile, the dawn of aviation, the wars to end all wars, advances in telecommunications, computing, and medicine, and the enormous social evolution that has changed American society forever.

And yet, it is the toys of this time that ring so true. Whether it's the gleaming, enameled finishes of pressed-steel toys, the intricate, surrealistic illustrations of lithography, the proud majesty of die-cast, or the cutting-edge accuracy of first-generation plastics—each medium and its interpretation speaks of twentieth century innovation and mastery.

Joshua Lionel Cowen, the man who founded Lionel in 1900, had an intrinsic feel for toymaking from the onset, though his creations were initially designed to beckon window-shopping New Yorkers with the power of the animated display. Not surprisingly, his first creation, the Electric Express, was nothing more than a motorized gondola that traveled a simple loop of track. But its impact, its styling, even its ELECTRIC EXPRESS graphics, sent reverberations throughout the American toy industry that are still felt to this day.

As Cowen's company gained speed and moved headlong into toy manufacture, a sense of style and an overriding emphasis on quality and design ingenuity led the way. Just consider Lionel's first steam locomotives: fanciful, detailed, rugged, and built to last a lifetime. It's no wonder so many of these early Lionels are still in operation today.

Of course, no toy is designed and built in a vacuum, and the trains of Joshua Lionel Cowen are no exception. From the earliest trains to those built today, each sends a strong

and consistent feeling for its place in time. Icons like the Lionel 400E *Blue Comet* and the 700E J-1e Hudson certainly speak to Lionel's tremendous gains of the 1930s. And, ironically, though they were built only a few years apart, both the 400E and 700E are torch-passing symbols for the end of one era and the beginning of another.

The 700E is, in many respects, the first modern Lionel. Its die-cast construction, scale proportions and detailing, and performance superiority all foretell the revolution that would take place at Lionel in the 1940s. For though the spirit of railroading and commitment to excellence would remain, a major styling and design renaissance was about to unfold.

ICONS OF THE INDUSTRIAL AGE. The Lionels of the 1940s are considered to be among the best model locomotives ever manufactured. They blended the precise mastery of 1930s toolmaking art with the design and styling philosophies of the time. And because these were Lionels, they placed performance, innovation, and quality above all else, resulting in a generation of model trains that still commands unparalleled measures of respect.

And when one surveys the landscape of model trains since this defining period, it's clear that the Lionels of the 1940s continue to define not only American industrialism at its finest, but also model trains as icons of the twentieth century.

It is in this spirit that we proudly announce a new series of locomotives designed and built with the same

commitment to excellence as postwar Lionels: grand, stylized, rugged, and without rivals.

Announcing the Golden Anniversary Lionels.

Studies in refined moderne styling. Lessons in rugged mechanicals. And milestones in classic Lionel ingenuity.



THE 671 TURBINE
OF 1946.

THE 726 BERKSHIRE.

THE 671 TURBINE.
THE 2333 F3.
THE 2332 GG1
ELECTRIC.
AND THE
MIGHTY 773
HUDSON.



THE
773 HUDSON
OF 1950.

Each a legend.

Each a stylized symbol of its time. Each a defining member of the industrial age. And each a genuine Lionel.

Golden Anniversary Lionels are marking their fiftieth year on the Lionel Lines. To note these once-in-a-lifetime occasions, every Golden Anniversary Lionel comes complete with these assurances: each is offered in special versions that will never be repeated; each re-creates the look of its counterpart 50 years ago; each is hand-built from drawings and tools passed down by the craftsmen of 1940s Lionel; and inside each lives the enduring soul of the Lionel mystique.

The power of Lionel Pullmor Classic motors. The realism of Lionel Railsounds or Signal-Sounds digital sound systems—specially created for each locomotive. The simply incredible technology of TrainMaster Command, for the ultimate in operational realism and control.

And at the heart of each, the unparalleled, American-designed and -built quality of genuine Lionel.



THE 2332
GG1 OF 1947.



THE 726 BERKSHIRE OF 1946.



