

INSIDE

THE LIONEL TRAINS FUN FACTORY

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

ROBERT J. OSTERHOFF

EDITED BY: ROGER CARP,

JOHN W. SCHMID,

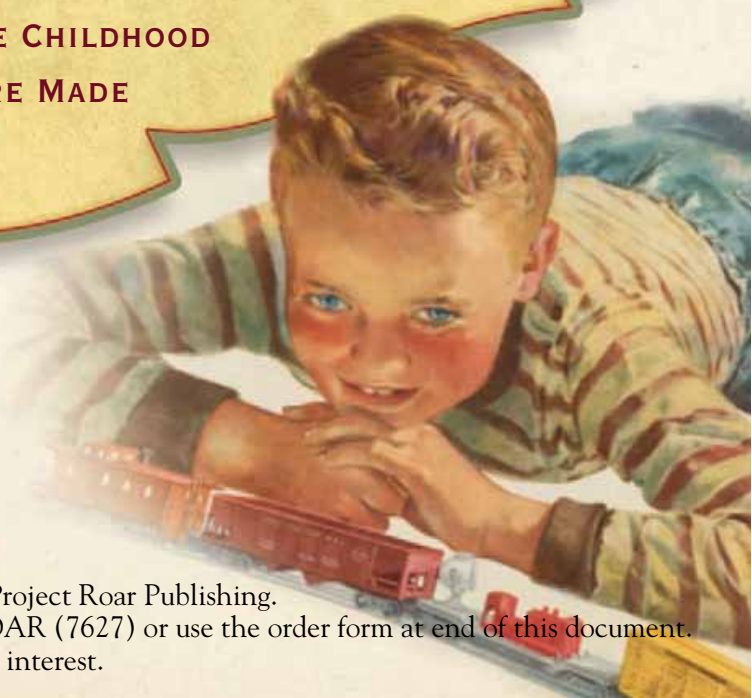
AND GEORGE J. SCHMID



Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-655-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.



Note: This sample is optimized for web downloading.

The final book includes high resolution images.

Also, this sample is formatted to print on a standard 8.5 x 11 inch printer.

The final book is 10 x 10 inches.



TABLE OF CONTENTS

Acknowledgments	4
Dedication	5
Prologue	6

PART I *Building the Fun Factories*

1 Manhattan Job Shops: <i>The Early Years</i>	9
2 The First Fun Factories	37
3 A New Beginning in Irvington	53
4 Expanding Into Hillside	71

PART II *New Opportunities & Diversification*

5 The Twisted Sixties	93
6 Selling The Hillside Factory	105
7 Acquired Factories in Transition	113

PART III *Lionelers & Their Inventiveness*

8 A Great Place to Work: Or Was It?	125
9 Intellectual Capital of the Toy Train Business	147
10 How Trains Were Made	167
11 In Defense of America: <i>The War Years</i>	191

PART IV *Toy Train Reprise*

12 Ruins of a Great Era	215
13 Epilogue	229

PART V *Appendices*

A Lionel Factory Departments	231
B Timeline of Major Lionel Fun Factories	232
C Lionel Patents	236

Illustration Credits	239
Bibliography	240
Index	241

Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.
Thank you for your interest.

CHAPTER 1

MANHATTAN JOB SHOPS

The Early Years

Out in Irvington, N.J. I have a big fire-proof factory, with hundreds of employees turning out cars, locomotives, transformers etc. for you, the boy, who loves electrically operated toys.

—JOSHUA LIONEL COWEN, 1917

APRIL 5, 2004 WAS A GRUELING DAY for Matt Hibbett, deputy chief of the Irvington, New Jersey Fire Department and his battalion team. Hours earlier, a stubborn industrial fire had challenged the proud professionals, finally subsiding after three hours of unrelenting efforts. Hibbett was about to steal a brief moment of rest when the all-familiar blaring of the fire alarm sounded at 6:05 p.m. For some reason, he did not sense this was a false alarm.

The location was quickly identified as a partially abandoned factory at 605 South 21st Street. Immediately, Hibbett realized this could be significant; he was well aware of the dated construction of the buildings in the neighborhood, with their timber beams and aging framework, an infrastructure most often in colossal disrepair. Older construction with highly flammable materials made for a firefighter's worst nightmare. Hibbett, like many earlier residents of Irvington, recognized the address, a well-respected aging icon and a major part of the industrial history of the town. The building, a factory addition constructed in 1920, was known as "the old Lionel building," although Lionel had not occupied the site for almost 60 years.

Deputy Chief Hibbett, a 20-year veteran of fire-fighting in Irvington, was the shift platoon leader that evening, with overall responsibility for fighting the fire. It was not to be easy. The skies were already enveloped in a thick, wide cloud of black smoke, the first signal that a monstrous industrial fire was raging. The men of Battalion Two echoed a common theme: "It was like the Fourth of July...transformers popping, explosive bursts from chemical drums; it was a wild and dangerous fire." Arriving on the scene as smoke and fire spewed from the

structure, the firefighters made containment their first priority. Separating the buildings by a matter of three feet was a warehouse containing thousands of bottles of vodka and other spirits, a potent mixture and fuel for igniting flames fanned by the evening's high winds and potentially destroying an entire block of buildings.

