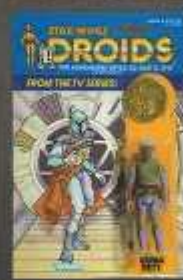


TWO VOLUMES

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# THE SAGA MUSEUM

A COMPLETE PHOTOGRAPHIC GUIDE TO STAR WARS TOYS • 1977-2008



TODD A. DEMARTINO



# From the largest and most complete private *Star Wars* toy collection in the world...

## Chapter I: About the Book and about the Author

**T**odd DeMartino is a longtime *Star Wars* toy collector and remains one of the most well-known and respected collectors with deep hobby roots.

He began collecting while attending college in 1969. In those days, before the rise of the Internet, he began building his collection the old-fashioned way. Subscribing to publications such as Toy Shop and attending collectible shows spanning both coasts, Florida and Canada, he built many relationships by networking with a large group of dealers and fellow collectors. When he joined the world wide web in 1999, it opened up further opportunities to fill in the gaps.

His pursuit of every single Kenner/Hasbro *Star Wars* toy released in the United States is the stuff of legend. With an eye for condition and attention to detail, he has amassed the most complete collection of production toys in the world. Given the increased demand, soaring prices, and sheer number of items that have been produced, this is a feat that will likely never be duplicated.

Beginning with the very first toys released in 1977 through the 30th Anniversary Collection in 2008... Every *Star Wars* toy manufactured by Kenner/Hasbro and released in the U.S. over the last 30 years... A 20-year adventure of dogged pursuit and documentation... With more than 8 years of planning and 4 years of photography, design, writing and additional research.

All combined to bring collectors the first Photographic Guide to *Star Wars* toys distributed from 1977 through 2008. With over 30 years of amazing products released, this book will be the most comprehensive *Star Wars* book ever published.

This book is comprised of every Action Figure, Vehicle, Playset and Accessory released in the U.S. with virtually every known variation. Over 5,000 Mint in Package items are represented in over 10,000 brilliant, crystal clear, color photos.

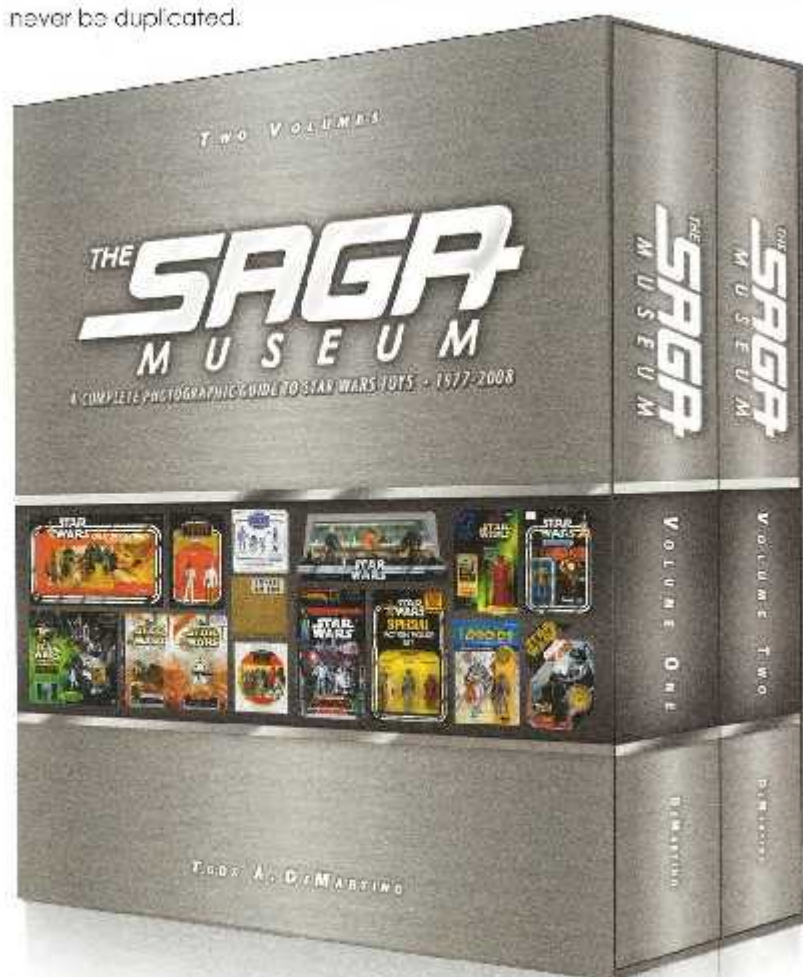
Featuring more than 1,500 carded action figures including every significant variation known to date, many of the items featured in this book are in print for the very first time and will likely never be published again.