THE 2333 F3 A-A OF 1948.

INTRODUCING THE GOLDEN ANNIVERSARY LIONELS, ICONS OF THE TWENTIETH-CENTURY AMERICAN INDUSTRIAL AGE.

Available exclusively to members of the Lionel Century Club.

Each locomotive, a work of American industrial art, meticulously crafted, perfect for display in any setting.

Each locomotive, a powerhouse of American technological leadership.

Each locomotive, a classic example of collectible Americana that will never be repeated.

Each locomotive, complete with its own new-generation Lionel display base and cover.

And each locomotive proudly guaranteed by nearly 100 years of American toybuilding experience and integrity.



JOIN THE LIONEL CENTURY CLUB TODAY. Benefits of membership in this once-in-a-lifetime fraternity are many.

- **GUARANTEED EXCLUSIVITY.** Join now. On January 31, 1997, the Lionel Century Club will cease accepting applications for membership. On this date production-quantity maximums for all Golden Anniversary Lionels will be set, guaranteeing limited availability and unparalleled exclusivity for all Club purchases.
- **GUARANTEED AVAILABILITY AND PRICING.** Each membership you purchase gives you the right to purchase one of each Golden Anniversary Lionel. Plus, we'll tell you the price of each locomotive now, before you join. You have our word prices on each Golden Anniversary Lionel will remain as specified.
- **INTRINSIC VALUE.** All memberships are fully



transferable, ensuring liquidity for your membership investment.

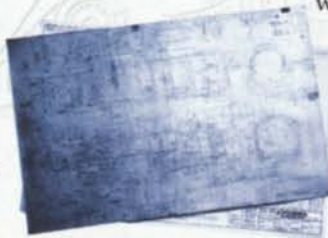
- **THE ART OF DISPLAY.** All locomotives come with new-generation Lionel display bases, builder plates, and covers.
- **THE AURA OF EXCLUSIVITY.** Special 18K gold-plated accents, like bells and horn details, and special gold-flake CENTURY decorative enhancements.



- **CLUB-REGISTERED CERTIFICATE OF AUTHENTICITY.** One issued for each Golden Anniversary Lionel built. Each certificate is coded with your authorized membership number, giving you access to all Century Club benefits.



- **PORTFOLIOS FROM THE LIONEL ARCHIVES.** Special, behind-the-scenes information from each locomotive's development, accurately re-created using original design and engineering materials from the paper collection of the Lionel Archives.



- **MADE IN AMERICA.** All Golden Anniversary Lionels are proudly built in the United States of America.

- **UNPARALLELED COMMITMENT TO EXCELLENCE.** Each Century Club locomotive is guaranteed with a five-year performance warranty. Warranted by Lionel Service, Chesterfield, Michigan.

• **AND MUCH MORE TO COME.** Look for even more exciting benefits as the Lionel Century celebration in 2000 approaches!

TWO LEVELS OF MEMBERSHIPS ARE AVAILABLE.

- **CENTURY CLUB:** A one-time \$100 fee guarantees you all benefits of membership.
- **GOLD CENTURY CLUB:** A one-time \$500 fee guarantees you all benefits of membership, plus includes a \$100 discount on the offering price of each locomotive in the Century Club program, effectively eliminating your membership fee.

Visit your authorized Lionel retailer for a membership application. Your Lionel dealer will accept your payment and process the application. Deadline for applications is January 31, 1997. Join before October 31, 1996, and become automatically eligible to win the first-production 726 Berkshire off our line.

To find the authorized Lionel retailer nearest you, call 1-800-4-LIONEL. For more information, call the Lionel Century Club Information Line at 1-810-488-2800.

Upon acceptance of your application, you will receive your membership certificate. Keep it. It documents your membership in the Lionel Century Club and assures you (or your assignee) all Century Club benefits. The certificate is printed on securities-grade materials to prevent counterfeiting and to assure transferability.

THE LIONEL CENTURY CLUB. A once-in-a-lifetime opportunity to own five 50-year classics your family will treasure forever.





