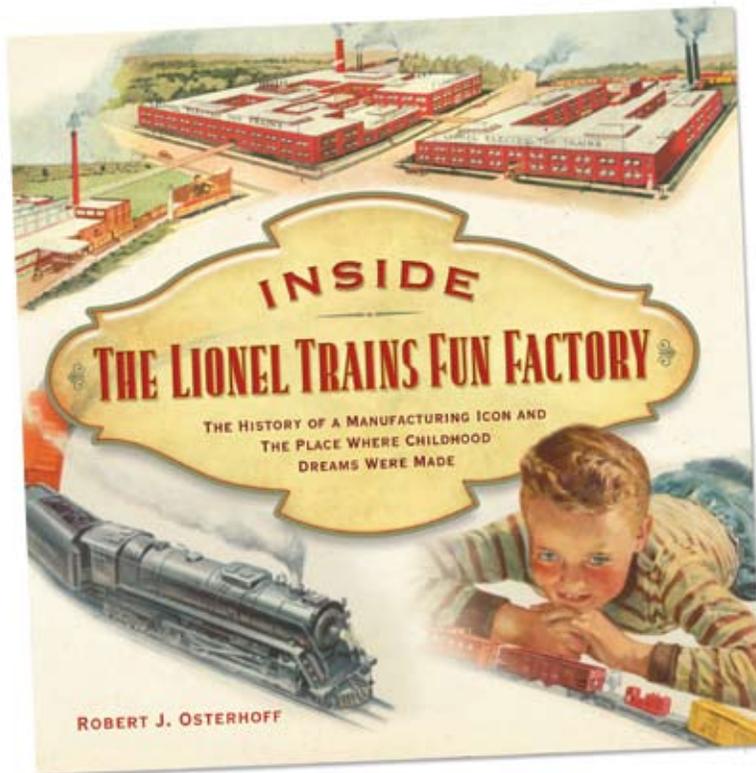




# PROJECT ROAR PUBLISHING AS FEATURED IN TOY COLLECTOR MAGAZINE



# IT'S ABOUT TIME

NEW LIONEL  
CORPORATE HISTORY BOOK  
COMPLEMENTS PREVIOUS  
HISTORICAL STUDIES

## IT'S THE SPIRITUAL SUCCESSOR TO HOLLANDER'S "ALL ABOARD"

**T**HERE'S JUST something magical about Lionel trains. They spark heightened levels of emotion and memory within the hearts and minds of their adherents. They compel grown men to spend tens of thousands of dollars on what ultimately is little more than metal and plastic. And they've managed to endure for more than 100 years, thanks in large part to the original magic created by those who founded the company, which still lingers on, however faintly.

BY JIM BUNTE

IMAGES BY PROJECT ROAR

But much of that history has been compiled in the same way kids play "telephone" – someone whispers something and it gets repeated over and over until the revised "fact" bears little resemblance to the original.

That's where publishing takes over. In the old days, it was intrepid documenters like Louis Hertz and early members of the Train Collectors Association, followed by Greenberg Publishing and my old magazine, *Classic Toy Trains*, which pioneered first-person interviews with former Lionel

### A SCRAPBOOK OF THE RUINS IN IRVINGTON



Flames devour the Lionel Building at 605 South 21st Street.



The corner of South 21st and Nye Streets with Slick's Tavern in the center and the former Lionel factory to the right.



The back of the factory reflects the ruins.



The interior ruins of the old Irvington factory, reflecting total destruction.



The second-floor interior of the original factory.



The first-floor interior of the original factory built in 1917.



Interior of the ruined factory.



## LIONEL PRODUCTS FOR WORLD WAR II

factory locations as part of the Lionel heritage — something many fans of Lionel and American manufacturing consider borderline heretical. It's an inappropriate section of coverage made in the spirit of inclusiveness, but is also reflected in this comment from the book's epilogue:

[Founder Joshua Lionel Cowen's trip through this fun factory today would not be in Hillside or Irvington, but rather somewhere within the export manufacturing zones of the People's Republic of China.