Very early reports on the fire indicated a successful containment, a sure sign of relief and a fitting finale of a day for the overtaxed firefighters. Unknown to them, a volatile mix of storage drums and vehicles in the rear of the building waited for its release. With 40-mile-per-hour winds blowing, it did not take long for the fire to consume the remainder of the premises known as 605–621 South 21st Street. The entire factory, a monument to successful industrial prowess in a once-thriving Irvington, was quickly consumed in flames, offering a further challenge to the firefighters. Joshua Lionel Cowen's once proud dreams of his fun factory were being reduced to ashes because of a homeless man's need for shelter and warmth. The flames, now licking at the barren trees of a budding spring and anything near the structure, were creating a forbidding menace.

Quietly transformed into smoldering rubble, the building had experienced decades of spirited growth, contagious enthusiasm, and ultimate obsolescence. Time takes its toll when a product becomes dated, just as dated as the decaying buildings that once housed the mighty machines producing the greatest toys of the era. Like the automobile, refrigerator or telephone, a consumer purchase is made and the product used with seldom a thought as to the design and manufacturing expertise that goes into its physical assembly.



The scene of Irvington's South 21st Street neighborhood in the early evening hours of April 5, 2004.

Sample pages copyright © 2008 Project Roar Publishing.

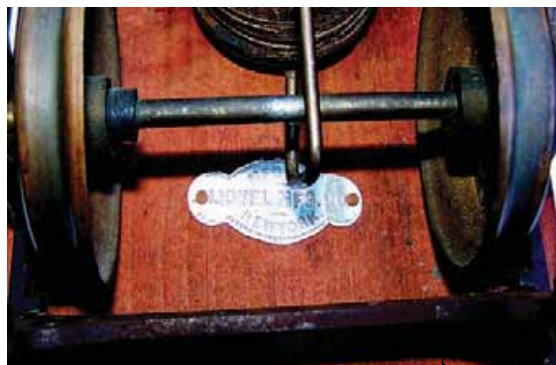
To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.



The first Lionel toy train, the Electric Express, was shown in the company's catalogs in 1901 and 1902.

Cowen took pride in the manufacture of his Electric Express, and included an embossed metal label on the undercarriage that identified his new business, Lionel Manufacturing Company.



Certain questions can be raised about why Ingersoll would have purchased electric trains from Cowen. At the time Cowen approached Robert Ingersoll, the latter was already selling steam and windup toy trains. He also was selling an "electric railway and car," powered by a battery that used a solution of bichromate of potash and sulphuric acid. The set, including trolley and track, sold for \$4.00.

With Ingersoll selling electric trains for more than three years, why would he suddenly be enticed by Cowen's offering? Perhaps the appearance of that open gondola was the critical factor. Hollander speculated that "because he wanted his new device to dress up a window, perhaps even to carry merchandise as it went around, Cowen didn't make his first 'electric car' look much like a real train." To put it another way, an open gondola offered more utility than a closed trolley for showcasing merchandise. And that was the angle Cowen was using to woo Ingersoll.

Another explanation is possible. Maybe Cowen, eager to expand his fledgling product array, merely offered Ingersoll an opportunity to introduce yet another innovative product while matching the price of his trolley and providing added customer value.

Even though the exact circumstances of the introduction of the first Lionel train remain a mystery, one point is beyond question. Joshua Lionel Cowen was planting the seeds for a product that was about to make a profound and lasting impact on the American toy industry as well as the lives of children.

Although it is not known whether Cowen maintained a continuing business relationship with Ingersoll after his initial sale, he could have learned from this savvy shop owner. Ingersoll knew how to protect his products and was granted patents on a wide range of inventions, including the locking key ring, a pencil compass and a watch chain. It was watches that made a name for Ingersoll. Long after his encounter with the young Cowen, he became a leading producer of watches, teaming with Connecticut-based Waterbury Clock Company to mass-produce and sell a variety of timepieces, including the newly popular wristwatch. Shortly after World War I, saddled by debt, the Ingersoll partnership went through bankruptcy and was acquired by the Waterbury firm. The latter, on the verge



The 1897 catalog put out by Robert H. Ingersoll & Bro. contained 128 pages of products that ranged from batteries and scarf pins to pocket knives, purses and the firm's popular Shure Shot Detective Camera and Yankee Dollar Watch. Also included were a windup toy locomotive, a working steam train with track and what was called an "electric railway and car." "This is the greatest recent scientific toy," proclaimed the catalog, "and one which the 1897 boy will catch onto quickly." Although the manufacturer of this electric trolley was not identified, it appears to be a new product from the Cincinnati company of Carlisle & Finch. Ingersoll's familiarity with this electric toy train raises questions as to why he was enamored with Cowen's Electric Express, which he purchased over three years later.

Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.

THE FACTORY WARS

LIONEL'S COMPETITORS were not to be outdone in the use of prominent artistic renderings of factories. Similar to Lionel, The Ives Manufacturing Corporation and American Flyer Manufacturing Company promoted their factories in illustrations and invitations for plant visits. Ives, an early competitor that would be absorbed by Lionel through bankruptcy proceedings in 1928, openly promoted its factory in Bridgeport, Connecticut. Although the plant was never described as a fun factory (to use Cowen's terminology), Ives implied as much with its advertising slogan, "Ives Toys Make Happy Boys." The company stated in its catalogs that its customers "ought to see this factory in Bridgeport, with its rows of bustling machines, and expert mechanics working under a most efficient organization, to bring out each year better and better trains, and more new stunts."