LIONEL 726 BERKSHIRE STEAM LOCOMOTIVE

As the first of Lionel's new postwar locomotives, the 726 Berkshire set new standards for design, build quality, and performance. From its stylized boiler and tender to the rugged, last-forever mechanicals underneath, the 726 served thousands of Lionel empires for a generation.

The Lionel Century 726 Berkshire steam locomotive builds on the greatness of its predecessor. Outfitted with a powerful Lionel Pullmor Classic motor, the Berkshire's eight-wheel drive has what it takes to get the job done. Nicked driver rims add a touch of originality to the 726, as well.

The magnificence of the Railsounds Berkshire digital sound system will amaze you, as will the power of the tender-mounted Electrocoupler. From any angle, on any railroad, the Lionel Century 726 Berkshire is a true icon of American toy manufacture, today *and* tomorrow. (6-18053) \$895.95



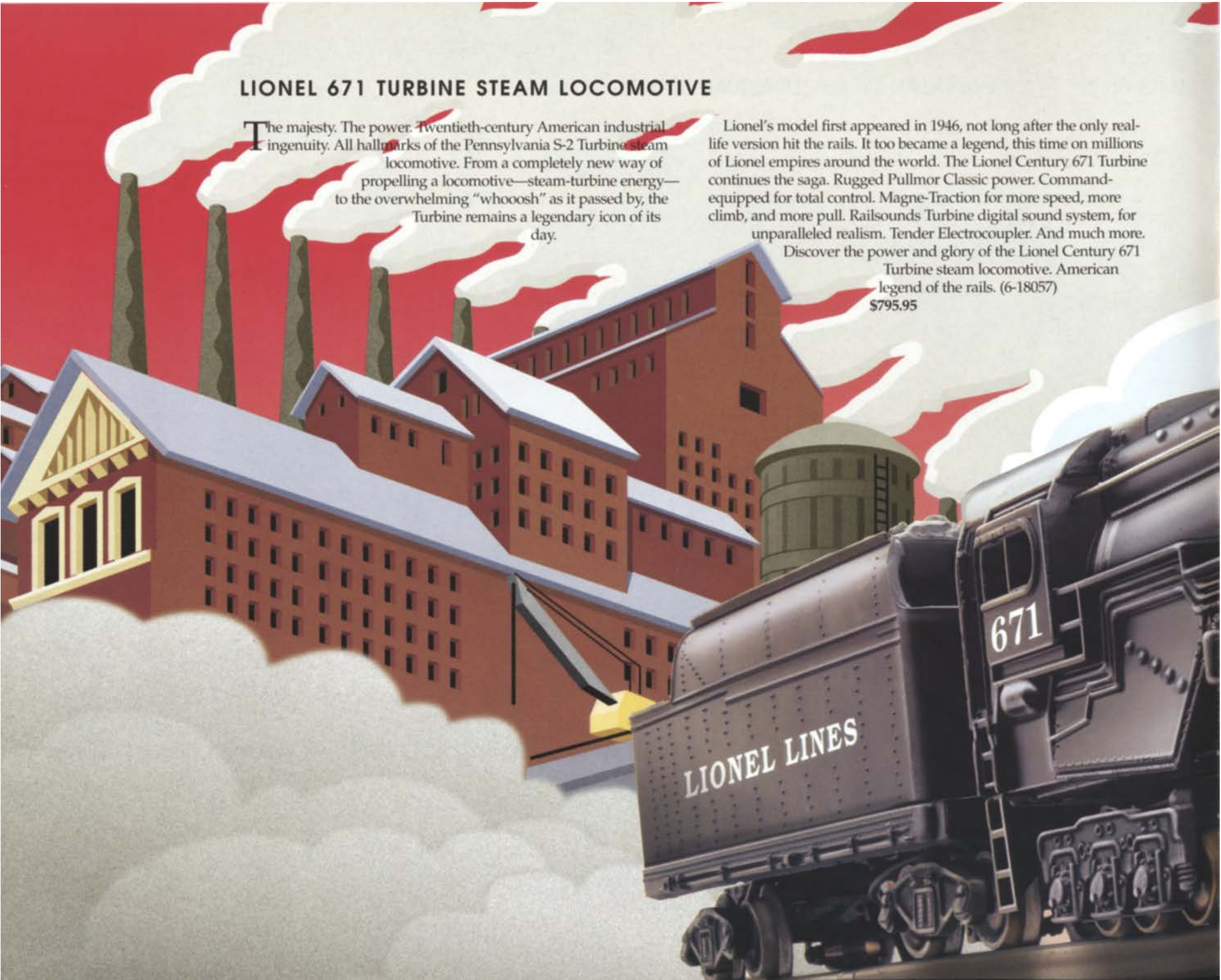
LIONEL 671 TURBINE STEAM LOCOMOTIVE

The majesty. The power. Twentieth-century American industrial ingenuity. All hallmarks of the Pennsylvania S-2 Turbine steam locomotive. From a completely new way of propelling a locomotive—steam-turbine energy—to the overwhelming “whoosh” as it passed by, the Turbine remains a legendary icon of its day.

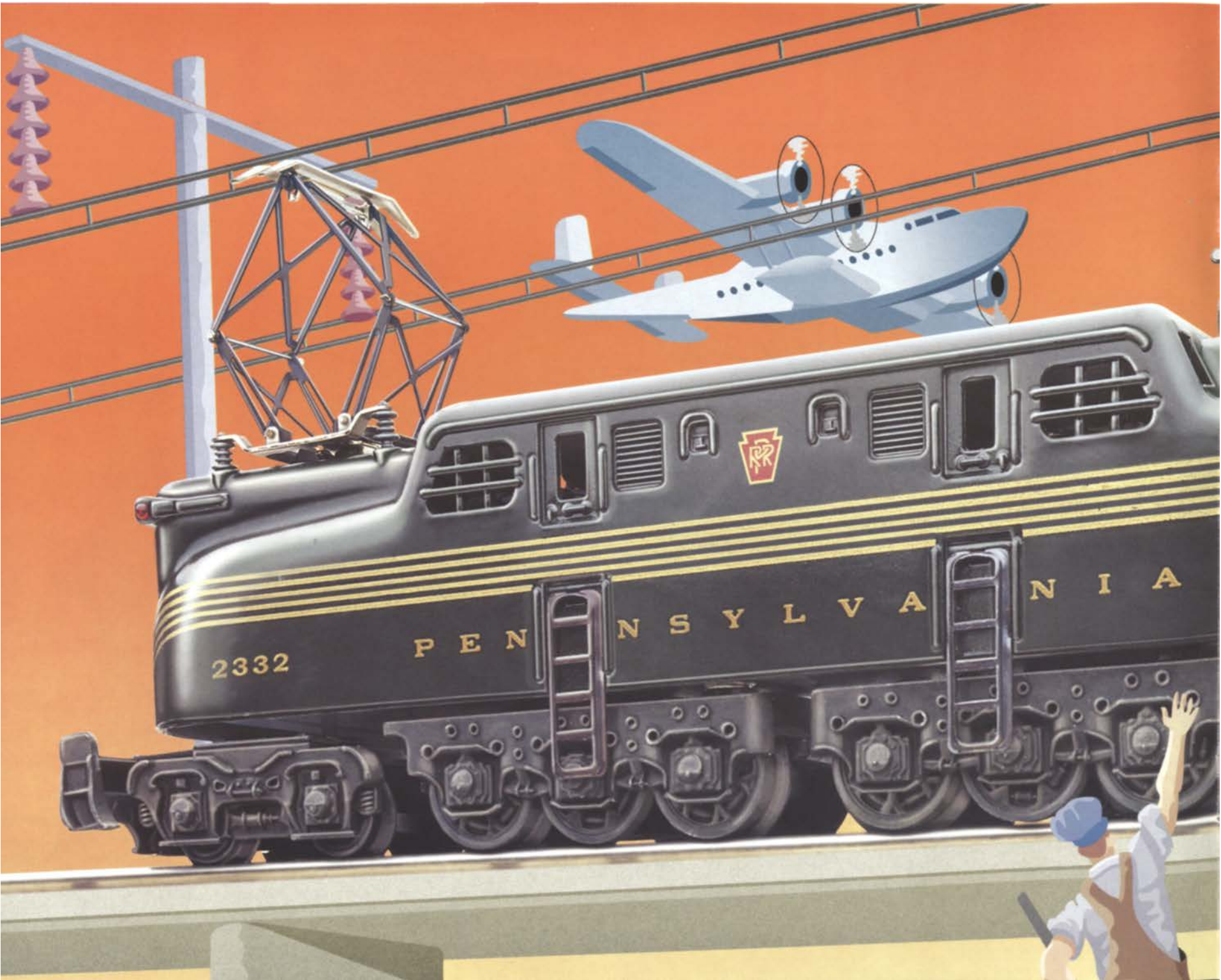
Lionel's model first appeared in 1946, not long after the only real-life version hit the rails. It too became a legend, this time on millions of Lionel empires around the world. The Lionel Century 671 Turbine continues the saga. Rugged Pullmor Classic power. Command-equipped for total control. Magne-Traction for more speed, more climb, and more pull. Railsounds Turbine digital sound system, for unparalleled realism. Tender Electrocoupler. And much more.

