

## Highlights this issue >>>

### MIDWEST MAGIC

Milwaukee-N-Southeastern Model Railroad Club

### TOTAL PRECISION

KATO USA, Inc. Advanced Quality.

### BEYOND COMPARE

Greenfield News & Hobby.

### A SHARED MEMORY

New Kids' Magazine from Kalmbach Publishing Co.



October  
**2010**  
VOLUME 1  
ISSUE 5

# Trainfest EXPRESS



Photo by Richard Cecil



Photo by Keith Schmidt



Photo by Richard Cecil

## MIDWEST MAGIC

Milwaukee-N-Southeastern Model Railroad Club

*Achieving non-profit status in 1986*, actively involved Milwaukee-N-Southeastern (MNSE) Model Railroad Club, currently has 28 members with varying talents like base construction, styrene handling, scratch building and kit bashing models including some N Scale Milwaukee Road sky top observation cars and modified locomotives.

Members enjoy visiting MNSE headquarters located in Cudahy, WI, to run trains and share stories about their own home layouts or latest purchases.

The regular club night is held Tuesdays, 7:00-9:00 pm and guests are welcome. More information is available at the club's extensive website, [www.mnse.org](http://www.mnse.org).

The MNSE 9'x12'x9' portable show layout is C-shaped and provides for two operators to run trains simultaneously.

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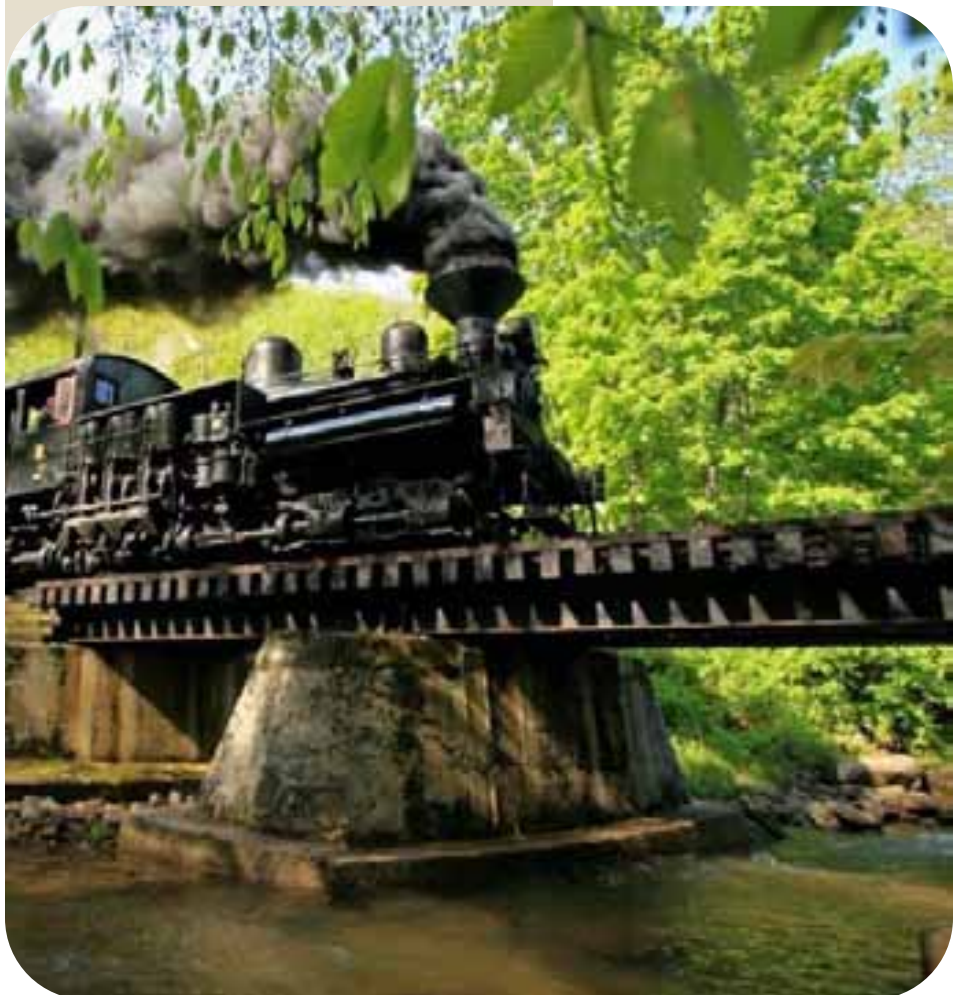
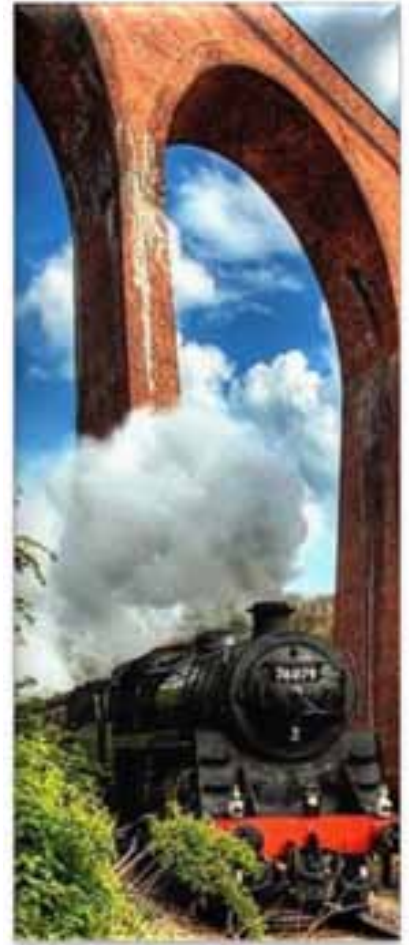
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## TENTATIVE TRAINFEST SCHEDULE CLINICS / DEMONSTRATIONS >>>

### Second Floor Classrooms

Saturday, 11:30 AM

Sunday, 11:30 AM

Testors will conduct two (2) air brush/paint clinics.

