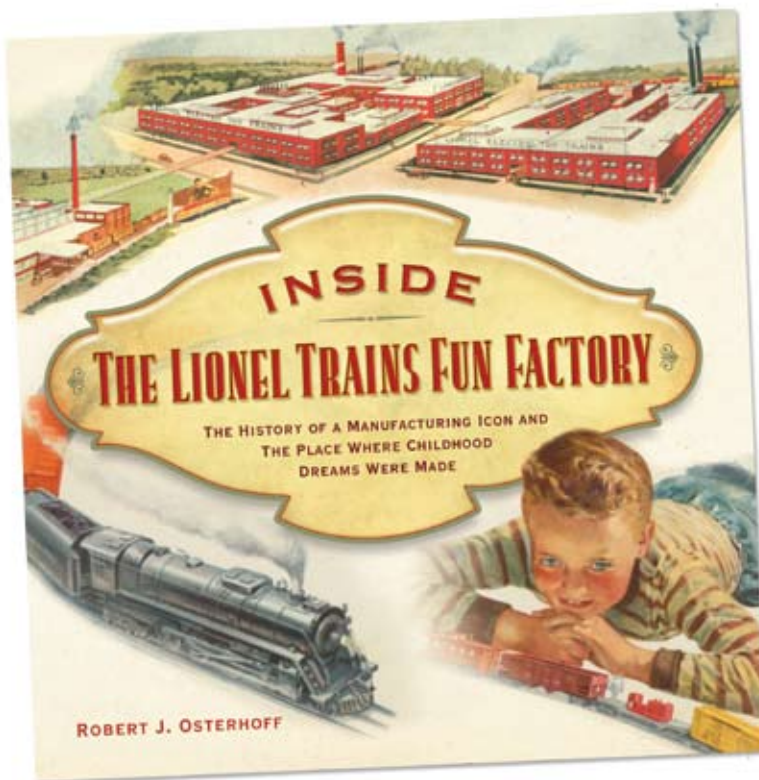




PROJECT ROAR PUBLISHING AS FEATURED IN TOY COLLECTOR MAGAZINE



IT'S ABOUT TIME

NEW LIONEL
CORPORATE HISTORY BOOK
COMPLEMENTS PREVIOUS
HISTORICAL STUDIES

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

THERE'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

It's this magic which has driven documentation of Lionel history for decades now. And it is unparalleled in the toy world — think about it: what other toy company has had more stories written about its founders, its products, and its see-saw history of success and failure than Lionel?

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.

Dedicated fans are going to find things they've never known, seen imagery and documentation that could only have come from some of the hobby's more intransigent hoarders of historical artifacts. That alone is a huge coup; many of these individuals had steadfastly refused to help other projects through the years, so it's a testimony to the respect

PREWAR ERA

Inexplicably the book includes People's Republic of China vendor

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. **tc**

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
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OCTOBER 2008

LIONEL PRODUCTS FOR WORLD WAR II



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.

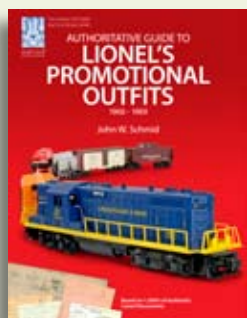
The Lionel CR3 motor was made for the Navy from June 1943 until mid-1944 and used to power windshield wipers on ships. The motor provides an example of one of the rare uses of the gold "L" and diagonal "Lionel" emblem, which was affixed to the gearbox.



Original line artwork binnacle for use in promotional purp

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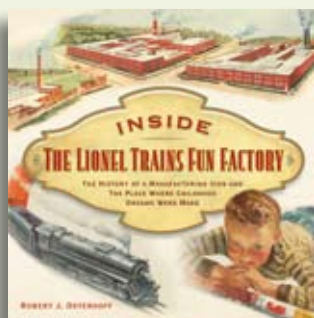
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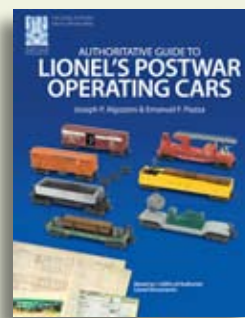
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