Discover the power and glory of the Lionel Century 671 Turbine steam locomotive. American legend of the rails. (6-18057)

\$795.95







LIONEL 2332 PENNSYLVANIA GG1 ELECTRIC LOCOMOTIVE

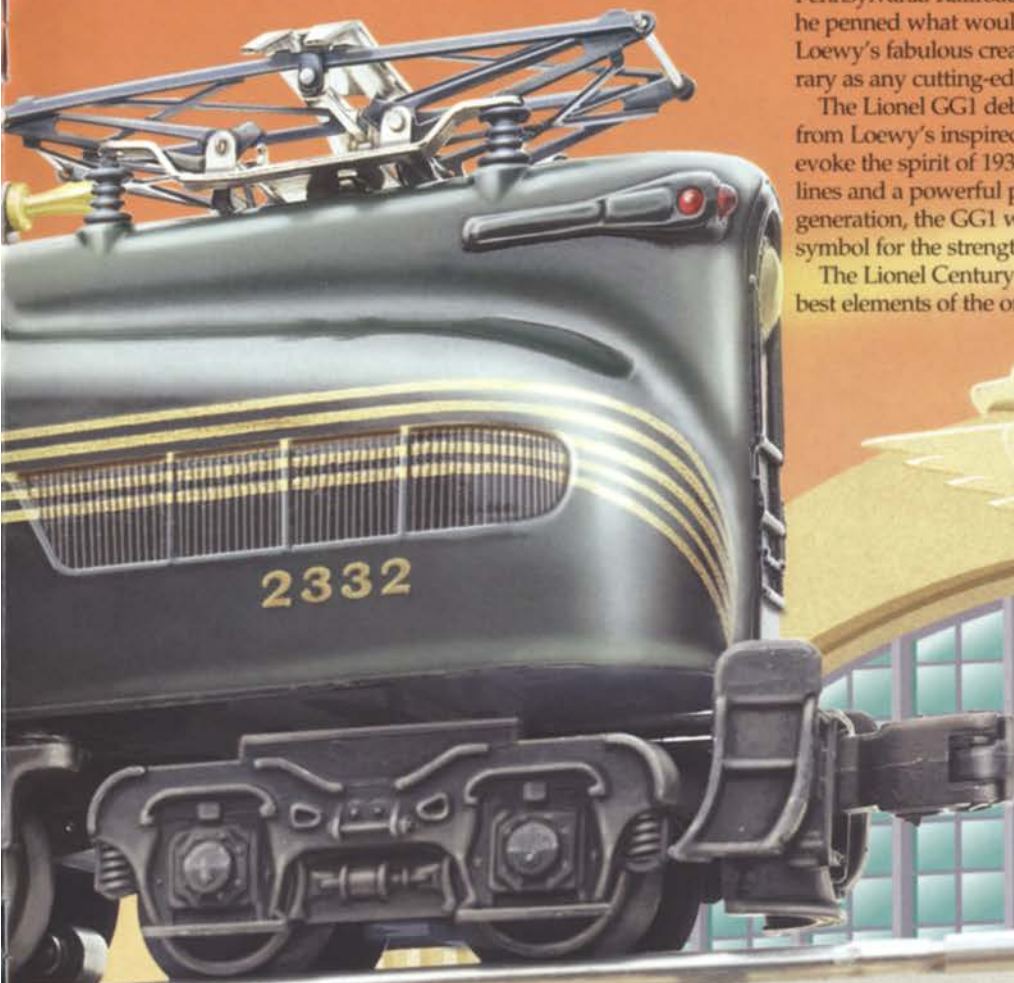
Styleful. Powerful. The Lionel 2332 GG1. No other locomotive better defines the unparalleled career of famed American designer Raymond Loewy, who styled the GG1 for the Pennsylvania Railroad. More than 60 years after he penned what would become the Pennsy GG1, Loewy's fabulous creation remains as contemporary as any cutting-edge design.

