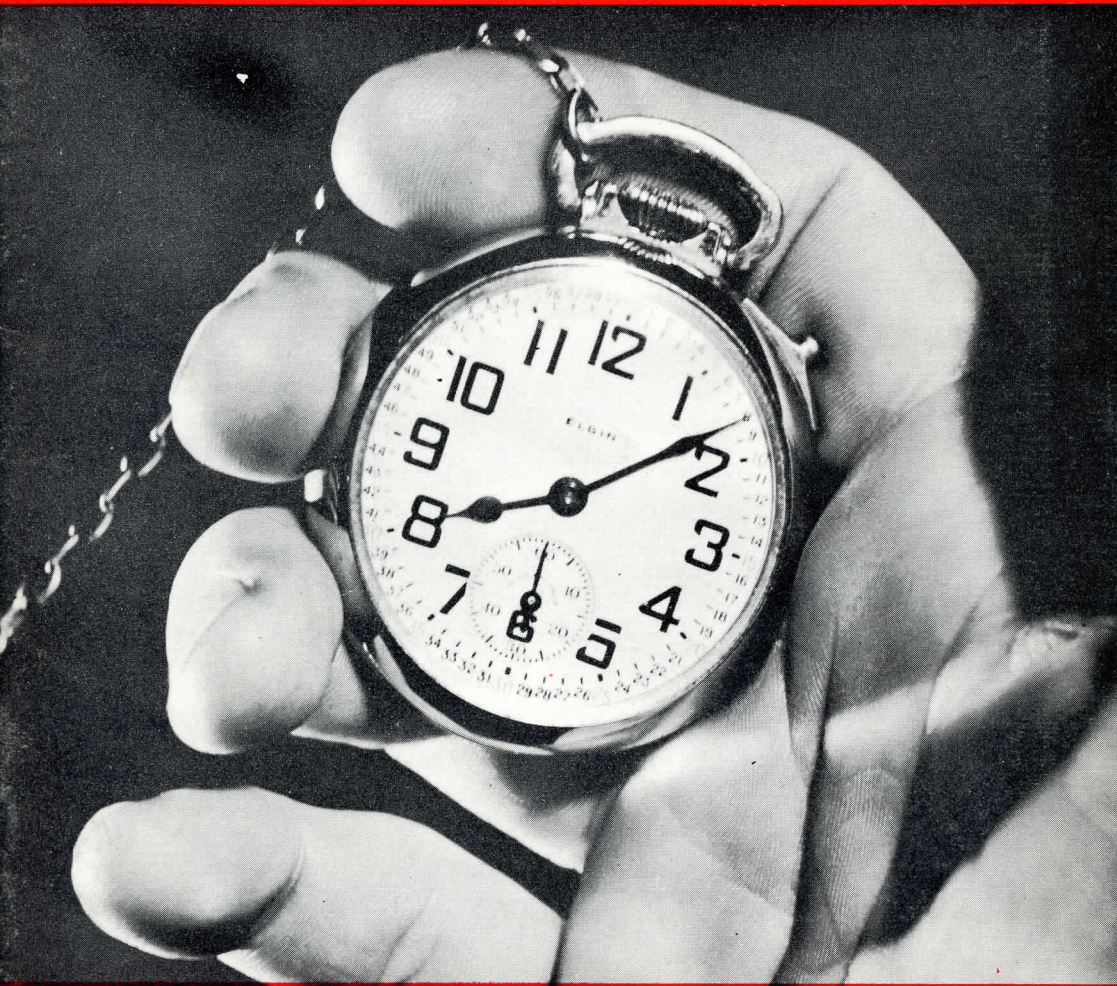


# The O Gayer

APRIL 1950

15¢

FOREIGN 25 cents

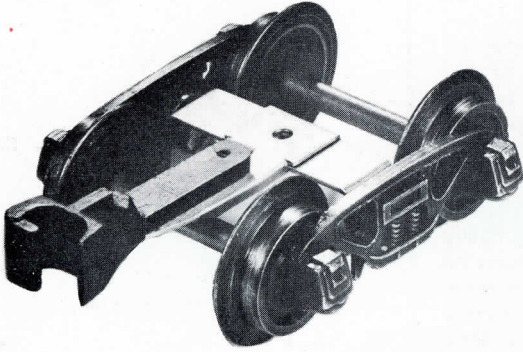


- ★ Is This the End of O-Gage?
- ★ The GMC Time Payment Plan
- ★ Lay-A-Way Plan

# G.M.C. **SPRING SPECIALS**

## Announcing the New Sensational Tinplate Truck-Coupler Adapter and An All New Tinplate Coupler

At long last a dummy tinplate coupler that will couple and uncouple with current Lionel couplers. Completely new and ready to make semi-scale model railroading on tinplate track easier and more fascinating.

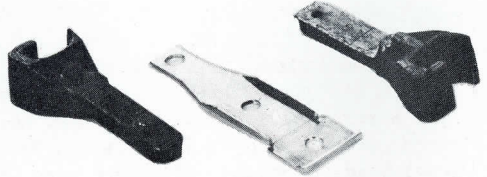


Now ready for immediate shipment is a completely all new tinplate coupler with a full knuckle that will prevent uncoupling on rough track, switches and crossings. Available with this new coupler is the Truck Coupler Adapter that fastens to your tinplate truck thus assuring you of constant centering for automatic remote control coupling.

These couplers may be purchased either with or without the Coupler adapter as follows:

GMC Tinplate Coupler with Adapter ..... per pr. **30c**  
 GMC Couplers (less adapters) ..... per pr. **25c**

(These adapters will work only with the new GMC tinplate coupler.)



## **BOX CARS**



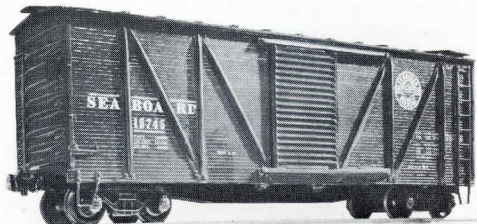
The complete list of box cars available will be found on the inside cover of the February issue of the O-Gager. When ordering do so by name and number. If your order is less than \$5.00, add 10% to cover cost of packaging and handling.

GMC box cars with the photo-color processed metal sides are still the leader in the O-Gage box car field. Now, all GMC box cars and reefers when purchased for tinplate use will come equipped with the New GMC coupler and truck-coupler adapter, but less trucks. Remember these box cars are priced at just **\$2.95.**

**(\$3.10, \$3.25 and \$3.40)**

## **OUTSIDE BRACE CARS**

We regret to advise you that the two Outside Brace cars in the GMC line, The Santa-Fe Kit, Catalog No. 3700 and the Seaboard Kit, Catalog No. 3701 will be discontinued from the line when the current supply is exhausted. If you have not ordered one of these kits, we suggest that you do so at once. Orders will be handled on a first come, first served basis. If we are out of stock when your order is received, your money will be refunded.



While they last ..... ea. **\$4.75**

(Order by name and catalog number)

# The O-Gager

Editor  
Joseph R. Matthews

★ ★ ★

Staff  
Employees

GENERAL MODELS CORPORATION

## EDITORIAL

Every so often in our lifetime, there comes an incident or action which greatly affects us. Model railroaders who have participated in the hobby for a number of years know that model railroading itself affected their lives. It brought new pleasures and relaxation and actually became a milestone.

