



CATCH THIS TRAIN!

Revell's big new H-O train line is pulling in for 1957...with a trainload of new merchandising concepts and tools to sell it with.

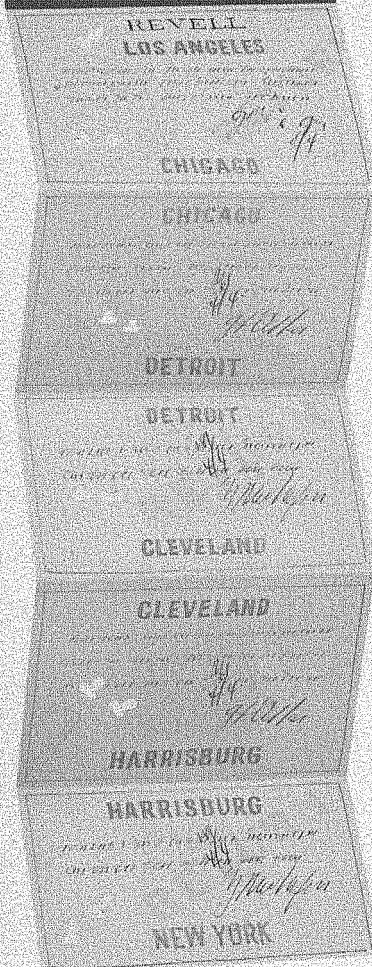
*H Your jobber has it.
See it now!*



Revell H-O

the right ticket

to reach a larger H-O market



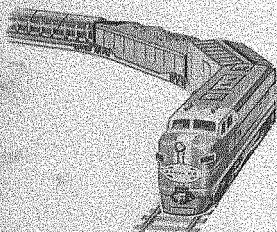
Revell H-O electric trains have been specifically designed and merchandised to excite not only the hobbyist, but a vast new group of customers that is potentially even more lucrative for you – the mass market! Revell quality and merchandising concepts established and developed an expanding mass market in the model kit field. The Revell H-O line is designed to build the same kind of market for H-O ready-to-run electric trains, and to bring you – all year round – the kind of train sales you normally ring up just at Christmas. To attract this larger market and bring in big year round train sales – hop aboard the Revell H-O line now!

FAIR TRADE PRICES

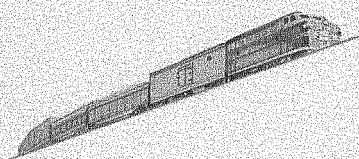
Revell H-O electric trains are fair traded wherever permitted.

Revell H-O TRAINS

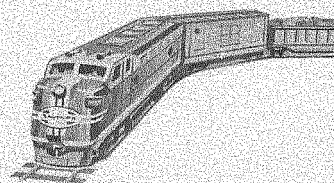
precision engineered to out-perform all others



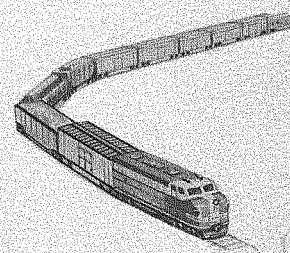
RUN FASTER, SMOOTHER
without derailments



CLIMB STEEPER GRADES
pulling a heavier load



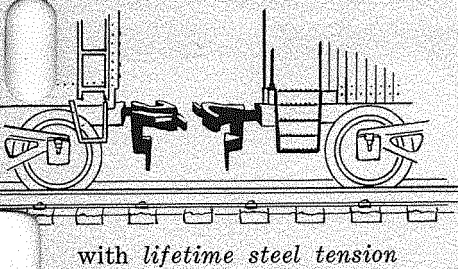
SOUND MORE REALISTIC
run more quietly



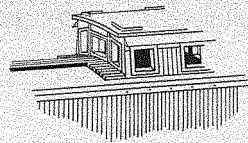
PULL MORE CARS
more easily on level or graded track

Revell H-O FREIGHT CARS

NMRA APPROVED COUPLERS



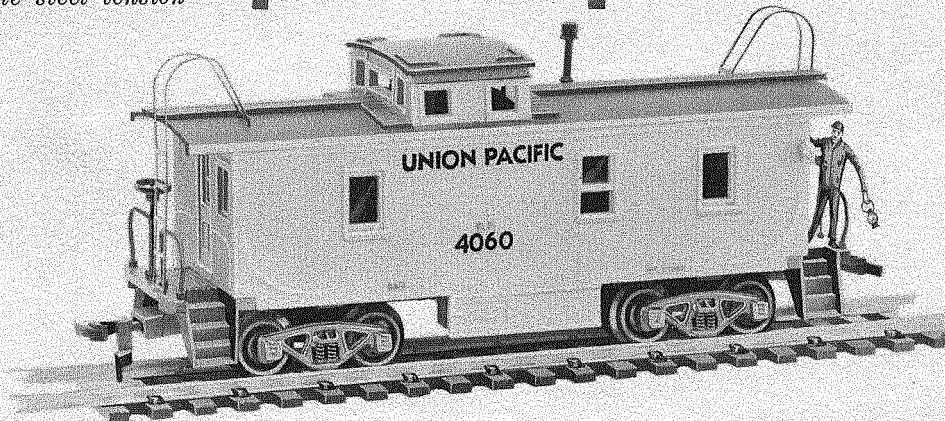
BONDED BODIES



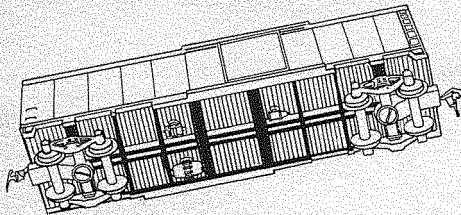
REAL-TRAIN MARKINGS



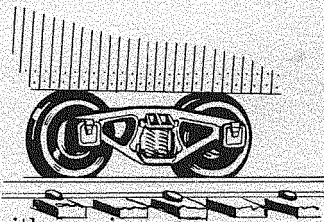
- stay coupled on sharpest curves
- hug the rails and glide smoothly over bumps
- stand up under roughest handling
- feature extra real railroad details



