

# THE C.A.R. COURIER

DECEMBER 2018

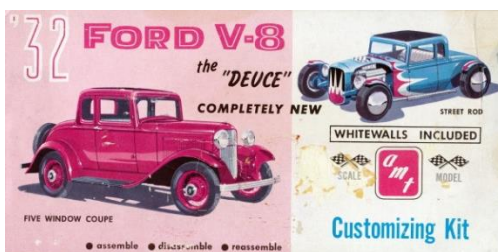
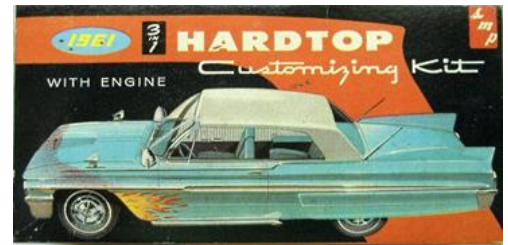
AMT  
1951-1965  
1966-1970  
1971-1975  
1976-1980  
1981-1985  
1986-1990  
1991-1995  
1996-2000  
2001-2005  
2006-2010  
2011-2015  
2016-2020

Multa paucis qui coeperit finiatur

AMT is regarded as the father of the model car hobby. Starting as the Aluminum Model Toy Company, this was the brainchild of West Gallogly who was a Detroit attorney with ties to the Ford Motor Company. Gallogly proposed using a scale model to promote the new cars coming to the dealership. The model would look identical to the new car, giving the customer something to physically own until his new car arrived at the dealership. This was in 1948, when the automobile manufacturers were still lagging behind consumer demand. All it took was a test drive of one of Ford's new models, and you would receive a 1/25 scale version, which would usually end up in a child's hands to play with. Gallogly had created this new side business in a small garage, not realizing what he was actually tapping into. Other companies were doing this as well such as PMC and Banthirco, using cellulose acetate for the body shells, which would eventually warp.

Gallogly's first promo was of the 1948 Ford, cast in aluminum (aluminum was cheap in the post war market) and painted in factory correct colors. Aluminum Model Toys was born, but would soon become AMT as new plastic molding techniques became available rendering the aluminum bodies (which had to be painted) too time consuming and expensive, that first aluminum cast model was also AMT's last! Gallogly stepped aside and allowed AMT be run by George Toteff, who was a tool maker by trade. He had devised a new sliding pillar tool design which allowed complex shapes, such as a car body, to be formed by one mold. This innovation allowed the single piece body to be formed, an innovation years ahead of the competition. The new plastic promos were inexpensive and could be given away for little cost to the dealership. At the time, AMT used outside companies to produce most of their promos and kits.

AMT began toying with the idea of selling an unassembled promo as a model kit around 1953, offering three kits with 3 different cars in each kit. These were offered to retail outlets instead of automobile dealerships and are very rare collector items today. In 1956 SMP was formed with Erik Erikson who owned Detroit Plastics Products. AMT held a large financial stake in the company and actually designed all of SMP's model kits and promos. This clandestine operation was done to secure the General Motors product promos, as it was doubtful GM would deal with a company with strong ties to Ford. AMT would move into a larger facility in 1958, and began to acquire several injection molding machines, moving production 'in house'. To produce the accurate body lines and features of the new cars, the automobile companies gave AMT access to their blueprints.

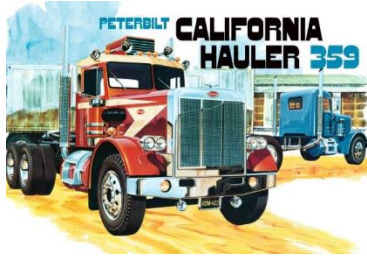


As the model kits grew in popularity, more complex models began to enter the market. These were the early 3-n-1 customizing kits contained parts to customize the basic car body. These began as the previous year's promo, with additional parts added. The first kits with actual engines didn't show up until 1959. AMT knew the hot rod scene was popular amongst the model kit builders, and responded with the new Trophy line starting with a '32 Ford coupe, which could be built one of three ways and came complete with two detailed engines. AMT sold so many of these kits, they were nearly a year

behind in production. The follow-up kit was the '32 Ford roadster, which sold equally as well. One publication touted that AMT sold 5 million of these kits by 1965. The Trophy line complimented the annual kits and AMT would add more cars, pick-up trucks and even a speed boat to the line-up.