This 1917 rendering of the Ives factory in Bridgeport, Connecticut, greatly resembles the factory portrayals from Lionel. Note the vast open space inferring a rather large facility, surrounded by a flag and some activity. A 1929 contest sponsored by Ives asked boys to answer the question, "Why are railroads the best public servants?" The top three winners would win an all-expenses-paid trip to Bridgeport, and spend "a day in the factory where the trains are made from the ground up."



The Ives plant is now a parking lot at the corner of Ash Street and Holland Avenue.



"Come on over to the Ives Factory, they'll give you a guide and show you how your train is made," Ives proclaimed in 1928. Tickets for a factory tour were issued by the company as part of its 1927 toy conductor outfit.



American Flyer used this Chicago factory drawing in 1932 to call attention to its mammoth seven-story home on the city's South Side—aply titled "miniature train headquarters—of over 8 million trains . . . so realistic that it will be seen by everyone that their choice is limited to an American Flyer."



The main building of the Ives factory circa 1944.

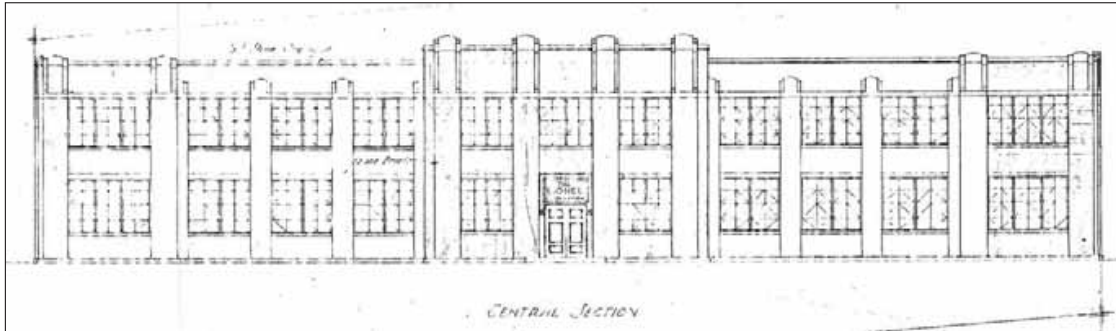


Today the American Flyer's South Halsted Street factory in Chicago has only the bottom three floors of its original seven remaining. A page one headline in the November 16, 1951 edition of the *Chicago Daily Tribune* explains the reason: "Million Dollar Fire Sweeps Seven Story Mattress Factory." Occupying the building at that time was the Superior Sleeprite Corporation, maker of mattresses and bedding goods. The fire raged for more than three hours, with flames shooting 300 feet into the air. This fire followed a less-devastating one at the same factory on June 12, 1950. In July 1952, a permit was issued to remove the upper four floors of the building. Ironically, both the Lionel and American Flyer factories of the 1920s later housed companies producing mattresses and both were victims of fire.

Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.



The Austin Company provided this 1928 frontal drawing of the proposed 9,500-square-foot administrative building adjoining the Hillside factory. The building, sporting a clear “The Lionel Corporation” above the entrance, was never built.



Two interior views of the Hillside factory shortly after its construction in 1929. Left: Note the vastness of the factory. Right: The saw-tooth roof provided energy-saving natural lighting for the interior of the factory.



An exterior view of the Hillside building shortly after its construction in 1929. The photo was taken from the southeast side of the factory, the land of which later became the addition of 1940.



Left: A construction photograph from 1929 shows the Hillside factory before Lionel occupied it. Right: A similar current interior view reveals that the basic structure remains mostly intact after seven decades and numerous tenants.

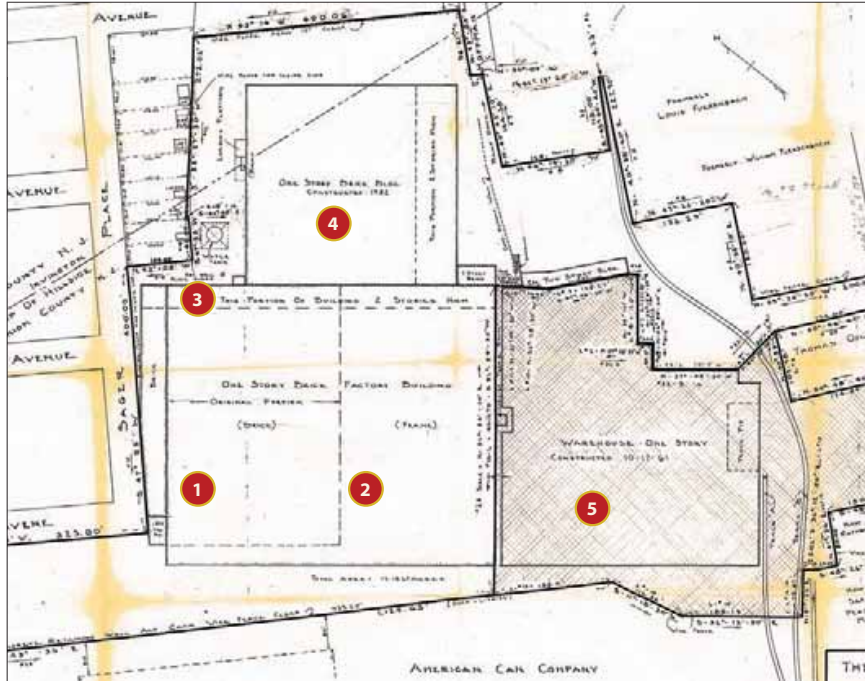
painters and plumbers. During the portion of the year when train production was slow, other plant personnel, including the ‘working supervisors’ would perform tasks

such as painting and general maintenance. The only craft not handled internally was steel work and roofing, which was sub-contracted.”