The Lionel GG1 debuted in 1947. Taking cues from Loewy's inspired design, Lionel sought to evoke the spirit of 1930s moderne, with flowing lines and a powerful presence. A best-seller for a generation, the GG1 would ultimately become a symbol for the strength and superiority of Lionel.

The Lionel Century 2332 GG1 captures all the best elements of the original, while incorporating

the innovations of today's Lionel. Dual Pullmor Classic motors, for the ultimate in pulling power. TrainMaster Command-equipped, for all the control you demand. Magne-Traction, for more speed, more climb, and more pull. Electrocouplers, for Command uncouple-anywhere freedom. The Railsounds GG1 digital sound system, for unparalleled audio realism. Directional lighting. Pantographs that can be used for real catenary operation. Rugged Lionel die-cast. Industry-leading decoration quality, including the classic Pennsy gold-leaf five-stripe scheme.

Celebrate the Loewy legend with the Lionel Century 2332 GG1 electric locomotive. (6-18314)
\$749.95





LIONEL 2333 NEW YORK

As 1930s railroading began its inevitable transition from steam power to diesel, the mightiest and most successful player in the new age was Electro-Motive's F3. Its fabulous styling, created at the end of the 1930s as the FT, captured the look and feel of period design philosophies like art deco and moderne. Plus, the smooth, flowing lines lent themselves perfectly to the creation of stunning paint schemes.

The Lionel F3 debuted in 1948 and amazed railroaders everywhere. The look, the feel, and the power of these rugged diesels were unmatched in electric trains.

CENTRAL F3A-A DIESEL LOCOMOTIVES

The Lionel Century 2333 New York Central F3 A-A delivers the same impact. Dual Pullmor Classic motors. TrainMaster Command-equipped. Railsounds F3 digital sound system. Electrocouplers on both noses. And much more.

Precision, power, and style.

The Lionel Century 2333

F3A-A diesel locomotives. (6-18135)

\$749.95



LIONEL 773 HUDSON STEAM LOCOMOTIVE

Born of the meticulous craftsmanship of the prewar era, the Lionel 773 Hudson is a symbol for a generation. Its scale proportions, unmatched performance, and sheer dominance of the rails still convey the power of Lionel leadership.

The Lionel Century 773 is created using the original 1930s-era 700E tools crafted by La Precisa, the Italian tool-house once owned by Lionel Corporation works manager Mario Caruso. And while the Century 773 Hudson has the exacting quality of the prewar era, it also features the cutting-edge innovations of late-20th century Lionel. A rugged Pullmor Classic motor powers the massive, Magne-Traction drive wheels. Count on total locomotive control, thanks to the 773's Command-equipped design. The amazing Railsounds Hudson digital sound system creates an unmatched aura of realism. The tender-mounted Electrocoupler lets you uncouple anywhere, anytime, in Command operations. And much, much more.