Saturday, 10:00 am & 4:00 pm

Sunday, 10:00 am & 4:00 pm

Iwata-Medea, Leslie Eaton, MMR

Two (2) 1-hour weathering clinics each day.

### Time Not Scheduled Yet

Broadway Ltd

Seminars on the Paragon 2 sound system.

### Clinic/Demonstration Area-Show Floor

Niagara Falls Region , NMRA

Andy Orr - Building resin boxcar kits.

Bob Douglas - Scratch building Skelton log cars.

Neville Meades - Scratch building structures using real glass in windows.

Al Crisp MMR - Kitbashing piggyback cars and trailers.

Ron Colpitts - Kitbashing plastic HO boxcars, N Scale car upgrades.

Gloria Bauer - Painting figures.

Eric Roth - Building open scrap loads for gondolas.

Brian Earl - Scratch building a station.

Lee Bauer - Building laser building laser cut structures.

Bill Dewar - Decals and dry transfers.

Rick Hatton - General scenery techniques.

## Trainfest EXPRESS

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**Kurt Wamser**  
Floor Director

**Mercury Communications**  
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Trainfest is possible due to the dedication and hard work of our volunteers and board members. If you would like to volunteer for America's largest operating model railroad show, contact us via email: [volunteer@trainfest.com](mailto:volunteer@trainfest.com). Trainfest is sponsored by the Wisconsin Southeastern (WISE) Division, Inc., NMRA



## Crossings

*A Bird's Eye View*

*By Ruth Johnson, Editor, Trainfest EXPRESS*

**Greening Model Railroading.** Someone asked me the other day if there was a way to show that the model train world is "green".

I said, "Are you kidding?" Then, I realized that they were not and that I had been a little abrupt so I explained my statement.

I believe the model railroad world is the perfect example of repurposing, reusing, recycling and about everything else that starts with "re".

It starts with the bases, often welded from cast-off metal frames, built from old studs or table legs of one sort or another with old doors, tabletops, or hardwood composites for the top surfaces.

Layout artists are masters at salvaging parts off old layouts they are revising or turning everything from old boxes, hinges, light fixtures and natural items like rocks and bark, into usable items they weave into their final designs.

And of course, there is always cork, which is about as "green" as you can get, used for many layout surfaces.

Even the concept of modular layouts is "green" because they can be transported easily by car rather than incur fuel-heavy trucking transportation.

I can't wait to see you all at Trainfest! Please continue to contact me with your feedback or if you would like to gain recognition by contributing your articles, photos or ideas.

*Warm wishes,*

*Ruth*



## From the Caboose



**Comments from  
John H. Tews  
MMR, Trainfest® Executive Director**

**Seeing Progress.** The lawn landscaping around the new concrete driveway is almost complete.

Maggie's separated shoulder is healing well and I am still working on Trainfest.

I am very happy to report that the special Friday Product Showcase tickets are selling very well. These tickets give you special admission to the Friday manufacturer's area, and are also good for Saturday and Sunday.

Friday admission includes catered dinner, special "goodie bag" of manufacturer items and random awards of train sets, locomotives and command control system.

The Trainfest floor plan is progressing. Planning the locations of the layouts, display and hobby dealers is like trying to complete a 200,000 square feet jigsaw puzzle with missing pieces.

Some of the new exhibits include a special layout constructed by Railroad Model Craftsman/Carsten's Publishing, which depicts Milwaukee depot and other Milwaukee area facilities; O Gauge Hi-rail layout by the Southeastern Wisconsin group; brand new, exciting layout built by Bits 'n Pieces crew; Larry Blank's Ahnaphee and Western S Gauge layout and return of Rapant's Lionel layout, which includes operating Lionel accessories and live goldfish in the pond.

Kalmbach Publishing Co. releases a new **Trains 4 Kids** magazine for young hobbyists with kids' activities and story times on Saturday and Sunday along with a Rest Area for the parents.

Trainfest is only a month away – Mark your calendars.

*Trainfest EXPRESS* is sent free via email as a PDF or on the Trainfest website in an interactive, online paging-style format. You can also print out the pages or articles you desire.