Now in the history of model railroading itself, there is that incident or action which promises to mark a milestone in the hobby. That milestone is the April issue of the "O-Gager." It contains one of the most significant articles ever written about model railroading, titled "Is This the End of O-Gage?" The article is written by Joseph R. Matthews, president of General Models Corporation and past president of the Model Railroad Manufacturers Association. Mr. Matthews points out the threat to O-Gage and the subsequent losses to model railroaders were O-Gage to be abandoned.

It is an article that will profoundly affect the hobby and consequently may affect you. The few minutes you spend in reading this article will be well worth the time, and by the same token it will tell you some hither-to undisclosed facts about the gage. If you are a scale fan or one who model railroads in tinsplate, it is a MUST that you read this article. In fact we consider it so important that we have changed the entire format of the April issue to bring you this timely message.

### Next Month

The May issue of the "O-Gager" will again have its regular features such as "Along the GMC Main Line," a page of pictures which you fans send in. (Keep them coming!) The Repair Department Speaks, by Clark B. Jacobs will be back and another in the interesting series about the GMC display, "All in 10' x 10'" by George Garrod. Frank Libuse will bring you another article about converting from tinsplate to scale in "Semi-Scale from Tinsplate."



Volume I

Number III

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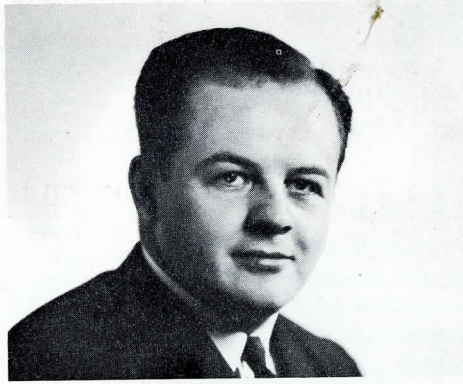
### The Cover

Synonymous with railroading is the round pocket watch. The well known railroader's watch is shown on our cover because it means that GMC is now "On Time" with the important announcement of its new "Time Payment Plan."



Entered as third class mail, February 1950 at the post office at Wheaton, Illinois.  
Published by General Models Corporation, 703 Childs Street, Wheaton, Illinois.  
Joseph R. Matthews, President and Treasurer . . . John R. Rockwell, Secretary

# IS THIS THE END OF O-GAGE?



by **Joseph R. Matthews**, *President of General Models Corporation and past president of the Model Railroad Manufacturers Association*

The following article is written with the thought in mind of helping you make up your mind whether or not you would like to continue model railroading in O-Gage.

Many magazines have had countless words telling you about the advantages of model railroading—what a wonderful hobby it is, how it actually develops creative ability, the importance of it from a health standpoint, the advantages as a family or father and son project and many other reasons. It is not my purpose to repeat these advantages here. Instead I must assume that you are familiar with all of these advantages, that you have been touched with one or more of them, and that today you either partially or wholly participate in the hobby.

It is not my purpose either to sell you on O-Gage and the advantages it offers from a realism standpoint with its greater detail, smoother and more dependable operation, or to point out that those who model railroad in O-Gage are expressing themselves in the true American manner of owning the finest.

My purpose is this; to give you facts about O-Gage model railroading which may or may not make it possible for you to continue in this gage, free from the fear that the investment which you have made in your model pike will be lost, and that you will not be able to pursue that which gives you so much enjoyment.

Today on all sides, many O-Gage model railroaders are told that O-Gage is dead. Added to this are rumors that certain O-Gage manufacturers are going out of business, and that it will no longer be possible to buy their parts or products. From the many letters we have had from you model railroaders telling us about these remarks, we feel that it is high time that we struck back with the truth—giving *you* the facts.

O-Gage is not dead—it is a long way from being dead. It is true that *percentage-wise*, there are more model railroaders in HO than in O-Gage, but actually today there are more O-Gagers than ever before in the history of model railroading. It is just a case of there being more model railroaders in all gages.

HO gage has gained its great popularity for three reasons: 1. To many persons, "It is cute." 2. It will operate on shorter radii, and thus less space. 3. Until recently it has been less expensive. Now let us look at each of the three reasons in more detail.

## CUTE?

Yes, HO gage is cute. Sometimes a layman wonders how manufacturers can make some of the little products they do, so that they actually work. But is that what we, as model railroaders want? I believe that we want more than just a cute car or locomotive. I believe that we want to feel that we have that empire. I believe that we derive satisfaction from the added realism of operation and the dependability of operation that we get in O-Gage. I do not believe that we model railroad because we think it is cute.

Possibly it is because of the "cute" aspect, which began to manifest itself with the advent of HO gage, that has caused many to view model railroading as "men playing with toys." In O-Gage you can create a true depth realization because it is possible to present the normal picture in a comprehensible manner as the human eye sees it at ground level. In other words it is realistically railroading as we see it when we are on the ground and not as we might see it from any airplane. We can actually see each function of each car and locomotive without the aid of a magnifying glass or without moving to within a few inches of each object.

## SHORTER RADII

Ever since the war O-Gage manufacturers have been working to make it possible for their products to operate in smaller space and on shorter radii. The results of their efforts are known facts today. The largest locomotives which here-to-fore have required 72" radii have now been cut to 48". And your average size units will now operate on 36" radii with some in the steam class actually going down to 30" and 33". Modern, super-detailed road diesels and diesel switchers will actually operate on Lionel 0-27 track with its 13½" radius.

Model railroaders with a little imagination and exercise of their creative ability have done wonders with small space. They have realized that they did not have the time and the money or the space to create the universe and have therefore done excellent jobs within all of these limitations. The space problem in most instances is one of our imaginations, not one of walls or feet and inches.

## COSTS?

All of the fine modern conveniences we have today, television, radio, automobiles, washing machines, etc., are the result of the desires of men to improve—to feel the satisfaction of owning the best. Cadillac and Lincoln automobiles and many other products are purchased because of that same desire to own the best. One man will pay \$125.00 for a suit of clothes and the next will pay \$35.00. The man who buys the \$125.00 suit does so for several reasons. First he wants the best and secondly he has learned that quality will, many times, outlast several of the inferior or cheaper grades.

But what makes one item cost more than another? Usually it is the material and labor that are put into the product. In model railroading, for example, why does, or has, O-Gage cost more than HO? Is it because O-Gage manufacturers are getting richer faster than HO Gage manufacturers? Emphatically, No! And most certainly is this true with General Models Corporation. It is only sound business that a company makes a certain amount of money, for only by making money are there the funds to make new products and to further develop lines to the best interests of the consumer. It is only by making money that funds become available for the improvement of current products. In GMC's fiscal year which closed June 30th, 1949, the net profit of this company was .009c on each dollar of merchandise sold. This is certainly in no way comparable to the 6c to 10c of profit on the sales dollar of most all items you buy. To clearly get this point home this means that if you purchased a GMC box car for \$2.95, our net profit was .0265c.

Frankly this is not sound business, especially when viewed from a month to month basis. But we feel it is sound when viewed from the long term point of view. It is true, that we could have raised the prices of our merchandise and thus would have made a greater profit. But again we

have felt that you wanted and expected lower prices.

