



Golden Spike Club



2010 SPECIAL OFFERING! PABST - 40' MASTER LINE WOOD REEFER



By Jim Weaver

The latest "Limited Edition" O scale freight car offered to Golden Spike Club members reproduces, in miniature, the attractive decoration of the Pabst Brewing Co. of Milwaukee, Wisconsin.

The origins of Pabst date back to 1844 when Jacob Best and his sons founded The Empire Brewery (later Best and Company) in Milwaukee. Initial capacity of the brewery was limited to 18 barrels per batch. As the beer gained favor, the brewery grew quickly and output reached over 100,000 barrels by the early 1870's.

Frederick Pabst became a partner with the Best family in 1863. He was also the son-in-law of Philip Best. He became president of the company in 1872. At that time, Best and Company was the second largest brewery in the United States.

Not only did the Best brew gain notoriety in the US, but also the world. In the 1880's, the "Best Select" lager won multiple awards in global competitions. These "Blue Ribbon" awards would become part of the trade mark name and symbol of the beer after Best and Company became the Pabst Brewing Company in 1889.

In addition to the beer, Pabst successfully offered malt syrup and cheese under the Pabst-ett brand. The cheese operations were eventually sold to Kraft.

Pabst is still very much in operation and currently contracts the brewing of over two dozen brands of beer and malt liquor.

The Atlas O Model

As a Golden Spike Club member, you can now own an accurate model of these classic Pabst refrigerator cars from 1932. Based on historic shop photos of Union Refrigerator Transit Company's cars #23332 and 23333, the Atlas O model features a precise and colorful depiction of the Pabst trademark and lettering.

Atlas has never offered this Pabst paint scheme on the 40' Wood Reefer before!

These cars are the perfect complement to the OTHER Pabst 40' Wood Reefers being released in 2010. Offered in our regular catalog, they feature a completely different Pabst paint scheme used on several Northwestern Refrigerator Line reefers. Item numbers are #3001506-1 and -2 for 3-rail and #3002506-1 and -2 for 2-rail.

Model features:

- Classic wood reefer styling
- Separately-applied details: wire grab irons, die-cast stirrups and door hardware
- Opening hatches and doors
- Detailed braking system
- Die-cast chassis
- Die-cast sprung trucks
- Die-cast articulated truck-mounted couplers (3-Rail)
- Minimum diameter curve (3-Rail): O-31
- New Design Kadee-compatible scale couplers (2-Rail)
- 33" scale metal wheels (2-Rail)
- Minimum radius curve (2-Rail): 24"

<u>Item #</u>	<u>Description</u>	<u>GSC Member Cost</u>
3-Rail		
3001510-1	Pabst #23332	\$59.95
3001510-2	Pabst #23333	\$59.95
2-Rail		
3002510-1	Pabst #23332	\$64.95
3002510-2	Pabst #23333	\$64.95



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ITEM #	DESCRIPTION	PRICE	ORDER QTY
3001510-1	3-RAIL Pabst #23332	\$59.95	
3001510-2	3-RAIL Pabst #23333	\$59.95	
3002510-1	2-RAIL Pabst #23332	\$64.95	
3002510-2	2-RAIL Pabst #23333	\$64.95	

MEMBER EXCLUSIVES WILL NOT BE AVAILABLE IN STORES FOR PURCHASE BY THE GENERAL PUBLIC.

Members may order a maximum of 2 of each item. Offer subject to minimum production run. Atlas reserves the right to cancel if orders do not meet minimum production requirements.

PLEASE COPY & SEND TO: Golden Spike Club • 378 Florence Avenue • Hillside, New Jersey 07205 USA or FAX TO: 908-687-6282

Shipping & Handling: Within U.S. - 2 pcs. or less: \$12/3-5 pcs.: \$15/ 6 pcs. or more: \$25

Outside U.S. - 2 pcs. or less: \$35/3-5 pcs.: \$55/ 6 pcs. or more: \$75

Please indicate type of payment

ORDER DEADLINE: 9/10/10

Check/Money Order (Please make all checks payable to Atlas O, LLC or Atlas Model Railroad Co. U.S. Dollars only)

Visa MasterCard American Express Discover

Card #: ---

Expiration Date: _____ Signature: _____

Total pieces ordered	
Subtotal	
Shipping/Handling	
N.J. residents add 7% sales Tax	
Total	

Name _____ Membership # _____

Address _____ Phone # _____

City _____ State _____ Zip _____ Date _____