

# The Builder

May 1995

Volume 1 Number 1

## Welcome to the history of our hobby!

**W**elcome to the first issue of *The Builder*, a quarterly publication of the National Model Car Builders' Museum. On a regular basis, *The Builder* will acquaint supporters of the Museum with aspects of the collection assembled in Salt Lake City, as well as describe future plans for the Museum and fundraising efforts.

This first issue of *The Builder* and a promotional sheet are being distributed, free of charge, at major model car events, to clubs across the country, to those hobbyists who have in some way contributed to the establishment and operation of the Museum as well as to all major hobby and automotive magazines. All subsequent issues will be available only on a subscription basis; please see elsewhere in this issue for subscription information. All monies received in payment for this newsletter will go *exclusively* toward the costs associated with operating the Museum. All printing, copying, postage and other costs have been donated.

The Museum is alive and well. Though its principal source of funding — the auction at the GSL International Model Car Championship — no longer exists as an annual event, prudent financial management has (so far) permitted the Museum to keep its doors open. Major efforts are underway to stabilize the financial picture of the Museum. With your help and continued support, we will continue to be able to preserve the history of our hobby for future generations. It is essential that we all work together to gather and preserve the history of our hobby for the future. This is a great project which *must* survive and prosper.

— Mark S. Gustavson

### Subscription Information

Interested hobbyists can subscribe to *The Builder*, published approximately four times per year, by sending a check for \$12.00 to the National Model Car Builders' Museum at 353 East 400 South, Salt Lake City, Utah 84104. Remember, *every* dollar goes to funding the Museum

*The National Model Car Builders' Museum exists to chronicle our history!*

### Annual Budget

The annual operating budget for the Museum is broken down into several major components: rent, equipment acquisition, supplies, promotional expenses (film, developing, and so forth), model restoration costs, and associated expenses. Rent alone amounts to \$200.00 per month (including utilities); therefore, at a minimum, the Museum needs to raise \$2,400 per year just to keep the doors open! Other activities, such as restoring models and acquiring new vintage models requires *additional* funding.

Several efforts are underway to fund the Museum. Royalties from a major book on the GSL Championship, to be published this Summer by Highland Production, and all proceeds from Mark Gustavson's articles in *Car Modeler* and *Scale Auto Enthusiast* are donated to the Museum. But *much* more help is needed, and soon.

In the final analysis, however, the viability of the Museum depends upon the support of hobbyists everywhere. Please make a donation!

## The View From Here

**E**ditor's Note: From time to time, *The Builder* will feature the reports of people who have visited the National Model Car Builders' Museum. In this premiere issue, we will spotlight the observations of Alan Raab, a key early supporter of the Museum who has just been named to the Board of Trustees.

"I am one of those people lucky enough to have a profession requiring a fair amount of travel. This allows me to visit strange, far-away places, and make new friends and go fishing more often.

On a recent business/fishing trip, I arranged an extended stop over in Salt Lake City, Utah. My priority for the day was to visit the National Model Car Builders' Museum. A quick telephone call from the airport confirmed pre-arranged plans, and I was soon enjoying the 'ride of my life' with Mark Gustavson. When we got to the Museum, I was greeted by an extensive collection of some of the most well-known and important model cars ever built, from the Sixties through the Nineties. There is also a complete library of all the model cars magazines published, all neatly placed in separate holders and labelled for easy retrieval. I felt like the proverbial kid in the candy (hobby) shop. As someone who grew up building model cars in the Sixties and Seventies, living for that next issue of *Car Model* magazine, it was great

*Continued on page 2*

### inside...

The History of the Museum  
In Future Issues  
List of Trustees

page 2  
page 2  
page 2

Continued from page 1

to see that none of those wonderful memories will be forgotten and are available for all to share.

The National Model Car Builders' Museum is definitely worth the trip regardless of how long you have been building model cars. Besides, the fishing in Utah is great!"

Alan Raab

## In future issues...

In future issues of *The Builder*, we will take a look at important elements of the Museum's collection. In each article, the historical significance of each item featured will be provided; where possible, photographs will be included.

