



**The Bristol S-Gauge Railroad Club  
2018 NASG Convention Car  
Produced by S-Scale America® for  
The New England S-Press Convention  
Boxborough, Massachusetts**

**www.bsgr.us      http://tinyurl.com/2018nasg**



Final car design will vary slightly from sample shown here.

To commemorate the 2018 NASG convention held in Boxborough, Massachusetts, the Bristol S-Gauge host club offers this exclusive S-Scale America tank car decorated with the MOXIE logo of the Moxie Nerve Food Company, originally located in Lowell, MA, and Union, ME. This is the perfect complement to our 2008 MOXIE wood-sided reefer convention cars !

Only 200 pair of cars will be produced, in two different product contents, and car numbers: "1948" ("PURE CANE SUGAR"), and "2018" ("GENTIAN ROOT EXTRACT"). These tank cars are inspired by actual MOXIE tank cars that carried these ingredients to the MOXIE production and bottling plants. Cars will be available in both scale and highrail versions. Lettering and decoration is black, gray, and orange. AF-compatible knuckle couplers are included on the highrail cars.

MOXIE, a carbonated beverage considered to be the USA's first mass-produced soft drink, was created in 1876 by Dr. Augustin Thompson. After his graduation, Thompson set up practice in Lowell, Massachusetts, and was soon developing and offering patent medicines to supplement his medical practice income. Patent medicines were extremely popular at the time, and had made millionaires of several entrepreneurs. In fact, Lowell, MA, was already home to three very popular patent medicines, and in 1876 Lowell became home to a fourth – MOXIE, first marketed under the brand name "Moxie Nerve Food". This gentian root flavored extract was a nostrum, which meant that it was stronger than a tonic, and was dispensed a spoonful at a time. MOXIE was said to cure ailments ranging from "softening of the brain" to "loss of manhood" (long before Viagra!).

However, a few years later Dr Thompson had noticed the immense popularity of the soft drink trade, and he decided to make a little modification to his medicine. So, in 1884, MOXIE was being sold in a carbonated form and was called "Beverage Moxie Nerve Food." This new version was a big success, and its popularity continues to this day! In the early phase of its life as a recreational soft drink, MOXIE is said to have been kept handy by bartenders to give to customers who were too drunk to be given any more alcohol. MOXIE became unique in that it was the name of a commercially produced soft drink, but was also included in dictionaries. President Calvin Coolidge was known to have favored the drink, and Boston Red Sox slugger Ted Williams endorsed MOXIE. MOXIE was also one of the few products ever advertised in the classic MAD magazine!

***DON'T DELAY ... ORDER TODAY ... First Come, First Served !!!!***

**2018 Convention MOXIE Tank Car Order Form**

Complete the form below and mail it with check or money order payable to "Bristol S-Gauge Railroaders, Inc."  
Mail to NASG Convention Car Project; c/o Doug Peck; 6 Storeybrooke Drive; Newburyport, MA 01950-3408

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

	<u>QUANTITY</u>	<u>TOTAL COST</u>
<b>SPECIAL COMBINATION OFFER: BOTH CARS for \$125</b>	_____ pair	\$ _____
or		
<b>MOXIE TANK CAR #1948 "PURE CANE SUGAR" @ \$65</b>	_____	\$ _____
<b>MOXIE TANK CAR #2018 "GENTIAN ROOT EXTRACT" @ \$65</b>	_____	\$ _____
<b>SELECT: _____ Highrail version      _____ Scale version</b>		
<b>Shipping: \$8 for first car; \$3 for each additional car</b>		\$ _____
<b>Sales tax: All MA residents, add \$4.06 PER CAR, MA sales tax—</b>		\$ _____

**TOTAL PAYMENT ENCLOSED: \$ \_\_\_\_\_**  
**OFFER GOOD WHILE SUPPLIES LAST (only 200 pair available)**