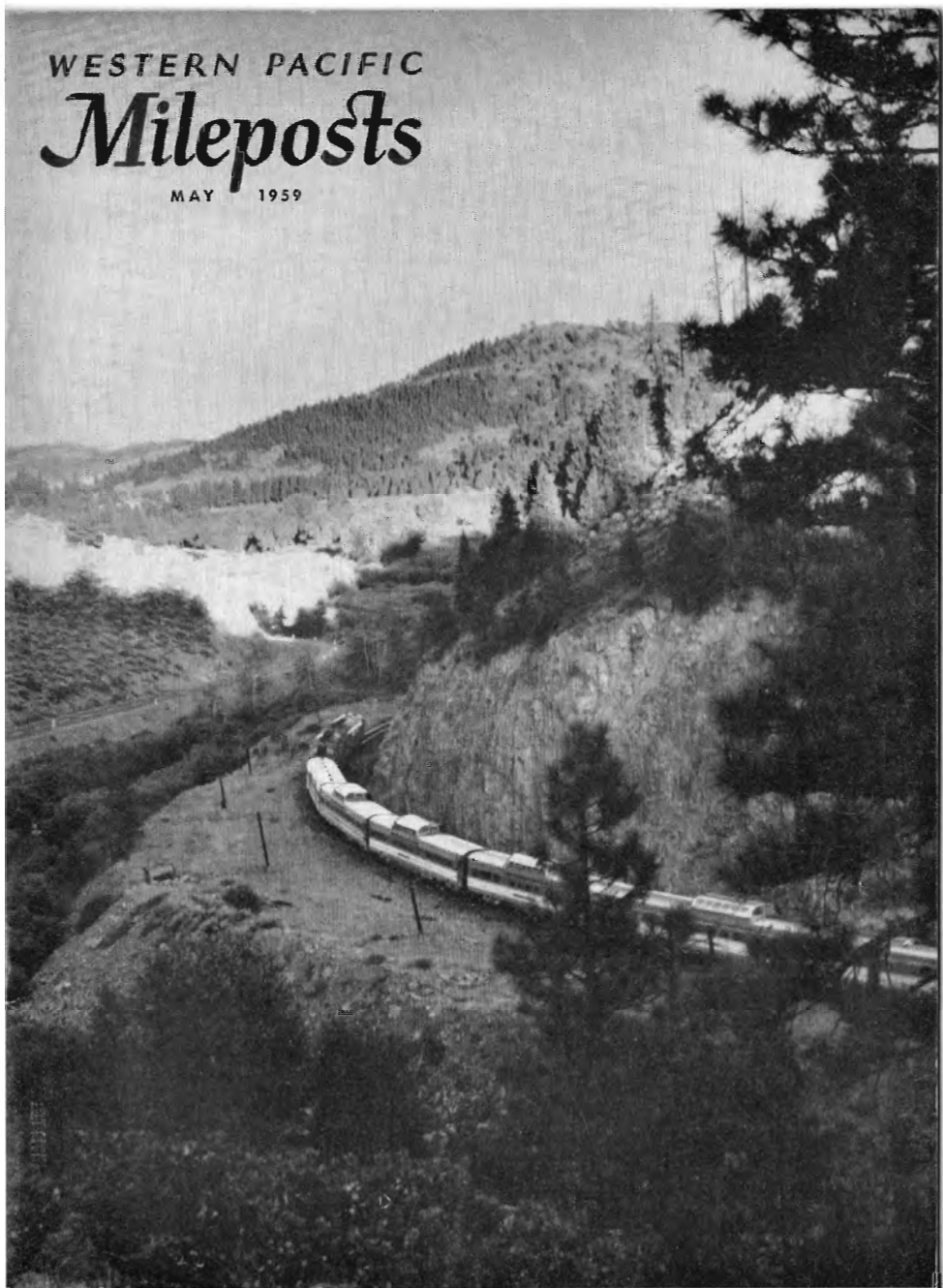


WESTERN PACIFIC
Mileposts

MAY 1959



Mileposts

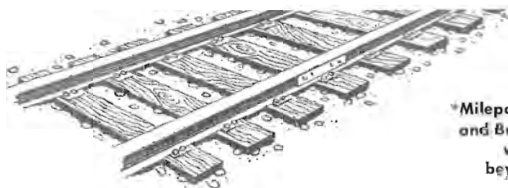
WESTERN PACIFIC

Volume X, No. 10

MAY, 1959

*Milepost No. 118

Department of Public Relations
WESTERN PACIFIC RAILROAD
 SACRAMENTO NORTHERN RY.
 TIDEWATER SOUTHERN RY.
 526 Mission Street
 San Francisco 5, California
 Lee "Flash" Sherwood, Editor
 A. L. Lloyd, Associate Editor



*Milepost No. 118: Bridge and Building Gang No. 2 work on trestle just beyond Milepost 118.

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COVER: Storekeeper Jack Miller's camera caught this late afternoon picture of the *California Zephyr* eastbound around Rocky Point near Portola.



MILEPOSTS

A pat on the back

WESTERN PACIFIC employees deserve to share in the "pat on the back" expressed by newspaper editorials following the tenth anniversary of the *California Zephyr*. Below are

two gratifying examples, commending our railroad for its foresight and optimism in promoting the kind of passenger train travel that appeals to the traveling public:

* * *

McClatchy Newspapers of California, March 25.

What a Train Can Do

Ten years ago the Western Pacific put its *California Zephyrs* into service between California and Chicago.

They were the last word in travel comfort, with Vista-dome cars for sightseers and other innovations designed to make the trains attractive to the public. Also, the railroad exploited what it had through numerous advertising media.

While other railroads are complaining about declining passenger travel

and asking regulatory agencies to discontinue trains, the number of travelers on the *Zephyrs* is increasing.

The success of the *Zephyrs* is a standing answer to the defeatist posture assumed by many railroads, some of which perform as though they deliberately try to achieve a deficit in their passenger train operations.

The Western Pacific merits congratulations for doing something to reverse the trend.

* * *

Portola Reporter, March 19.

The Right to Brag

While most American railroads are moaning high, and moaning low, about their passenger business and many are seeking to curtail trains, the Western Pacific this week is doing some justifiable bragging.