Being a relatively new company, constantly expanding our line, we have made huge expenditures in dies, expensive dies that give you super-detailed parts, and lots of them. Many of these dies are for the making of the extra parts, found only in O-Gage. Because the unit volume of O-Gage is not comparable with that of the toy train or even HO, it means that a larger amount of money per part is necessary for each of the additional parts. These are just business economics which all too often a customer does not realize. We feel that you should know and understand why there has been the amount of difference in the cost of O-Gage and HO. Too, there is eight times the volume in an O-Gage car and locomotive as compared to HO.

However, even with all of these extra cost factors, O-Gage products, especially General Models products, are more than competitive with HO. If the time should ever come when unit volumes drop below a safety point, it can only result in higher prices to you.

Recently in an effort to bring you "Cadillac" model railroading at "Ford" prices, we changed our entire selling procedure. We eliminated the middle man. We were fully aware of the fact that our own selling and advertising costs would increase, but we still felt that it would be possible for us to pass on to you much of the savings of the normal distribution costs.

By and large what we have done in offering you these products at lower prices has been more than appreciated by our customers. So much so that many write us and tell us of the condemnation that some dealers heap upon us because our products are not sold thru their channels. We are in the business of serving model railroader individuals—not for the benefit of distribution channels. Another and very important factor that caused us to change our selling policies was the fact that most dealers would not stock O-Gage and thus render service to you. They were only selfishly interested in those items which they could move constantly. They too often overlooked the fact that their basic function as a hobby dealer, was to render service to all customers, be they O-Gage enthusiasts or HO followers.

Now what we have done—that of selling direct—was done for your best interests. It means lower prices and an opportunity to enjoy your hobby without working too great a hardship on the family purse. It means too that you can enjoy the finest in model railroading—O-Gage—at prices comparably LOWER than HO.

But the question of whether O-Gage is to continue lies with you. If you like your hobby—like your gage and appreciate that which is being done to help you, then you will support this type of operation. You will defend it against those who would ruin your investment by attempting to run down the gage and those manufacturers

*(Continued on Page 14)*

# HOW TO ORDER BY MAIL

Ordering by mail is fast, economical, dependable, and SIMPLE. There are a few simple steps which you should follow to ensure receipt of desired merchandise. These steps are:

1. Please print or write the name and address plainly.
2. Order by catalogue number and name of the item.
3. Be sure that your return address is shown plainly on the envelope.
4. Make checks, postal notes, bank drafts and money orders out for the correct amount. (If you live in Illinois, add 2% for sales tax. If your order is for less than \$5.00, add 10% to cover postage.)

### WE WILL

Upon filling of an order for you, enclose another order blank so that you may conveniently re-order in the future.

We will pay postage and insurance charges on all shipments of \$5.00 or more with the exception of brass rail. Brass rail, will be shipped to you, C.O.D. for shipping charges.

We will advise you of shipping dates and acknowledge receipt of all orders.

Where we are out of stock, we will notify you, and advise you of shipping date. If this date is not satisfactory, your money will be refunded.

## HOW TO SEND MONEY

The best way to send money is by U. S. Postal notes, by postoffice or express money order, or by bank draft or check. The mail carrier will be glad to buy a postoffice money order for you if you live on a rural route. It is better not to send coins, paper money or postage stamps with orders, but should it be necessary, be sure to send your order by registered mail.

## GENERAL MODELS CORPORATION

703 CHILDS STREET

WHEATON, ILLINOIS

DATE: \_\_\_\_\_ 195\_\_

Please print or write name and address plainly

Please do not write anything in this Space

Name JOHN J. DOE  
(First name) (Middle Initial) (Last name)

Street Address 123 MAIN ST.

City ANYTOWN Zone 4 State ILL.

**IF YOU HAVE MOVED** since receipt of your catalogue, service bulletin or your last order, please give your old address here:

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

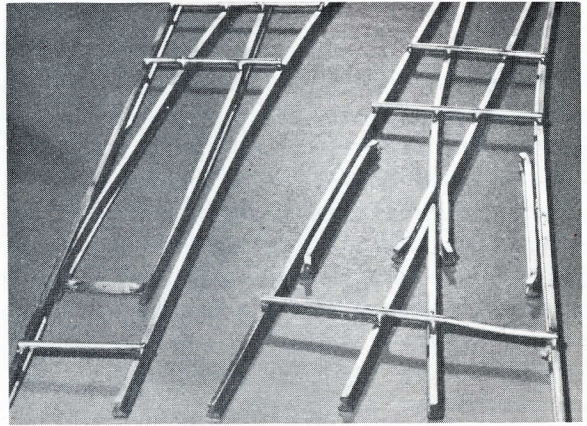
Catalog Number	How Many	NAME OF THE ITEM	Specify Uses		PRICE Each	TOTAL Add This Column
			Scale or Tintplate	AC or DC		
1015	1	F-3" UNIT 4 WHEELS POWERED	SCALE	D.C.	32.50	32.50
1441	1	SWITCHER AVX. POWER TRANS.	SCALE	D.C.	6.50	6.50
3566	1	F.G.E.X. REEFER KIT.	SCALE		2.85	2.85
3621	1	UNION PACIFIC BOXCAR KIT	SCALE		2.95	2.95
3800	2 PR.	ANDREWS FREIGHT TRUCK KIT	SCALE		.90	90
2100	2	MATCO #6 SWITCH (LEFT)	SCALE		1.95	3.90

Enclosed please find POSTAL  
(Type of money order)  
 to cover the items listed above. Please ship these to me as instructed above.

Total amount of order 50.50  
 Amount for TAX (Ill.) 1.01  
 Total Amount Enclosed 51.51

Now to help you with all of your switch problems, General Models offers you 4's, 6's, 8's Wyes and "Stubbies," all at the lowest prices in history. Strapped on the top for easy mounting on any surface or tie pattern. Straps may be removed with soldering iron or with pliers after switch is spiked in place.

You'll want many of the "Stubbies" for your yards. They're smaller than a number 4, but have a 48" radius to take the big jobs.



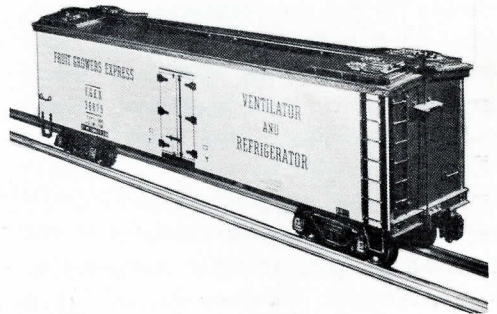
- |                                    |        |                                 |        |
|------------------------------------|--------|---------------------------------|--------|
| Stubbies (right or left) .....     | \$1.75 | No. 6 Wye .....                 | \$2.25 |
| No. 4 Switch (right or left) ..... | 1.95   | No. 8 Right or Left .....       | 2.25   |
| No. 6 Switch (right or left) ..... | 1.95   | (All made with .172 brass rail) |        |

RAIL Standard .172 brass rail in 4 ft. lengths. Shipments are f.o.b. Wheaton, Ill.  
Per 100 ft. .... **\$4.50**

Spikes: Blue steel spikes, cerrated for holding fast. Proper length for use with Tru-Scale.  
Per oz. .... **\$0.50**  
Quarter lb. boxes ..... **1.50**

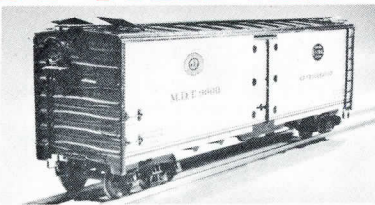
## WOOD REEFERS

Either scale or tinsplate, you'll want a number of these colorful GMC wood reefers. Just like the prototype, the sides are wood, pre-scored and processed so that it is not necessary to apply decals. And what's more they're Photo-color processed. Now, eight colorful sides to choose from. At the popular new low price. Complete scale or tinsplate couplers—less trucks.



