



ATLANTIC DIVISION EXHIBITS



SPRING 2005

President's Message

Well the Holidays are over and we can put away our temporary layouts or install our new found train stuff on our permanent layouts. Then look forward to another year of doing our train thing.

Even though it is still January as I write this, we are already laying plans for our full color Fall issue. I would appreciate it if you could send me information on any unusual train related materials that you might have received as a Holiday gift or acquired at any of the great auctions that occurred during the past few months. We would definitely like to feature something like that for this special issue.

This year my wife surprised me with an unusual ornament produce by Hallmark under license from Lionel. It is in the general shape of a mountain with a Hellgate bridge, gateman, crossing gate and if my memory serves me correctly, a power station. Two trains operate on separate circles of track; one of them being a Blue Comet. The ornament plugs into a tree light socket and the action of the trains is controlled by the power handles of a miniature "ZW" transformer. In addition, when you press a button on the transformer an announcer says, "All aboard".

We are once again going to be a busy division in 2005. Four meets have been planned for the year and there may be some surprises for the Member's Meet in September. In addition we have a new traveling layout that needs completion. We already have an invitation from the Abington Public Library for an exhibit and talk. Finally, hopefully we can find a venue for our Holiday Display.

Bob Lubonski has done a fantastic job with our meets. Finally they seem to be generating some revenue; but more importantly the attendees seem to be having a good time. I see many more happy faces among the buyers and sellers than I have in a long time.

Ed Kapuscinski provided us with two educational exhibits. The first was a collection of pre- and post- war cabooses. Unfortunately, Joe Lehman was out of town. This exhibit is shown in the pictures 1 - 3. In addition, he had a surprise. You may recall that on January 6, 2005, three days before our meet, a Norfolk Southern train slammed into a train parked on a siding in Graniteville, SC rupturing a tank and releasing a cloud of chlorine gas. It was termed the deadliest train wreck involving hazardous materials in nearly 30 years. Ed's version of the wreck is shown in photo 4. Needless to say this was a "crowd grabber". It fascinated the attendees, especially the kids. However, a few astute ones commented that this was a rough way to play with trains.



Photo 1. The left side of the display

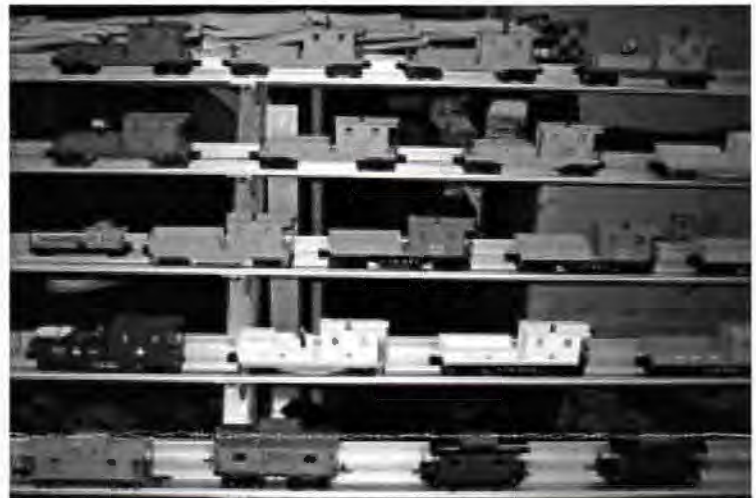


Photo 2. The center of the display





Photo 4. The wreck!!

The NTTM Express

By
John V. Luppino
Operations Manager
Train Collectors Association

Why Trains and Christmas?

One of the niche items found around this time of year is tree ornaments labeled **Baby's First Christmas**. Nice as they are, the newborn will probably not remember that event. It usually takes a few years for us to acquire memories of Christmas.

The first Christmas I remember was 1952. My family lived in Pottsville and I remember a large tree in the living room. Under it was a Nativity scene with a train running around it. In visits to the homes of my relatives, I saw the same thing, a decorated tree circled by a train. More often than not, that train was produced by Lionel.

How did a holiday that is strongly religious in nature, come to be identified so strongly with trains? The answer is Marketing.

As Operations Manager of the Train Collectors Association, I have come to learn that people become very passionate about their favorite toy or model train manufacturer. However, even some diehard Lionel fans will admit, when pressed, that some of Lionel's early competitors produced trains better than America's best-known toy train manufacturer. You can trace Lionel's longevity to the fact that the principal company founder, Joshua Lionel Cohen was a marketing genius.