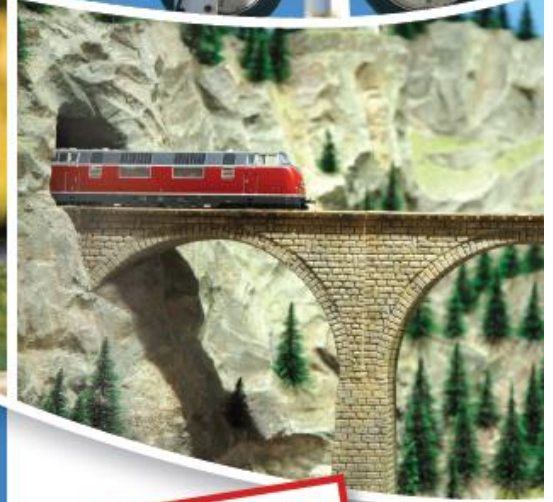
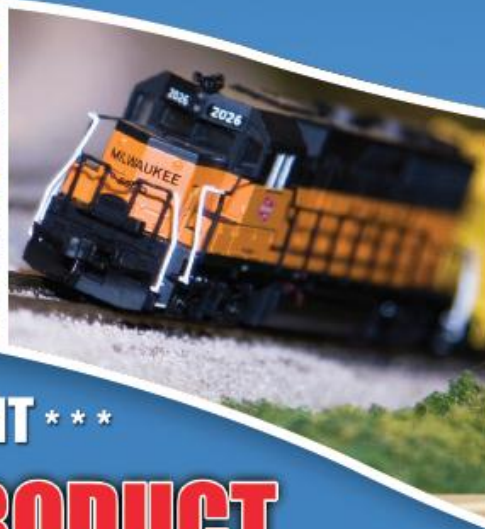
We continue to look for your input on articles you would like to see in the Express. Send them to us at [john@trainfest.com](mailto:john@trainfest.com) or [editor@trainfest.com](mailto:editor@trainfest.com).

*In the spirit of Model Railroading  
with clear signals always,*

*John*

# TRAINFEST

America's Largest Operating  
Model Railroad Show



\*\*\* SPECIAL EVENT \*\*\*

## FRIDAY **PRODUCT** SHOWCASE

Must be 18 years or older.

**NOVEMBER 12**

- Meet one-on-one with 60 model manufacturers all under one roof
- Ask questions and compare products between manufacturers and dealers
- Receive a "special" train product gift bag (sponsored by manufacturers)
- Get the latest in industry tips
- Catered dinner
- Ticket also valid for admission to Trainfest Saturday and Sunday

**FRIDAY  
PRODUCT  
SHOWCASE**  
**NOVEMBER 12**  
**4:00 - 8:30PM**  
**HOBBYIST/\$40**

**Wisconsin Expo Center  
at State Fair Park**  
8200 W. Greenfield Ave.,  
West Allis, WI 53214

Trainfest Show runs  
Saturday & Sunday,  
Nov. 13 & 14, 2010  
9:00 a.m. to 5:30 p.m.

**Ticket Details @ [trainfest.com/ProductShowcase.html](http://trainfest.com/ProductShowcase.html)**

# What is Trainfest?

*A Delight for the Senses!*

**November 13-14, 2010**

**Saturday & Sunday**

**9:00 am-5:30 pm**

**Wisconsin Exposition Center**

**State Fair Park**

**8200 W Greenfield Ave**

**West Allis, WI 53214**

**Admission and Further Details:**

[www.trainfest.com/TicketsShowDetails.html](http://www.trainfest.com/TicketsShowDetails.html)

**An enriching** family experience, Trainfest is America's largest operating model railroad show, 39 years strong!

Every November, tens of thousands of visitors of all generations and lifestyles from North America and other regions of the world fill the Wisconsin Exposition Center, just to connect with the sights and sounds of everything railroad, scaled down to a miniature size.

Over fifty clubs, historic organizations, groups and railroad modelers showcase truly exquisite and fully operational layouts and displays superbly represent the uniqueness of model railroading.

New and vintage trains loop continuously around a myriad of settings and fabulous scenes from train depots to entire cities in intricate detail complete with people, animals, vehicles, equipment, buildings, landscaping, retail shops and more!

120 manufacturer and hobby dealer exhibitors display unique products and services, technology and equipment and consult with visitors on the perfect items and newest releases.

Model railroad historical societies are featured along with 20-25 clinicians and demonstrators plus several manufacturers share their knowledge in Trainfest clinics.

Join us at *Trainfest* 2010 for a wonderfully interactive opportunity to explore this legendary world.

Tour the award-winning layouts, take photos, watch demonstrations, hear the sounds of steam whistles, the clickety-clack of wheels on rails and see the excitement of children of all ages.



Photo by Scott Porinsky

**ADVANCE  
TICKETS  
ON SALE NOW!**

**LINDA SUKUP**  
**Advance Ticket Coordinator**  
**WISE Division Superintendent**

Advance tickets are now available at the seven hobby shops below, located throughout Milwaukee, Green Bay and Madison. Tickets are \$10.00, which is a savings of \$2.00.

Friday Product Showcase tickets are available for \$40.00. This ticket allows you private entry into Trainfest on Friday, normally reserved for dealers who visit the manufacturers that attend Trainfest every year. It is a great chance to meet the professionals in your hobby world. Ticket is also good for Saturday and Sunday entry.

The following hobby shops are selling these advance and special tickets:

**Madison Hobby Stop**  
**6622 Mineral Point Road**  
**Madison, WI**  
**608-829-3820**

**Jetco Hiawatha Hobbies**  
**2026 West Silvernail Road**  
**Waukesha, WI 53072**  
**262-544-4131**

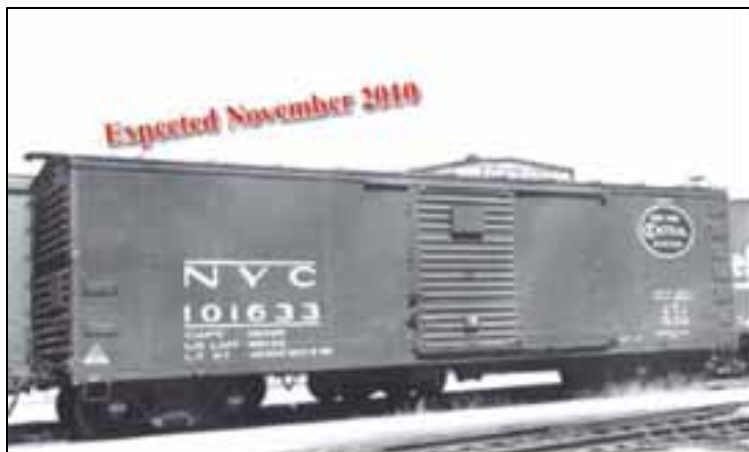
**Engine House Services LLC**  
**2737 N. Packerland Drive, 2H**  
**Green Bay, WI 54303**  
**920-490-4839**