Sample pages copyright © 2008 Project Roar Publishing.

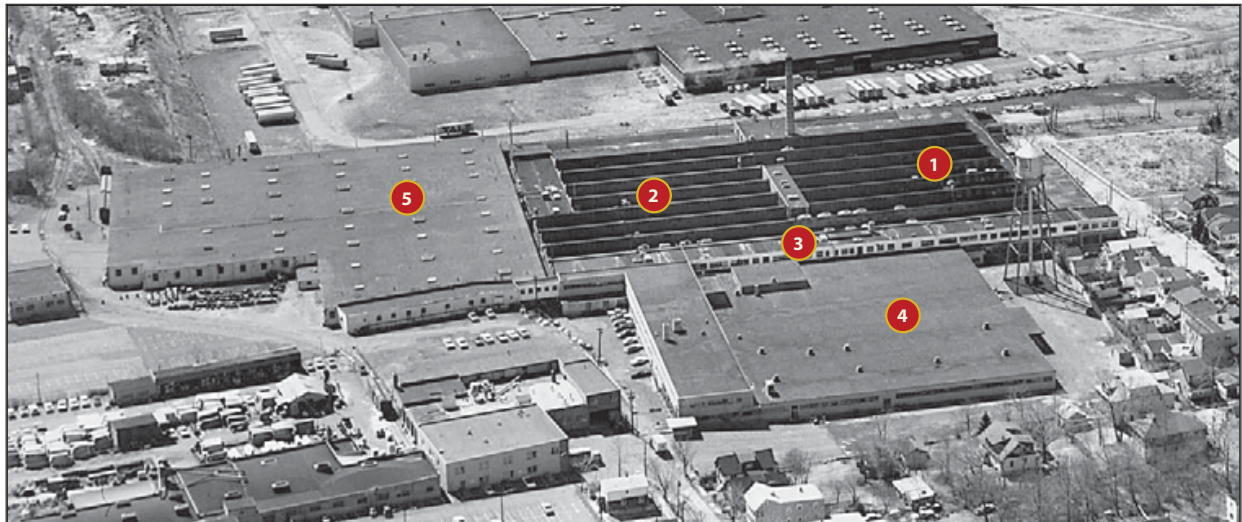
To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.



This survey map with revisions dated July 1969 is one of the final drawings made while The Lionel Corporation was both owner and occupant. The Lionel property line was redrawn because Lionel technically did not own the warehouse and its land was not part of the final factory sale. The major Hillside factory structures include:

- 1 The original factory, 1929
- 2 The first major expansion, 1940
- 3 The second-story addition, 1941
- 4 The new factory with two-story administrative offices, 1952
- 5 The warehouse, privately constructed and leased by Lionel in 1961; includes relocated railroad spur for new loading dock



Aerial view of 1960s Hillside factory.

Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.

Despite its downsized capacity, this structure was viewed by management as a new beginning, especially considering what Lionel was leaving at South 21st Street. The Lawrio board (and similarly the Lionel board) as early as December 1929 engaged in a discussion, led by Cowen, “to make an effort to sell the property situated on South 21st Street, Irvington, New Jersey.” Selling that property proved to be a formidable task and directly contributed to the adoption by Cowen of a conservative approach regarding future expansions of the Hillside property.

One additional and important structure, the signature water tower emblazoned with “Lionel Trains,” was a critical appendage. Unlike the 15-inch-high no. 193 toy train accessory introduced in 1953, this tower was fully functional. Nearly 100 feet high and with a tank that was eight feet in diameter at the top, the water tower had a capacity of 100,000 gallons. The tower’s use was strictly

for fire sprinkler and hydrant water pressure in the event of an emergency.

Lionel took occupancy of the new facility in early 1929, and by 1933, all toy train manufacturing operations had been relocated to the building. With Lionel’s new factory came production of Standard and O gauge trains, including the classic no. 400E steam locomotive and tender—a full 32 inches of sheer power and overwhelming size. Standard gauge accessories, such as the nos. 300 Hell Gate Bridge and 840 power station, also were manufactured in the new plant. New whistle and train control technologies were being introduced.

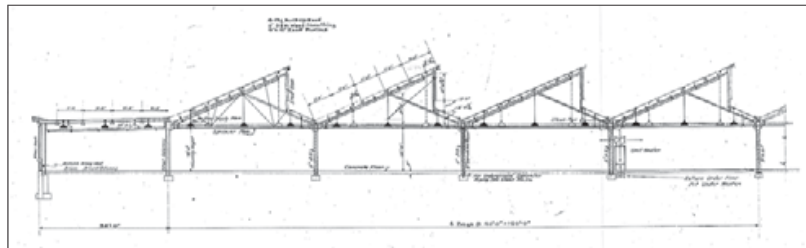
On moving day, Lionel executives would have been giddy with excitement and optimism. After all, their



The classic Standard gauge no. 400E steam locomotive was introduced shortly after Lionel moved into its new Hillside factory.