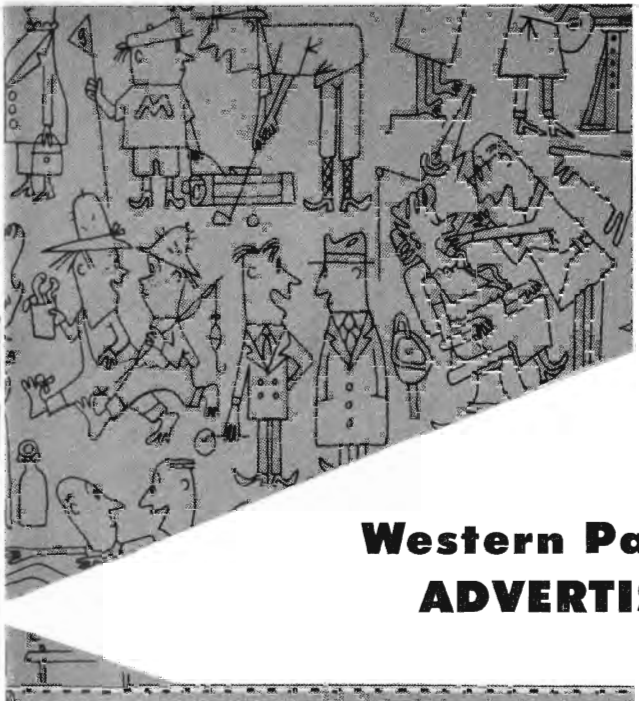
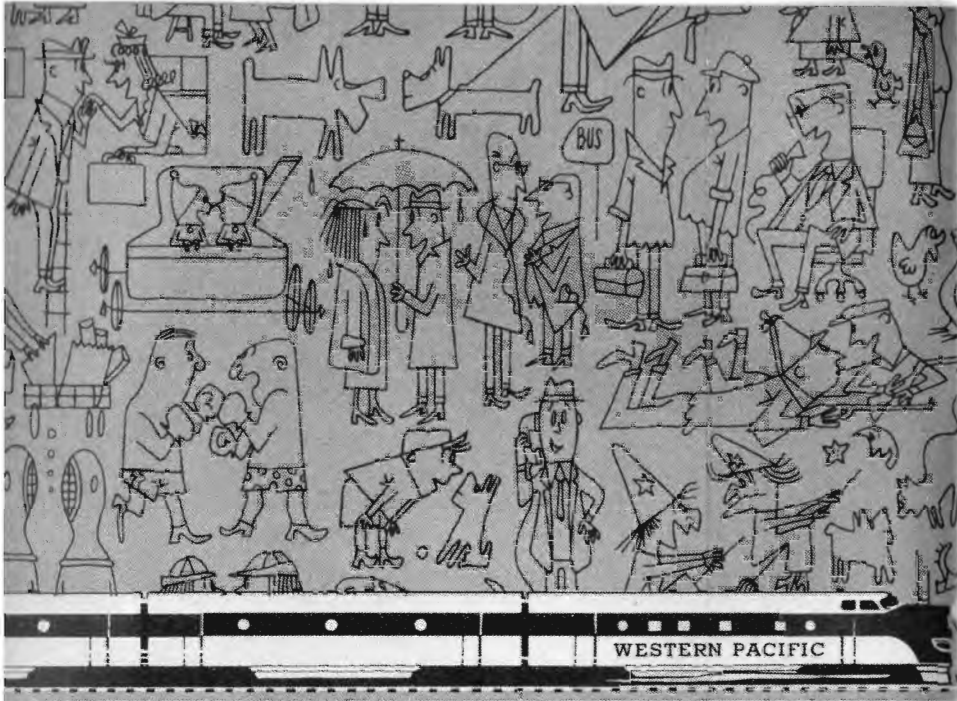
It is hailing, in an advertisement in *The Reporter* and other newspapers, the 10th Anniversary of the *California Zephyr*, an "American Tradition."

Business is good on the *Zephyr* because the Western Pacific broke the traditions that had governed American railroads for many decades and developed a modern train that appeals to the public.

And the Western Pacific merits congratulations for having fought for its share of the traffic business of the country, and getting business.

MILEPOSTS is confident that, provided we continue to give our passengers such a high standard of service, West-

ern Pacific and its family of railroaders can look forward to more pats on the back during the next ten years.



Western Pacific ADVERTISING . . .

gets everyone to talking about

our railroad

SOME historians claim it was P. T. Barnum of "Greatest Show on Earth" fame who said: "I don't care what they say about me as long as they spell my name right." Western Pacific DOES care what people have to say about our railroad, and it doesn't worry about its name being spelled correctly.

To help accomplish this, Western Pacific's advertising is designed to serve a double purpose. One aim is to promote the particular service—freight, passenger, industrial development, etc.—featured in an ad. The other aim is to establish Western Pacific nationally as an alert, progressive fast-moving

railroad. You'll recognize this dual purpose if you will analyze Western Pacific's advertising.

Our railroad is not one of the "giants" in the railroad industry. A lot of people never see our trains but, thanks to advertising and publicity, a lot of people are becoming more and more aware of the youngest railroad in the country offering transcontinental service.

The railroad's advertising program is under the direction of Gilbert H. Kneiss, assistant to president-public relations. He works closely with Henry W. Peterson, a vice president of Honig-Cooper, Harrington & Miner, an ad-

vertising agency which ranks among the top five of all agencies in billing on the Pacific Coast.

Let's go back ten years to the inauguration of the *California Zephyr* (which, by the way, is itself a wonderful ad for Western Pacific). Largely responsible for the train's immediate success was its modern design, its unique Vista-dome cars, its unsurpassed transcontinental route. The trains' schedule gave passengers an opportunity to get a thrilling Vista-dome view of some of America's most beautiful scenery during daylight hours. It was only natural that passengers had nothing but praise for the

train and that they told all their friends about it. But Western Pacific's advertising reached a good many more people. *Western Advertising*, respected trade magazine in advertising circles, said in an article: "the new train started people talking, but it took another ingredient — cleverly conceived and executed advertising — to make the *Zephyr* 'the most talked about train in America'." You will perhaps recall seeing those ads, featuring pairs of talking people, similar to the reproduction at the beginning of this article.

One recent *California Zephyr* ad was rated by Daniel Starch & Staff, consultants in business research, below

only Oregon Travel Information, and Pan American Airways, among all travel advertisements in *Sunset Magazine*.