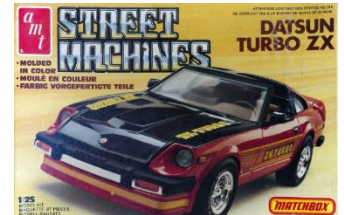
The 1960's would start off with the new Styline kits which added body modifications on a larger scale than the original 3-n-1 kits. A tube of body putty was included as well. AMT also caught the attention of George Barris who put his customizing ideas right on the instruction sheet. The model car industry was still red hot and AMT had a few competitors, but only Jo-Han really offered any annual kits and promos. Newcomer MPC would start up in 1963 with George Toteff at the helm. MPC would create a their own fair share of annuals and promos as well. These companies (and even Revell) would occasionally share tooling. AMT would continue to expand in the 1960's, meeting every craze or fad head on, whether it was muscle cars or goofy customs, but things were going to slow down in the 1970's.

Promos were losing their importance to the automobile manufacturers and in 1972, AMT would produce their last promo. Large trucks came on strong and AMT would be at the forefront. Their first truck, was a Peterbilt 359 released in



1969 which sold remarkably well. More big rigs followed, Kenworth, Ford, Mack, GMC, Autocar, and others. Trailers would complement the tractors and AMT did several different types of these too. The CB craze really pushed the popularity of these kits, but would begin to fade as the 1980's approached. The 3-n-1 kits began to fade as well. Fewer kits were being sold, manufacturing costs were rising and AMT's fortunes reflected the model kit industry as a whole. Things were changing for the worse. The Lesney Company of Great Britain would buy AMT in 1978.

The makers of Matchbox cars had dabbled in model kits before, so it seemed like a good match. New kits began to appear of foreign cars such as the Subaru BRAT. Older kits would continue to be re-issued. AMT would move from it 's longtime home of Troy Michigan to Baltimore, Maryland. Problems continued with Lesney running the company, some of the new kits had design flaws, and the foreign car kits just didn't sell. Lesney would face bankruptcy and sold AMT to the ERTL company in 1983.



ERTL was well known for their diecast tractors and trucks. They had also done a series of International Harvester truck model kits which were well executed (and in my opinion) better than the AMT kits. MPC would also be purchased by ERTL in 1985. The industry would begin to see an uptick in sales as the 1990's approached, NASCAR was the hot motorsport and fans were buying kits of their favorite driver's rides. Those kids who loved building model cars, now had



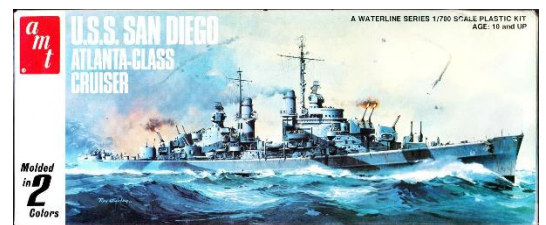
the time and the income to invest in a hobby, so ERTL began to make the investment into some new AMT kits. These kits would be some of their best work since the 1960's. All new '55 and '57 Chevy's, both cars and pick-ups. A new '66 Ford Fairlane and '58 Edsel. A 1962 Pontiac Catalina, just to name a few of the new kits. Kit sales were not what they were in the 1960's, but were better than the 1970's and 80's combined. Production would move from Baltimore, to Des Plaines Iowa to Mexico then to China.

Ertl would end up being bought by Racing Champions who were more interested in the diecast business. Model kits continued to be offered, but little investment was made by the new owners. Eventually, The plastic model business was spun off to Round2 of South Bend Indiana in 2012. Round2 would re-issue kits thought to be long gone. They would also resurrect MPC, and purchase Lindberg and Hawk.

AMT didn't generally venture too far from their model car kits, but they had some ships, a few airplane kits, and some Star Trek models. The airplane kits were manufactured by FROG, Matchbox or ESCI and reboxed as AMT products. In the 1990's, AMT did some fantastic kits of the B-52, F-7 Tigercat, A-20 Havoc, the XB-49 flying wing, the XB-70 and others.



