

# NEWSLETTER

Number 2

August 1978

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## "A MODEL AFFAIR"

The 1978 National Convention in Silver Spring, Maryland, was one of the very best yet. The one dollar rebate on contest and display models seemed to have a positive effect. There have rarely been so many models at any type of model railroad convention. But that's what this hobby is all about, isn't it?

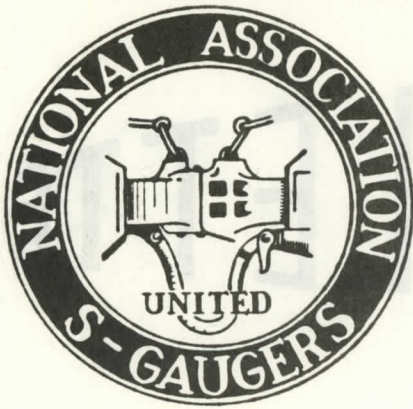
We basked in the press coverage provided by Model Railroader's Editor, Russ Larson; RMC's Associate Editor, Jim Boyd (who was the banquet speaker); Prototype Modeler's Editor, Bob Longo; the Gaugian's Don Heimburger; and the Herald's Frank Titman. All five arrived in good spirits and left feeling even better.

The NASG Annual Business Meeting was a constructive affair for a change with real progress being reported in the committee and executive reports. Instead of asking what NASG is doing for its members, the members present had suggestions for things to do and also asked what they could do to promote S Gauge. Promotions Committee Chairman Ken Zieska held forth for some time discussing ways in which we can give S Gauge direct exposure to the world. Ken will address the subject regularly in this newsletter.

The manufacturers took up more space than ever before and the line of S Gauge products continues its steady expansion. A number of suppliers who couldn't attend personally were represented by John Porter of S Gauge Advertising. Thus nearly all S and Sn3 products now available were there to be seen and touched.

Activities were going on all of the time and the trips to the B&O and National Capitol Trolley Museums, the Smithsonian, and the layouts made the convention complete.

We owe a big thank you to the host club, the Potomac Valley S Gauge Association. Particular thanks to the convention chairman, Sam Powell, who is primarily responsible for pulling off "The Model Affair".



*promoting 3/16 inch model railroading*

## National Association S Gaugers

15611 Kavin Lane  
Monte Sereno, CA 95030  
April 28, 1978

Dear "S" Gauger:

The National Association of "S" Gaugers has embarked upon a project to prepare and distribute a pamphlet promoting "S" gauge scale model railroading. The general idea is to explain the virtues of "S" gauge, create awareness of available products, and provide the means to acquire additional information through the "S" magazines, NASG, local "S" clubs and other organizations. Distribution of this pamphlet will be widespread and will include hobby stores, NMRA conventions, various local clubs, replies to inquiries resulting from advertisements in the non "S" publications, and so forth. The pamphlet will be made available to clubs or individuals who are exhibiting in local or regional conventions and other appropriate activities.

The brochure is expected to be six or eight pages with two colors of ink on white or beige paper stock. It will be printed, folded and ready to fit into a standard business envelope. Photographs should be plentiful!

A professional, full-time advertising agency has been retained for the design, artwork, photography, type setting and so forth. Vicom Services of Campbell, California is owned by railroad artist Mike Kotowski and handles all advertising for such firms as Kemtron, Westside Models, and many others. Model railroading is his specialty and "S" gauge can expect a first class quality brochure from Mike and his staff.

The purpose of this letter is to request your assistance in providing photographs suitable for use in our "S" booklet. More specifically, I would like black and white photos (any size will do) to review and choose from.

Upon selection of perhaps a dozen photos, I will then request either negatives or sharp 8x10 glossy enlargements. All photos will be treated with the utmost care and will be returned promptly. It is not necessary to send negatives or glossy enlargement at first. Needless to say, only photos that are truly excellent should be submitted. Incorrect exposures or out-of-focus photos will just waste your time and mine. If it is not good enough for publication in Model Railroader, then it is not good enough for the "S" booklet.

