

NEWSLETTER

OFFICERS AND TRUSTEES

President
Dick Cataldi
626 Welles St. S.E.
Vienna, Virginia 22180

Executive Vice President
Ben W. Wilbur
1437 June Lane
Lombard, Illinois 60148

Eastern Vice President
Allan Craig
1073 Foley
Ottawa, Ontario K1G 2R4

Central Vice President
Gale Hall
112 North Third Street
Rogers, Arkansas 72756

Western Vice President
Ed Loizeaux
15611 Kavin Lane
Monte Sereno, California 95030

Secretary
Dick Schlott
11215 S. W. 43rd Terrace
Miami, Florida 33165

Treasurer
Bill Oertly
7700 Kipling Parkway
Forestville, Maryland 20028

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PRESIDENT'S REPORT

Dear fellow members:

Last year, in our first Annual Report, we discussed some of the areas in which our organization could serve its members, the gauge, and the hobby. The important news at the time was the fact that we had most of our major positions filled and started direct communications with that annual report.

We've published two Newsletters this year with a third one planned. We hope to crank out as many as 5 Newsletters in 1979 to keep you fully informed and up-to-date on what is going on. The NASG REPORT in the "S Gaugian" will be our report to the gauge and will be used primarily for directing S Gauge Promotion.

There are now a full dozen committee chairmen and directors working for you in a variety of ways. As they progress you will know about it and when they need help you will be asked to provide it. The skills and interests questionnaire in the first Newsletter has provided us with a way to tap your skills and some of you have already been put to work through this mechanism.

We had planned to conduct S Gauge market surveys but the new S Gauge manufacturers' association has preempted us. It is more in their area of responsibility to do market surveys anyway.

Our survey chairman is working on a consumer product survey whereby you can rate products and service provided by our manufacturers and dealers. It will probably be the first really comprehensive product survey in the hobby.

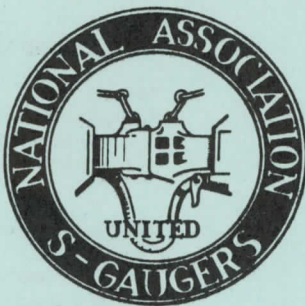
We will also poll you periodically on questions relating to NASG policies. An organized member survey will provide the leadership with a report card on our efforts and a clearer idea of where you want us to be in the future.

Please read our news; respond to our polls; vote in our elections (try running for an office sometime); take part in promotion; and just simply "take part" in the gauge. You have probably noticed already that your \$5.00 annual dues don't "buy" you very much of intrinsic value. What it does is to provide you with a communications medium to unite you with other people in the promotion of S Gauge Model Railroading.

Sincerely for S Gauge,

Dick Cataldi

Dick Cataldi
President



National Association S Gaugers, Inc.

promoting 3/16 inch model railroading

7700 Kipling Pkwy
Forestville Md. 20028
16 July 1978

Income report for year 1 July 1977 to 30 June 1978

Balance Forward		
Checking Account	\$ 154.95	
Savings Account	2799.61	
Petty Cash	<u>11.00</u>	
Total		\$2965.56
Income		
Memberships	\$ 3550.25	
Misc.	<u>2045.09</u>	
Total		<u>\$5595.34</u>
Total Funds Available		<u>\$8560.90</u>
Expenses		
Misc	\$ 2416.49	
Postage	228.04	
Supplies	<u>548.13</u>	
Total		<u>\$3192.66</u>
Differance Income over Expenses		<u><u>\$5368.24</u></u>
Current Balance		
Checking	\$ 363.95	
Savings	4962.20	
Petty Cash	<u>42.09</u>	
Total		<u><u>\$5368.24</u></u>

Respectfully Submitted

William J. Oertly Jr.
William J. Oertly Jr.
Treasurer

CONGRATULATIONS ! NASG's members and friends responded admirably, beyond my highest hopes, in a great display of support for the association and helpfulness for our manufacturers. My early case of "empty mailbox jitters" turned into amazement as the surveys first trickled, then flooded in. (Now don't let all this praise go to your head, folks. Just do it again next time, please.) Thank you very much for your responses ! And here are a few answers to your questions.

- 1.) Yes, it was a short survey. It was designed to be filled out quickly and easily. We all spend too much time filling out over-complicated forms, so I made this one simple. Apparently that paid off, since 65 people sent them to me. That's over 25% of our membership, an excellent response rate.
- 2.) Yes, having the survey printed on the last page of the newsletter did pose an "anonymity problem", but those who wished to remain anonymous simply peeled off the address label. Only four persons did this, though, and I respect their privacy.
- 3.) No, I don't think the questions were "skewed" or "slanted" towards any one facet of our hobby. Most questions were reprinted with permission from the July 1972 Railroad Model Craftsman magazine "marketing survey". I figured if they were good enough for RMC, they're good enough for us.
- 4.) What are the major findings? Some preliminary results are listed below, but in addition to those, I made an estimate of how much we NASG members spend on model railroading in a year. Based on the answers to Question #4, I calculate that the 230 or so members of NASG spend a total of around \$45,000 per year on our hobby. And that ain't lichen ! (to coin a phrase). Much of this money is spent by collectors who turn the money over in further sales, but still, we are a rather sizeable market. And this brings us to another question.
- 5.) No, we don't know from this survey who are the "Scale Modelers", "High Railers", "Collectors", or "Tin Platers" who responded. One major reason for this is that I have never seen adequate definitions of most of these terms. Sig Fleischmann and the Hi-rail Committee have come up with a good definition of a "High Railer", which was printed in the last issue of the S Newsletter. If someone can come up with workable definitions of the other terms, I'll be glad to include a question in the next survey to quage the makeup of the NASG.
- 6.) Yes, there will be more surveys. This one was just the beginning. Watch this new sletter for further information !

