

NOW WE'RE READY. Our website, sscale.org, is now fully populated with basic information. We have a complete, illustrated article entitled "Getting Started in S" by our coordinator, Ed Loizeaux. We also have a thorough survey article on available S trackwork in standard gauge, three-foot gauge, and two-foot gauge, co-authored by Dave Heine and yours truly. And we're gradually growing our library of special-purpose articles, including one on making cut levers and another on converting a generic GP-9 to a Pennsylvania Railroad GP-7.

Now we're turning our attention to the issue of getting the word out to non-S people who might be considering, or are amenable to be talked into, a change of scale. We have our primary advantage going for us: Size. Aging modelers face a variety of problems, including deteriorating eyesight and living-quarters downsizing. New modelers don't have a way to discover us because we have essentially zero presence in hobby shops. We have a lot to offer the sight-impaired looking for something larger than N or HO, the downsizer who no longer has space for G or O, and the newcomer who wants the ideal size.

We've got the message. All we have to do is figure out cost-effective ways to get the message out. We welcome ideas from our readers.

-- Dick Karnes, Editor

JOIN US!!

We'd love to have you with us! Take a look at sscale.org and join our forum. It's free! Welcome aboard!

PROGRESS UPDATE— COMING OUT of the ROUNDHOUSE

by Ed Loizeaux

Progress on the S SIG's current project of creating additional content for our web site continues. Our goal is to enable those from other scales to find all pertinent information in one easy-to-read place. We try hard to present S as the preferred scale in an objective manner. After all, it is the optimum scale – at least in our hearts. Several new articles and reference materials are now viewable on the web site and we encourage you to check them out. Please let us

know if something important is missing from our web presentation. If it is crucial to someone making a change-of-scale decision, we will make every attempt to include it on the web site.

Last quarter's newsletter showed our steam engine backing out of the roundhouse, but not quite in full view. This quarter's newsletter shows it in plain sight, but quietly waiting for action. Thanks to Bill Winans for the nice photo. Still in the yards, but becoming more visible with each passing week. We have a few more items to include on the web site in order to be ready for the mainline. Then the fun begins.

We have been asked to help promote S scale at the NMRA National Convention and National Train Show in Grand Rapids, Michigan in late July. The local Southeastern Michigan S Gaugers club has requested printed handout materials from the S SIG. Members Tom Hawley

and Brooks Stover have told us they will put some promotional materials to good use. With thousands of model railroad enthusiasts in attendance, getting S scale information into lots of hands shouldn't be difficult. We are trying to decide exactly what materials to provide and are evaluating several alternatives. Since our mission is to promote S scale, this is an obvious place for us to have a presence and launch our efforts.

Soon after the convention concludes, we hope to begin our marketing efforts so that more non-S folks will gradually become aware of our existence. We are



considering various aspects of a promotional campaign and hope to present more information in our next newsletter. Needless to say, our goal is NOT to merely have a web site and hope that someone stumbles into it via Google. That is a rather passive approach to promotion and we'd like to take more aggressive actions to let the world know about S scale. Far too many people still think that American Flyer ceased to exist in the 1950s and have never heard of the scale side of S. It's time to inform them. Informing thousands of people about S scale and providing services to them will not be easy. But it can be done with your help. Yes, **YOUR** help. Promotion does not come for free and the S SIG will be asking for some contributions as our marketing efforts are defined. If you have ever wished that more people knew about S scale, here is your chance to help make that actually happen. The infrastructure is in place and specific plans are being drawn up as you read this. The only thing needed to move out of the yards and onto the mainline is some

of that green foldy stuff – also known as money.

Perhaps you could find your way to the large green contribution button at www.sscale.org and help out. I can assure you that all funds received will be spent on S scale promotional efforts and nothing else. The more funds we receive, the bigger our effort will be. A couple of well-known S scale authors have already agreed to contribute their payments for articles to the S SIG. This is a great way to fund the program and we certainly appreciate it.

So far, **all material** on the web site has been available to everyone at no cost. Perhaps the time has come for sparing a dime (or \$20) to help us let the world know about S scale. Thanks for considering this concept. We are all in the boat together and hopefully all pulling the oars simultaneously, moving right along toward our destination.

See you again next quarter – perhaps out on the mainline.

Ed Loizeaux, Coordinator

THIS NEWSLETTER

The S SIG's Newsletter is published quarterly, first in the *1:64 Modeling Guide* (www.1-64modelingguide.com), then 30 days later on the S SIG website, sscale.org.

SUPPORT S SCALE'S DEDICATED PUBLICATION

We urge you to subscribe to the *1:64 Modeling Guide* e-zine. Each Newsletter is first published in the *Guide*, then re-

Here's another photo to provide some modeling inspiration. The Lackawanna was an early adopter of piggy-back services and, in the early days, used ordinary flat cars to which the trailer was simply chained. This model represents a standard flat car with added side rails and end platforms and numerous hold-down chains. The Rex zamac flat car carries a Don Dewitt-made replica of an old Revell trailer which has been modified. Note the side door which is only on the curb side to facilitate delivery of small packages to local shops and customers. Some of these trailers had canvas tops and others retained solid tops. Decals were made from a photo of the prototype. This style of look-and-feel modeling captures this early version of a piggy-back car quite well. A true-blue rivet-counter would find much to improve, but Ed Loizeaux, the owner of this one, is happy with it, and that's what counts.
Model by David Haehn, photo by Bill Winans

leased to the S SIG's website 30 days later. Want to keep up while the news is hot? Subscribe to *1:64 Modeling Guide*. The quarterly *Guide* (www.1-64modelingguide.com) is full of how-to articles, latest product news, product reviews, and ads from S suppliers.

(The opinions expressed in the S SIG Newsletter do not necessarily reflect those of the 1:64 Modeling Guide, its editorial staff, or RLN Publishing.)

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