- |                                       |               |  |               |
|---------------------------------------|---------------|--|---------------|
| Pacific Fruit Express (Cat. No. 3560) |               | Rath's Black Hawk Ham (Cat. No. 3564)  |               |
| Western Fruit Express (Cat. No. 3561) |               | Morrell's Pride (Cat. No. 3565)        |               |
| Lackawanna Reefer (Cat. No. 3562)     | <b>\$2.85</b> | Fruit Grower's Express (Cat. No. 3566) | <b>\$2.85</b> |
| Dry Ice Reefer (Cat. No. 3563)        |               | Burlington Reefer (Cat. No. 3567)      |               |

## MDT STEEL REEFER



There is a limited quantity of these high quality MDT steel reefers available thru GMC Sales and Service only. They're complete with metal processed sides, operating ice hatches, spotwelded steel underframe and Athearn's spring trucks and draft gear.

While they last ..... **\$4.75**

# G.M.C. TIME P

In this issue of the O-Gager General Models Corporation announces its new time payment plan. This is a plan designed to help you make purchases of higher priced items without causing any undue hardship on your budget. It is set up in such a manner so as not to penalize you in any way but at the same token to cover the cost of setting up an account and carrying it for the duration of the contract. Actually it is the same time of operation as that employed by the large mail order houses such as Sears Roebuck and Montgomery Ward.

## HOW THE PLAN WORKS

All new order blanks from General Models will contain time payment information and a conditional sales contract on the reverse side. You simply fill out the requested information on the reverse side, sign your name, enclose the specified down payment and upon approval of our credit department, the merchandise will be shipped to you. All current time payment purchases are handled on an amount down basis and the balance in three monthly installments. For example: Purchasing an F-3 B Unit (Dummy). The list price of this item is \$19.95. On the GMC time payment plan you would pay \$9.95 down and then \$4.00 per month for three months. A \$55.50 F-3 Train Set can be purchased for \$25.00 down and three equal payments of \$12.00 each, at thirty day intervals. Yes, this is the new convenient way to buy. It's another reason why GMC is making 1950 the greatest year in O-Gage.

## GENERAL MODELS CORPORATION

Now it is possible to buy on the GMC Time Payment Plan. The household should sign below and answer all questions.

General Models Corporation: Enclosed is a deposit of \$... merchandise shipped.

Beginning thirty days after the shipment is received, I will until the unpaid balance has been entirely paid. Until full payment of the merchandise shall remain in you, that I will not sell, rent, that I assume and shall be responsible for all loss or damage. payments, you may, at your option, take back the merchandise on unpaid balance.

Signature of the Head of Household John (First Name)

Street Address 123 MAIN STREET

City ANYTOWN

Have you had a previous Time Payment Account with us? No

Is the account paid in full? NO PREV. ACCOUNT Date final payment made

Age? 31 Married? YES Number of Dependents

Do you own your home? YES Rent Board NEITHER

How long at above address? If giving

Are you steadily employed? YES How long with present employer? 5

Name of Employer RELIANCE PRESS

Name of your bank 1ST NAT. BANK- ANYTOWN

Please show source and amount of ADDITIONAL income NONE

Give below the names and addresses of two stores with which

Name JOHN JONES DEPT. STORE

Name HUGGINS HARDWARE

If you have previously had an account with us, and an account you to fill out credit information. Your signature for each purchase



# PAYMENT PLAN

## DEFERRED TIME PAYMENT PLAN

When ordering on this easy payment plan the head of  
 of S.....which is to be used in part payment of the

will pay S.....each month as required by your terms  
 payment is made, I agree that title to and right of possession  
 l, remove, or encumber the same without your written consent,  
 nage to said goods, and that upon default of any payment or  
 erchandise or affirm the sale and hold me liable for the full

J. (Middle Initial)      Doe (Last Name)

Zone 4 State ILLINOIS

What is Account No.? NONE

made? NO PREVIOUS ACCT.

er of Clients - Adults? NONE Children? 2

How much rent do you pay? NONE

If less than 5 years give former address

Occupation PRINTER Weekly Earnings \$ 70.00

Address 888 W. MAIN ST.

Address 234 MAIN ST.

which you have had credit dealings.

Address 432 BROADWAY

Address 3RD & MAIN ST.

account number has been assigned to you it is not necessary for  
 purchase order for time payment is required.

## GROUP PURCHASES

Group purchases make it possible for you to use the GMC time payment plan and buy small items. For example if you wish to buy some box cars, reefers, rail, switches, roadbed or any of the other items sold by GMC sales and service, you may do so by lumping them all into one purchase and if the total amount is in excess of \$20.00 then they may be purchased on the GMC time payment plan. Those items which are available on GMC Time Payment are listed below with down payments and the three equal monthly payments.

Item	Down Payment	Monthly Payment
B & O Ten Wheeler.....	\$17.25	\$ 8.50
Atlantic Locomotive.....	18.00	8.50
Pacific Locomotive.....	22.50	10.00
Mountain Locomotive....	26.50	15.00
F-3 A Dummy.....	11.00	4.50
F-3 A Powered.....	16.50	6.50
F-3 B Dummy.....	9.95	4.00
F-3 B Powered (4 wheels) .....	12.00	7.00
F-3 B Powered (8 wheels) .....	14.75	8.50
Diesel Switcher (4 wheels) .....	11.00	4.00
Switcher Train Set.....	20.00	9.00
F-3 Train Set.....	25.00	12.00
Ten Wheeler Train Set	28.00	12.50
\$20 Group Purchase....	10.00	4.00
\$25 Group Purchase....	14.00	4.50
\$30 Group Purchase....	18.00	5.00
\$35 Group Purchase....	22.00	5.50

# G.M.C. TIME PAYMENT PLAN

## GENERAL MODELS CORPORATION TIME PAYMENT PLAN

Now it is possible to buy on the GMC Time Payment Plan. When ordering on this easy payment plan the head of the household should sign below and answer all questions.

General Models Corporation: Enclosed is a deposit of \$.....which is to be used in part payment of the merchandise shipped.

Beginning thirty days after the shipment is received, I will pay \$.....each month as required by your terms until the unpaid balance has been entirely paid. Until full payment is made, I agree that title to and right of possession of the merchandise shall remain in you, that I will not sell, remove, or encumber the same without your written consent, that I assume and shall be responsible for all loss or damage to said goods, and that upon default of any payment or payments, you may, at your option, take back the merchandise or affirm the sale and hold me liable for the full unpaid balance.