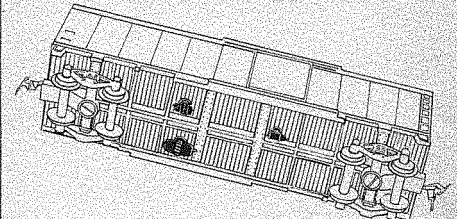
"LCG" METAL UNDERFRAMES



HEAVY-DUTY METAL SPRUNG TRUCKS



BLUEPRINT DETAILS



ONLY Revell POWERHOUSE ENGINES

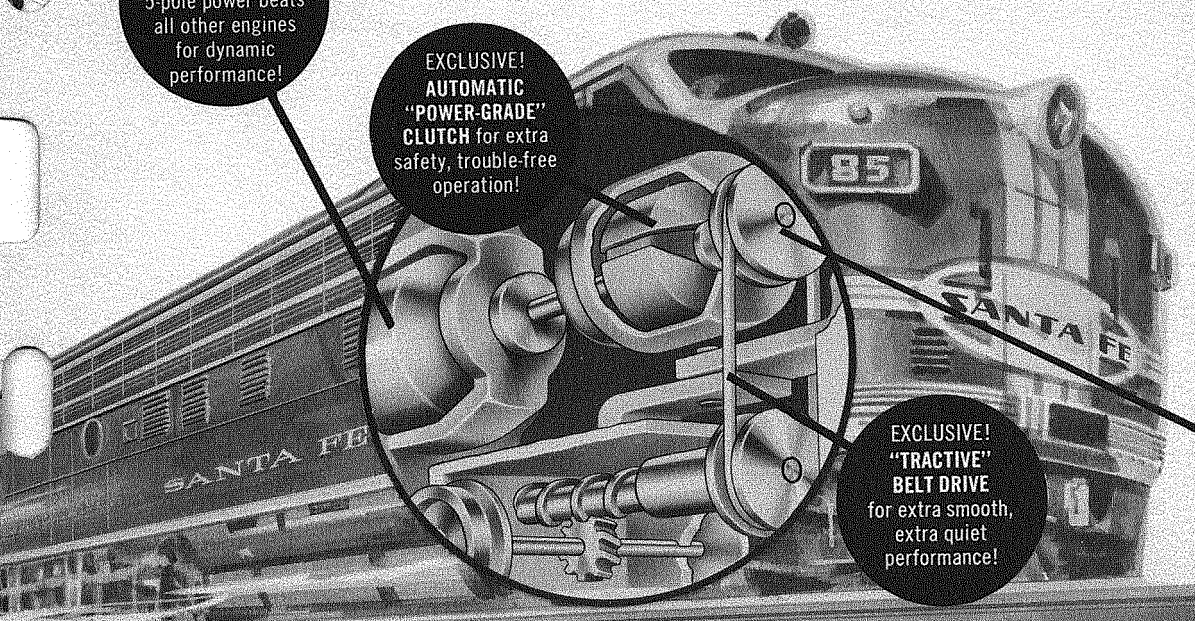
HAVE THESE EXCLUSIVE FEATURES:

EXCLUSIVE!
"DYNA-GLIDE"
MOTOR with mighty
5-pole power beats
all other engines
for dynamic
performance!

EXCLUSIVE!
AUTOMATIC
"POWER-GRADE"
CLUTCH for extra
safety, trouble-free
operation!

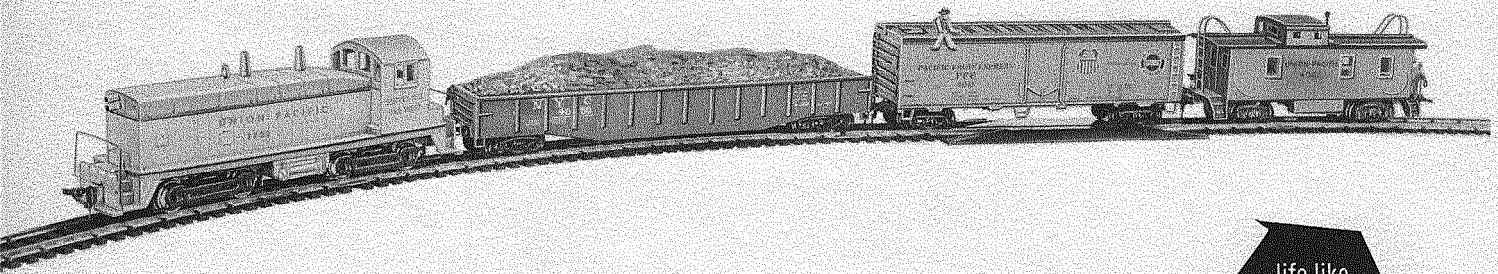
EXCLUSIVE!
"TRACTIVE"
BELT DRIVE
for extra smooth,
extra quiet
performance!