Not all of Western Pacific's advertising is on the humorous side. It is all planned and executed to serve that double purpose. Through years of experience, it has been found that best results are obtained by advertising in regional and national magazines, and in newspapers. A company can waste a lot of money on novelty advertising,

such as calendars, ball-point pens, book matches, and gadget giveaways which have to be most unusual to merit consideration. The same applies to program advertising. Special booklets, brochures, and leaflets, however, are used for special purposes such as announcing new equipment, new office locations, special trains and tours.

Timing is most important in placing advertisements. Seldom is passenger advertising released during the summer months when the *California*

Personal Service
MAKES THE
DIFFERENCE

FOR OUR SHIPPERS...
FOR OUR PASSENGERS!





"Personal service" is irreplaceable! Not at Western Pacific! For example: W.P.'s Research Engineers, after analyzing shippers' needs, pioneered in the development of special purpose freight cars (including the famous Compastronizer Car) which have drastically reduced damage to goods in transit. Another recent money-saving example has been the perfection of a new unitized handling system to eliminate pallets in many loading operations.

Personal service for California Zephyr passengers includes such features as the convenience of the unique dinner reservation system in the Dining Car, the "eye-opener" cup of coffee, the friendly hospitality of the Zephyrette, the streamliner's official hostess.

WESTERN PACIFIC
Route of the Vista-Dome
California Zephyr
San Francisco—Oakland—Chicago
via W.P., D. & R.O.W. and C.R. & G.
General Office: 526 Market St., San Francisco, Calif.

Left: This ad, in color, telling about WP's personal service, appeared in such national magazines as *Time*, *Business Week*, *Sunset*.

Right: An example of a one-column ad which appears each week on the first page of the *San Francisco Chronicle*

Smart 
executives
know that
 a trip to
Chicago
aboard the
Vista-
Dome
California
Zephyr is
 a very
restful
2-day
vacation

Western Pacific Ticket Office
in San Francisco, 526 Mission
St., (YU 2-2100); in Oakland,
1920 Broadway, (TE 2-2604)

**WESTERN
PACIFIC**

MILEPOSTS

MAY, 1959

Zephyr runs with full capacity. When patronage drops off in the fall, passenger advertising is resumed.

Other advertising programs promote our special services that appeal to shippers. One freight ad telling about WP's development of unitized loading methods brought a tremendous response from industries all over the country. You may have seen this magazine advertisement "The Case of the Missing Pallet." It was rated tops among all freight advertisers in *Business Week* magazine. Special tie-in mailing pieces, including more detailed descriptions, were also prepared and sent to hundreds of shippers who read the ad and requested additional information about this new method for shipping goods without the use of pallets.

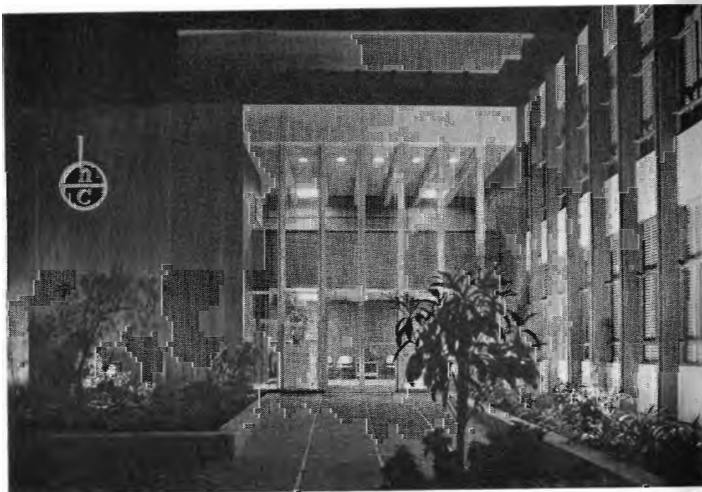
Remember the magazine ad "Why is this Railroader up in the Air?" It featured the industrial property Western Pacific has available for industries who might be interested in locating along our railroad. The artwork accompanying this ad pictured the original method, devised by F. B. Stratton, of showing WP property to prospects from a helicopter. "Naturally, Director of Industrial Development F. B. Stratton takes a somewhat dim view of air travel," the ad went on, and then told the story WP wanted to get over. It brought attention, and it got results.

Western Pacific's advertising has brought many encouraging letters, all of course unsolicited. A Minneapolis banker wrote about a *Zephyr* ad which emphasized the train as a good place for a businessman to relax and make unharried business decisions. "Your recent advertisement in *Business Week* was in my estimation a very good one.



Plans for *California Zephyr* advertising are discussed twice each year by passenger and advertising representatives of the three railroads and their advertising agencies. Attending a recent meeting were, standing: Malcolm Sills, Ball & Davidson, Denver; Henry Peterson, Honig-Cooper, Harrington & Miner, San Francisco; J. H. Tanner

and Carlton T. Sills, Denver & Rio Grande Western; Gail Link, Burlington Railroad; Charles Fleming, Reincke, Meyer & Finn, Chicago; and Edward A. Roe, Denver & Rio Grande Western. Seated: Gilbert H. Kneiss and James J. Hickey, WP; Harold F. Eno, D&RGW; Julius J. Alms, Burlington Railroad; and J. J. Finn, Reincke, Meyer & Finn.



Attractive entrance leading to offices of WP's advertising agency, Honig-Cooper, Harrington & Miner, in San Francisco.

So many of us today are in such a hurry we never take time to really relax. I have found that on the many trips I have taken to San Francisco either by air, rail, or automobile, the most relaxing ones have been trips made by way of the *California Zephyr*. In fact, one of the best business decisions I ever made in my life came when I was relaxing on a train such as yours."

Since the *California Zephyr* is owned and operated by Western Pacific, Rio Grande, and Burlington railroads, all national passenger advertising must carry the names of all three railroads, even though the ad may have been produced and placed by just one of the three. Joint advertising placed by all three roads over the joint signature averages about 15 per cent of WP's total advertising budget. For the year 1959, Western Pacific's total advertising budget is \$375,000. This includes our railroad's individual advertising as well as its share of the joint advertising expense. This may seem to be a rather high figure until it is realized that a single advertisement in one of the leading national magazines may cost as much as \$25,000. The figure seems much less when you consider that such an ad may be read by a million or more readers, all of whom are prospective passengers or shippers, or both. All freight and industrial advertising, and passenger advertising except the joint program, is prepared at the sole expense of our railroad. There is one popular misconception regarding advertising. Many people have the impression that almost any unusual expense of any company can be "charged out to advertising." This is certainly not true. It takes a lot of pencil sharpening and good management to advertise consistently and effec-

tively and still remain within the budget established just for advertising purposes.