Signature of the Head of Household John J. Dae  
(First Name) (Middle Initial) (Last Name)

Street Address 123 MAIN STREET

City ANYTOWN Zone 4 State ILLINOIS

Have you had a previous Time Payment Account with us? No What is Account No.? NONE

Is the account paid in full? NO PREV. ACCOUNT Date final payment made? NO PREVIOUS ACCT.

Age? 31 Married? YES Number of Dependents - Adults? NONE Children? 2

Do you own your home? YES Rent Board NEITHER How much rent do you pay? NONE

How long at above address? \_\_\_\_\_ If less than 5 years give former address \_\_\_\_\_

Are you steadily employed? YES How long with present employer? 5 Occupation PRINTER Weekly Earnings \$ 70.00

Name of Employer RELIANCE PRESS Address 888 W. MAIN ST.

Name of your bank 1ST NAT. BANK- ANYTOWN Address 234 MAIN ST.

Please show source and amount of ADDITIONAL income NONE

Give below the names and addresses of two stores with which you have had credit dealings.

Name JOHN JONES DEPT. STORE Address 432 BROADWAY

Name HUGGINS HARDWARE Address 3RD & MAIN ST.

If you have previously had an account with us, and an account number has been assigned to you it is not necessary for you to fill out credit information. Your signature for each purchase order for time payment is required.

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2. Order by catalogue number and name of the item.
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Upon filling of an order for you, enclose another order blank so that you may conveniently re-order in the future.

We will pay postage and insurance charges on all shipments of \$5.00 or more with the exception of brass rail. Brass rail, will be shipped to you, C.O.D. for shipping charges.

We will advise you of shipping dates and acknowledge receipt of all orders.

Where we are out of stock, we will notify you, and advise you of shipping date. If this date is not satisfactory, your money will be refunded.

# HOW TO SEND MONEY

The best way to send money is by U. S. Postal notes, by postoffice or express money order, or by bank draft or check. The mail carrier will be glad to buy a postoffice money order for you if you live on a rural route. It is better not to send coins, paper money or postage stamps with orders, but should it be necessary, be sure to send your order by registered mail.

## GENERAL MODELS CORPORATION

703 CHILDS STREET

WHEATON, ILLINOIS

DATE: \_\_\_\_\_ 195\_\_

Please print or write name and address plainly

*Please do not write anything in this Space*

Name \_\_\_\_\_  
(First name) (Middle Initial) (Last name)

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**IF YOU HAVE MOVED** since receipt of your catalogue, service bulletin or your last order, please give your old address here:

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Catalog Number	How Many	NAME OF THE ITEM	Specify Uses		PRICE Each	TOTAL Add This Column
			Scale or Tinplate	AC or DC		

Enclosed please find \_\_\_\_\_  
(Type of money order)  
 to cover the items listed above. Please ship these to me as instructed above.

Total amount of order \_\_\_\_\_  
 Amount for TAX (Ill.) \_\_\_\_\_  
 Total Amount Enclosed \_\_\_\_\_

# GENERAL MODELS CORPORATION TIME PAYMENT PLAN

Now it is possible to buy on the GMC Time Payment Plan. When ordering on this easy payment plan the head of the household should sign below and answer all questions.

General Models Corporation: Enclosed is a deposit of \$.....which is to be used in part payment of the merchandise shipped.

Beginning thirty days after the shipment is received, I will pay \$.....each month as required by your terms until the unpaid balance has been entirely paid. Until full payment is made, I agree that title to and right of possession of the merchandise shall remain in you, that I will not sell, remove, or encumber the same without your written consent, that I assume and shall be responsible for all loss or damage to said goods, and that upon default of any payment or payments, you may, at your option, take back the merchandise or affirm the sale and hold me liable for the full unpaid balance.

Signature of the Head of Household \_\_\_\_\_  
 (First Name) (Middle Initial) (Last Name)

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

No Postage Stamp Necessary If Mailed in the United States

**BUSINESS REPLY ENVELOPE**  
 FIRST CLASS PERMIT No. 280 (Sec. 34.9 P.L.&R.) WHEATON, ILL.

**GENERAL MODELS CORPORATION**  
 703 CHILDS STREET  
 WHEATON, ILLINOIS

Postage Will Be Paid by Addressee

## G.M.C. TIME PAYMENT PLAN

**HOW THE PLAN WORKS**  
 All new order blanks from General Models will contain time payment information and a conditional sales contract on the reverse side. You simply fill out the requested information on the reverse side, sign your name, enclose the specified down payment and upon approval of our credit department, the merchandise will be shipped to you. All current time payment purchases are handled on an amount down basis and the balance in three monthly installments. For example: Purchasing an F-3 B Unit (Dummy). The list price of this item is \$19.95. On the GMC time payment plan you would pay \$9.95 down and then \$4.00 per month for three months. A \$55.50 F-3 Train Set can be purchased for \$25.00 down and three equal payments of \$12.00 each, at thirty day intervals.

Yes, this is the most convenient way to buy. It's another reason why GMC is making 1951 a greatest year in O-Gage.  
**GROUP PURCHASES**  
 Group purchases make it possible for you to use the GMC time payment plan and buy small items. For example if you wish to buy some box cars, reefers, rail, switches, roadbed or any of the other items sold by GMC sales and service, you may do so by lumping them all into one purchase and if the total amount is in excess of \$20.00 then they may be purchased on the GMC time payment plan. Those items which are available on GMC Time Payment are listed below with down payments and the three equal monthly payments.

Item	Down Payment	Monthly Payment
B & O Ten Wheeler	\$17.25	\$ 8.50
Atlantic Locomotive	18.00	8.50
Pacific Locomotive	22.50	10.00
Mountain Locomotive	26.50	15.00
F-3 A Dummy	11.00	4.50
F-3 A Powered	16.50	6.50
F-3 B Dummy	9.95	4.00
F-3 B Powered (4 wheels)	12.00	7.00
F-3 B Powered (8 wheels)	14.75	8.50
Diesel Switcher (4 wheels)	11.00	4.00
Switcher Train Set	20.00	9.00
F-3 Train Set	25.00	12.00
Ten Wheeler Train Set	28.00	12.50
\$20 Group Purchase	10.00	4.00
\$25 Group Purchase	14.00	4.50
\$30 Group Purchase	18.00	5.00
\$35 Group Purchase	22.00	5.50

Have you had a previous Time Payment Account with us? \_\_\_\_\_ What is Account No.? \_\_\_\_\_

Is the account paid in full? \_\_\_\_\_ Date final payment made? \_\_\_\_\_

Age? \_\_\_\_\_ Married? \_\_\_\_\_ Number of Dependents - Adults? \_\_\_\_\_ Children? \_\_\_\_\_

Do you own your home? \_\_\_\_\_ Rent Board \_\_\_\_\_ How much rent do you pay? \_\_\_\_\_

How long at above address? \_\_\_\_\_ If less than 5 years give former address \_\_\_\_\_

Are you steadily employed? \_\_\_\_\_ How long with present employer? \_\_\_\_\_ Occupation \_\_\_\_\_ Weekly Earnings \$ \_\_\_\_\_

Name of Employer \_\_\_\_\_ Address \_\_\_\_\_

Name of your bank \_\_\_\_\_ Address \_\_\_\_\_

Please show source and amount of ADDITIONAL income \_\_\_\_\_

Give below the names and addresses of two stores with which you have had credit dealings.