Included will be articles on the American Model Car Association, the history of Revell advertising in the Fifties, discussions of the Revell-Pactra (and Revell-Testors) Model Car Contests in the Sixties, lists and descriptions of vintage AMT and Pactra custom paints in the Sixties (and the famed, but short-lived Ed Roth paints under the Testors label), and the famous Jim Keeler "Dodge Fever" models. Each issue will also contain an invitation for qualified builders to assist in the restoration of many famous models — in need of renovation— in the collection. The second phase of the Oakland Roadster Show Diorama project will be announced, too. And a special marketing and fund-raising arrangement with Norm Veber's Replicas and Miniatures Company of Maryland will also be described.

## The National Model Car Builders' Museum

For further information, or to arrange a tour of the Museum, or to contribute an article to the newsletter, please write to: 353 East 400 South, Salt Lake City, Utah 84103

### Trustees:

Mark S. Gustavson, Founder  
Mike Barlow, Trustee  
Mark Benton, Trustee  
Bill Helm, Trustee  
Alan Raab, Trustee  
Stephen E. Gustavson, Editor, *The Builder*

# The History of the Museum

The Museum was conceived as a place to gather together the models, memorabilia, supplies, kits and related items of those who have chartered that history of the hobby. From the Fifties when only Budd "The Kat": Anderson and Bill Neuman were advocating the construction of model cars to the high profile the hobby has acquired during the Nineties, the Museum was needed to ensure that no irreplaceable artifacts or memorabilia would be lost.

After nearly 10 years of quietly acquiring dozens of models, hundreds of documents and similar items from participants in the hobby, the Museum opened to the public in 1990 at the Eleventh Annual GSL International Model Car Championship. At first, the Museum was a very modest endeavor, occupying a 80 square foot room in Salt Lake City. With the opening of the Museum, however, dozens of dedicated model car hobbyists caught the vision and started to help. Bob Wick, Fred Yokel, Russ Schwenkler, Mark Benton, Mike Barlow, Randy Vandraiss, Ken Hamilton, Gary Schmidt, Roy Sorensen, Jim Keeler, Bob Paeth, Tom Dillion II, Greg Struhar, Ed "Big Daddy" Roth, Alan Raab, AMT, K-Mart and other supporters all jumped in to help. Later, others would contribute substantially to the effort including Phil Jensen, Bruce Pearce, Ed Wright and Bill Helm (look for a list of all Museum supporters in the next issue of *The Builder*).

However, as the collection grew, it became clear to the Museum Trustees that the original facility was inadequate to house the burgeoning collection of models, magazines, vintage building supplies and other memorabilia. So, in 1991, the Museum moved to its present 325 square foot facility at 353 East 400 South in Salt Lake City. Over two blustery, rain-swept evenings in February, the membership of the Utah Model Car Association braved the elements with their vans and cars to transport the

collection. It took weeks to organize the collection in its new home.

Since that time, the Museum's collection has grown to nearly 10,000 items. The Museum has hundreds of different volumes of nearly every model car magazine ever published. The Museum possesses dioramas from Chris Stames, Gary Nash and, of course, Ken Hamilton who built the Oakland Roadster Show Diorama and the Model Car Cemetery. Through the generosity of Dick Groenheide, the Museum possesses a significant collection of all *four* different versions of vintage AMT Spray Lacquer paints. The Museum also possesses significant Revell-Pactra Contest paraphernalia donated by Augie Hiscano, and three-decade old Revell 1/10 scale wooden model masters as well as the Corvette Indy display model rescued, at the last minute, from destruction.

Also contained in the Museum are memorials to deceased hobbyists and a special tribute to Budd "The Kat" Anderson. The Museum has also collected nearly 100 event buttons and almost as many t-shirts, and is on the mailing list of nearly 50 clubs and many aftermarket sponsors. Nearly 400 additional items are received each month for cataloguing and display. The Hall of Fame Award, jointly sponsored by the Museum and Scale Auto Enthusiast, recognizes the pioneers of our hobby.

The future is bright. Soon, with the help of Pat Covert, a major advertising campaign will commence in leading hobby magazines: Scale Auto Enthusiast, Model Car Journal, Car Modeler, Plastic Fanatic and several European auto magazines. Museum Trustees are also preparing a series of in-depth feature articles for those same magazines. This newsletter will "carry the word" to interested hobbyists by focusing on specific elements of the collection: It is important for *everyone* to know of and enjoy the wonderfully arcane and intriguing elements in the Museum's collection. Stay tuned and please help!