Photography took place over a grueling 44 month schedule, with over 4,000 hours invested to insure the absolute highest picture quality. Each picture is 33%, 63%, 90% or 1:1 scale of the actual item. The images in this book are unmatched by any *Star Wars* collectible book ever produced and reflect the dedication and high standards required to build a museum quality collection of this magnitude.

Within these pages you will find 20 chapters featuring Action Figures, Multi-Packs, Porgie Figures, Value Packs, Large Action Figures, Creature Sets, Vehicles, Playsets, Scaled Miniatures, Preschool, Accessories, Role-play, Games, Plush, Catalogs, and much, much more.

This striking 1100 page, Two-Volume Hardcover will be printed in a large 9.5" x 12" format within a slipcase. The pages are heavy, varnished matte paper. The images leap off the page and reveal detail like you've never seen. It's like being able to handle your *Star Wars* collectibles without the fear of accidental damage or fingerprints!

The new standard bearer for Content, Quality, Photography, and Design in collectible books, this 15 pound masterpiece is nothing less than spectacular.





**Chapter 2:  
Action Figures**



Over 1500 figures

**Chapter 3:  
Multi-Packs**



Over 250 packs

**Chapter 4:  
Baggie Figures**



Over 320 baggies

**Chapter 5:  
Department Store**



Over 100 packs

**Chapter 6:  
Value Packs**



Over 300 packs

**Chapter 7:  
Playsets**



Over 50 sets



VINTAGE  
VEHICLES

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Kenner wasn't the first toy manufacturer to create in-scale vehicles to complement their action figure line, but they certainly set the gold standard. They developed multiple vehicles for *Star Wars*, *The Empire Strikes Back* and *Return of the Jedi* and struck sales gold by cross-promoting them with their respected action figure counterparts. When the trilogy wrapped, they continued to produce new vehicles through the *Power of the Force* and *Droids* lines.