**Walthers (Terminal Hobbies)**  
**5619 West Florist Avenue**  
**Milwaukee, WI 53218**  
**414-461-1050**

**South Side Trains**  
**2633 South Kinnickinnic Ave**  
**Milwaukee, WI 53207**  
**414-482-1566**

**Sommerfeld's Trains**  
**12620 West Hampton Ave**  
**Butler, WI 53007**  
**262-783-7797**

**Greenfield News and Hobbies**  
**6815 West Layton Ave**  
**Greenfield, WI 53220**  
**414-281-1800**



## NYC Steel Box Car, HO

Available in 4 numbered 4-packs and 1 unnumbered, unlettered 4-pack. 8 separately sold cars are also available. There are no overlapping numbers across all cars and packs. These are our most detailed cars to date and they are designed to wow even the most discerning enthusiast!

MSRP: 29.99 / 4-Pack: 99.99



## USRA Mikados, HO

Available in both Light and Heavy configurations. Numerous new road names. Dual-Mode DCC, Auto-Pilot and Industry-Best Slow Speed Operation. \*NOTE: Due to space restraints, this unit does not include smoke.

MSRP: 249.99



## SP AC-4/AC-5 Cab Forward, HO

Available in black as well as gray boiler configurations. Articulated engine like the prototype locomotive for smaller radius tracking. Dual-Mode DCC Sound, equipped with Puffing Smoke, Auto-Pilot and Industry-Best Slow Speed Operation.



MSRP: 449.99



## ATSF 2-10-2, HO New Modernized Version

An ATSF classic comes back with new features like extended cab, raised running boards, drifting valve gear, LFM disc main driver. Available with Dual-Mode DCC Sound, Auto-Pilot and Industry-Best Slow Speed Operation.



MSRP: 349.99

**COMING SOON IN LIMITED SUPPLY. PREORDER TODAY!**

[www.broadway-limited.com](http://www.broadway-limited.com)

Reserve today: 386-673-8900



## A SHARED MEMORY ACROSS GENERATIONS

Announcing the Debut of a New Kalmbach Children's Magazine!

By Jody Delie



*Trainfest brings model trains* to hobbyists and families in its grand fashion and intricate detail – and the event keeps evolving and growing. The reason why Trainfest strives to preserve the legacy of model trains is simple ...trains, big and small, are a vital part of our past and woven into the fabric of our society today.

Trains are functional, moving goods from place to place, while providing a rich history of taking eager passengers from destination to destination.

For hobbyists, model trains can replicate and enhance historical places and times while simultaneously providing a foundation for creating new spaces.

For families, adults are reminded of the trains from their youth and the good times they represent; while their kids are awed by the movement, detail, and bells and whistles. Model railroading is a unique connection across generations, and an opportunity to share a common memory.

Now take a journey of childlike wonderment, come along for the ride...

*(A Shared Memory continued on Page 9)*



(A Shared Memory continued from Page 8)

### A CHILDLIKE WONDERMENT

A special moment happens when a child catches a glimpse of the wonder of an oncoming train, which can only be explained as "spectacular fascination."

The child's eyes begin to widen, their mouth hangs open, their head tilts slightly in wonder, and they gaze in absolute focus as the train chugs toward them and down the track in one swift and seamless motion.

Model trains, amazingly detailed miniature replicas of their life size counterparts, have captivated children of all ages for more than 150 years.

Many of us have fond memories of our father's or grandfather's model train layout in the basement or circling around the Christmas tree.

### AWE INSPIRING LAYOUTS

It's in these miniature worlds that we lose ourselves, captivated by the steam puffing boldly from the engine, watching trains glide through hillsides, over bridges and around towns filled with buildings and gas stations, while people mill through the streets or swim in a nearby pond.

If it's true that art imitates life, then model railroads clearly depict life, sometimes reflecting a bygone era, helping preserve our treasured history.

### EXPLORING A WORLD OF AMAZING TRAINS

Trainfest for many families and hobbyists is an annual pilgrimage and tradition. It is an endearing event and destination for kids 1 to 99.

Trainfest captivates visitors by showcasing intricate craftsmanship and creativity in over fifty amazing layouts from small suitcase displays to 60x80 foot mega layouts. It's a place where countless parents and grandparents seize the opportunity to share favorite stories from their own childhood, helping preserve family history.

The sharing of memories happens quite naturally while children pour over every detail of a mini train world. It all happens while hobbyists stroll the aisles taking in the sights and sounds, and enjoying watching a family's reaction to the magic of the layouts. The energy in the air is like static electricity lifting your hair at the ends.

And at the end of the day, what made Trainfest important in the passing down of a history, is that there are connections made and a new shared appreciation of the creative and technical expertise of a hobby that imitates life. Endless possibilities are inspired.