EXCLUSIVE!
BALANCED
FLYWHEEL ACTION
for greater pull on
level track or up
steep grades!



4 BIG REVELL H-O TRAIN SETS...

• Working Headlights • Realistic Freight Loads



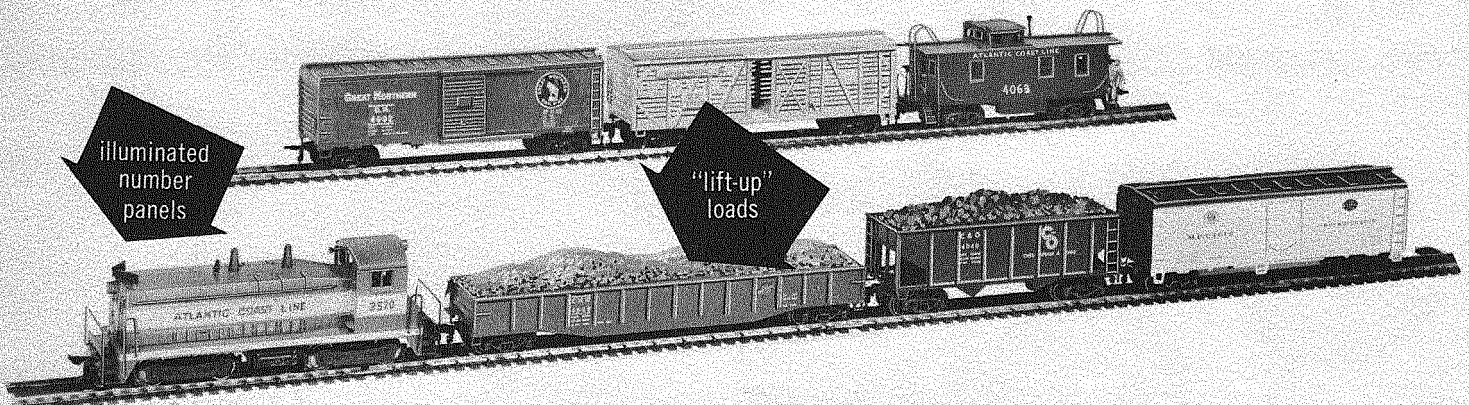
"power-grade"
clutch

life-like
brakeman

Revell's T7000 Union Pacific SW7 Diesel Freight Set

T3550 Standard Union Pacific SW7 Diesel Switcher
T4012 Pacific Fruit Express orange/black "reefer" with hobo
T4051 New York Central red gondola with "lift up" gravel load
T4060 Union Pacific yellow caboose with brakeman
T6078 1 curved terminal track
T6072 11 sections 18" curved track
T6001 1 straight track with uncoupler, switchman
T6000 1 straight track with automatic re-railer

PRICE: \$27.95 complete



illuminated
number
panels

"lift-up"
loads

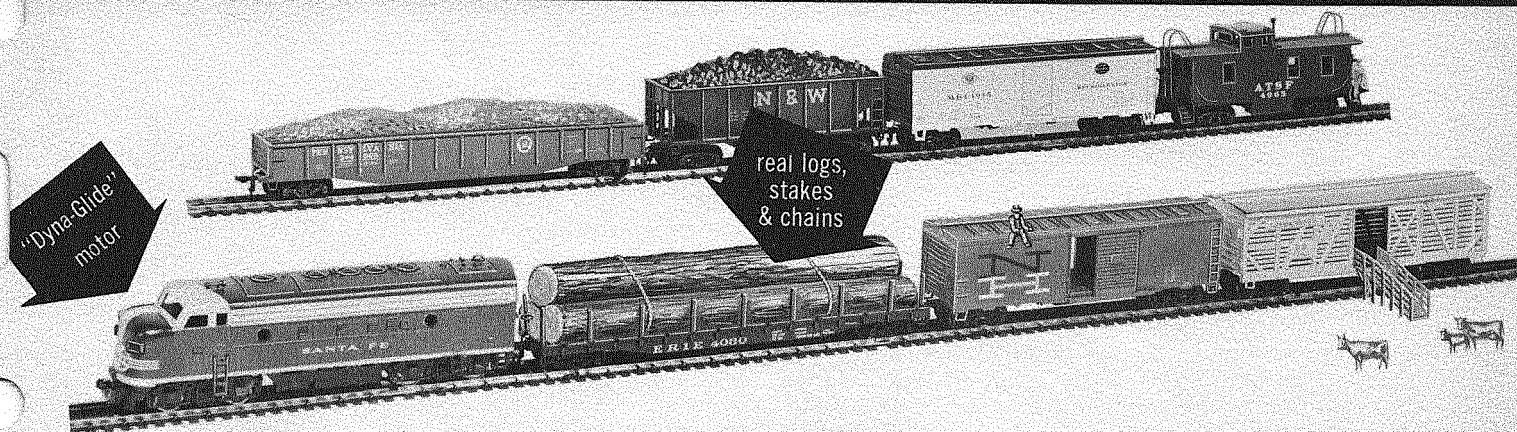
Revell's T7001 Deluxe SW7 Atlantic Coast Diesel Freight Set

T3570 Deluxe SW7 Atlantic Coast diesel switcher with crew
T4002 Great Northern red box car with hobo
T4020 Union Pacific yellow/silver stock car
T4040 Chesapeake & Ohio black hopper with "lift up" coal load
T4053 Chicago & Northwestern red gondola with "lift up" gravel load
T4015 M.D.T.-N.Y.C. white/red "reefer"
T4063 Atlantic Coast red caboose with brakeman
T6078 1 curved terminal track
T6072 11 sections 18" curved track
T6001 1 straight track with uncoupler, switchman
T6000 1 straight track with automatic re-railer