Ideas for our ads may originate with either Kneiss or Peterson, and it may take weeks or months to get an ad in its final form. Ads for national magazines must be prepared months in advance because of publication requirements. An ad designed to attract winter vacationers may carry a picture of a scene from a Vista-dome window overlooking Fall colors in Feather River Canyon. It will appear in one of the fall issues of a magazine, yet the picture was taken the year before and the ad was completed by the following spring.

(Editor's note: There is still another form of advertising in which we all can take part. We all have friends and acquaintances, and we all do business with a butcher, a baker, and those others from whom we buy the things we need — most of which were shipped by train. Tell them about the railroad for which you work, about its trains, its equipment, and its services. Every person is a potential passenger, shipper, or investor. These are the people who make our jobs possible.)

Western Pacific's advertising is successfully carrying out its double purpose, explained at the beginning of this article. It is bringing business to our railroad. It has created a lot of good talk about our railroad. We like the chatter and we think most people can spell Western Pacific!

Two businessmen were talking. "Is your advertising getting results?" inquired the first.

"It sure is!" moaned the second. "Last week we advertised for a night watchman, and the next night we were robbed."

How We're Doing

New "piggy-back" facilities at Oakland are now in operation. Similar "piggy-back" facilities being constructed at Salt Lake City are about 25 per cent completed and are expected to be in service about mid-year.

* * *

Gross operating revenues for the month of March, 1959, compared with March, 1958, show an increase of 21.7 per cent. Gross operating expenses for March, 1959, show a 3.4 per cent increase over the same month a year ago.

* * *

California Zephyr average loads continue to show increase. For the

month of March, 1959, average load was 56.9 per cent, compared with an average load in March, 1958, of 53.1 per cent.

* * *

Construction of the new drill track to serve the railroad's industrial property at Livermore began on April 8.

* * *

Installation of 439 lineal feet of concrete lining in Tunnel 26, eastward of Virgilia, about seven per cent completed.

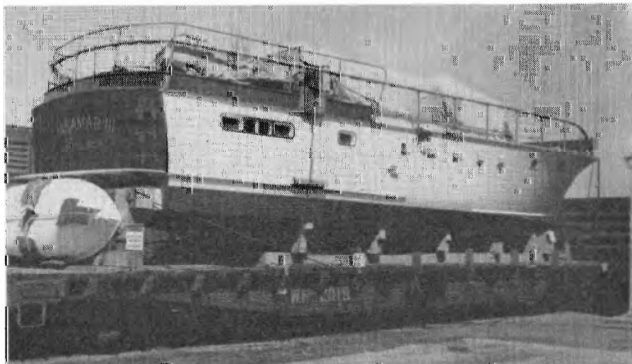
* * *

Western Pacific now in course of taking delivery of 25, 85-foot flat cars for "piggy-back" service.



Loaded with coconut oil by Cargill, Inc., this recent shipment was first King-Size tank car to load on WP in San Francisco. Car is about 9 feet in diameter, 37½ feet long, and has 16,516-gallon, 185,000-pound capacity.

Recently routed over WP was this oversized 48-foot, all-wood hull, twin-engine pleasure boat, built by Stephens Bros., Inc., Stockton, and consigned to Rodi Boat Co., Chicago. Photo by John Sterner, special agent's dept.



Ten railroaders promoted

FIVE purchase and stores employees, and one each from the marketing division, auditor's office, and perishable freight department advanced to new positions on April 1. Two promotions, effective March 16, involved one employee in each the passenger and operating departments.

Heading the purchase and stores department as director of purchases and stores is Walter C. Brunberg. He will be assisted at San Francisco by Alfred S. Kasper, materiel officer; John C. Baird, purchasing officer; Donald L. Carman, materiel control supervisor; and at Sacramento by Henry J. Madison, manager of stores.

In explaining the new appointments Brunberg said: "with these changes the department is emphasizing a new concept in industrial purchasing circles known as Material Management. Basically, more weight is given to the timing, planning, and scheduling of material, with an aim to have material and supplies when and where needed, and at the same time maintain system inventories at an economical level."

Brunberg first worked in WP's dining car department. Following later service in the passenger department he

returned to the dining car department as assistant superintendent of dining cars. His service was interrupted during World War II when he served in the Alaskan Theater of Operations and shortly after returning to the dining car department he became coordinator of safety and training. He served as administrative assistant to the president for one year before being appointed manager materials and stores. He was appointed manager of purchases and stores in February, 1956.

Kasper joined Western Pacific in 1923 as a store helper at Sacramento. His service has all been in the store department, having held various positions at many points along the railroad. Al became assistant to manager of purchases and stores in 1955.

Baird entered WP's purchasing department in November, 1927, following service with Northwestern Pacific and the San Francisco-Sacramento railroads which began in 1916. His experience includes positions as price clerk, head buyer, and chief of planning and control to which he was appointed on July 15, 1953.

Carman began his WP service at Stockton in 1942 as a roundhouse laborer. He later served as hostler

Heading purchase and stores department at San Francisco are: Walter C. Brunberg, Donald L. Carman, John C. Baird, and Alfred S. Kasper.





Henry J. Madison
Sacramento

helper, machinist helper, car man helper and round-house clerk, all at Stockton, and moved to Sacramento as assistant accountant and accountant before coming to San Francisco in 1957 as records analyst.

Madison's service goes back to February, 1918. After a machinist's apprenticeship at Sacramento he transferred to the electric shop and completed his apprenticeship in October, 1922. He joined the store department as a laborer in 1924 and served in several positions before being appointed storekeeper in March, 1944. He was promoted to general storekeeper in July, 1948.

* * *

John C. Nolan was appointed to position of freight equipment supervisor in the marketing division, a newly created position. As a staff member of management, John will advise and assist the assistant to vice president (service) and promote and develop freight equipment.

John started railroading with the Santa Fe and joined Western Pacific in 1928 as city passenger agent at Chicago. On January 15, 1932, he was promoted to assistant general passenger agent at Chicago, which service was interrupted in 1942 to enter the U. S. Army Transportation Corps. Upon his return to civilian life, he was appointed assistant general passenger agent at New York City, which preceded his appointment as general eastern freight agent in January, 1950. He was ap-

pointed assistant to vice president-traffic on May 1, 1952.