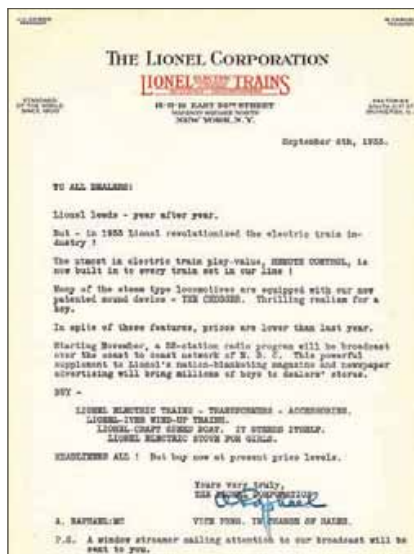
The aged saw-toothed roof in a current photo. Designed to provide maximum natural heat and light, the exposed windows proved to be a maintenance nightmare. Buckets were often required on the factory floor to catch rainwater from the leaking windows.



This 1928 drawing by The Austin Company depicts the saw-toothed roof in relationship to the one-story factory plan.



Lionel family engagements, births, deaths and sports were vibrantly discussed within this men's locker room in the original Lionel factory.



As late as September 1933 Lionel was communicating with its dealers using stationery with a reference to the factories of South 21st Street in Irvington. There was no mention of the new Hillside factory on Sager Place.

Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.

WERE THERE TWO HAGERSTOWN SETS IN 1968?

THERE EXISTS a “Special Train Set #11620,” which in the sequence following the Hagerstown set no. 11600 would place it in 1968. This set was in fact a Hillside set, offered to dealers in November 1968 and shipped from Hoffman Place in Hillside. Undoubtedly, the sets, packed in plain Hillside stamped boxes, were comprised of inventory either returned from Hagerstown or kept in the Hillside Service Department.



In 1968, Lionel issued two train sets. Top: The no. 11600 appeared in the Lionel catalog and was shipped from the Hagerstown factory. Bottom: The no. 11620 was mentioned in only a Lionel Service Department memo and was shipped from the Hillside factory.

This disagreement between the Hagerstown managers came to a head in September, when Porter made his concerns known in a letter to Wolfe and recommended that Sherlak be discharged. Wolfe, not pleased with Porter's documented request, demanded a full review of the Hagerstown operation. The 10-day review was conducted by a New Jersey-based team led by Lionel executive Richard Schilling, during which both Porter and Sherlak were put on paid leave of absence. Predictably, Wolfe fired both Porter and Sherlak.

Wolfe underestimated Porter's one big happy family of Hagerstown's 206 employees, 75 percent of whom were women. When informed of Porter's dismissal, nearly 200 people walked off their jobs in late October in a wildcat strike to protest the firing, some carrying signs that read, "We love John." The strike erupted into a demand for unionization, and the restoration of Porter as the plant operations head.

Porter was never to return to the operation founded by his father some 50 years prior. With the strike over in a matter of days, Lionel did recognize the Hagerstown employees' affiliation with the International Union of Doll, Toy, Plaything, Novelties and Allied Products of the AFL-CIO. The distaste for striking Hillside employees in 1965 was still fairly fresh in the minds of Lionel executives. Although the plant would now be union-recognized, it would be only a matter of weeks before clandestine plans were put in place to address the Hagerstown labor situation in a manner reminiscent of Hillside. Like Hillside, Hagerstown would no longer play a role in Lionel's future plans.

Plans were well underway in late 1968 to move the remaining toy train stock back to Hillside. Once that occurred, this relocation would play a pivotal role in the eventual lease arrangement of the Lionel name with the Model Products Corporation division of General Mills in April 1969. With the trains conveniently removed from Hagerstown, the Lionel board acted swiftly to dispose of the majority of the science-related assets with a sale on January 7, 1969 to Gabriel Industries, Inc. for an undisclosed amount. The sale did realize a profit of \$250,000 for Lionel. With a quick vote of the board at its January 9 meeting, the chemistry and science piece of The Porter-Spear Company was history. Additional Porter-Spear assets were sold on January 27, 1969, and on March 11, 1969 the company signed an agreement to sell the remainder. With yet another segment of the toy business disposed of, the executives continued with

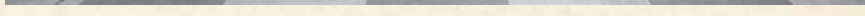
Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.

Ask most employees what it was like to work at the company, and they most likely would use the terms “great” and “terrific.” For

1. *Journal of the American Medical Association*, 1997; 277: 1039-1043.



11620 652 ROAD (7627) 1

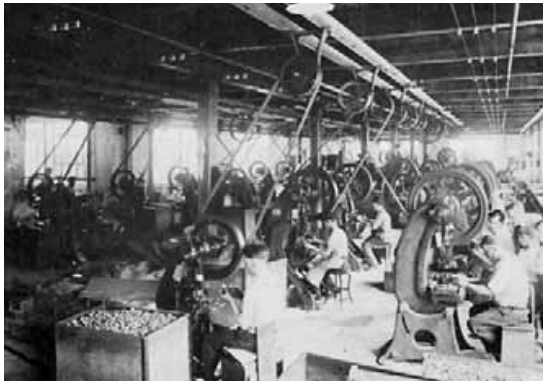
Figure 1.6: A graph of the function $f(x) = x^2$ on the interval $[-1, 1]$. The function is continuous and differentiable on this interval.