(A Shared Memory continued on Page 10)



### CONNECTING KIDS AND TRAINS

Trainfest 2010 promises to continue delivering more model train fascination than last year, including the debut at Trainfest of a new kids train magazine simply titled **Trains4Kids** from Kalmbach Publishing Co. **Trains4Kids** is designed to teach kids about trains, and also share with them the world of model railroading. Throughout the magazine, kids are taken on an exciting journey all about trains. The magazine provides engaging train-themed stories and fun games and activities. And the magazine wouldn't be complete without giving kids the chance to hear what it's like to be an engineer from a real locomotive engineer!



# Railroad word round-up



When you work for the railroad, you learn to work in the heat, coal, wind, rain, snow, and more! Trains in Nevada and Utah on the Union Pacific Railroad and trains in Arizona and New Mexico on the BNSF Railway go through long stretches of deserts. Circle all the words that have to do with the railroad in the word search below. The words may be up, down, forward, backward, or diagonal.

**WORDS:**

- BRANCH
- BRIDGE
- CAB
- CATENARY
- COMMUTER
- COUPLER
- CREW
- CROSSBUCK
- CURVE
- DERAIL
- DIAMOND
- DIESEL
- ELECTRIC
- ENGINE
- EXPRESS
- FIREMAN
- FLYER
- FLYOVER
- GRADE
- INTERMODAL
- LOCAL
- MANIFEST
- PASSENGER
- RAILROAD
- SIGNAL
- SPUR
- STEAM
- TICKET
- TIES
- TRACK
- TRAINSHED
- TRESTLE
- TURNOUT
- YARD



20 Trains4Kids

Small web box here and go to Small web box here and to Small web box here and go to [www.TrainsMag.com/trains4kids](http://www.TrainsMag.com/trains4kids)

(Major Impact! continued from Page 9)

## STORY TIME COMES TO TRAINFEST



One of the magazine's gems is a tale about Casey Jones, a famous engineer who saved many passengers' lives in a 1900 train wreck. Unfortunately, he lost his own life in the effort.

**Trains4Kids** helps bring Casey Jones' story to life by sharing it in a live read for children and families at Trainfest.

The live read will spring into action four times daily and kids receive a free temporary train tattoo and an engineer's hat for attending.

Nearby, **Trains4Kids** coloring pages and crayons will be available for little engineers. Children can sit and create a colorful wonder of their own.

## BUILDING FOR THE FUTURE

Kalmbach Publishing Co. fully understands the importance of continuing the legacy of enjoying trains and learning about model railroads and that it begins with kids.

**Trains4Kids** arose from that desire to build on the wonder and awe a child sees in trains. **Trains4Kids** shares with them train stories and the legacy of this exciting and creative hobby.

When kids connect with trains it helps build the future of model railroading while preserving its history. Often, it helps reintroduce a great hobby back into the family fold.



## VISIT KALMBACH'S BOOTH AT TRAINFEST

Learn More about Trains4Kids

**Trains4Kids** will be available at Trainfest for \$4.95. This magazine is a wonderful memento to share with the children in your life.

**Trains4Kids** promises to be a treasured gift for little boys and girls who love trains.

### CASEY JONES LIVE READ TIMES DAILY AT TRAINFEST:

- 10:30 am
- 11:15 am
- 2:00 pm
- 2:45 pm



## Overview

KATO USA, Inc. offers precision N and HO Scale locomotives and rolling stock, vehicles, starter sets, Unitrack rail and roadbed modular track system, track items, structures, accessories and parts.

The company sells its products online and through wholesale representatives, retail and hobby dealers in the United States and internationally.

Founded in 1986, KATO USA, Inc. operates as a subsidiary of Sekisui Kinzoku Co., Ltd. and is based in Schaumburg, Illinois with manufacturing facilities in Japan.

# TOTAL PRECISION

### Advanced Quality and Craftsmanship

*Japan's new Bullet Train, or Shinkansen, generated through groundbreaking technologies, transverses Japanese railroads with stunning precision and speed. As Yuji Kato, founder of KATO states, "At KATO, we are committed to developing our own definitive technologies and establishing ourselves as the Shinkansen of the model railroad industry."*

Yuji Kato continues, "KATO originated in Tokyo in 1957 and introduced N Scale to the Japanese market in 1965. From the beginning, modelers recognized our products as delivering the peak of highest quality and performance at reasonable prices.

According to Hiroshi Kato, president of KATO and its USA counterpart, "KATO USA, Inc. was established in 1986 to produce and distribute North American prototype models under the KATO brand name, introducing KATO's famous progressive, premium quality craftsmanship, detail and operation to the American marketplace."

### DRIVING FORCE

Kato is one of the most notable personalities in model railroading today. Former President of the Japanese Association of Model Railroaders (JAM), he also serves as a member of the NMRA DCC Working Group, the committee of the National Model Railroad Association that sets standards for DCC.



*(Total Precision continued on Page 12)*





(Total Precision continued from Page 11)



**GIVING BACK TO THE INDUSTRY**

A long time Trainfest exhibitor, KATO USA, Inc. works hard to expand the model railroading hobby by avidly supporting programs such as the World's Greatest Hobby (WGH) on Tour, which provides beginners and families with a firsthand look at the values of model railroading and hobbies in general.

Leon Waldack of KATO USA, Inc. shares the company's vision, "Everyone, young and old, male and female, has the potential to discover something new and wonderful in this hobby and we want to support them in every way possible."

**FORWARD THINKING**

"KATO strives to stay ahead of the curve, which translates into generating a constant stream of new and exciting products," explains Leon, "Our biggest focus right now is on developing unparalleled running performance."



(Total Precision continued on Page 13)





(Total Precision continued from Page 12)

### EYING THE FUTURE

Leon continues, "Our present high tech challenge is in the Digital Command Control (DCC) area. We want to provide a model that will operate on DC or DCC and leave the choice to the consumer. Our goal is to maintain a consistent release schedule of exciting and quality-made products year-round."