* * *

Robert L. Bell was appointed assistant to general auditor-methods and procedures, succeeding John Y. Murray who resigned from the company. For the past four years, Bob worked with a system study group concerning accounting methods and station and yard operations. His first Western Pacific service was as a file clerk in the signal department on May 12, 1947. He



John C. Nolan



Robert L. Bell

later worked in the telegraph department and transportation department until he entered the accounting department in March, 1951. He was appointed traveling accountant on April 1, 1953.

* * *

Robert E. Gonsalves was appointed passenger reservation manager, effective March 16.

Bob began his WP career in Chicago on May 1, 1939, on a temporary basis for the inauguration of the *Exposition Flyer*. He went to Salt Lake City in December, 1942, as passenger agent and became district passenger agent in 1946. In 1952 he was brought to San Francisco as special passenger representative. His most recent position was district passenger sales manager. He first became interested in passenger



Robert E. Gonsalves



G. S. Coen



Reuben Dalton

tion as assistant agent at the Oakland depot on March 30, 1955.

* * *

April 1 also brought advancement for Reuben Dalton, now supervising icing agent at Portola, succeeding Ira Baldwin.

Reuben has worked in Western Pacific's perishable freight department for the past 28½ years, both at Portola, and until the ice house was closed in January 1952, at Carlin, Nevada. His perishable freight experience also includes eight years at various locations with the Pacific Fruit Express Co. before his employment with Western Pacific.

travel while working as a tour escort for a Chicago travel bureau in the early thirties.

* * *

G. S. Coen succeeded Gonsalves as district passenger sales manager on March 16.

"Nick" first worked for Western Pacific in July, 1947, as a relief clerk at Stockton. He was promoted to posi-

WP aids Navy training

The following letter was addressed to I.M. Ferguson, assistant to the president, by Rear Admiral R. J. Arnold, Supply Corps, USN, Commanding Officer, Naval Supply Center, Oakland:

"During the period 16 through 20 March, LCDR Bobby C. Brogoitti, USN, and LT (S) Ian R. U. Fraser, Royal Canadian Navy, students at the Freight Transportation School located at the Naval Supply Center, were provided on-the-job training with your company. They have reported that every aspect of the visit was handled

in an excellent manner and that the training was both educational and enjoyable. They were very enthusiastic about the visit and the courtesy and friendliness which were accorded them. The only complaint has been that the length of time was far too short.

"I would like to express my warm thanks to all Western Pacific personnel who assisted in this period of observation and to you and Mr. M. M. Christy in particular for making this important phase of their training successful."

Total taxes paid by Class I railroads in the month of January, 1959, amounted to \$78,905,591, an increase of 7.5 per cent over January, 1958.

Teacher: "Can anyone tell me what nitrates are?"

Pupil: "I'm not sure, but I know they're cheaper than day rates."

WP Will Remember

"When a man has devoted a career to an industry, he has truly paid that industry the greatest compliment possible."

In behalf of all employees of Western Pacific and its affiliated companies, MILEPOSTS extends sincerest best wishes for future happiness to the following railroaders whose retirement has been officially reported:

Fred E. Atkinson, yardmaster, Stockton.

W. L. Bates, switchman, Stockton.

F. R. Kelleher, carman, Sacramento.

S. O. Kirkham, switchman, Oakland.

Harry B. Lampman, marine captain, San Francisco.

Leonard F. Madsen, Sacramento Northern B&B carpenter, Yuba City.

Clarence F. Malstrom, conductor, Salt Lake City.

Doss H. McNinch, brakeman, Elko.

Samuel R. Seeds, carman, Stockton.

Roy B. Steed, car inspector, Oroville.

Henry G. Taylor, chair car porter, Oakland.

Jesse P. Thompson, footboard yardmaster, Elko.

Three railroaders retire with combined service of 128 years

Three old-timers left the railroad on March 31 to begin a well-earned life of leisure. They carried with them best wishes from every WP railroader.

John W. Peters, assistant chief clerk at Stockton yard, leads the trio in years of service. Jack was number one on the railroad's seniority list, and his service lacked just one month from being 48½ years.

"I worked ten hours a day and was paid 20 cents an hour," recalls Jack, "when I started out as a trucker on October 5, 1910. I was 16½ years old at the time. When a yard office was created at Flora Street train yard in 1912, I received \$75 a month as yard clerk and still worked 12 hours a day."

He enlisted in the U. S. Marine Corps in 1917 and took part in many battles made famous in World War I and spent

many months in hospitals because of wounds suffered in action.



Cynthia and Jack Peters cut "congratulations" cake. Others are Keith Reese, M.C.; Mrs. Miller, and Clerk Earl P. Miller, BRC local chairman.

Jack returned to the WP in January 1920 and was made chief yard clerk in 1924. With the consolidation of the freight and yard offices on January 1, 1958, he bid in position of assistant chief clerk on the 4 p.m. shift.

Jack and his wife, Cynthia, have four children, three sons and one daughter, and a four-month-old granddaughter, Kim. His children are all musicians and the boys all excel in athletics.

At a surprise party on April 3, Jack told the nearly 100 of his co-workers and friends in attendance: "I wish to express my heartfelt gratitude to the Company which has given me so many years of employment and security for me, my wife, and my family, permitting me to give them a nice home and education, and a pension for myself on my retirement. May the future years bring to the Western Pacific continued expansion and increases in revenues as the years roll by. I also express my sincerest thanks to my fellow employees who have all cooperated with me in my work which was made pleasant by their association."

* * *

Joseph C. Marchand was not quite 21 when he hired out as a shipping clerk at Portola on February 1, 1915. He transferred to the general store at Sacramento in July 1915, as a store helper, followed by several promotions in the department.

Joe served overseas for eighteen months during World War I with the U. S. Army's famed 42nd Rainbow Division during which time he was wounded and gassed in action.

He returned to the Sacramento store in May, 1919, as assistant accountant, and was appointed chief clerk in December, 1941. He was made general

storekeeper in November, 1944, and upon the retirement of Stanley R. Proffitt in July, 1948, was appointed purchasing agent at San Francisco. He became general purchasing agent on March 1, 1956.



Joseph C. Marchand

A farewell party was given in his honor at Sacramento on March 27, followed by a luncheon in San Francisco, attended by his many friends and associates.

"Adeline joins me in thanking all of you for honoring and remembering us on my retirement. I want to take this opportunity through MILEPOSTS to express the pleasure that I have experienced while working with many of you through all those 44 years. Western Pacific is a great railroad made possible by a family of wonderful people. Best wishes to all of you."