The tool-making room on the second floor of the first phase of the Irvington factory in 1917, notable for its overhead drive shaft and pulleys. This view looks directly through the center windows to South 21st Street. Tool making was a critical first step in fabricating tools and dies needed to manufacture components for Lionel. The size of this operation relative to the overall factory attested to the priority the company gave to precision tooling.

While the tooling vaults in the Hillside factory were low key from a consumer standpoint, they nevertheless were an important structural facet included in the original factory layout plans. Lionel's Tool Department, accelerating its growth in 1934, treated its output as a highly valued asset to be adequately secured and protected. Lionel was not shy in promoting its heavy

investment in capital equipment, declaring in the 1930s, "Dominance and leadership is maintained year after year by continuous investments in new tools, new dies, and new machinery to make new and better trains." It was a marketing position supported by the premise that "no premium is placed on Lionel perfection."



These 1917 Irvington factory views depict workers using drill presses.



Akin to the entrance to an ancient pyramid, the reinforced door to the empty and gutted tool vault in Irvington still stands in this current photo.



Lionel proclaimed in 1917 that "in this vault are dies worth over \$150,000 [more than \$2.5 million in current dollars]. It's made of concrete and steel like a bank's and has a combination lock in the heavy steel door."

Lionel facility planners were constantly struggling with storage problems. With production expanding, storage for raw materials, parts and finished goods severely taxed the cramped facilities. This photograph was taken in early 1952, when parts awaiting assembly were moved into a partially completed storage section of the newly constructed facility at Hoffman Place.



Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.
Thank you for your interest.

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 binnacle parts.

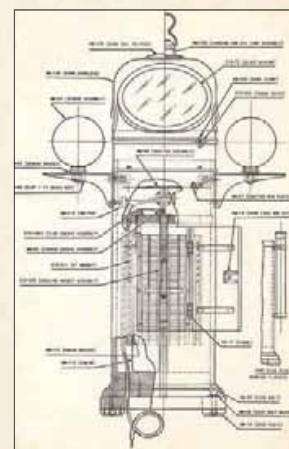


The J-36 key, often called "the Bug," had a number of manufacturers, including Vibroplex, Bunnell and Lionel. The Lionel model can be identified by its unique narrow nameplate, which is often missing. The nameplate is mounted to the base using five small pins; when the key was used, being electrical, 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 for MBF binnacle for use in military promotional purposes.

Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.

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 built in 1917.



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



Interior of the ruined factory.

Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.

Lionel trains are produced today by Chinese manufacturer Sanda Kan Industrial, which also produces goods for other American- and European-based train distributors. (Used with permission of Lionel L.L.C.)



respected third party Original Equipment Manufacturer (OEM) companies as a major supplier in performing skilled manufacturing and supply-chain solutions.

Lionel began using Samhongsu in the late 1980s. The Seoul-based company, organized in February 1970, has grown substantially over the years through its focus on three major product sectors: micro motors, gas lifts for chairs, and high-quality model trains for export. Samhongsu also has manufacturing facilities in China and the Philippines; however, there is no evidence that Lionel trains were ever produced at these locations.

Sanda Kan Industrial, Ltd., a \$100 million independent enterprise held by investment bankers, is one of the world's largest manufacturers of toy trains and racing cars for the American, European and Japanese markets. Headquartered in Hong Kong, its factories extend over a wide expanse of southern China.

Both companies know the toy train market and produce goods efficiently and

cost effectively. This is necessary for Lionel to stay ahead of its competitors, given the fast changing technology and dynamic economic environment.

Under New Ownership

For personal and business reasons, Kughn in 1995 decided his tenure as protector of the Lionel brand should come to an end. He sold the company to an investment partnership that included billionaire investor Marvin Davis (through his Wellspring Capital Management private equity firm) and rock star Neil Young. On Davis' death in September 2004, his estate continued to hold his share of Lionel through Wellspring. Wellspring typically takes controlling positions in what it describes as "promising middle-market companies where it can realize substantial value by contributing innovative operating and financing strategies and capital."

Wellspring's portfolio includes restaurants, food distribution and steel servicing. As majority owner, Wellspring, like similar investment firms, typically brings in a new management team to run the operation. Positive financial results are the driving force.

On February 1, 2001, Lionel top management made a decisive announcement that would be a stunning shock for the brand and the hobby in general: it would terminate the Michigan manufacturing operations, with a plan to be completed by the end of August 2001. All manufacturing would now be done overseas. Remaining in Michigan would be those services needed to support products, including consumer services, research and development, sales and marketing, quality assurance and engineering.

The company made a further announcement that a plant auction would be held. In July 2001, after multiple encores since 1970, the final curtain would be drawn



These photos depict Sanda Kan's operation in southern China, in a trade-free zone near Hong Kong. (Used with permission of Lionel L.L.C.)



Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.

