

All the news in the catalog is not good. Superior Models has had a price adjustment . . . upwards. Now, I could say they're bad guys for doing this, but this is simply not the case. Superior is a very small company faced with continually rising costs. If they are to continue to produce the ships, they must charge more for them.

The ships are more costly to produce than you might think. They are not mass-produced such as cars or corn flakes are. Each ship is produced one at a time and is hand-packaged. The parts must be cast separately and are also hand-packaged. One of the most costly steps of production is making the brass "original" from which the molds are made. For instance, one of their newest models, AKAGI, required literally hundreds of hours of a model-maker's time to make. Again, this would be insignificant if thousands of AKAGI's were sold each year . . . which I assure you is not the case! I bring these points to your attention so you will understand why the price increase was necessary. Actually, as a whole, Superior remains the least expensive line of waterline ship models available and the only manufacturer offering its models in both kit and complete forms.

Incidentally, many of you have noticed that the models are now arriving in new boxes. Because of their sturdier construction and improved design, such unpleasanties as bent guns, etc. should be greatly reduced. Again incidentally, you'll note that some of Superior's models have been dropped from the line. If you had planned to get any of these and still want them, let us know and we'll try to get them for you.

Also enclosed is a flyer on a new item that Superior has just issued. It is a 54mm scale model of the famed German "88" gun plus a crew of figures in the same scale. Even to a ship buff like me, it's a thing of beauty. We plan to have more models of a military nature available in the future. Before many of you dyed-in-the-wool naval enthusiasts blanch in horror, let me hasten to assure you that ships are and will continue to be our first love and that the LOG will continue to be devoted to strictly naval subjects. We have had requests from some of you concerning models outside the naval circle, hence the flyer on the "88".

Next issue planned for September. See you then. If you haven't beefed up your fleet lately, why not get an order off to us today . . . and thanks for your business!

Regards,

A handwritten signature in cursive script that reads "Pete Paschall". The signature is written in black ink and is centered on the page.

Peter B. Paschall