* * *



Ira C. Baldwin

Ira C. Baldwin is the "youngest" of the three in years of service which goes back to June 16, 1923. Ira resigned in 1925, but returned on June 16, 1926, to begin his continuous career in the perishable freight department. Five months later he became icing agent at Portola; then transferred to Carlin, Nevada, as icing agent in January, 1929. Following his return to Portola in July of that year,

(Continued on Page 16)

Annual Picnic

All employees, their families and friends are invited to attend the Annual Western Pacific picnic on Sunday, May 24. It will be held at Little Hills Ranch, near San Ramon, not far from Walnut Creek.

The grounds have acres of lawn and shade trees, barbecue pits, lots of tables and benches, an outdoor dance pavilion and a large swimming pool. There is a free merry-go-round for the children.

If you're lucky, you may go home with a Deluxe Portable TV set, a transistor radio, portable barbecue, fitted picnic hamper, outdoor furniture or one of the other many prizes. The prize list will depend upon the number of advance ticket sales.

Admission charge is fifty cents per person (children 12 and under are admitted free).

One note of caution. The parking area is very limited and an early arrival is suggested. You will also have a choice of table location.

An outdoor kitchen will serve assorted sandwiches and hot and cold drinks at prevailing prices if you do not wish to bring your own lunch.

Activities will get under way around 11:00 a.m. and continue until 7:00 p.m. The grounds will open at 9:30 a.m. or shortly thereafter.

To reach the grounds, turn off at San Ramon Canyon Road, then turn right on Bollinger Canyon Road to the ranch. Watch for WP signs on Crow Canyon Road.

* * *

Two young cuties were discussing future jobs. "I'm going to be an airline hostess," said one. "You meet lots of men that way."

"There are other jobs where you meet men, too," said the other doll.

"Yes," said the first cutie, "but not strapped down!"

Tennis

Tennis fans will have an opportunity for competition in a round-robin, all-doubles Tennis Jamboree to be held on San Francisco's Golden Gate Park courts on May 16 beginning at 9:30 a.m.

According to Tennis Chairman Bill Brew, the Jamboree is a warmup for the big annual Fall Tournament to be held later in the year.

Bill suggests that players bring along their families and a picnic lunch and make a day of it in the park.

Ira Baldwin . . .

(Continued from Page 15)

he was promoted to supervising icing agent in November, 1934.

Ira was most active in civic affairs. He served six years as Grammar School trustee; five years as Plumas County High School trustee; six and one-half years as councilman; and six years as Mayor of Portola. In addition to membership in the Portola Rotary Club, American Legion, Feather River Sportsmen Club, and Chamber of Commerce, he also admits to being the best fisherman in Plumas County.

Ira also is a World War I veteran having served 22 months overseas in the U. S. Army.

Ira and his wife, Hazel, have four children. Hollyce is the wife of Clerk Vince Nelson, Oroville; Henry is a clerk at Oroville; Patricia is the wife of Electrician "Barney" Irwin; and Bill, now a teacher, was a former perishable department employee. Quite a railroad family.

* * *

The origin of the expression, "Hurrah for our side!" goes back to the crowds lining the streets when Lady Godiva made her famous side-saddle ride through the streets of Coventry.

MILEPOSTS



IN GOLD

MILEPOSTS congratulates the following railroaders who will be eligible for Service Pin Awards during the month of May, 1959:

40-YEAR PINS		
Andrew B. Pelios	Boilermaker Helper	Mechanical Dept.
Philip F. Prentiss	Trainmaster	Western Division
William H. Yeaw	Division Accountant	Western Division
35-YEAR PINS		
Ray M. Compton	CTC Maintainer	Signal Dept.
Robert C. Cox	B & B Supervisor	Western Division
Heber D. Jones	Locomotive Engineer	Eastern Division
George Raab	Assistant Agent	Oakland
Keith A. Ray	Locomotive Engineer	Eastern Division
William A. Soule	Clerk	Western Division
30-YEAR PINS		
William T. Patterson	Conductor	Eastern Division
Albert D. Quackenbush	Principal Assistant Engineer	San Francisco
Trusten P. Wadsworth	Assistant Director of Pricing	San Francisco
George K. Wenig	District Sales Manager	Chicago
25-YEAR PINS		
James F. Barrett	Clerk	Western Division
John W. Brewer	B & B Carpenter	Western Division
John W. Canfield	Fireman	Eastern Division
Martin L. Canfield	Compressor Foreman	Western Division
Silviano Gurrola	Assistant Foreman	Western Division
Artellio S. Lipparelli	Flagman	Western Division
Frank Mlakar	Clerk	Western Division
Albert J. Toomey	Carman	Mechanical Dept.
Anthony Villegas	Section Stockman	Purchase and Stores Dept.
20-YEAR PINS		
Foy W. Cole	Day Foreman—Icing Dept.	Eastern Division
Willard H. Francis	Boilermaker	Mechanical Dept.
Sheldon Glatt	Sales Representative	Seattle, Washington
Robert E. Gonsalves	Passenger Reservation Manager	San Francisco
Tholburn Merritt	Section Foreman	Western Division
15-YEAR PINS		
Margery C. Bischoff	Clerk	Western Division
William E. Brown	Extra Gang Foreman	Western Division
Frank S. Clawson	Clerk	Eastern Division
Margaret A. Corcoran	Statistician—Marketing Dept.	San Francisco
Dooley J. Fee	Switchman	Western Division
John F. Flynn	General Diesel Supervisor	Mechanical Dept.
Mildred H. Gates	Laborer	Mechanical Dept.
Brodie V. Green	Sheet Metal Worker	Mechanical Dept.
William H. Jenkins	Night Diesel Foreman	Mechanical Dept.
Thomas A. Kyle	Assistant Manager, Pass. Serv. Bureau	San Francisco
Earl W. Lindskoog	Switchman	Western Division
Pearlean Mumphy	Stationary Engineer	Mechanical Dept.
10-YEAR PINS		
Martin Goldman	Rate and Divisions Clerk	San Francisco
Ignacio G. Herrera	Section Laborer	Western Division
Nicholas G. Pinedo	Section Laborer	Western Division
Ford A. Shepherd	Switchman	Western Division
Walter T. Simpson	Dining Car Waiter	Dining Car Dept.
Ascuncion M. Ynostroza	Section Laborer	Western Division



Caboosing

SACRAMENTO STORE

Irene Burton

Chief Clerk AL MADAN had to return to the hospital in San Francisco for further treatment to his eyes; THURMAN MOZINGO has been in the hospital; and JIM LEE has returned to work after a long siege of sickness. We wish for each of them the best of health for the future.