PRICE: \$34.95 complete

... loaded with features that make them sell

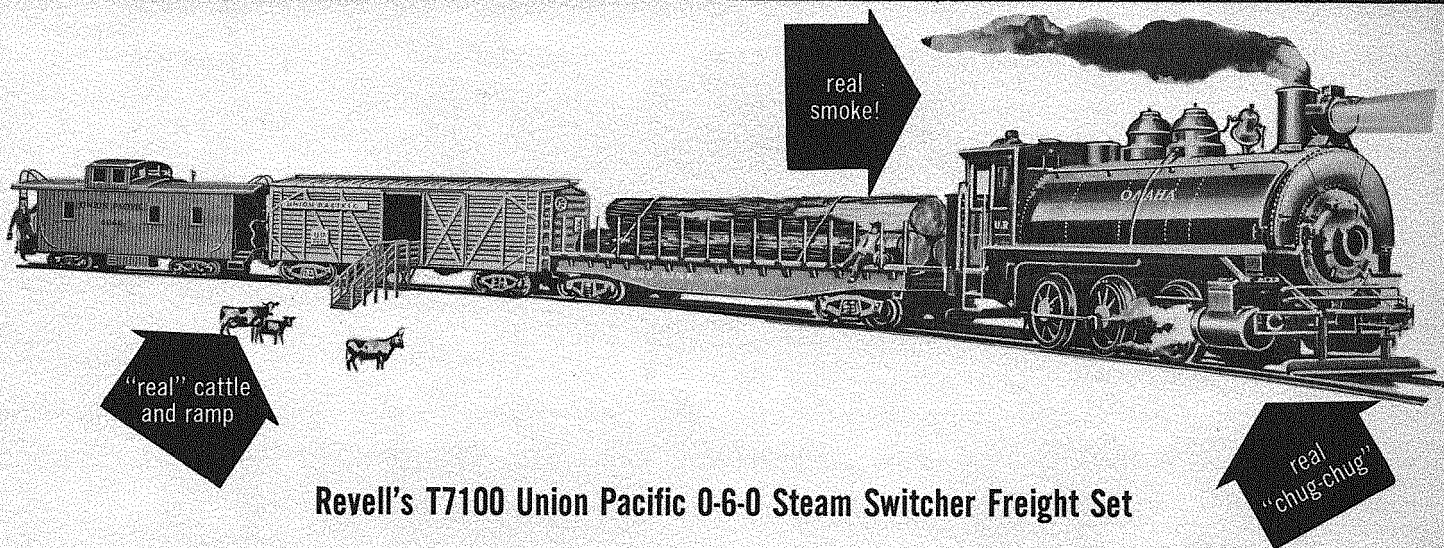
• Automatic Re-railers • R. R. Crewmen • Dual Action Uncouplers



Revell's T7050 Santa Fe F7 Road Diesel Freight Set

T3500 Santa Fe F7 road diesel with crew
 T4015 M.D.T.-New York Central white/red "reefer"
 T4055 Pennsylvania red gondola with "lift up" gravel load
 T4042 Norfolk & Western black hopper with "lift up" coal load
 T4003 New Haven red/orange box car, 1 hobo
 T4021 Union Pacific yellow/silver stock car with cattle, ramp
 T4031 Erie black flatcar with logs, stakes, chains
 T4065 Santa Fe red caboose with brakeman
 T6078 1 curved terminal track
 T6072 11 sections 18" curved track
 T6001 1 straight track with uncoupler, switchman
 T6000 1 straight track with automatic re-railer

PRICE: \$39.95 complete



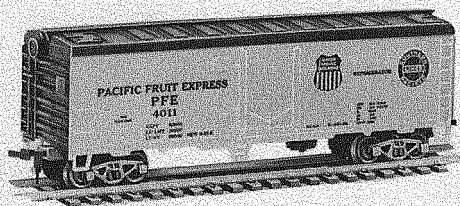
Revell's T7100 Union Pacific 0-6-0 Steam Switcher Freight Set

T3600 Union Pacific black 0-6-0 steam locomotive
 T4021 Union Pacific yellow/silver stock car with cattle, ramp
 T4033 Soo line red flatcar with logs, stakes, chains
 T4060 Union Pacific yellow caboose with brakeman
 T6078 1 curved terminal track
 T6072 11 sections 18" curved track
 T6001 1 straight track with uncoupler, switchman
 T6000 1 straight track with automatic re-railer
 Assorted accessories and figures of hobo, oilers, switchmen
 1 smoke fuel dispenser

PRICE: \$39.95 complete

Revell H-O ROLLING STOCK *to keep year-round sales rolling in...*

NMRA couplers • Bonded Bodies • "LCG" Metal Underframes • Authentic Detail



REFRIGERATOR CARS

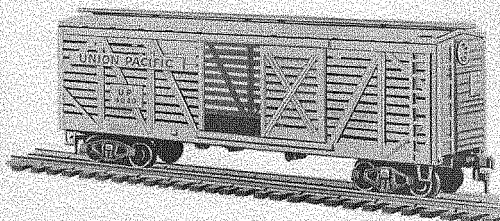
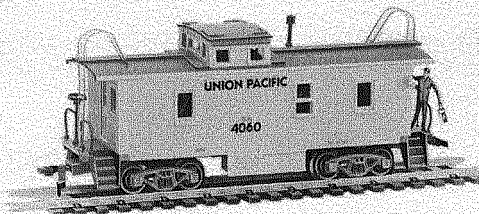
The car that feeds America. Clearly detailed with every brake wheel, ladder, roof walk and hatch of its real-life prototype. In 2 genuine lines.