He was always looking for ways to promote his toy trains in an effort to keep his company operating profitably. In the early days of the last century, Cohen began promoting the idea of trains around the Christmas tree. This also gave him the opportunity to sell trackside accessories such as stations, houses, signals, bridges and other things to create a more realistic world in which to operate the train.

The measure of his success is evident to the present day with many homes having some sort of train under their tree. During the hustle and bustle of the holiday season there is something comforting and relaxing about sitting in a room lit only by the lights on the tree and watching that train circle the tree and the miniature world under it.

To remember Cohen and his work at the National Toy Train Mu-

seum we decorate our building and our operating layouts for the holiday season. Our library contains a number of photographs showing the relationship of trains and Christmas documenting this relationship from the 19th Century to the present day.

An Uncatalogued Set, What else?

By Charlie Weber

One of the magnificent books that I seem to keep referencing for these articles in the Atlantic Division newsletter is "Greenberg's Guide to Uncatalogued Sets" by Paul Ambrose. In this book is described the uncatalogued set #X600 made for a Quaker Oats promotion. We are reproducing here the description provided by Paul in his book. One day at breakfast the wife was commenting that I seem to really like cereal for breakfast, (Something which she is not a fan of!); and she said, "I bet your mom made you eat cereal often when you were a kid!". I then proceeded to tell her that mom did not make me eat it. I ate it in what seems like ton quantities. The reason, of course, was to get the "good stuff" that came in the cereal boxes or which you could send for with a box top or two. You remember.... Trains on the back of Kix packages; metal license plates to put in bicycle spokes; Shredded Wheat separator cardboards with "Straight Arrow" or little houses to construct; Post railroad emblems; houses for your layout on General Mills cereal box trays; and the list goes on. She commented that I must have been disappointed when she made hot cereals like Cream of Wheat or Oatmeal. Not a week had passed when I ran into an ad for the X-600 Quaker Oats promotion so I just had to buy it just to show the boss that even hot cereals had stuff for us kids.

Reproduced here is the ad which, by the way, is from the October 1961 issue of "Better Homes & Gardens" (p.14). The seller had a second identical ad from another publication; but I don't know what

QUAKER OATMEAL...THE CEREAL MOTHERS BELIEVE IN MOST

GET THE COMPLETE \$25.00 LIONEL ELECTRIC TRAIN SET FOR ONLY \$15.00 AND 1 MORE FROM QUAKER OATS ON MOTHER'S DAY! (SEE COUPON)

QUAKER OATS

QUAKER OATS

In the Spring 2003 issue of this "magazine" a review article about an Ambloid House by Al McDuffie was copied from a 1951 issue of "Whistle Stop" magazine. I wondered whether or not any of you have one of these.

This summer I bought a pile of stuff from a fellow . Lo and behold there were two of these houses in the pile along with remnants of the boxes and some of the furniture. In the article Al describes the wonderful detail and colors, indicating a maroon roof.

One of the houses I found has pale blue trim around the doors and windows and a bright blue roof; while the other has pale green trim a bright red roof. Both have grey chimneys. Not mentioned by Al is the floor detail molded inside. Three rooms have rugs, the kitchen and bathroom show tile and in the bottom are floor boards. All-in-all these would make fine additions to an '0' layout. The box and the enlarged end are pictured in Photos 5 & 6. The whole house is shown in photo 12 on page 4.

from easy and at the risk of destroying one of Charlie's prized possessions , I gave up the idea of assembly and decided to limit my photos to the house parts. Aside from the flimsiness of the individ-