Name \_\_\_\_\_ Address \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

If you have previously had an account with us, and an account number has been assigned to you it is not necessary for you to fill out credit information. Your signature for each purchase order for time payment is required.

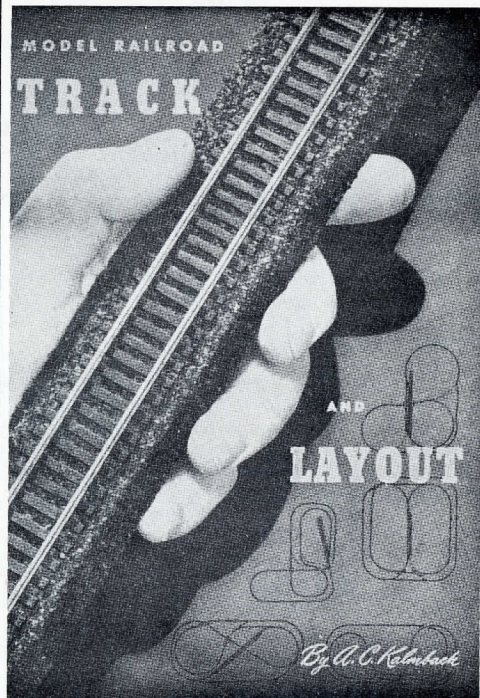
FOLD ON DOTTED LINE

# THE **G.M.C.** LAY-AWAY PLAN

Many of our customers have written to us asking if we had some means whereby they could make purchases by paying an amount down and then periodically adding to their payments until the balance was paid. In all cases we have advised them that this would be all right and have consequently set merchandise aside until they were ready for it. However, we have never made a general announcement on this policy until now.

This plan is known as the GMC Lay-Away Plan. On this plan you may purchase any and all merchandise without paying any carrying or service charges. It is only necessary that you tell us approximately when the balance will be paid so that we may adjust our records accordingly. In the event that you should change your mind and decide that you did not wish to complete your purchase, simply notify us and your money will be refunded to you, less 10% of the amount which you have paid which is then charged as a service charge for the handling of your account.

The Lay-Away Plan is another convenient way to buy General Models products and those products sold by GMC Sales and Service, (Tru-Scale, Thomas, etc.). The new announced plan and the GMC Time Payment Plan are two extra ways . . . are contributions by General Models Corporation toward making 1950 the Greatest Year in O-Gage.



Here is the book that every model railroader should have. If you are new to the hobby you will find a wealth of information to help you plan your pike. You will find explanations of terms as well as suggested layouts. If you're an old hand at the hobby, you'll find the source for new ideas and improvements. The book has 104 pages, 33 photographs and 142 drawings. Because of its completeness it is acclaimed "The Leading Reference Book on Planning and Constructing Model Railroad Layouts."

AVAILABLE THROUGH

**G.M.C. SALES & SERVICE**

POSTPAID

Only \$2.00

Published by the Kalmbach Publishing Co.  
Milwaukee,

Wisconsin

## Scale Model Train Sets

If you've been wondering just how to start scale model railroading, here's the answer. GMC offers you a choice of three train sets that include, Locomotive, Steel Box Car, Wood Reefer, Drop Center Flat Car and Caboose. Also a complete circle of 36" radius of Tru-Scale roadbed with four 18" straight sections. Pre-cut rail, spike and rail joiners are all apart of each set. Available at prices listed below or on the new GMC Time Payment Plan.

1000 HP Diesel Switer Set **\$42.50**  
(4 wheels powered) Catalog No. 2200  
**\$20.00** down—**\$9.00** per mo. (3 mos.)

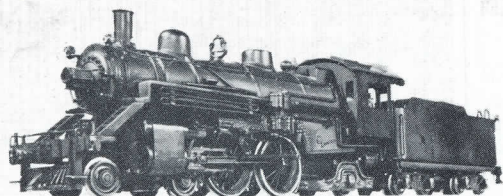
F-3 Road Diesel Set **\$55.00**  
(4 wheels powered) Catalog No. 2210  
**\$25.00** down—**\$12.00** per mo. (3 mos.)

Ten Wheeler Set **\$59.50**  
Catalog No. 2211  
**\$28.00** down—**\$12.50** per mo. (3 mos.)



Page Ten

O-GAGER



Kit includes a beautiful sand boiler with rivets and some piping cast right on. Cadmium plated drivers. Super-detailed pilot and other boiler fittings. Stamped tender with sturdy die-cast underframe.

## ATLANTIC

Leading the parade of GMC steam type locomotives is the Atlantic. It's a must for every scale pike.

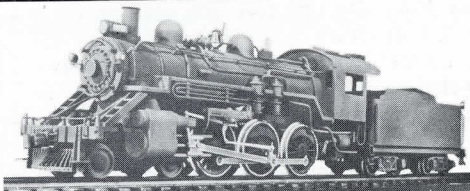
Complete Kit (Cat. No. 5)	\$39.50
Mechanism Kit (Cat. No. 6)	23.00
Boiler Kit (Cat. No. 7)	12.50
Tender Kit (Cat. No. 4)	6.50

Available on GMC Time Payment Plan with **\$18.00** down and **\$8.50** per mo. (3 mos.).

## TEN WHEELER

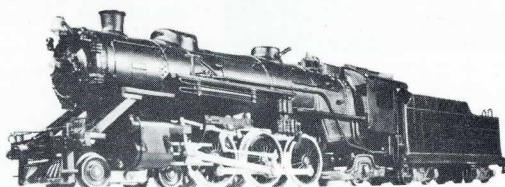
The locomotive most seen on O-Gage pikes throughout the entire nation is the Ten Wheeler. Its popularity recommends it.

This locomotive formerly was manufactured by another company and became the nucleus for the GMC line. At one time, it was priced at \$100.00. It is now available at an amazing new low price, within the reach of everyone.



Complete Kit (Cat. No. 1)	\$38.75
Mechanism Kit (Cat. No. 2)	22.50
Boiler Kit (Cat. No. 3)	12.00
Tender Kit (Boiler No. 4)	6.50

Available on GMC Time Payment Plan with **\$17.25** down and **\$8.50** per mo. (3 mos.).



Massive and powerful with sufficient weight from its Adam's Sand cast boiler to do a real pulling job. Aluminum completely drilled and tapped tender features a wealth of detail. It's the one locomotive that you'll want several of.

## PACIFIC

Surveys of the last few years have shown that the Pacific type locomotive was most in demand. And GMC fills that demand with its famous Pacific.

Complete Kit (Cat. No. 10)	\$47.50
Mechanism Kit (Cat. No. 11)	25.50
Boiler Kit (Cat. No. 12)	15.50
Tender Kit (Cat. No. 13)	9.00

Available on GMC Time Payment Plan with **\$22.50** down and **\$10.00** per mo. (3 mos.).

## MOUNTAIN

This powerful 4-8-2 will really be the workhorse on any pike. Acclaimed by many as the finest O-Gage steam locomotive on the market.

