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## WHAT THE REVIEWERS ARE SAYING ABOUT

**INSIDE**

# THE LIONEL TRAINS FUN FACTORY

THE HISTORY OF A MANUFACTURING ICON AND  
THE PLACE WHERE CHILDHOOD DREAMS WERE MADE

ROBERT J. OSTERHOFF

"A model of meticulous scholarship, thoroughly 'reader friendly', and a welcome addition to personal, community, and academic library American Popular Culture History collections."

— Midwest Book Review

"Osterhoff's book is a tour de force. Lovingly designed and illustrated." — Phil Angelo, *The Daily Journal*

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"Meticulously documented, lavishly illustrated historical coverage of what was once the greatest toy train manufacturer in the world. Simply put, the book is a triumph." — Jim Bunte, *Toy Collector Magazine*

"I could go on and on, but I don't want to take away the thrill you'll get while reading this book." — Bill Schmeelk, *The Lion Roars*

"I wholeheartedly recommend it to anyone interested in big business in America or the fun of playing with Lionel Trains." — Fred G. Nix, *Madera Tribune*

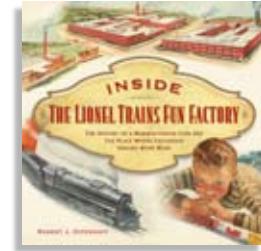
"This book is highly successful, extremely important, and a 'must have.'" — Lionel Operating Train Society, *Switcher Magazine*

"Robert Osterhoff delivers what is likely the definitive history of the New England-based company in this rather detailed, heavily illustrated hardcover." — Rod Lott, *Oklahoma Gazette*

"There doesn't seem to be a detail left uncovered." — Bob Eild, *The Bloomsbury Review*

"Phenomenal! This never-before-seen research makes vivid how a brash Joshua Lionel Cowen created the Fun Factory of the world." — Ron Hollander, author of *All Aboard!*

"Everyone who loves electric trains will gain immensely from reading this superb study." — Roger Carp, Senior Editor *Classic Toy Trains* magazine



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"Bob Osterhoff, a meticulous and devoted researcher, has written the definitive book on Lionel factories."

— Bruce C. Greenberg Ph.D., President Greenberg Publishing Company (1975–1991)

"This book finally tells the Lionel story the way it actually happened: the good, the bad and the ugly."

— Robert Stein, Vice President, The Lionel Corporation (1965–1982)

"It provides a wonderful journey into the history of a cherished brand—accurately portrayed right up to present day." — Michael Braga, Regional Sales Manager, Lionel L.L.C. (1972–present)

"This book is the kind of book you cannot put down." — Dave Cziraky, Amazon.com Review

"Osterhoff has hit a home run with this book! I highly recommend it if you wish to learn of Lionel's fun factory from a refreshingly new point of view"

— John Niehaus, *Plasticville Collectors Association*

"Lionel collectors will eat up Osterhoff's exhaustive research." — Harry Levins, *St. Louis Post Dispatch*

"Marvelous historical insight in what it takes to run a toy manufacturing company. Truly a masterful story of an American icon and a must read for history buffs." — George J. Schmid, CEO Kiehl Engineering Co. (1972–2000)

**Inside The Lionel Trains Fun Factory: The History of a Manufacturing Icon and The Place Where Childhood Dreams Were Made** by Robert J. Osterhoff. Available from Project Roar Publishing, P.O. Box 599, Winfield, IL 60190. To order, visit [www.projectroar.com](http://www.projectroar.com) or call 630-653-ROAR (7627). 248 pages, 575+ color photos and images, Hardcover \$34.95 (ISBN 978-1-9336-0005-5), Publisher's Limited Edition Hardcover \$69.95 (ISBN 978-1-9336-0006-2). It is also available at your local book seller, hobby retailer, [bn.com](http://bn.com) and [Amazon.com](http://Amazon.com).

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