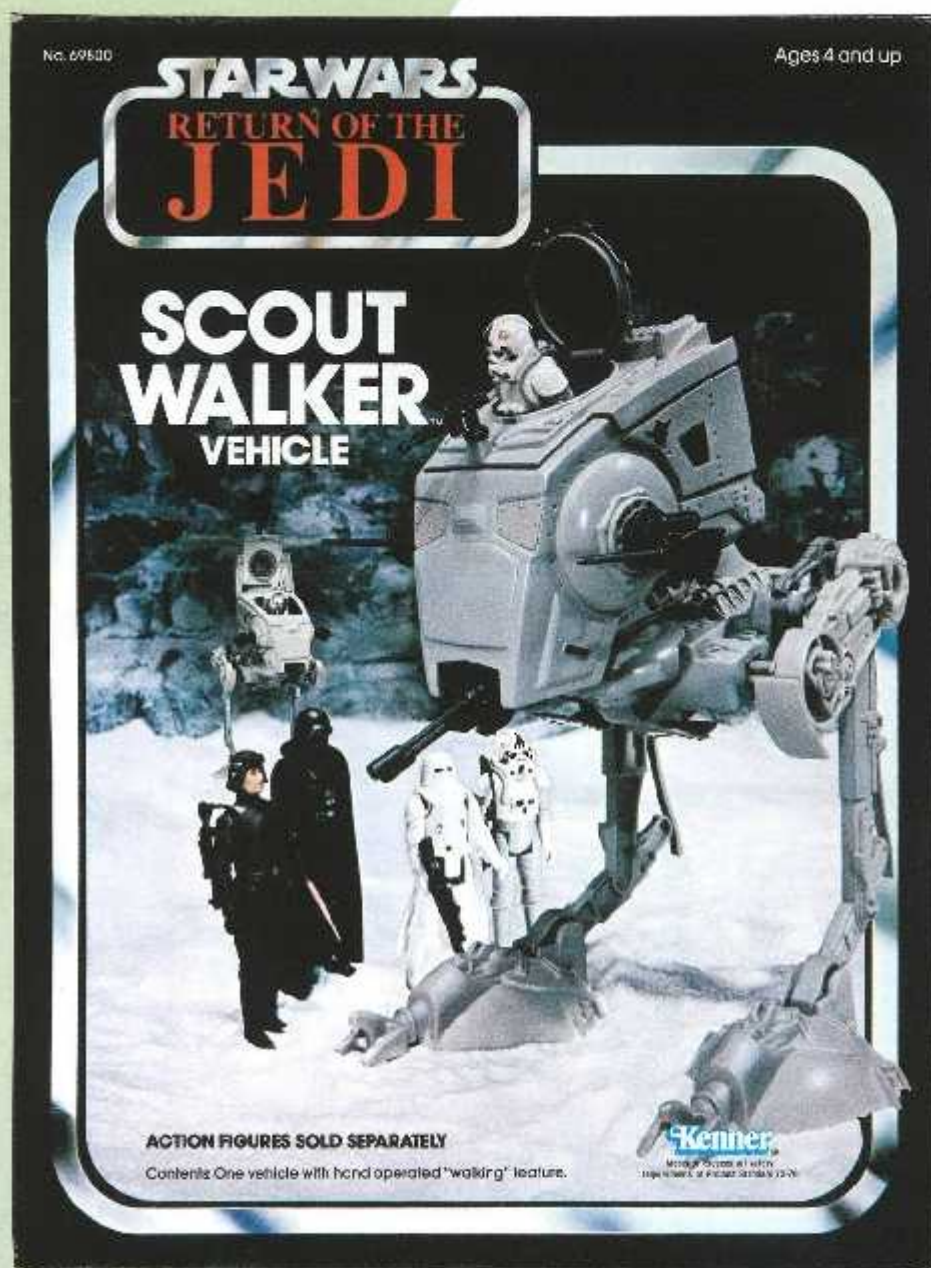
One of the first significant packaging variations centered on the "LP" logo. On the back cover of their 1975 Toy Fair catalog, Kenner touted a new "quality seal" that would soon appear on all packages of Kenner toys. It was a small circle with the letters "LP", which stood for "Long Playing Toy." All *Star Wars* toys produced in 1978 had the "LP" logo, but it was removed from all product packaging across all Kenner toy lines just one year later, creating some of the earliest known variations. When the "LP" logo was removed from the X-Wing Fighter packaging, the side photos also changed from an original Tatooine Luke in the cockpit to a Luke X-Wing Pilot. Also, the TIE Fighter name changed to "Imperial TIE Fighter" with the omission of the "Long Playing" symbol.

Each of the first three vehicles, the Landspeeder, X-Wing and TIE Fighter, have been found in an interesting transition box with only one side containing the printed "LP" logo. The TIE Fighter also has an odd text error stating the contents include "1 X-Wing Fighter Spaceship."

1979 brought the much anticipated release of the Millennium Falcon, Darth Vader's TIE Fighter and Sand Crawler, which provided kids with endless hours of imagination and fun! With all of the well-recognized vehicles released during the first two years, it was quite odd that Kenner chose to produce the Imperial Troop Transport which was recognizable by no one. Many kids poured through their Topps trading cards in vain trying to find a picture of this strange vehicle that was never featured in the movie. In an attempt to give the Imperial Troop Transport some street credibility, Kenner added a pack-in comic book that was essentially the earliest *Star Wars* Expanded Universe story ever told, describing how "the Transport's 'heavy gun fired once at the Sandcrawler's mid-section' and it 'exploded and burst into flames.'" Cool! Not exactly the Death Star blowing up Alderaan, but it was a valiant attempt.