Featured are sprung drivers and GMC's "rolling worm" type drive that permits smooth, trouble-free operation and a coasting stop. You can't buy a finer kit at even much higher prices. Complete with extra large super-detailed tender.



Complete Kit (Cat. No. 17)	\$65.00
Mechanism Kit (Cat. No. 18)	33.75
Boiler Kit (Cat. No. 19)	20.50
Tender Kit (Cat. No. 20)	13.25

Available on GMC Time Payment Plan with **\$26.50** down and **\$15.00** per mo. (3 mos.).

# SCALE-CRAFT IS BACK

Yes, Scale-Craft is back home in Illinois and is back in production. Once again the famous quality products from this pioneer model railroad company will be available to you and under the capable direction of

**ELLIOT DONNELLEY, PRESIDENT**  
**N. BURTON BARR, VICE PRESIDENT**

All of the famous SCALE-CRAFT products will be available to you on a Direct Mail basis which will assure you prompt efficient service at greater savings.

**Now — Send 10c  
 for Spring Catalog  
 or for our FREE  
 "House Cleaning  
 Sales List"!**

## SCALE-CRAFT

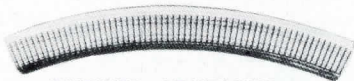
ROUND LAKE

ILLINOIS



Available Through

**G.M.C. SALES & SERVICE**



### CURVED SECTIONS

Circle	Price	Circle	
36 Radius	\$ 5.95	48 Radius	\$ 7.55
38 Radius	5.98	52 Radius	8.08
40 Radius	6.28	56 Radius	8.80
42 Radius	6.60	60 Radius	9.43
44 Radius	6.90	68 Radius	10.68
46 Radius	7.23	72 Radius	11.33

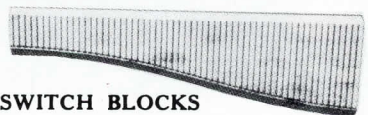
### SUPERFLEX SECTIONS

Per foot .....\$0.30



### STRAIGHT SECTIONS

24 Inch Pieces Per Foot.....	\$0.23
36 Inch Pieces Per Foot.....	.21



### SWITCH BLOCKS

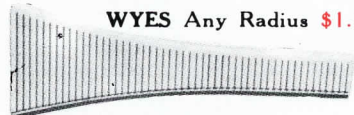
For No. 4.....	\$1.15
For No. 6.....	1.20
For No. 8.....	1.25

### BRIDGE BLOCK

12 inch.....\$0.50



**WYES Any Radius \$1.15**

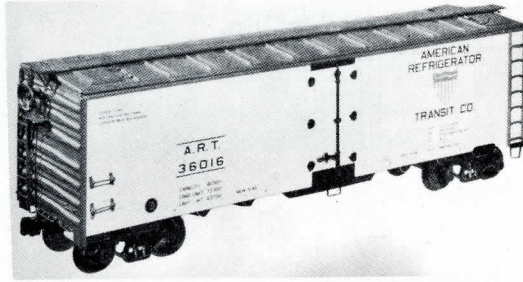


### CROSSOVER BLOCKS

For No. 4 Switches.....	\$1.20
For No. 6 Switches.....	1.30
For No. 8 Switches.....	1.40



# Athearns STEEL REEFERS



These new features make Athearn Reefers an **OUTSTANDING VALUE**

- All metal exterior construction
- Blow-Know metal roof walks
- Sprun trucks and draft gear
- Improved dreadnaught ends
- Pre-assembled spot welded under-frame, (fastened to wooden floor member)
- Working ice hatches
- Accurate base point colors and rivets
- Highly detailed latch bar and door hinges
- Amazingly realistic processing of lettering and heralds
- New, complete easy-reading construction drawings

You'll be rewarded many times their cost in your satisfaction of having the finest steel reefers on any pike!

Available in all these sides:

P. F. E., Orange .....	\$5.75	N. P. Orange .....	\$5.75
A. R. T., M. P. Wabash .....	5.75	A. R. T. Plain .....	5.75
P. F. E. Aluminum .....	\$6.25 per kit		

See these and other quality kits by Athearn at your dealers

**Irvin R. Athearn      11129 Van Buren      Los Angeles 44, California**

## TINPLATE SWITCHES

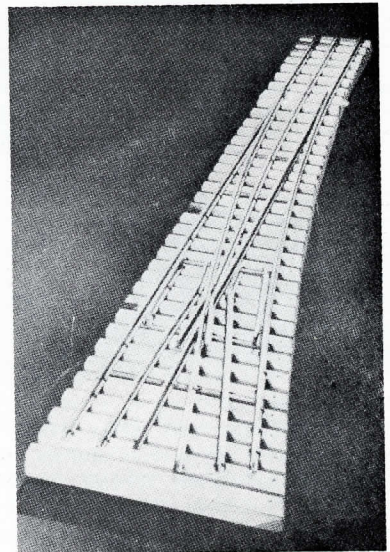
At long last a great need is filled for those model railroaders who use Lionel or Gargraves track. The Bob Peare Engineering Corp. now offers kits to fill this need. Kits that include: ties, fish plates rail, spikes and a template with instructions. Particularly advantageous is the fact that these switches have a 48" radius which will permit greater speed without tipping. Get several today.

48 in. radius switch R. or L. ....	\$ 4.50
48 in. radius Wye .....	4.50
Single Crossover Kit, 4 in. track centers .....	9.75
Scissors Switch Kit, 60 in. radius .....	19.50

## BUILT UP CROSSINGS

To match Lionel and Gargraves Track

90 degree crossing .....	\$6.00
45 degree crossing .....	6.50
60 degree crossing .....	7.00
30 degree crossing .....	8.50



48 Inch Radius Inside 3rd Rail Switch

## BOB PEARE ENGINEERING CORP.

222 W. FIRST STREET

CLIFTON, N. J.



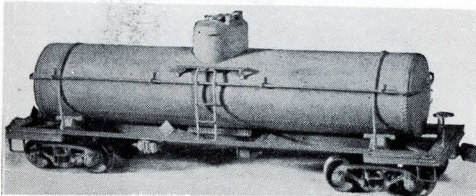
(Continued from Page 5)

who diligently strive to make products to your liking. No, this is not the end of O-Gage. Instead 1950 will be the greatest year for O-Gage, and in making it the greatest year General Models Corporation is leading the way. Here is what we are doing to make O-Gage model railroading better for you.

1. Direct by mail sales policy.
2. Higher quality merchandise.
3. Lowest prices in the history of model railroading.
4. New Time payment purchase plan.
5. Constant research and development on products in O-Gage.
6. Completion of plans to move into a new large plant which will permit more economical and rapid service.
7. Publishing "The O-Gager" magazine to give you news about your gage written by people in the gage.
8. The addition of other manufacturer's products to our sales line so as to simplify your purchasing.

Then there are many other little things too numerous to mention. At any rate we are doing everything within our power and as rapidly as possible to render service to you. During the past few months we have experienced many new things in the changing over to a mail order type operation. We have not always been able to anticipate all customer wants. Shipping problems have multiplied many times over. Correspondence has reached a point where it is a mail bag problem, not just a bundle delivery. But all of these we are meeting in stride. We are doing it because we believe in O-Gage. We believe in our own merchandise and company. But most of all because we believe in YOU.

