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Remembering Revell Model Kits



Synopsis

This engaging book details the wide variety of model kits produced by Revell, Inc. of Venice, California, from the 1950s through the 1970s. Over 545 color photographs display many of the much sought after kits, ranging from automobiles and ships to aircraft and spaceships. Also included are a fascinating history of the company and the men and women who drove its success, a detailed recounting of the wide ranging, exquisitely detailed models produced, discussions of the artists who brought the box art to life, a bibliography, and a model kit index providing listings of the models produced, their variations, and their value in the secondary market. Newly updated values are found in both captions and the index. Anyone collecting or building models will be fascinated with this book.

Book Information

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Customer Reviews

Thomas Graham has published extensively on the history of the modern hobby industry and is a frequent contributor to Fine Scale Modeler magazine. He is the author of Greenberg’s Guide to Aurora Slot Cars and Greenberg’s Guide to Aurora Model Kits. Thomas and his wife Susan live on the banks of the scenic St. John River.

I wanted a reference book that was easy to navigate, was comprehensive, and didn’t skimp on color photos. This book nailed it! Tom Graham did an excellent job and I consider this book to be the best of all his model kit reference books! The index at the back of the book is in chronological order by date which makes finding a specific kit pretty quick. I like how the box top artist is named for most kits which is important (for me, anyway). The history of Revell is pretty thorough and interesting

although the story of John Steel, the great artist of model kits(Revell USS Midway, USS Missouri,etc.)was bizarre. It is stated on page 71 that he vanished and was presumed dead in a drowning accident when in fact after leaving Revell, he served several tours in Vietnam as a combat photogragher/artist for the US Marines and continued doing illustrations for Aurora, Lindberg, Monogram and others. A little more research would have uncovered this information. But still, this book is an outstanding reference book for anyone interested in Revell and especially if you were a child of the 50s and 60s, it'll bring you back in time. Highly Recommended!!

Author Thomas Graham has written a remarkable book on the history of the Revell Model Kit company. This book's significance is twofold; on one hand he describes the growing attraction to model kits, especially in the boom years of the 1960's and '70's, at the time the market was expanding with many international model kit manufacturers, such as Airfix, Frog, Monogram, to name a few a large portion of the market was aimed at boys (like me) who were wide-eyed customers in the various outlets selling model kits. On the other hand he describes the growth of Revell as it expanded and added a great team of people committed to releasing a quality product in a very competitive international market.This third edition of this book looks at the growth of the Revell range and as well as covering the historical aspects of the company, the book also is filled with the various products Revell released over the years, the pages are filled with various artwork examples that were for box tops, the actual box tops and built models. Many of these kits are quite rare now and this book brings them all back to life. As the story of Revell unfolds, the author manages to capture most of the nostalgia of those times and how the kits developed from concept, through design, artwork and final presentation. There are numerous photos to supplement the story.I enjoyed this book as it gives the reader a balance of historical over view of Revell, along with the work of some of the key people who made Revell what it was, a significant player in the model kit marketplace, the company eventually expanded to three operations based in Britain, The United States and Germany. Regretfully as the years unfolded, the challenges continued to mount up. Demand for more detail saw kits become more complex and detailed, meaning costs in production and tooling rose. This saw a complete change in the original market of who actually buys kits.The company's eventual demise and its merger with rival Monogram, after being bought by new owners, is interesting and well documented in this work.In summary a very well written book rich in photographs and historical data, the book is in seven chapters and with a series of sections in the rear of the book that list every kit ever produced by the company, including kit number, notes on some kits that were planned for release, but never were released and a listing of the more sought

after kits by collectors with a price guide for a pristine example. This book is an ideal reference for the model kit enthusiast, or a nostalgic story for those of us that remember those early days of kit building fondly. Well done, Thomas Graham!

MuRevell Referencech like his book about Aurora Plastics Corps. models, this does the same for the Revell company. Starting when they were still called Precision Specialties, through teir association with Gowland and Gowland (Gowland Creations), choosing the name Revell, taking over the Gowland line, making their own model designs, becoming the largest model maker in the US, braking apart, and, now, finally being reunited under one roof and logo, it is ALL HERE! Anyone interested in the history of the Revell model making company would do well do get this beautifully illustrated reference book.

Great read for us fellas who used to build the Revell kits in the 50's 60' and 70's. Very interesting to read about the manufaturers, and the cost of tooling to put out a $1.50 model. This is quite an insight to the Kit manufacturers and how they marketed products that we could hardly wait for the next product offering.Well illustrated and, boy did those pictures bring back fond memories. Don Anthony

brings back memories and I expect to buy more books about other manufacturers. I already bought the book on Monogram model kits as well. EXCELLENT !!

Item as described, promptly shipped. An excellent summary of Revell's model kits

Bought this book as a gift for my husband. Great history of Revell models of all kinds. Would definitely recommend it.

The Revell model company made my favorite model kits. The coolest cars. I kept some of my old cars in boxes.I need a bigger Man Cave to show them off. Thanks, Jorge

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