The Star Trek kits came out when the show was new and sold well enough but that license is a valuable commodity today. ESCI of Italy provided the tooling of some armor kits in the 1990's and those few ships I think were derived from Matchbox tooling.



Note: different versions of the SMP/AMT relationship exist. I chose the one that seemed plausible to me. These companies had a definite connection, just looking at the old kit boxes and logos reveals a lot of similarity between the two companies' products. History can get fuzzy over time....

## FROM THE PRESIDENT by Rockne Riddlebarger

Greetings Model Citizens...We are at the end of another year as members and participants in this wonderful club. Your officers for 2019 will be: Curtis Epperson, Contest Director, Mike Jinkens, Newsletter Editor, Dennis Tull, Vice-president, Kevin Belanger, Secretary, Jeff Spraul, Treasurer and myself as President. The December meeting will include the presentation of the End of Year Awards, gift exchange and pizza party! Be sure to bring a sealed, wrapped kits if you wish to participate in the exchange and a soft drink for the pizza party. It has been a pleasure to serve you as President for the last eight years. May the season be merry for all!



## VP VIEWS by Dennis Tull

### **December: Pizza, Gift Exchange and Awards**

Looking forward to seeing everybody at the festivities. Don't forget to bring your own drinks to wash down the pizza.

### **Out of My Wheelhouse**

Long ago during my school days, I remember an art teacher urging us to break out of our usual routine style of painting and drawing. He suggested that we experiment with other mediums, materials and subject matter, however foreign to us. And the sooner we did, the better. His assignments were a challenge and for me, it was a real eye opener. The main thing that I took away from this is that from all of the many and varied experiences that we have in life, we can extract a wealth of inspiration, craftsmanship development and problem solving skills.

What does this have to do with model building, you ask? I believe that model building is an art. It is an art form that relies on inspiration, skill and originality. For my own part, all too often I become complacent and get stuck in my routine style of modeling and the resulting product is lacking of any originality. I suppose that this dilemma is fairly common. After all, it's not so easy to be creative and original all of the time. At our own C.A.R. meetings, we have been encouraged by our president Rockne Riddlebarger to step out of our "comfort zones" in order to expand our knowledge and experience by exchanging ideas with modelers involved in other genres, such as nautical, aircraft, military or sci-fi, not just automotive. This doesn't mean that you actually have to build anything other than model cars, especially if you are a die-hard like me. It just means that it may enable you to approach a future project from a fresh point of view and possibly utilize some newly learned techniques.

Speaking of exchanging ideas, I felt fortunate to get the opportunity during our last month's C.A.R. meeting to pick up a couple of useful tips from fellow members Paul Schneider and Bill Schneider. Paul shared a painting technique for simulated vinyl tops and Bill related his use of melted and stretched sprue to make realistic antennas. This is one of the greatest benefits of being a member of our club. I encourage all of you to take advantage of this resource and ask other members for advice and input on your current projects. You will be surprised at what you can learn.

Inspiration is something that can also be derived from our club. Our monthly themes are intended to do just that. A starting point from which each individual can develop their own interpretation. If you don't like the current theme, consider building something that would be eligible for a different classification other than what you normally build for our contests. If you really want to go out on a limb, take a look at some of the examples that show up in the Miscellaneous class. Curtis' crazy TV and Movie cars and bikes, for instance, and Rockne's post-apocalyptic creations.

For myself, stepping "out of my wheelhouse" would be to produce a model for the Straight Line Competition class. I'm not even sure what all the gear and gadgets are that show up in incredible detail on some of the great "gasser" models built by the late Don Perkins and the late Al Richards. I would have to do a ton of research and of course, rely on a lot of advice from the likes of Bill Owen, Bob Kilgour, Liam McCreary, Rob Shelby, Jim Wilkins, Tom Selvaggio and many others. I feel very fortunate to be a member of a club in which each and every member brings something of unique value to the club, whether it be personality, talent or commitment. It's all inspiring!

Thanks for a great year!