The Lionel Century 773 Hudson. The best of yesterday with the promise of tomorrow, today. (6-18058)
\$1095.95







CENTURY CLUB

1900s

1900
Joshua
Lionel
Cowen
founds
Lionel



1901
Electric
Express

1902
First Lionel
catalog



1903
B&O
No. 5

1908
Lionel
corporate
logo



1909
No. 9
"Pay as you enter"

1910s

1911
No. 7
"A thing of
beauty and a
joy forever"



1911
No. 1912

1913
Lionel catalog



1913
Lionel racing
automobiles

1915
Lionel O
gauge track



1917
Lawrence Cowen
debuts as the
"Lionel boy"

1917
World War I-
inspired
armored train



1920s



1920
Lionel set box
"Don't be satisfied
with any other
make"

1920
All-new steel
stations



1920
No. 54
"To own one is the
dream of every
boy!"

1921
The massive
plant at
Irvington, NJ



1923
No. 402

1923
No. 185 bungalow



1924
Lionel catalog



1926
Remote-control
switches

1927
Lionel catalog



Build-a-Loce

1928
Build-it-yourself
Lionels



1928
No. 300
Hell-Gate
Bridge

1929
No. 840
Power Station



1930s

1930
One of the most
beautiful covers
ever created



1930
Lionel
Electric Range
for girls



1931
No. 400E Blue Comet



1931
No. 114 station

1933
The Chugger



1933
Lionel-Craft
"A pal to Lionel
electric trains"

1934
The streamlining
of Lionel



1935
Mickey &
Minnie Mouse
handcar

1935
The first
Lionel gateman



1936
The Lionel
Torpedo debuts



1936
Lionel T-rail
track



1937
No. 700E
Hudson

1938
Lionel OO gauge



1939
High-power
TrainMaster
transformers

1940s



1940
Two-train operation
on a single track

1940
No. 164 log
loader



1941
Lionel Chem-Labs

1942
Lionel goes
to war



1943
Lionel compass
for the U.S. Navy

1945
Magnetic
knuckle coupler



1946
Electronic Set

1946
Real smoke
Watch the Smoke!



1946
No. 726 Berkshire

1946
Pennsylvania
Turbine



1947
No. 2332 GG1

1947
Milk car



1948
No. 2333
F3A-A



1948
ZW transformer



CENTURY CLUB

1950s



1950
Lionel's Golden Anniversary



1950
No. 773 Hudson



1952
Lionel catalog



1953
No. 455
oil derrick



1954
Lionel catalog



1954
No. 2321
F-M Train Master



1955
No. 2328 GP9



1955
No. 60 trolley



1956
No. 3360
burro crane



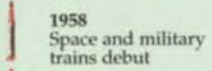
1957
Super O track



1957
Girl's Train



1957
No. 746 N&W J-class



1958
Space and military
trains debut



1958
Lionel HO

1960s



1961
Lionel
Engineering sets



1961
No. 3665
Minuteman
missile launcher



1962
Lionel-Spear
phonographs



1962
Lionel slot cars



1963
Trains and slot
cars share the
spotlight



1965
Pop art meets
Lionel marketing



1968
Lionel financial
losses mount



1969
The final catalog
of the Lionel
Corporation

1970s



1970
Lionel
train
business is sold to General
Mills. Lionel moves to Mt.
Clemens, Michigan



1973
Lionel catalog
Three
generations of
Lionelers



1973
Lionel TruTrack



1973
Lionel of MPC moves to
new General Mills group
called Fundimensions

1976
Lionel Mickey
Mouse Express,
the first Lionel-
Disney train
item since the
1930s



1976
Sign of the Seventies

1980s



1982
Fundimensions
closes the Mt.
Clemens, MI,
Lionel factory
and moves
virtually all Lionel manufact-
uring to Tijuana, Mexico