1980 saw the re-release of many of the original vehicles in boxes with an *Empire Strikes Back* logo, which quickly evolved into movie-specific boxes depicting scenes from *The Empire Strikes Back* such as Dagobah and Cloud City. It also delivered one of the most impressive toys ever in terms of size, play features and sheer coolness with the All-Terrain Armored Transport. What kid didn't want the AT-AT? With dual light-up, "firing" laser cannons, a cockpit to seat the all-new AT-AT Driver and AT-AT Commander figures, movable head and legs and a grappling hook for Luke to climb and launch his Lightsaber and Thermal Detonator attack, this toy was on everyone's wish list in the early eighties. Throw in a Snowspeeder, Rebel Transport, an AT-ST or two (the AT-AT's little brother) and various mini-rigs, and you had a very impressive Hoth scene, especially in wintertime.

Cloud City was represented by the Slave 1 Vehicle and the Twin Pod Cloud Car. The Slave-1, piloted by everyone's favorite bounty hunter Boba Fett, came with

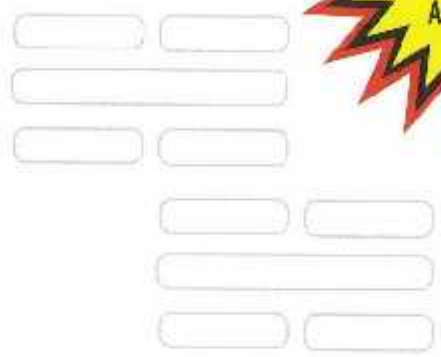
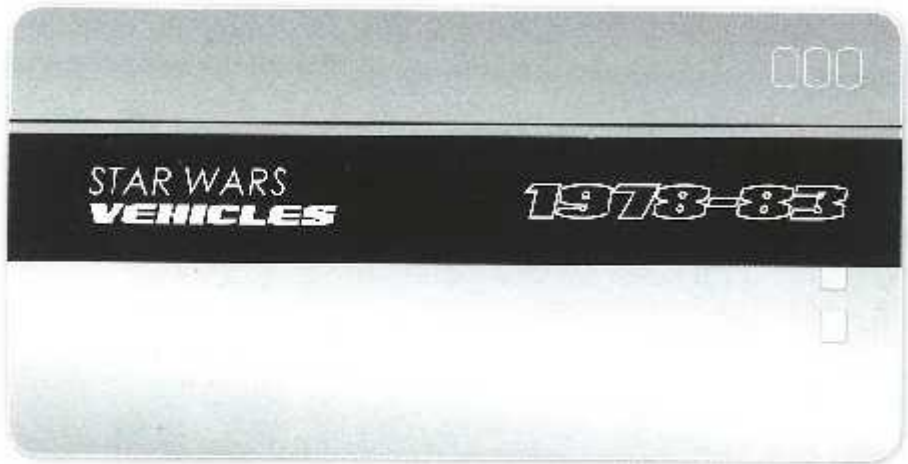
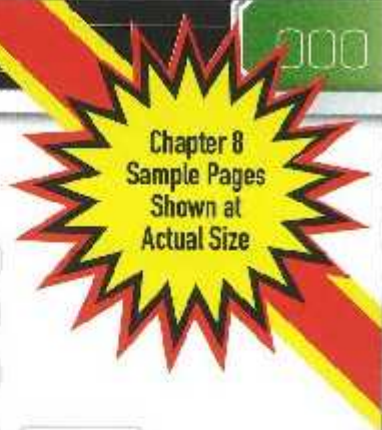


the first version of Han Solo in a Carbonite Block. This Han Solo Carbonite served as a placeholder until Kenner finally released a slightly more detailed version four years later in the *Power of the Force* line. The Cloud Car had really cool and exciting twin pods and... well, not much else. It's no wonder Hasbro hesitated until 2010 to re-release this vehicle in the modern line.