### HONORS

KATO USA, Inc. received a unique award from the Museum of Science & Industry in Chicago for a layout KATO provided of HO scale SD70MAC's. The layout depicted the different cities and country the BNSF traverses from Chicago, IL to Seattle, WA.

The museum's staff kept a record of the number of feet the trains traveled each day and converted this into miles. They hosted a celebration when the locomotives broke the HO scale banner for running the real 2206 miles depicted on the museum's layout.

As one of the leading manufacturers in the industry, Leon asserts, "It is our responsibility to maintain and improve the high level of quality our products possess to further the ultimate enjoyment of model railroading. We will continue to grow our line of precision N and HO Scale models that reflect eras from the 1950s to the future based on American and other prototypes."



### ONLINE AWARENESS

The company's website, [www.katousa.com](http://www.katousa.com), provides modelers with instant access information about all of KATO's products. Customers can order directly from our web site or from KATO's extensive list of hobby stores listed on our website and arranged by country, state or province.





Photo by Keith Schmidt



Photo by Keith Schmidt



Photo by Keith Schmidt

### **(Midwest Magic continued from Page 1)**

The layout looks like a double track mainline. However, the tracks do not meet or interchange and are completely independent loops controlled by separate throttles and operators. Varying landscape grades add impact.

### **THE HEARTLAND**

The layout centers on a Midwest theme. It features a small town and thriving industrial area.

A small lake and golf course are also featured as well as a railfan shelter with a steam locomotive on display.

Most of the trees and shrubs were handmade from weeds by a former member who passed away several years ago and display fall color.

### **LOTS OF WHEELS**

The layout is known for its large number of cars, trucks, equipment and other vehicles.

One member created a scene with a semi-truck appeared to be split in two after being involved in a grade crossing train accident. Of course, that accident required fire trucks and police cars.

This past year, a big fire at Patrick Cudahy caused an evacuation of the club and the smell Patrick Cudahy Sweet Applewood bacon was everywhere.

That's why the layout now features fire trucks fighting a warehouse, a scene many visitors enjoy. Train derailments occur on the layout with railroad response vehicles ready on the scene.

The buildings used on the layout are from kits available from various manufacturers.

### **COMPLIMENTS**

According to MNSE members, audiences and visitors say they like the size of the layout and are amazed at how much detail can be shown in N scale. They also comment on how much they enjoy watching the trains climb and descend all the grades.

### **VARIETY GALORE**

Members are free to run whatever type of train they want. Some like steam, others enjoy passenger trains. One of the female members displays a specialty train featuring a candy theme.

**(Midwest Magic continued on Page 15)**

## **>>> NEW LOOK ON THE HORIZON**

MNSE's current portable layout is 15 years old and starting to show its age. The club has made several purchases and is hoping to unveil a new portable layout for Trainfest 2011. The club is considering raffling off the old layout once the new one is done.



Photo by Keith Schmidt



Photo by Keith Schmidt



Photo by Keith Schmidt



Photo by Keith Schmidt

**(Midwest Magic continued from Page 14)**

The candy train is very popular with kids and features Tootsie Rolls, Lemon Drops, Rock Candy and sometimes even an Insulin bottle on the last car on the train.

There is even a Christmas and Easter Train carrying presents, decorations, reindeer, the Easter Bunny and candy.

**TRAIN CHOICES**

At least one train is always running on the layout and operators usually run trains for 1 to 1-1/2 hours before switching. Some members like the challenge of running two trains on their loop, which can be tough with trains running at different speeds.

MNSE's favorite trains include the big passenger trains like the Santa Fe Super Chief and others. Several members have Beer Trains that grace the rails.

MNSE takes pride in running the cars and locomotives produced by MNSE member emeritus, Matt Gaudynski, of Fox Valley Models (FVM). Matt was a big influence in the design and building of the MNSE home layout. Additionally, the MNSE show display features FVM Milwaukee Road boxcars pulled by FVM locomotives.

**KID POWER**

MNSE caters to kids with a small 2'x4' table display for shows featuring Thomas the Tank Engine since Thomas is the Number One choice for kids.

As long as that little blue engine is pulling Annie and Clarabelle around, they are happy. It is hard on the parents, though, because the kids do not want to leave Thomas.

Next to Thomas' layout, the group displays an X-ray of a human head on an X-ray reader. The X-ray shows a steam locomotive superimposed on the head's brain with a sign next to it that says "Train on the Brain."

It generates a lot of comments, especially from the ladies walking past as they nudge their significant other and say, "That's you!"

**(Midwest Magic continued on Page 16)**

Photo by Keith Schmidt



(Midwest Magic continued from Page 15)

### TIPS FOR NOVICES

The biggest tip the group would like to give beginners would be to keep it simple. Otherwise, since you are learning as you build, you can get too overwhelmed.

The group recommends considering starting with a train set from a hobby store. Use a simple piece of plywood or a hollow core door for a base and set up track like EZ-Track or Uni-Track that assembles and stays together easily. Then, slowly build a more permanent layout with scenery and buildings.

### SHOW VALUE

According to the MNSE members, exhibiting at shows gives members a chance to run their equipment and show it off to others as well as get others to take an interest in the hobby.

Members pass along information, tips and answer questions that might crop up. They also check out the latest merchandise from manufacturers and vendors and get ideas for improvement for their home and club layouts. Plus, they all love to interact with the audience, young and old as they comment on the layout or trains and discuss the memories they evoke.