Photo 7. The envelope

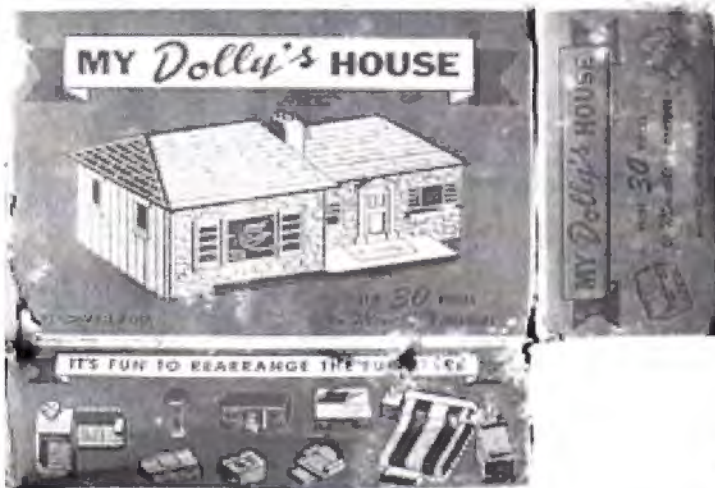


Photo 5. The house box



Photo 8. The cardboard parts

ual parts most likely the result of old age and numerous assemblies and disassemblies over the years by small hands, the colors of the pieces are still bright and crisp. The part on the left folds to form a raised base for the building. In the center front is a folded part that forms the front and side walls of the building, behind that is the roof and at the right is a piece that forms a front porch.

An Odd Piece

During the course of the January Meet, Merv Afflerbach brought in an interesting transformer to show us.



Photo 6. Box end enlarged showing Ambloid Co.

Another Paper House By Chester Zmijewski

Sometime ago, Charlie Weber brought this house to my attention. He thought that it was interesting and asked me to assemble it and then photograph it. Photo 7 is a picture of the envelope that contained the cardboard house. The legend at the bottom states, "The prettiest and Strongest Cardboard House Made Quickly and Easily Set-Up". By the way the house is about "0" gauge and not as big as a play house for a little girl as pictured. Setting up the house was far



Photo 9. The top of the transformer



Photo 10. The back of the transformer

From photo 10, it is obvious that this is a type J 100 watt transformer. It is of the step voltage type produced in the 30's. An enlargement of the plate on the rear of the transformer is shown in photo 11.

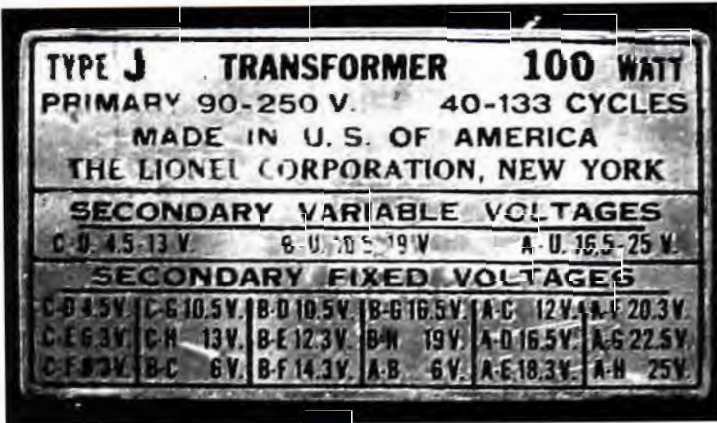


Photo 11. The transformer back plate

From the information on this plate we can conclude that this transformer was meant to be used with primary voltages ranging from 90-250 volts and with 40-133 cycle alternating current. Several experts at the meet informed us that the voltage and cycle increments could be adjusted using controls located beneath the oblong box on the top of the transformer. This is shown in photo 9 on the previous page..

Obviously, this transformer must have been made either for the export market or parts of the United States that had not yet converted to the 120 volt 60 cycle standard.

Materials such as this are most interesting. If any of you have any such unusual and unique pieces in your collection, we would be most happy to do an article about them. I am sure that the rest of our membership would be happy to learn about them. You can send us a note or you can bring the item to one of our meets to be photographed. After all, this is part of our mission; i.e. to disseminate information about antique toy trains.



Photo 12. Charlie's Ambloid house described on page 3

A CHALLENGE

At the Atlantic Division Board of Directors meeting in November, one of the members challenged the other members to come up with one idea that would improve the division. In other words, things that would be of help and interest regarding the collecting of toy trains, encourage greater participation of the membership in the activities of the division and in general make the division more fun to belong to.

I would now like to extend this challenge to the membership. This is your club and the Board is eager to carry out your wishes. Please let us know by sharing your views via e-mail or regular mail to the editorial office.

The Editor

TREASURER, REPORT

George Nelson, Treasurer

Current Checking account balance	\$ 2611.09
Current Savings account balance	\$22230.08
Cash on hand	\$ 300.00
	\$25141.17

All bills have been paid within the approved budget.

ATLANTIC DIVISION EXPRESS

The Atlantic Division Express is published four times a year. The editors are actively seeking new articles for publication. Anyone having material they would like published should submit it to the Editorial Office. The material need not be in polished form. We need your materials and will accept Want Adds and For Sale Adds from individual members.

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