- T4011** Pacific Fruit Express orange/black.....\$2.98
T4015 MDT—New York Central white/red.....\$2.98

CABOOSES

Home away from home for the crew. So real you can almost smell the coffee that is probably perking inside. Detailed to the last rivet and platform step. In 3 authentic lines.

- T4065** Santa Fe red with brakeman.....\$3.49
T4063 Atlantic Coast Line red with brakeman.....\$3.49
T4060 Union Pacific yellow with brakeman.....\$3.49



STOCK CAR

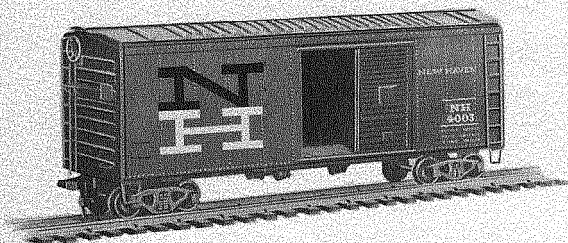
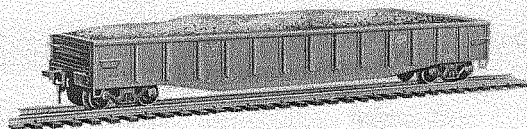
Mainstay of the meat industry! It's the car the cattle roll to market in—authentic from slats to REAL sliding doors. Marked and painted just like the ones on the Union Pacific.

- T4020** Union Pacific yellow/silver.....\$2.98
T4021 Union Pacific yellow/silver with cattle, ramp.....\$3.98

EXTRA LONG GONDOLAS

The car that helps industry throughout the nation. Designed with plenty of room to transport "bulk" products, complete with real "lift-up" gravel load. Marked and painted in 3 authentic lines.

- T4051** New York Central red.....\$2.49
T4053 Chicago & Northwestern red.....\$2.49
T4055 Pennsylvania red.....\$2.49



BOX CARS

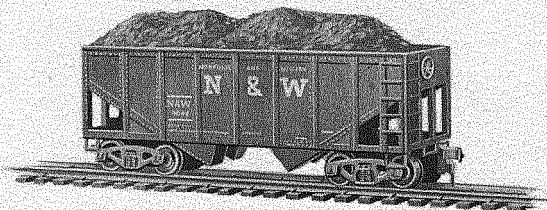
Hard work is its middle name! Ready to carry anything needing protection from theft or the weather, it's blueprint-perfect right down to the rivets and REAL sliding doors. Comes in 2 authentic lines.

- T4002** Great Northern red with hobo.....\$2.98
T4003 New Haven red-orange with hobo.....\$2.98

HOPPERS

Rivet for rivet, ladder for ladder—this is just like the ones on real-life rails...even to an actual "lift-up" load of realistic coal. Comes in 2 famous lines.

- T4040** Chesapeake & Ohio black.....\$2.49
T4042 Norfolk & Western black.....\$2.49



EXTRA LONG FLATCARS

Identical to those that ride along piled high with logs, this carbon copy is extra long to carry an actual load. Available in 2 authentically marked and painted lines.

- T4034** Erie black.....\$1.98
T4035 Soo Line red.....\$1.98
T4031 Erie with logs, chains, and stakes.....\$2.98
T4033 Soo Line with logs, chains, and stakes.....\$2.98



4 Revell H-O POWERHOUSE ENGINES *with tremendous power to sell...*

• Pull more cars up steeper grades • Run faster, Smoother • Sound quieter, More realistic



ATLANTIC COAST LINE SW7 DELUXE DIESEL SWITCHER

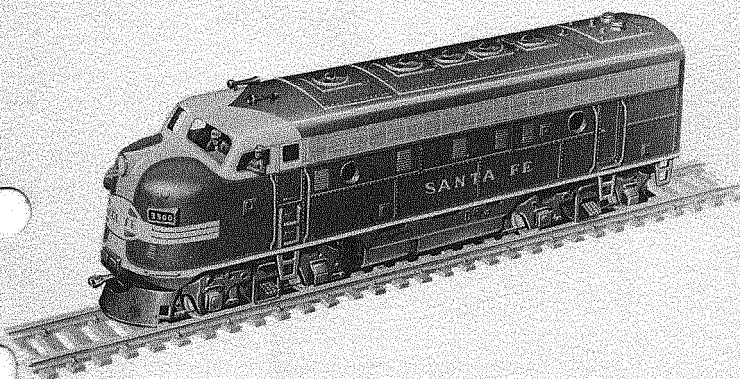
Purple and silver replica with authentic Atlantic Coast markings; features operating headlight, illuminated number panels, handrails, roof fans, even real platform treads and figures of crew inside the cab! Engineered with mighty "Dyna-Glide" motor, "Power-Grade" clutch, front and rear couplers so engine can push or pull cars in either direction. Ruggedly made with high-impact styrene body, heavy-duty metal base.

T3570 \$19.95

UNION PACIFIC SW7 DELUXE DIESEL SWITCHER

Authentic reproduction of a real Union Pacific "yard goat", this sturdy Revell SW7 diesel switcher is engineered with efficient "Power-Pull" motor, "Power-Grade" clutch, front and rear couplers so engine can push or pull a big freight load. Operating headlights, and tiny details like roof fans, handrails, engine crew, make it a favorite with H-O Buyers. Official Union Pacific colors and markings.