## THOMAS

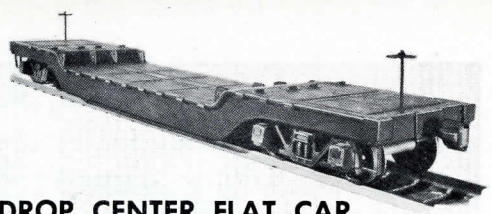


This is the nearest thing to a real tank car ever made. Dome has safety valves that mount separately for greater realism. Cover is hinged. Realistically sprung draft gear, self-centering couplers. Heavy rugged construction . . . built to last, easy to assemble. Less paint and trucks.

Catalog No. 5050 ..... \$5.95

Available  
Through

**G.M.C. SALES & SERVICE**



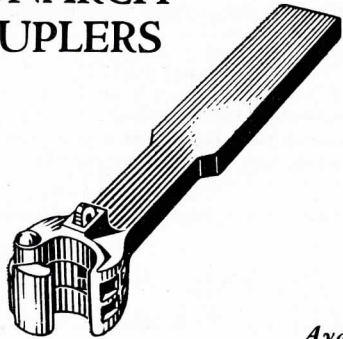
## DROP CENTER FLAT CAR

The really different car for your pike—the one to carry those "extra" loads, is the drop center flat car. Aluminum super-detail cast one-piece body, (Adams Casting).

With couplers — less trucks

Catalog No. 3611 ..... \$2.95

## MONARCH COUPLERS



Available  
Through

**G.M.C. SALES & SERVICE**

Completely assembled. Operating spring latch keeps couplers locked until pins are pulled then jaws spring open!

### Couplers

Top operated—automatic .....	pr. 98c
Bottom operated—automatic .....	pr. 98c
Ramp operated—automatic .....	pr. 98c
Non-working type .....	pr. 25c

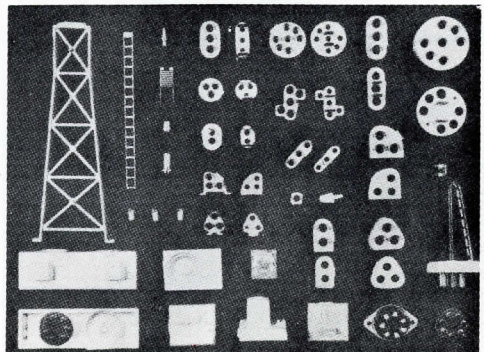
## Monarch Model Supplies

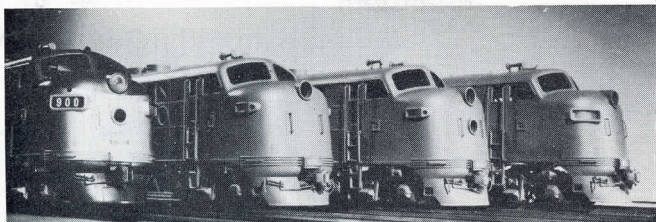
6888 N. Tonty Ave. Chicago 30, Ill.

## SIGNAL KITS

Send For More Information

E. P. Alexander, Box 528, Yardley, Pa.





**ATWATER  
F - 3  
ROAD OR  
FREIGHT  
DIESEL  
LOCOMOTIVE**

**NOW AVAILABLE, 45 DEGREE NUMBER BOARDS**

With these boards, one left, one right, you have a complete choice of the noses shown above when you model your F-3. The side mounted boards are cast on and can be filed off and the new type boards mounted. The nose door light boss may be filed off or open to give you your complete choice.

45° Number Boards, Per Pair.....**\$5.00**

**F-3A UNIT: Powered, 4 Wheels**

Scale . . . . .Catalog No. 1015 **\$32.50**  
Tinplate . . . . .Catalog No. 1016 **33.50**

**F-3A UNIT: Unpowered**

Scale . . . . .Catalog No. 1000 **\$22.25**  
Tinplate . . . . .Catalog No. 1002 **22.25**

**F-3B UNIT: Unpowered**

Scale . . . . .Catalog No. 1001 **\$19.95**  
Tinplate . . . . .Catalog No. 1003 **19.95**

**F-3B UNIT: Powered, 4 Wheels**

Scale . . . . .Catalog No. 1017 **\$29.95**  
Tinplate . . . . .Catalog No. 1018 **30.95**

**F-3B UNIT: Powered 8 Wheels**

Scale . . . . .Catalog No. 1019 **\$36.50**  
Tinplate . . . . .Catalog No. 1020 **37.50**

**ADDITIONAL POWER TRANSMISSION UNITS . . . For Diesel or Electric Locomotives**

F-3 (or for 1 3/4 to 2 1/2 in. wheel center trucks) power transmission units, complete with motor and mounting accessories and double shaft 1 in. stack motor, AC and DC.

Scale . . . . .Catalog No. 1425 **\$12.00**  
Tinplate . . . . .Catalog No. 1427 **13.50**

**AUXILIARY TRANSMISSION UNITS**

For 1 3/4 to 2 1/2 in. Wheel Centers. Flexible Shaft, power take-off, and gear drive units.

Scale . . . . .Catalog No. 1426 **\$6.50**  
Tinplate . . . . .Catalog No. 1428 **6.50**

**GMC DIESEL SWITCHER POWER TRANSMISSION UNITS**

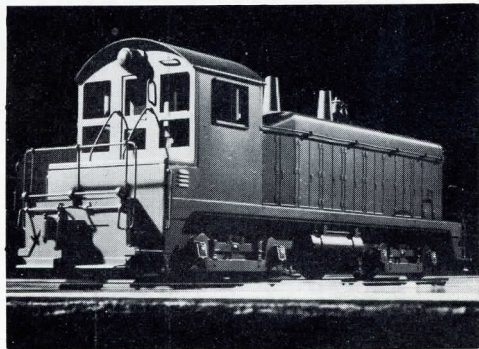
As above with 3/8 in. stack motor

Scale . . . . .Catalog No. 1440 **\$12.00**  
Tinplate . . . . .Catalog No. 1442 **13.50**



**AUXILLIARY TRANSMISSION UNITS**

Scale . . . . .Catalog No. 1441 **\$6.50**  
Tinplate . . . . .Catalog No. 1443 **6.50**



**New Diesel Switcher Kit**

THIS KIT will be a beginner's dream. Super - structure is completely assembled, wire forms installed, and body is finished in a black baked enamel perfect for painting or using as is and just adding decals. Included is the 8-wheel drive mechanism for maximum traction (25 cars easily) and all for:

SCALE Catalog No. 41.....**\$26.00**  
TINPLATE Catalog No. 43.....**\$27.00**

# GENERAL MODELS CORPORATION

*"Transportation in Miniature"*

703 CHILDS STREET



WHEATON, ILLINOIS



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U. S. POSTAGE  
**PAID**  
Permit No. 557

POSTMASTER—If addressee has moved and new address is known, notify sender on Form  postage for which is guaranteed.

Third Class Matter—**—RETURN POSTAGE GUARANTEED.**  
Postmaster: This parcel may be opened for postal inspection if necessary.

Handwritten initials in blue and red ink, possibly "L. G. L."