Dennis Tull

**MEETING NOTES by Kevin Belanger**

We had 25 members and a guest, Mike Boyd last month. Jeff Spraul has accepted the position of club treasurer, and we all thank him for that. The kit raffle was won by Vince Kelley who took home a Color Me Gone Dodge kit, door prizes were won by Jeff Myers ('65 Chevelle) and Bill Bench (Mazda RX-7).

January 2019 theme will be '9's' any car model year ending in the number 9.

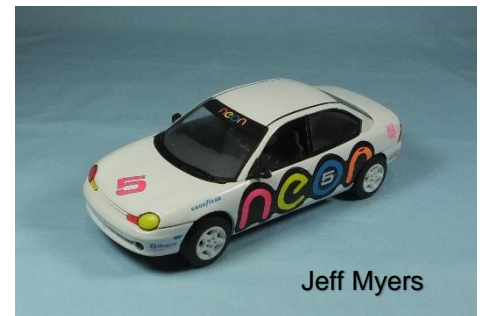
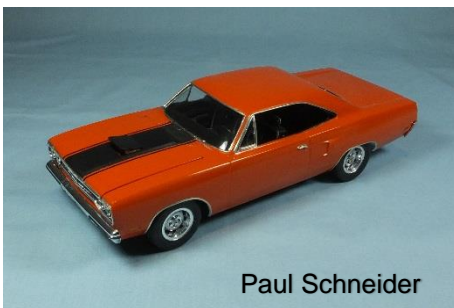
**WINNER'S CIRCLE by Curtis Epperson**



Which will be

?

Model of the Year



# CINCINNATI AUTO REPLICAS MODEL CAR CLUB

## UPDATED MEETING SCHEDULE

Meetings will be on 2<sup>nd</sup> Mondays at regular location except where noted.

NOVEMBER 12, 2018

DECEMBER 10, 2018

JANUARY 14, 2019

FEBRUARY 11, 2019

MARCH 11, 2019

APRIL 8, 2019

APRIL 29, 2019 Moved ahead of CINCINNATI CHALLENGE 2019

MAY 4, 2019 CINCINNATI CHALLENGE

MAY 13, 2019

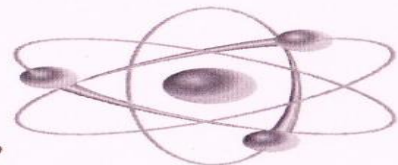
JUNE 10, 2019

### **WANTED:**

Honda Odyssey featured in the Revell QuickSand kit, the Suzuki dirt bikes featured in the Revell Rough Riders or Off Road Adventure kits, the minibike from the Monogram Vandal kit. Also wanted are the Husqvarna dirt bikes from the Husky Hauler and the go cart from the AMT '63 Ford F-100 Willing to pay reasonable prices or trade for any of the above.

Contact Liam at [blmccry@gmail.com](mailto:blmccry@gmail.com) or (513) 3444-1424

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# THE FINAL LAP

## C.A.R. 2018 THEMES

January 8 - **Corvettes**

February 12 - **Plymouth**

March 12 - **Dodge Brothers**

April 3 - **100 Years of Ford Trucks.**

May 14- **Ford Torinos.**

June 11 - **Bonneville Salt Flat cars**

July 9 - **Broncos,Blazers,RamCharger: first SUVs**

August13-**Jeps.**

September 17 - **Chevy Impala**

October 8 - **Same Kit Night: AMT 59 El Camino.**

November 12 - **End of the Year contest**

December 10 - **Pizza Party/ Gift Exchange.**

## UPCOMING EVENTS

**April 5-6, 2019**

IPMS REGION IV CONVENTION MODEL CONTEST AND SWAP MEET  
HOPE HOTEL AND CONFERENCE CENTER WRIGHT-PATTERSON  
AIR FORCE BASE 10823 CHIDLAW RD WPAFB STATE RT444, GATE 12A  
DAYTON, OH 45433  
CONTACT CHRIS BUMGARNER: 614-578-6713 CONTEST@IPMSDAYTON.COM

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**Club: [Cincinnatiautoreplicas.org](http://Cincinnatiautoreplicas.org)**