T3560 \$19.95



SANTA FE F7 ROAD DIESEL

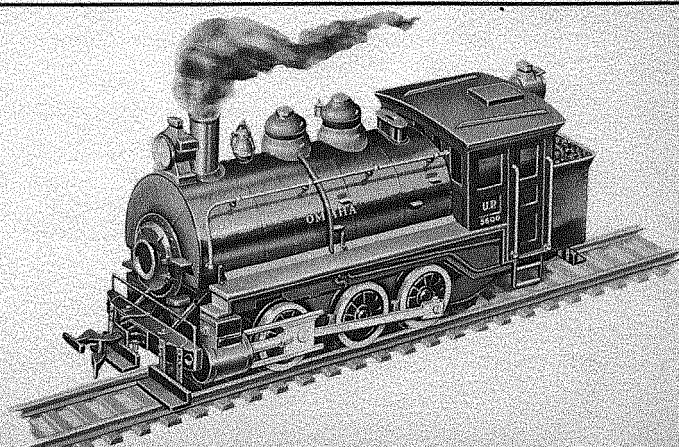
This rip-roaring streamliner is engineered with powerful "Dyna-Glide" motor, automatic "Power-Grade" clutch. Features real working headlight, illuminated number panels, actual windshield, diesel horns, every rivet and air vent of the one that roars down the rails of the Santa Fe. Designed for action, with sturdy, high-impact styrene body, heavy-duty metal base. Painted the true blue and yellow of the Santa Fe prototype, with realistic fireman and engineer in the cab!

T3500 \$19.95

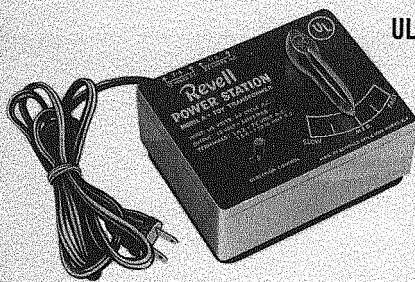
UNION PACIFIC 0-6-0 STEAM LOCOMOTIVE

Look at it smoke . . . listen to it "chug-chug"! Here's railroad realism that can't be beat. Piled high with details that will make it sell—including exciting, exclusive, REAL WORKING PISTONS on the wheels. This bustling steam engine is a blueprint replica of the 0-6-0 steam switcher used by Union Pacific for duty in the yard and short freight hauls. Real operating headlamp, and detailed smoke stack and whistle are added features. Revell's 0-6-0 loco billows real smoke, sounds real "chug-chugs" at every turn of its six big driving wheels. Black-painted body with authentic UP markings.

T3600 \$27.95



Revell H-O ACCESSORIES to bring you more business all year 'round..



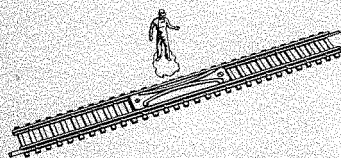
UL-APPROVED POWER STATION

800 milliamperes Power Station to operate H-O trains and accessories. Comes in bright railroad red and includes such features as exclusive throttle-like speed controller, direction switch, self-resetting circuit breaker.

T6050 \$12.95

DUAL-ACTION UNCOUPLER

with switchman figure



Separates cars at will without effort. Side springs flip couplers apart when cars are backed to a stop opposite life-like switchman. Only uncoupler with vertical springs to adjust to height of cars.

T6001 75¢

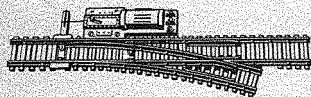
AUTOMATIC RE-RAILER



Molded in one piece on straight track section to guide wheels onto rails automatically—even if train is moving.

T6000 60¢

MANUAL SWITCHES

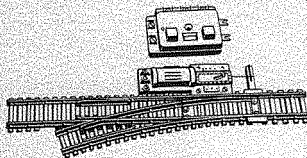


Switches cars by hand setting. Easy-to-install, complete with extension track section for use on all H-O track set-ups.

T6073 Left-Hand turn-out \$2.95

T6074 Right-Hand turn-out \$2.95

REMOTE-CONTROLLED SWITCHES

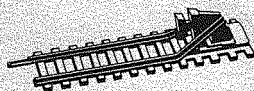


Easy-to-install, automatically operated. Includes guaranteed electric switch motor, push-button control box, switch marker numbers.

T6075 Left-Hand turn-out \$4.50

T6076 Right-Hand turn-out \$4.50

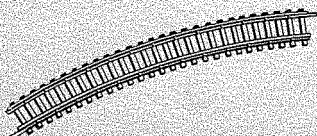
BUMPER TRACK



4" long section with moldeo bumper unit.

T6077 49¢

CURVED TRACK



Solid brass rails mounted on insulated ties. 9" long sections.

T6072 18" radius. 25¢ ea. box of 12, \$3.00

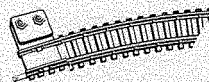
T6071 15" radius. 25¢ ea. box of 12, \$3.00

STRAIGHT TRACK



Realistic two-rail track with solid brass rails mounted on insulated ties. 9" long.

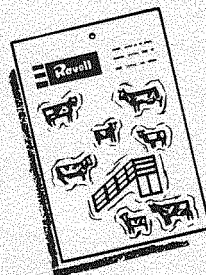
T6070 25¢ ea. box of 12, \$3.00



18" CURVED TERMINAL TRACK

9" long section with insulated terminal.