It's a fitting coda for what has been the long decline of a once-great American brand, and the perfect rhetorical conclusion for what can be considered one of the great all-time presentations of toy history. 

*Inside the Lionel Trains Fun Factory* by Robert J. Osterhoff (ISBN 978-1-9336-0005-5) is published by Project Roar Publishing and is priced at \$34.95 for the standard version or \$69.95 for a limited edition version that includes the author's signature. Order the standard version from Amazon.com and the collectible version direct from Project Roar.

### LIONEL BOOK LINKS

-  Order the book from Amazon
-  Order the special edition from Project Roar

OCTOBER 2008



Packing of Lionel military equipment was just as precise as that of the toy trains. This photo illustrates a taffrail log, a product that was dragged from the stern of a vessel to measure the speed or distance traveled during a voyage.



Original artwork executed by Lionel artist Louis Melchionne for MBF

The J-36 key, often called "the Bug," had a number of manufacturers, including Vibroplex, Bunnell and Lionel. The Lionel model can be identified by its unique narrow nameplate, which is often missing. The nameplate is mounted to the base using five small pins; when the key was used, being electrical, it would get extremely hot, and the plastic nameplate would expand, separate from the pins, and often melt.



Lionel MBF Merchant Marine binnacle.

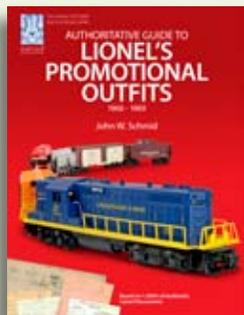
The Lionel CR3 motor was made for the Navy from June 1943 until mid-1944 and used to power windshields on ships. The motor provides an example of one of the rare uses of the gold "L" and diagonal "Lionel" emblem, which was affixed to the gearbox.



Original line art binnacle for use in promotional purp

PAGE 5

## BOOKS AVAILABLE FROM PROJECT ROAR PUBLISHING



Authoritative Guide to Lionel's Promotional Outfits 1960-1969  
848 Pages - 8½" x 11"  
1,500+ Full Color Photos & Images  
Softcover - \$69.95, ISBN 978-1-9336-0002-4  
Hardcover - \$89.95, ISBN 978-1-9336-0003-1  
Limited Edition Hardcover Collectible - \$150



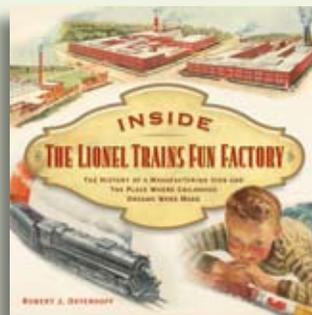
Winner of the best reference book (IPPY Gold Award) from the Independent Publisher Book Awards.



Winner of honorable mention reference book from *ForeWord Magazine's* Book of the Year Awards.



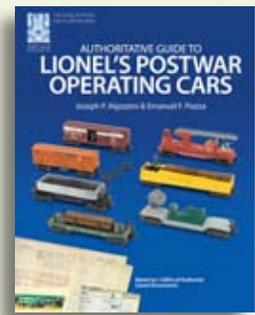
Finalist reference book and best new voice (nonfiction) from the Benjamin Franklin Awards™ sponsored by the Independent Book Publishers Association.



Inside The Lionel Trains Fun Factory  
The History of a Manufacturing Icon and  
The Place Where Childhood Dreams Were Made  
248 Pages - 10" x 10"  
575+ Full Color Photos & Images  
Hardcover - \$34.95, ISBN 978-1-9336-0005-5  
Limited Edition Hardcover Collectible - \$69.95



PROJECT ROAR™  
PUBLISHING



Authoritative Guide to Lionel's Postwar Operating Cars  
160 Pages - 8½" x 11"  
325+ Full Color Photos  
Softcover - \$44.95, ISBN 978-1-9336-0000-0  
Limited Edition Hardcover Collectible - \$85

PO Box 599  
WINFIELD, IL 60190  
630-653-ROAR (7627)  
WWW.PROJECTROAR.COM