The highly anticipated release of *Return of the Jedi* had the store shelves teeming with no less than ten large vehicles, including the impressive Imperial Shuttle, and plenty of the smaller Mini-Rigs to interact with. Of the ten vehicles, the Millennium Falcon, AT-AT, X-Wing, TIE Fighter and Scout Walker were carryovers from *The Empire Strikes Back*. The remaining five were all fresh, new debuts specific to *Return of the Jedi*.

With the line losing steam, Kenner unveiled the most beautiful artwork of the entire line with their 1984/85 *Power of the Force* product packaging. Their offerings included the essential Tatooine Skill along with the Ewok Battle Wagon and three Body Rigs. The three vehicles from the *Droids* cartoon series, capped off with a much needed A-Wing Fighter, represented the final entries in Kenner's amazing run of vehicles spanning 1978 to 1985.





close-up of special offer



2000-87

Land Speeder with LP logo      Land Speeder with Special Offer SW-a style Kenner baggies with C-3PO (exclusive) and R2-D2



2000-83

Land Speeder without LP logo      Land Speeder 1983 Collector Series



**Chapter 9:  
Creature Sets**



Over 30 creatures

**Chapter 10:  
Collector Coins**



Over 200 coins

**Chapter 11:  
Accessories**



Over 60 items

**Chapter 12:  
Large Figures**



Over 200 dolls

**Chapter 13:  
Scaled Miniatures**



Over 420 mini's

**Chapter 14:  
Figures**



Over 160 figures



**Chapter 15:  
Preschool**



Over 220 items

**Chapter 16:  
Roleplay**



Over 200 items

**Chapter 17:  
Games**



Over 450 games

**Chapter 18:  
Plush Toys**



Over 80 plush

**Chapter 19:  
Miscellaneous**



Over 250 items

**Chapter 20:  
Promotional**



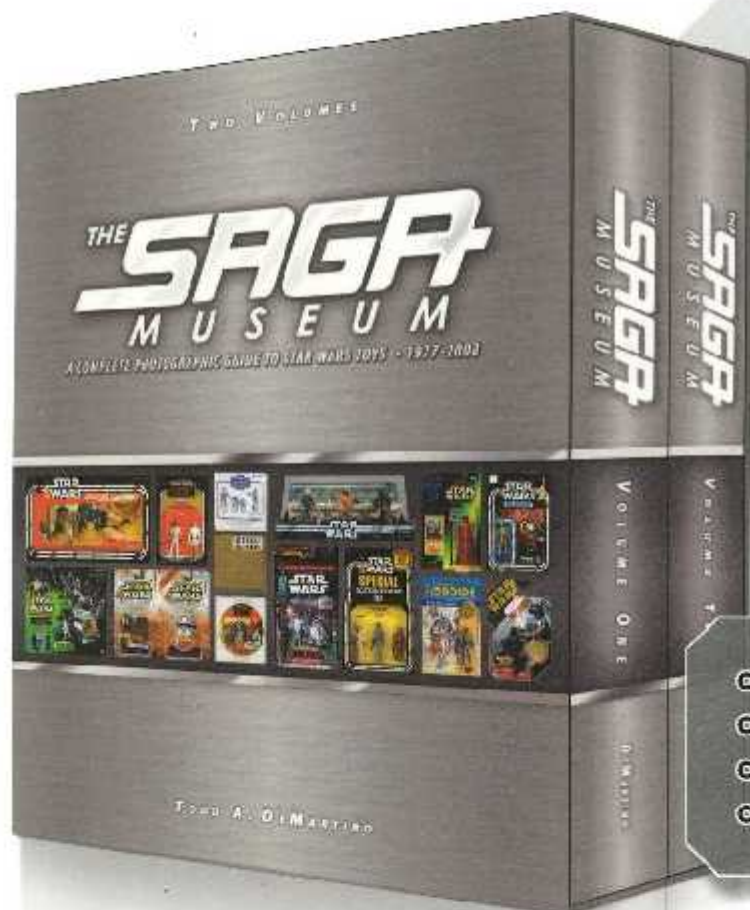
Over 160 items



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