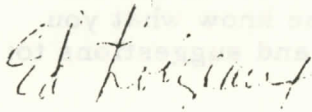
"S" Gaugers  
April 28, 1978  
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Specific subjects are listed below to serve as idea generators:

- Comparison of S to HO and O
  - AF conversions to scale (before and after)
  - Modern motive power/rolling stock
  - Old time motive power/rolling stock
  - Narrow Gauge motive power/rolling stock
  - S Scale Loco brass detail parts (assortment)
  - Rex Loco kits (unbuilt and completed)
  - Structures (just a few here)
  - Track and switches
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- Overall views of "S" layouts

With your cooperation and prompt attention, "S" gauge will quickly have a promotional brochure second to none.

"S"incerely,



Ed Loizeaux

EL:lz

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EDITORS NOTE:

Although Ed wrote this letter in April and mailed it to many S gaugers, as of this date, Ed had not received the amount of material he wanted. The co-op ad has appeared in Model Railroader already and we need the S brochure immediately so please send those photos in. BR

## OUR PRESS COVERAGE

It's been said before, but needs to be hammered at frequently. . . . The editors of MR, RMC, and PM who attended the Silver Spring Convention said the same thing: they want—and will pay for—articles and pictures about S Gauge models and model railroads. They will help you to get your article into shape and will load you down with advice on how to take pictures.

The only limitation on subject matter is the fact that narrow interest articles for S Gaugers only probably will not be accepted. (Like how to attach a Kadee coupler to a Rex Gondola.) Such material belongs in the 'Gaugian and 'Herald. That is why those two publications exist.

The big magazines offer priceless exposure for S Gauge and many of the people who receive this newsletter can do the job, if you'll try. Just think: with over 200 members in NASG, if there is just one article or photo per member submitted to the magazines in the next couple of years, the hobby will very soon be forced to notice S Gauge.

We don't need a lot of members. We need members who actively promote model railroading and S Gauge.

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Attention Hi Railers!

The Hi Rail Standards Committee wants and needs your help. Sound off!!! What do you want for Hi Rail? Let the Hi Rail Committee know what you think is important for Hi Railers. Send your comments and suggestions to:

Sig Fleischmann  
22475 Violet  
Farmington, Michigan 48024

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## OBITS

As time marches on, we continually lose some of our S Gauge friends. The Spring of 1978 saw the passing of two long-time friends and S Gauge promoters, Walter C. Graeff and Dick Arthur. One will be missed for his manufacturing leadership while the other has entertained and instructed us with his many articles. Both will be missed for their friendship.

Newsletter #2 is in your hands-- I hope you find it interesting and informative. As time progresses, content of the Newsletter should improve providing you with data and information pertinent to NASG.

As members of NASG, Inc., you have the opportunity to submit articles and information pertaining to NASG for publication. Please send such items to me for possible inclusion. Only items pertaining to NASG Inc. or NASG activities will be considered for publication.

Bob Ristow  
Editor, NASG Newsletter  
2005 Sunkist Avenue  
Waukesha, Wisconsin 53186

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## S GAUGE CLUBS

Inland Terminal Model  
Railroad Ass. Inc.  
4734 W. 152nd Street  
Lawndale, California

Secretary: Gale Irwin  
10 Sorrel Lane  
Rolling Hills Estates  
California 90274

Scale layout including Sn3 $\frac{1}{2}$  operating on the 2nd Thursday of the month at 8pm.

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Delaware Valley S Gaugers

Secretary: Cliff Brown  
116 Lafayette Ave  
Palmerton, Pa 18071

Rotating-Visiting club which meets monthly. Membership is limited to 12 members

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Badgerland S Gaugers

Secretary: Dick Kloes  
9735 W Morgan Ave  
Milwaukee, Wi 53228  
543-8839

Rotating-Visiting club which meets monthly. Scale, Flyer, and Collectors welcome.

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Monte Sereno, Ca 95030

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