1/79

NASG Consumer Product Survey # 1: Results

(percentages)

1. Age Group: 2 under 20, 17 21 to 30, 28 31 to 40, 43 41 to 65, 10 65 and older.

(actual numbers)

2. Sex: 60 Male 1 Female 1 Blank (!)

(Percentages)

3. Income: 5 Less than \$5000., 0 \$5000 to \$7499, 10 \$7500 to \$9999.,
33 \$10,000 to \$14,999., 38 \$15,000. to \$29,999., 16 Over \$30,000.

4. (the rest of the following results are listed in percentages)
How much do you spend on model railroading each month?

15 Under \$5. 51 \$5 to \$25., 33 Over \$25. 1 Blank

5. How many locomotives did you purchase last year?

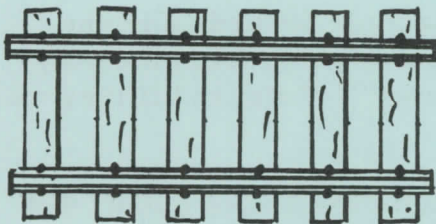
33 1-2, 16 3-4, 16 5 or more, 20 Zero, 3 Blank

6. How many cars did you purchase last year?

15 1-3, 16 4-6, 20 7-10, 26 More than 10, 20 Zero, 3 Blank

7. How many scenery items did you purchase last year?

13 1-2, 15 3-5, 18 More than 5, 30 Zero, 5 Blank



THE HI RAIL COMMITTEE REPORT

By Sig Fleischmann

LIONEL RTR S GAUGE

Information received by the Hi Rail Committee indicates LIONEL Division of Fundimensions is planning to produce some RTR S gauge freight cars late this summer. A box, tank, and short hopper.

This is encouraging news to S gaugers however, the type of freight cars, trucks and wheels, couplers, paint schemes, authenticity to prototype, are some of the important points that will be vital to favorably influencing the support of active S gaugers.

As we are all aware, S Gauge is rather unique with its three distinct groups of S gaugers.

1. Collectors and Tinplaters.

Collect and operate American Flyer trains as they were manufactured.

2. Hi Railers.

Model railroaders in S gauge who have upgraded basic commercial equipment such as American Flyer in order to improve the performance and appearance, but to an overall status short of full scale.

3. Scale Modelers.

Model railroaders in S gauge who adhere strictly to scale dimensions.

Obviously, products that can be adapted to all three groups will receive the greatest acceptance and be the most successful.

A sure way for LIONEL to increase market interest in their S gauge products would be the introduction of a low hood diesel locomotive. Modification of the AF GP7 tools could make a reasonable, and acceptable GP20. The AF Alco PA1 A and B units should also meet favorable market acceptance.

To enhance and upgrade these locomotives, the adaption of the Lionel HO DC motor and drive system would give them the added quality that would undoubtedly make them serious competition for the present RTR HO trains, and be an asset to S gauge.

The Hi Rail Committee has contacted Lionel and offered our help and assistance in their venture into S gauge.

Let the Hi Rail Committee know what your ideas are about LIONEL RTR S gauge. Send your comments to:

Sig Fleischmann
22475 Violet
Farmington, MI 48024

NASG PROMOTIONS COMMITTEE

The NASG is gathering slides to be duplicated for a NASG slide show. The slides will feature outstanding S gauge layouts and models. This is a great opportunity to show off to the world the fine workmanship that S gaugers are famous for.

Slides should be accompanied with a short narrative on the model or layout, telling about the owner, method of construction, interesting points, or background of the shot. Slides will be returned if requested within three weeks. Send slides to the address below.

Slide show will be available to clubs or individuals through the NASG Promotions Committee. Watch this Newsletter for availability, then send your request to:

NASG Slides
% Ken Zieska
11810 52nd Avenue N.
Plymouth, Mn. 55442

The slide show will be updated to include new layouts and products available so if your layout is under construction, send us a shot now and more as it progresses. This is a great opportunity for everyone to get involved in the promotion of S gauge, so dig out the trusty old camera and rush down to the local photo shop. Tell the people the conditions you are going to shoot, the light etc. and they will help you get the film that will give you the best shot.

THIS AND THAT

The December issue of the NASG Newsletter was going to be the Annual Report issue. Included in this years Annual Report it was hoped that an up-to-date listing of NASG, Inc. members; message from the President; fiscal year-end financial report; plus the minutes from the Convention annual members meeting would be available for printing. This issue of the Newsletter contains those items which were received. I feel it would not be in the best interest of the membership to with hold printing these items untill the rest of the information reaches me. Often times there is a long enough delay in getting the word out without holding information beyond a reasonable time. It is my hope that a roster of NASG, Inc. members will be available in the near future.

Any NASG members with an interest in journalism and the ability to assemble a publication such as the NASG Newsletter are invited to write the Editor of the NASG Newsletter. I'll be happy to help with answers to question etc. that will help you become involved with an important part of the NASG organization.

The S Gaugian has announced that it will publish a column presenting club newson an issue by issue basis. Since S gauge clubs are not necessarily members of NASG, I see no reason to duplicate efforts by including club news in the Newsletter, often it is very difficult to condense the club newsletters to a format easily useable in the NASG Newsletter.

Bob Ristow, Editor