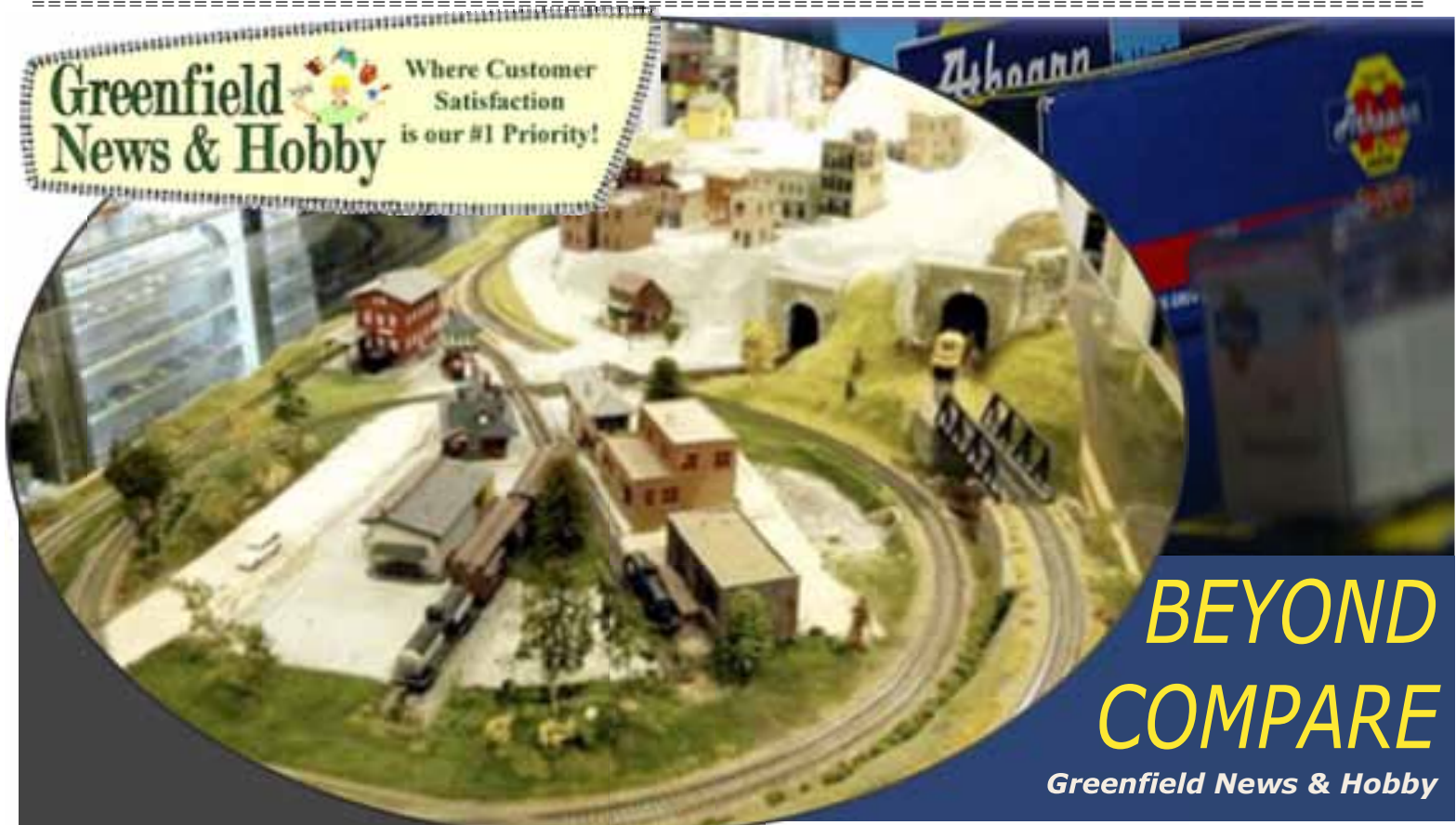


Photo by Keith Schmidt



Photo by Keith Schmidt





**Greenfield  
News & Hobby**

Where Customer  
Satisfaction  
is our #1 Priority!

# BEYOND COMPARE

*Greenfield News & Hobby*

## Featuring >>>

*Greenfield News & Hobby* handles all popular model railroad brands. They also maintain a 4'x8' layout in their train department that runs on DC or DCC. Their large classroom area is available free to clubs for meetings or seminars as well as art and hobby classes sponsored by the shop.

**Greenfield News & Hobby**  
6815 W Layton  
Greenfield, WI 53220  
Phone: (414) 281-1800  
www.greenfieldhobby.com  
info@greenfieldhobby.com

*Focusing on family fun*, Greenfield News and Hobby has its fair share of quirky items for sale, like magic tricks and kits to make a model of the human eye, so it's not surprising that the owners have interesting characteristics, too.

Originally known as Cudahy News and Hobby, the shop was opened in 1965 by Gordon Gordon. It primarily stocked supplies for a variety of hobbies even though Gordon Gordon was not a hobbyist.

### A RETAIL HERITAGE

Today, the business is owned by his son, Jay, and his wife, Kristine, whose children will possibly become the third generation of Gordons to own the family business.

*(Beyond Compare continued on Page 18)*



(Beyond Compare continued from Page 17)

**REMINISCING**

Jay grew up in the business, "I was 7 years old when Dad started and I have customers who remember me as being shorter than the height of the countertop."

"I have never had a lot of time for hobbies because the store IS my hobby. I've dabbled in R/C cars, boats, planes, rockets and plastic models."