1899
Howson & Howson law firm
represents Joshua L. Cohen



1900
Grant and Cohen form Lionel
Mfg. Co. at 24-26 Murray Street,
Manhattan
Leased (1900-1904), Still exists



1909
Manufacturing operation moves to
122 Winchester Ave., New Haven,
Conn. (Company headquarters
remains in Manhattan)
Leased (1909–1914). Still exists



1917
Manufacturing moves to first factory
built at 609-619 South 21st Street,
Irvington, N.J.
Built and owned (1917-1944), Burned down 2004

1902
Lionel expands at 24–26
Murray Street and 27 Park
Place, Manhattan

[illegible]

Circa 1896
Joshua L. Cohen and Harry
Grant work in factory of
Acme Electric Lamp Co.,
Manhattan

1902
Lionel Mfg. Co.
incorporates in New York

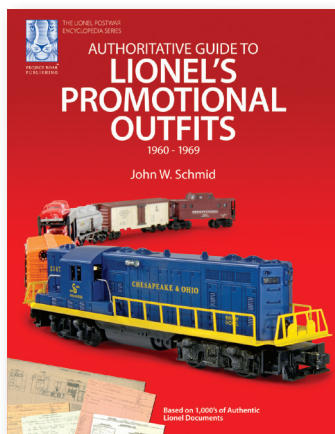
1909
The Lionel Mfg.
Co. incorporates in
Connecticut

1917
The 21st Street
Realty Holding
Company is
formed

Sample pages copyright © 2008 Project Roar Publishing.

To order your own copy visit www.projectroar.com, call 630-653-ROAR (7627) or use the order form at end of this document.

Thank you for your interest.



848 Pages - 8½" x 11"
Full Color - 1,500+ Photos & Images
Paperback - \$69.95, ISBN 978-1-9336-0002-4
Hardcover - \$89.95, ISBN 978-1-9336-0003-1
Limited Edition Collectible Hardcover
(Autographed & Numbered 1-100) - \$99.95
ISBN 978-1-9336-0004-8

AUTHORITATIVE GUIDE TO LIONEL'S PROMOTIONAL OUTFITS 1960-1969



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



Winner honorable
mention best
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.

HOW EXCITING it is when adults rediscover the Lionel electric train outfit they played with as youngsters. Yet how frustrating it is when they realize that information about its history and value cannot be found. In fact, complete documentation has never existed for the outfits that Lionel created exclusively for such major retailers and promotional firms as Sears, Montgomery Ward, J.C. Penney, Spiegel, Western Auto, A&P, Quaker Oats, and others.

Fortunately, that problem of learning about these desirable trains and their worth has now been solved. Lionel historian and collector John W. Schmid has used recently recovered documents from Lionel's archives, along with more than 1,500 brilliant color photos, to compile the first and only collector's reference guide that details more than 700 of these unique train sets.

**"THIS WORK IS ONE THAT IS UNEQUALED BY ANYTHING
PREVIOUSLY AVAILABLE."**

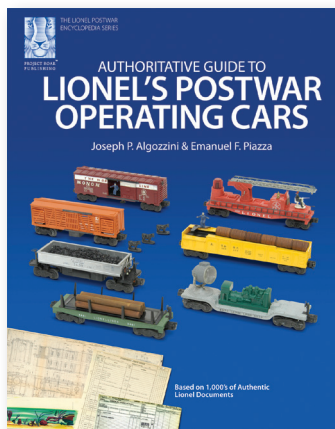
— BILL SCHMEELK, Lionel Collectors Club of America *The Lion Roars*

"THE BEST RESEARCH EVER PUBLISHED ON POSTWAR LIONEL"

— PAUL V. AMBROSE, Ambrosebauer Trains and Author *Greenberg Postwar Guides*

**"IMPRESSIVELY INFORMATIVE AND ENTHUSIASTICALLY RECOMMENDED
FOR ALL DEDICATED MODEL RAILROADING REFERENCE COLLECTIONS."**

— *Midwest Book Review*



160 Pages - 8½" x 11"
Full Color - 325+ Photos & Images
Paperback - \$44.95, ISBN 978-1-9336-0000-0
Limited Edition Collectible Hardcover
(Autographed & Numbered 1-100) - SOLD OUT

AUTHORITATIVE GUIDE TO LIONEL'S POSTWAR OPERATING CARS

BASED ON 1,000'S of authentic internal postwar Lionel documents as well as the expert observations of two leading postwar historians, Joseph P. Algozzini and Emanuel F. Piazza, this volume provides the most complete and *authoritative* guide to Lionel's operating cars.

**"THE MOST SCHOLARLY WORK I HAVE EVER READ ON
THE SUBJECT OF POSTWAR LIONEL TRAINS."**

— JOSEPH LECHNER, Train Collector Association *e-Train*

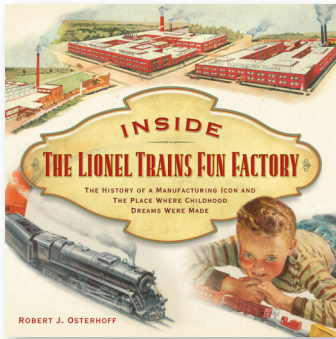
**"I HAVEN'T READ A BOOK AS INTERESTING
AND AS INFORMATIVE AS THIS ONE SINCE
RON HOLLANDER'S ALL ABOARD."**

— BILL SCHMEELK, Lionel Collectors Club of America *The Lion Roars*



PROJECT ROAR
PUBLISHING
P.O. Box 599
Winfield, IL 60190

To order from Project Roar Publishing
Call 630-653-ROAR (7627), visit www.projectroar.com or
mail your order to PO Box 599, Winfield, IL 60190 or fax it to 630-665-6595.
Also available from your local hobby retailer, Amazon.com and Barnesandnoble.com



INSIDE THE LIONEL TRAINS FUN FACTORY

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



Winner best interior design and finalist history & cover design from the Benjamin Franklin Awards™ sponsored by the Independent Book Publishers Association



Winner best cover design & best interior design and finalist business book from Midwest Independent Publishers Association.