1984
Fundimensions
begins the
relocation of
Lionel back to the
Mt. Clemens, MI,
facility



1985
Lionel catalog
General Mills
spins off
Fundimensions;
Lionel becomes a
division of Kenner-Parker



1986
Final
Lionel
Kenner-
Parker
catalog



1986
Lionel is sold by Kenner-
Parker and becomes
Lionel Trains, Inc.



1988
Lionel Large
Scale



1989
Railscope,
TV camera
inside a
Lionel locomotive for
tracks-ahead realtime viewing



1989
UP Dash 8 sets new standards in
modern Lionel power

1990s



1990
No. 1-700E Hudson, first
appearance since the 1930s



1990
Ninetieth
Anniversary set



1994
Conrail
SD60, the first
all-digital Railroads
locomotive produced



1995
TrainMaster
Command, the
revolutionary
new way to run
Lionel electric trains



1995
Lionel Trains,
Inc. is sold and
becomes Lionel



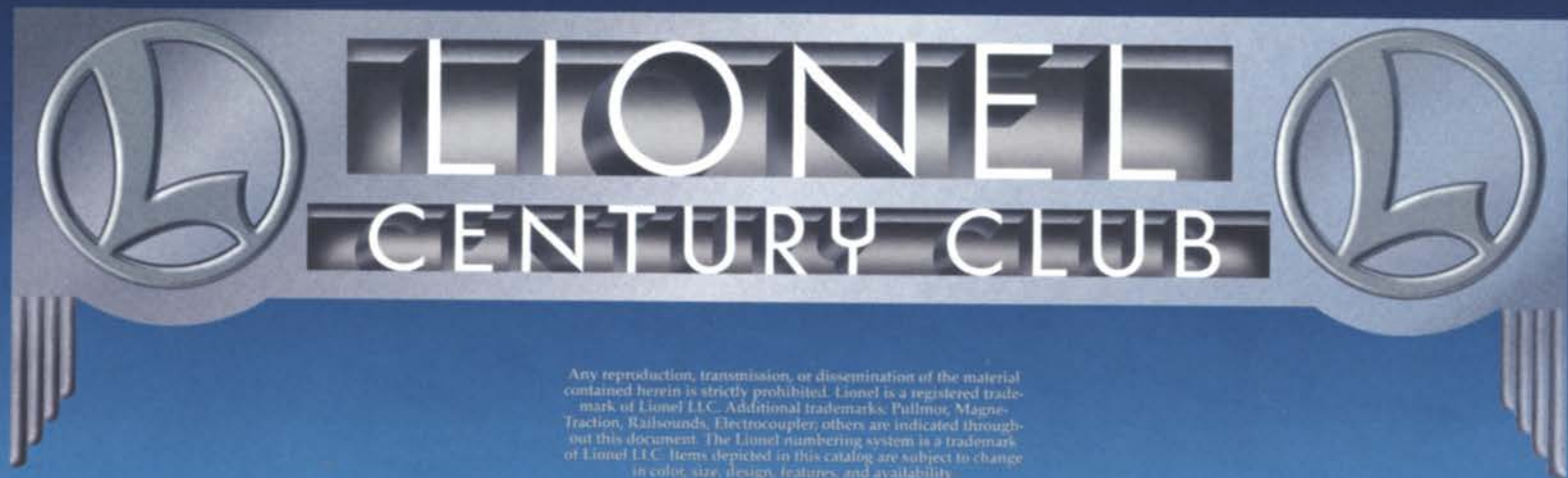
1995
D&RGW
SD50, the
first
Command-equipped Lionel



1995
The C&O Hudson, the first
Command-equipped Lionel
steam locomotive



2000
Lionel turns 100



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Finding your local Lionel Authorized Dealer or Service Center is easy. Just call 1-800-4-LIONEL. Or call 810-949-4100 to speak with Lionel Service at our factory in Detroit USA.

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