T6078 75¢



8-PC. CATTLE SET

Three cows, three calves, a bull plus a cattle ramp to add realism to H-O set-ups. Completely authentic, accurately scaled, made of sturdy high-impact styrene.

T6004 \$1.49



4-PC. FIGURE SET

There's a switchman, two oilers, even a hobo to increase the realistic fun of every H-O train operation. Each accurately scaled, made of durable plastic.

T6003 98¢

SHIPPING INFORMATION

CATALOG NO.	STANDARD PACK SHIPPING CARTON	APPROX. WEIGHT
COMPLETE TRAIN SETS		
T7000 U.P. Diesel Switcher Set.....	3	16
T7001 Diesel Switcher Set—Atlantic Coast Line	3	18
T7050 Road Diesel Set—Santa Fe.....	2	12
T7100 O-6-0 Switcher Set—U.P.....	2	11
LOCOMOTIVES		
T3570 Diesel Switcher Deluxe—A.C.L.....	6	9
T3560 Diesel Switcher Deluxe—U.P.....	6	9
T3500 Road Diesel—Santa Fe.....	6	11
T3600 O-6-0 Switcher—U.P.....	6	9
ROLLING STOCK		
T4002 Box Car—Great Northern w/Hobo.....	12	7
T4003 Box Car—New Haven w/Hobo.....	12	7
T4011 Refrig. Car—Pac. Frt. Exp.....	12	5
T4015 Refrig. Car—MDT-NYC.....	12	5
T4020 Cattle Car—U.P.....	12	5
T4021 Cattle Car—U.P. w/Cattle and Ramp.....	12	6
T4034 Flat Car—Erie.....	12	5
T4031 Flat Car—Erie w/Logs, Chains and Stakes	12	6
T4035 Flat Car—Soo Line.....	12	5
T4033 Flat Car—Soo w/Logs, Chains and Stakes	12	6
T4040 Hopper Car w/Load—C&O.....	12	5
T4042 Hopper Car w/Load—Norfolk & Western	12	5
T4051 Gondola—N.Y.C. w/Load.....	12	5
T4053 Gondola—Chicago & North Western w/Load	12	5
T4055 Gondola—Pennsy. w/Load.....	12	5
T4060 Caboose—U.P. w/Brakeman.....	12	6
T4063 Caboose—A.C.L. w/Brakeman.....	12	6
T4065 Caboose—Santa Fe w/Brakeman.....	12	6
TRACK AND ACCESSORIES		
T6000 Rerailer.....	24	2
T6001 Uncoupler.....	24	1
T6003 HO Scale Train Crew Figure Pack.....	24	1
T6004 HO Scale Cattle Figure Pack.....	24	2
T6050 Power Pack 850 MA—U/L.....	12	43
T6077 Bumper.....	24	1
T6078 Contactor Section.....	24	1
T6070 Straight Track—9" Length—12/Box.....	216	10
T6071 15" Rad Track—9" Length—12/Box.....	216	9
T6072 18" Rad Track—9" Length—12/Box.....	216	10
T6073 Left Manual Switch.....	12	3
T6074 Right Manual Switch.....	12	3
T6075 Left Remote Switch.....	12	3
T6076 Right Remote Switch.....	12	3
T7501 Dispenser Deal.....	1	21



a
carload
of
powerful
support.

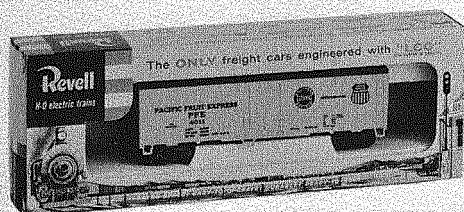
NEW REVELL H-O
MERCHANDISING CONCEPTS
TO ATTRACT
A LARGER H-O MARKET!

NEW CONCEPTS IN **Revell** H-O SELLING TOOLS...



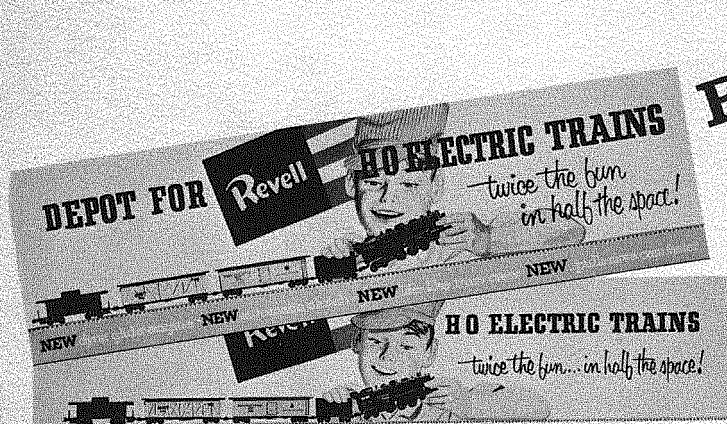
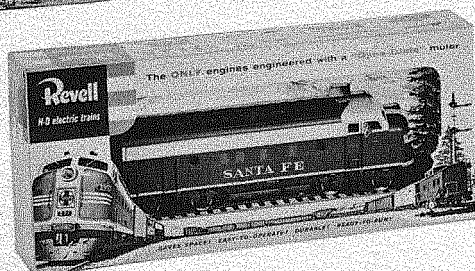
"SHOW CASE" TRAIN SET PACKAGES

Designed to tell and sell the exclusive advantages of Revell ready-to-run H-O, these award winning packages have already proven to be one of the most effective tools ever devised for merchandising train sets. View windows in the lift-off cover show actual merchandise against full-color railroad background, and accessories in their separate carton. Each "show case" package has display easel, and includes catalogs and literature.