Winner silver award best Pop Culture book from ForeWord Magazine's Book of the Year Awards.



Winner best cover design and finalist overall design from Next Generation Indie Book Awards.



Finalist best cover design from National Indie Excellence Awards®.

248 Pages - 10" x 10"
Full Color - 575+ Photos & Images
Hardcover - \$34.95, ISBN 978-1-9336-0005-5
Hardcover Limited Edition Collectible (Autographed) - \$69.95, ISBN 978-1-9336-0006-2

D **O YOU LIKE LIONEL TOY TRAINS?** Enjoy corporate history? Or just want to take a nostalgic journey back to your childhood?

Then *Inside The Lionel Trains Fun Factory* is for you—delivering a fascinating trip through the rise, fall and rise again of Lionel, one of the manufacturing and pop icons in modern American life. The impeccable research by Lionel historian Robert J. Osterhoff, along with hundreds of unpublished photos and images, tells the history of Lionel's trains, factories, employees and business practices from the late 19th century until today.

“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*

“RECOMMEND FOR ACADEMIC AND LARGER PUBLIC LIBRARY BUSINESS COLLECTIONS.”

— *Library Journal*



THE LIONEL TRAINS FUN FACTORY POSTER

T **HIS 12 INCH X 36 INCH POSTER** provides a graphical timeline of the many factories where Lionel Trains manufactured its products over the last 100+ years. It begins with the early job shops of lower Manhattan and extends through today's modern factories in Asia.

Suitable for framing, this is the perfect addition to a train room or anywhere you want to be reminded of the place where your childhood dream trains were made.

12" x 36"
Full Color - \$11.95



THE LIONEL PATENT ARCHIVES CD

THE COMPANION TO INSIDE THE LIONEL TRAINS FUN FACTORY

C **OME TAKE A JOURNEY** into the creative minds of Lionel's inventors by examining the hundreds of documents they used to protect their ideas and intellectual property. The Lionel Patent Archives CD combines more than 450 Lionel and Ives patents (1,600+ pages of original documents) on one easy to navigate CD. You'll get lost for hours reading these amazing documents and learn how Lionel was one of manufacturing icons of the 20th century.



PROJECT ROAR PUBLISHING
P.O. Box 599
Winfield, IL 60190

PC and Mac Compatible
450+ Lionel/Ives Patents
1,600+ Pages of Original Documentation - \$19.95

To order from Project Roar Publishing

Call 630-653-ROAR (7627), visit www.projectroar.com or

mail your order to PO Box 599, Winfield, IL 60190 or fax it to 630-665-6595.

Books are also available from your local hobby retailer, Amazon.com and Barnesandnoble.com

PROJECT ROAR PUBLISHING ORDER FORM

1 PLEASE SEND ME THE FOLLOWING:

INSIDE THE LIONEL TRAINS FUN FACTORY THE HISTORY OF A MANUFACTURING ICON AND THE PLACE WHERE CHILDHOOD DREAMS WERE MADE				
QTY	ISBN / ITEM NUMBER	DESCRIPTION	PRICE	TOTAL
	978-1-9336-0005-5 ILTFF-HC	Hardcover	\$34.95	
	978-1-9336-0006-2 ILTFF-PL	Publisher's Limited Edition Hardcover (Only a Few Left!)	\$69.95, Sale \$49.95	
	ILTFF-CD	The Lionel Patent Archives CD	\$19.95	
	ILTFF-POSTER	The Lionel Trains Fun Factory Poster	\$11.95	
AUTHORITATIVE GUIDE TO LIONEL'S PROMOTIONAL OUTFITS 1960 - 1969				
	978-1-9336-0002-4 LPO-SC	Softcover	Reg. \$69.95, Sale \$49.95	
	978-1-9336-0003-1 LPO-HC	Hardcover	Reg. \$89.95, Sale \$59.95	
	978-1-9336-0004-8 LPO-LE	Limited Edition Hardcover (Only a Few Left!)	Reg. \$150.00, Sale \$74.95	
AUTHORITATIVE GUIDE TO LIONEL'S POSTWAR OPERATING CARS				
	978-1-9336-0000-0 LPWOC-SC	Softcover	Reg. \$44.95, Sale \$29.95	
SOLD OUT	LPWOC-LE	Limited Edition Hardcover (Only a Few Left!)	Reg. \$100.00, Sale \$64.95	SOLD OUT
			Tax - IL Residents add 7.25% sales tax:	
			Shipping - \$5.50 first item and \$2.50 each additional:	
			Total:	

2 ADDRESS:

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____

3 METHOD OF PAYMENT:

☐ Check or Money Order

☐ Visa



☐ Mastercard



Card Number _____

Last 3 Digits On Back Of Card _____ Expiration _____

Signature _____

4 PLEASE SEND, FAX OR CALL PAYMENT TO:

Project Roar Publishing
P.O. Box 599
Winfield, IL 60190
Phone: 630-653-ROAR (7627)
Fax: 630-665-6595

THANK YOU!
We Appreciate Your Order!
orders@projectroar.com
Order Online At:
www.projectroar.com



PROJECT ROAR
PUBLISHING

Valid Through 12/31/18

PHONE: 1.630.653.ROAR (7627)

FAX: 1.630.665.6595

WEBSITE: www.projectroar.com