Jay shares, "I enjoy viewing customers & club layouts but have never had one of my own. I love the detail and scenery aspect and one day would like to build one of my own."

**A FULL BOAT**

Greenfield Hobby is a full-line, complete hobby store, not just a model shop with a smattering of related items, or only R/C or Trains.

According to Jay, "We believe a range of products from different hobbies complement each other and enhance the entire experience."

"We are proud of our staff," states Jay. "They are extremely knowledgeable in their respected areas and are happy to share that expertise with our customers, many of whom have been with us for 10, 20 and 25+ years."

**REIGNING SELLERS**

Train magazines, books & DVD's are the shop's best sellers since they change often. Train calendars are another hot commodity.

Sometimes they discover odd or unusual products through customers who special order them. The shop used to carry brass locomotives, which were very high end and not for the price-conscious.

"I also have real R/R crossing signs and a set of flashing red lights from an actual R/R crossing," states Jay.

(Beyond Compare continued on Page 19)





### **(Beyond Compare continued from Page 18)**

As far as new product releases go, Jay says, "The best new item is the Fox Valley Models HO Scale Hiawatha sets, which will also soon release in N Scale. We predict that these will pretty much fly off the shelves."

According to Jay, "We are pretty aggressive in marketing these new items as well as our entire stock. We take advantage of the strengths of online marketing through our website, e-bay sales, customer newsletters, etc."

"In the near future, we will start the ball rolling and take advantage of social media like Facebook and Twitter."

### **STATE OF THE INDUSTRY**

Jay believes that manufacturers' current mix of train cars and locomotives offers some of the best features he has seen in detail, DCC, paint schemes, sound and more.

However, Jay feels that, "These new improvements also carried price increases that impact budgets of hobbyists and enthusiasts. I believe there is room for a middle tier costing less with a little less detail and frill. We could recapture younger and older consumers who are on limited or fixed income."

Jay describes his pricing basis, "We discount higher end items like locomotives and train sets, which keeps us price competitive. We also offer discounts to train club members, which encompasses many of our regulars."

### **KEEPING IT FRESH**

Greenfield's train department is large and carries scales from Z to G. Their biggest concentration is in N and HO Scales.

Jay praises his train manager, Bob Zakrzewski, "Bob keeps us well stocked and up to date with new releases. We handle many special orders with quick turn-around, do repairs and have test tracks to assist in proper operation."

"The main goal is to keep new products flowing in as well as keeping shelves stocked with staple items. Empty shelves look like you are going out of business. We stay informed about trends and new products as the industry evolves."

Jay says customers are primarily ages 40-65 and 98% male, "Since we are in the Milwaukee region, most are fans of Milwaukee Road, C&NW, Wisconsin Central, WI & Southern, BN, BNSF and Soo Line."

### **PERSPECTIVE**

Overall, Jay says, "I've met many nice and interesting people from all walks of life. Running this store has taught me patience and I learned quickly, that everyone has an interesting story. I continue to be amazed, though, by how many talented people are involved in model railroading."



# MAKING WAVES



Baldwin 4-6-0 Steam Locomotive

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# Milwaukee Road Historical Association

By Linda Sukup, Past National MRHA President, WISE Division Superintendent

*Picture this*, a group of gentlemen huddled around pictures and slides of their favorite railroad, which is the Milwaukee Road. The ooo's and ah's and "I remember that one," is constant until the next reel of slides or more pictures.

Thus was the beginning of the Milwaukee Road Railfans Association, renamed the Milwaukee Road Historical Association (MRHA). This meager beginning started with a small group of about twenty and now has grown into an organization of about 3,000 members worldwide.

In 1972, the group registered MRHA as a not-for-profit corporation founded and chartered with the State of Wisconsin to study and preserve the history of the Chicago, Milwaukee, St. Paul and Pacific Railroad (the Milwaukee Road), from its inception in 1850 to its acquisition by the Soo Line Railroad in 1985.

MRHA is not affiliated with any particular railroad company. However, it is recognized as the official historical body dealing with the Milwaukee Road, its predecessors and subsidiaries.

In its early years, MRHA members decided they needed a newsletter, which they named *Fast Track*, to keep everyone up-to-date on historical information, MRHA news and special features.

Eventually, *Fast Track* grew into the *Milwaukee Railroader*, a celebrated magazine that is published quarterly with articles and extensive photos.

In 1982, MRHA formed an alliance with the Milwaukee Public Library and subsequently formed the Milwaukee Road Archives. The archives are a repository of all Milwaukee Road articles, artifacts and research on areas like development of Milwaukee Road electric trains. It took over a year to develop and organize the initial materials into an orderly collection.

(MRHA continued on Page 22)



Pictured above: David VanRoekel, son of Milwaukee Road #575 Engineer, William (Bill) VanRoekel, taken in Sanborn, IA, in 1949. Photo submitted by Steven VanRoekel.





**(MRHA continued from Page 21)**

Beyond this endeavor, MRHA established a restoration fund for depots, engines that need a fresh coat of paint and other similar railroad-related projects.

MRHA holds conventions and annual meetings in various locales from Tacoma, Washington to Terre Haute, Indiana to Kansas City, Missouri to Montevideo, Minnesota and places in-between including Milwaukee, Wisconsin.

The members of MRHA launched their own website, [www.mrha.com](http://www.mrha.com), which includes a vast amount of historical information and photos, association events, their online company store and a lot more.

MRHA is a strong entity in the railroad realm. It has been exciting to see how a small group has progressed over thirty plus years to the well-organized association that it is today.