Hearty congratulations to retired Billing Clerk and Mrs. HARRY MESSER, who celebrated their 50th Wedding Anniversary in March. May they enjoy many more future anniversaries.



"BICKA," above, mascot of the scrap dock, has celebrated her first birthday. She is the pride and joy of the fellows working there and no doubt she was slipped an extra bone or two in lieu of a cake.

WINNEMUCCA

Ruth G. Smith

PFC SAMUEL A. SEALS, son of Brake-man and Mrs. SAM SEALS, has been released from the Army and has returned to work as a fireman at Winnemucca. "Sammie" and his wife have established their home here.

Mrs. Hester Golliber, mother of Fireman FREMONT M. GOLLIBER, died on March 17 in Modoc, Indiana, at the age of 87. Our sincere condolences to the Golliber family.

His many friends were saddened by the death of a former Winnemucca employee, Sheetmetal worker RAY E. GOOD, in Berkeley, Calif., on March 20. Ray worked in the roundhouse here from March 14, 1924, until June 28, 1947. At the time of his death, Ray was employed at the roundhouse in Oakland, where his brother, WILLIAM D. GOOD, a former Winnemucca machinist and roundhouse foreman, is general roundhouse foreman.

Hostler Helper JUAN PEDROZA had quite a vacation in Mexico. While traveling and visiting relatives in Mexico City, Veracruz, Toluca, and Guadalajara, his train was held up for 36 hours between Guadalajara and Tequila during the recent railway strike. When Juan returned to Winnemucca he was accompanied by his 16-year-old nephew, Pedro Pedroza, who will attend school here.

PORTOLA

Louise Wilks

(Editor's note: LOUISE WILKS, PBX operator, succeeds GLADYS LARGAN, trainmaster's clerk, as correspondent. Because of numerous duties at the end of each month Gladys found it difficult to send in her column of news on time. Gladys will continue to assist Louise in gathering news.)



Betty Shipton, daughter of Vance Shipton, perishable department, was recently installed as Worthy Advisor of Portola Assembly of Rainbow for Girls.



Susan Morgan, daughter of Conductor C. A. Morgan, was chosen student of the month at Portola Junior-Senior High School.

Before their departure for San Francisco, Trainmaster and Mrs. GEORGE LORENZ were honored with a farewell party by members of the Railroad Clerks. The party was held in the Red Feather dining room with about sixty persons present. IRA BALDWIN, oldest member of the Portola clerks, presented George with a gift from the

group. L. E. THOMAS was welcomed as the new trainmaster at Portola.

Pamela Powers, daughter of Car Foreman and Mrs. H. G. POWERS, became Mrs. Bobbie Mason in a wedding at Reno recently. The couple will live in Sacramento.

Ronnie Hull, son of Track Laborer MATT HULL, was named to the Plumas County All-Star Basketball team. Ronnie, a 6' 2" high school freshman, was the only Portola player to be named to the team.

Engineer and Mrs. CLAIR DONNENWIRTH attended the first National Urban County Congress held in Washington, D. C. in March. Clair, County Supervisor in Plumas County, and president of the California County Supervisor's Association, introduced Governor "Pat" Brown as the principal speaker at the Congress.

Our sincere condolences to the families of retired Conductor RALPH E. RICHARDSON; retired Engineer JAMES H. FUGETT; and Brakeman W. H. FULLER, who passed away recently.

SACRAMENTO SHOPS

Marcella G. Schultze

Starting in 1923 with the bridge and building department on the Eastern Division, Carman F. R. KELLEHER ended 36 years of WP service on March 31. Ross rose to foreman on a B&B gang, then came to the Shops in 1936 where he was a car foreman for many years. During World War II Ross headed all the Shops' bond drives, and did an outstanding job. He is now planning a trip to Pennsylvania this summer to visit relatives and to buy some power tools with the money presented to him by his fellow workers upon his retirement.

Our deepest sympathies were extended to Mrs. EDNA SPRATT, company nurse, who lost her mother, Mrs. Carl Ahlstrom, on March 9. Mrs. Ahlstrom was 86 years old.

HERMAN F. SCHULTZE has left his sheet metal bench at the Shops to become roundhouse foreman at Keddie.

OROVILLE

Helen R. Small

Retired Switchman ROY PETERSON made his first "hole in one" while golfing on the Table Mountain Golf Course recently. He hit a perfect shot which landed on the green and rolled straight into the hole for his "ace," his first in more than 40 years of golfing.

Congratulations to H. E. "BUD" BALDWIN, upon his appointment as assistant agent, Oakland passenger station. His family, wife Betty, sons Corky and Steven, daughters Melody and Deborah, will join him at the close of school. His former position as ticket clerk-PBX operator at Oroville depot has been filled by H. C. STEPHENS.

Car Foreman W. H. WALD's wife underwent surgery at the Oroville Community Hospital but at latest report is recovering nicely.

RUDOLPH C. LAVEX, 75, passed away at his home in Palermo on March 31. He was an WP employee for more than 20 years until a heart condition forced his retirement from his position as cabinetmaker at WP shops. He operated a small cabinet shop at his home following retirement.

Passenger Brakeman E. W. "MIKE" JAYNE on a recent tour of duty was seen opening a small, old-fashioned, coin purse in the Coffee Shop by passengers Mr. and Mrs. Charles J. Perry of Greenville, Delaware. When the

Perrys remarked they had not seen such a purse for many years and wished for one, the Jaynes located one and sent it to the Perrys. In return, the Jaynes received a fine letter, complimenting Brakeman Jayne and others in the *Zephyr* crew for their thoughtfulness and courtesies extended which made the Perrys' trip most enjoyable.



Retired Carman and Mrs. GEORGE STREET, above, observed their 40th wedding anniversary with an open house at their home for about 175 guests recently. Many were from out of town including unexpected guests Mr. and Mrs. Nick Dichter of Hoquiam, Wash., uncle and aunt of Mrs. Street.

ELKO

John L. Murphy

HENRY M. WESOLOWSKI, yardmaster, died suddenly at his home in Elko on April 16, a great sorrow to all of us. Henry was born January 23, 1900, in

Newbold, Wisconsin. His first employment with WP was on October 6, 1942, as a brakeman. He entered switching service May 3, 1943, and later was promoted to yardmaster. Henry is survived by his widow and three children, Margie, Robert and Donald. The two boys are now serving in the U. S. Navy.