"ADD-A-CAR" OPEN STOCK ENGINE AND FREIGHT CAR PACKAGES

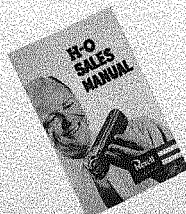
Revell cars sell themselves through the acetate view windows in every Revell open stock package. Variety of authentic decals and accurate detail attracts H-O buyers to Revell, builds repeat sales all year round.



FREE!

REVELL LAY-AWAY PLAN WINDOW BANNERS

These special Revell banners are designed to draw customers into your store long before the busy fall season. One colorfully presents a general merchandise theme, and the other suggests a lay-away plan for train set purchases, and puts train set gift-giving within the reach of far more people.



REVELL H-O RETAIL CLERK SELLING MANUAL

— shows the many ways to attract the mass market to Revell H-O ready-to-run. Based on extensive consumer research this booklet is an invaluable aid in helping to build a faithful following of H-O customers that keep buying all year round.

NEW CONCEPTS IN **Revell** H-O MERCHANDISING AIDS...



T7500

FREE!

3-D FULL COLOR DIORAMA DISPLAY...

This award-winning counter display is FREE with your basic open stock order! It shows 12 Revell H-O engines and cars on 3 levels against a "real-railroad" background. Yet it's remarkably compact—requires just 28" of window or counter display space—and it's a "cinch" to set up, thanks to its unique pop-out design.



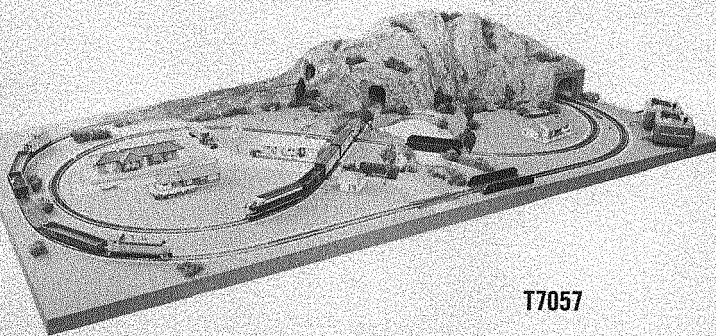
T7501

FREE!

"ADD-A-CAR" SELF-SERVICE TERMINAL...

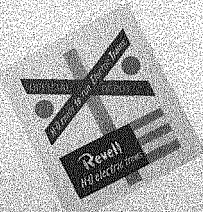
FREE with your basic open stock order—a durable, all-metal revolving unit, designed for maximum selling in minimum counter space. It holds 86 individually boxed engines and freight cars... plus switch packages... plus figure and cattle sets. Only 28" wide x 30" high, it puts your Revell H-O rolling stock on a self-service basis that brings sales from all sides all year round.

NEW OPERATING TRAIN LAYOUT



T7057

To show Revell H-O trains in the exciting action that highballs H-O sales, this specially designed operating train layout is available from Revell. Tough and durable, its 4' x 7' space-saving dimensions will fit any store. Separate graded oval and figure-8 tracks are mounted and pre-wired for Revell H-O. Complete with realistic lake, tunnel, terrain and foliage. You add the H-O building and accessories you carry in stock. Compact simplicity of Revell's operating layout convincingly demonstrates the ease of creating lively H-O layouts in minimum space. Ask your jobber about it.



FREE!

REVELL H-O WINDOW DECAL

— identifies you as an authorized Revell H-O dealer to bring new customers and enthusiastic Revell H-O fans into your store.

Revell H-O

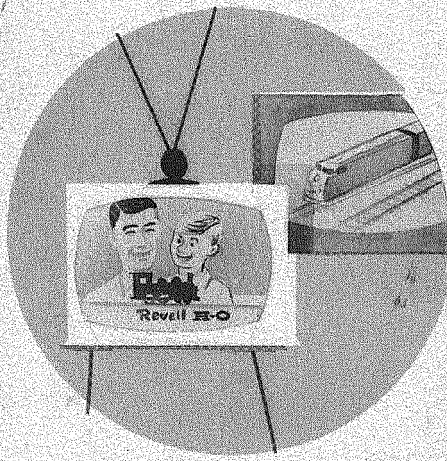
NATIONAL ADVERTISING AND PROMOTION

to s-t-r-e-t-c-h the H-O train market



CONSUMER MAGAZINES!

Punch-packed Revell H-O ads in leading publications read by millions.



TELEVISION!

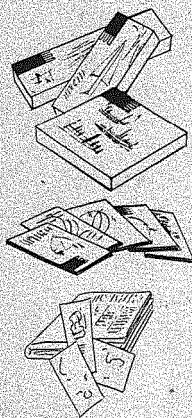
Revell plans TV spots in every major marketing area in the country.



NATIONAL PUBLICITY!

A barrage of tie-in participation and features plus exciting special events designed to reach the mass market.

PLUS—



- *Direct advertising in millions of Revell Authentic Kit Boxes*
- *Planned distribution of 500,000 full color Revell H-O Consumer Catalogs*
- *Field Assistance*
- *Free newspaper ad mats*

Revell
H-O electric trains

Revell H-O ready-to-run electric trains