Your correspondent's apologies for the briefness of material this month, due to a just completed 6700-mile trip around the United States with my wife. In addition to seeing 22 of our States, we visited our daughter and son-in-law in New York.

NEW YORK CITY

James B. Hansen

Seeing the sights of New York during April were the WILLIAM WESTERN family from Stockton. Bill is relief ticket clerk at Stockton and this was his first trip to the East Coast.

RICHARD TRACY, ticket clerk, graduated from College of Advanced Traffic with a very high scholastic grade. Congratulations, Dick!

PERL WHITE, Eastern regional sales manager, reports that poor weather this year reduced the appeal for Florida as a March vacation spot for March vacationers.

The disappearance of winter and appearance of green grass and budding flowers brought vacation fever to Clerk DOMINICK BIANCO who took advantage of nice weather in April.

KEDDIE

Elsie Hagen

Some of our younger generation did their bit on television recently. The Cub Scout Troop, consisting of Ricky Wakeland, Mike Holt, Bruce Shipman,

and several Quincy boys all were on the Skipper Stu program in Sacramento, Channel 3. Mrs. C. Shipman is the Den Mother. Ricky is the son of OPERATOR WAKELAND, Mike is the son of Engineer R. L. HOLT, and Bruce and his mother are Fireman C. E. SHIPMAN's family.

Brakeman TOM GRIFFIN left for Arkansas last month where he is vacationing with his son and family and other relatives.

ALAN HANLEY, son of Agent PETE HANLEY, is home on leave from the U. S. Navy. He has been stationed in the Hawaiian Islands for the past year but will return to the States after he reports back from his leave. Alan worked as train desk clerk before he went into the service. Hanley's other son, Petey, was home from college in Sacramento for the Easter vacation.

Also home for Easter was Johnny Barry, son of Roadmaster CHET BARRY, from school in the Seminary at Rio Dell, California.

SAN FRANCISCO

George Bowers, Doug Bruce, Kathleen Brunette, Elizabeth Fagan, Lawrence Gerring, Carl Rath, Frank Tufo

BOB HULLMAN, secretary to vice president and general manager, along with a new Thunderbird, has taken a bachelor apartment, complete with view and deck, for the summer on Tiburon. Bob formerly lived in San Francisco, but has leased out the home since the death of his mother.

WILLIAM D. BREW, assistant to general auditor-taxes, recently received his captaincy in the U. S. Air Force Reserve. Also captain in the same reserve is SPENCER S. GILMAN, assistant transportation engineer.

O. L. HOCKER was promoted to assistant industrial agent's position. His former position as chief clerk, industrial department, has been filled by WILLIAM A. LINEHAN, formerly sales representative.

PATRICIA O'LEARY and CLAIRE POSTEL have returned to the ticket office following leaves of absence.

JOHN W. STRECKENFINGER, an SP employee for the past 13 years, is now a ticket clerk in WP's passenger department.

EVA PERA is now an employee in the medical department working as vacation relief clerk.

ELSIE RANKIN is temporarily working in the research department as stenographer-statistical typist.

WENDOVER

Esther A. Witt

Roadmaster and Mrs. M. L. KIZER's daughter, Kristie Bee, who is residing with her aunt and uncle, the Fred A. Harris family, and attending Cubberly High School in Palo Alto, spent her Easter vacation visiting her parents and sister, Luann.

Switchman DAN W. LEE has transferred from Wendover to Stockton yard and we hope he likes his new location.

Retired Conductor ELMER J. CAMPBELL looks younger every time we see him. Says he is getting in a lot of fishing, relaxation, and enjoying life.

HARRY E. WIND resigned as round-house clerk in order to go on a Mission for the Latter-Day Saint Church. Assigned to Finland, we know he will make good and we wish him the very best.

The local American Legion Post No. 40 this year sponsored a Princess with

each Queen for their annual Sweetheart Ball. Queen and Princess candidates sponsored by the Western Pacific Hotel were Corrine, daughter of Water Service Maintainer and Mrs. VARIAN ANDERSON, and Beth, daughter of Switchman and Mrs. COLEMAN PETTIT.

Switchman and Mrs. COLEMAN PETTIT's daughter, Robin, had the misfortune to fall from her bike and break a bone in an ankle. We hope she is back on her bike again soon.

A speedy recovery is wished for Engineer ROLAND M. MORTON, who in trying to help a friend regulate his motorcycle, was taken by surprise when the motorcycle took off and landed Roland among the boulders. He suffered numerous broken bones and abrasions.

STOCKTON

Elaine Obenshain

Belated congratulations and best wishes to GEORGE ROEHL, foreman of pile driver gang No. 1, and Lela Wood, who were married January 31 at Carson City.



Foreman George Roehl and his bride



Gene Moore, 10, continues to be a spelling champ, according to his father, Telegrapher ALANSON W. MOORE. Gene, who attends the John R. Williams School, topped all sixth graders in the finals of the annual *Stockton Record* Spelling Contest. Last year, Gene captured first place in the fifth grade competition.

Congratulations to Trainmaster and Mrs. L. W. BREINER, whose second daughter, Katherine Mary, was born March 14 at Stockton. Laura, 2, is "big sister."

Our deepest sympathy to Mrs. FERN LESTER, chief clerk sales department, whose husband passed away in March.

Good luck and many years of happiness to Switchman W. L. BATES who retired on March 31.

A dinner honoring JACK PETERS, assistant chief clerk, was held April 3 at Risso's, Stockton, by his fellow employees and their wives. Jack was presented with a Benrus self-winding wrist watch.

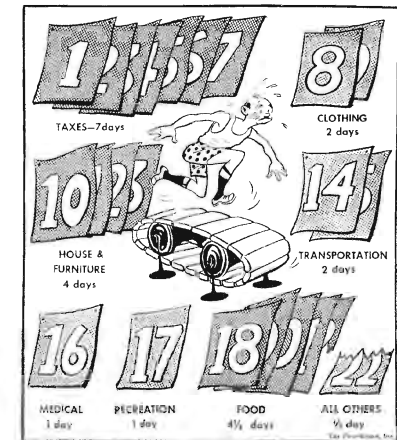
Assistant Yardmaster FRED E. ATKINSON retired on April 30. He started railroading on July 3, 1912, with the Frisco, and worked for Missouri Pacific and Rock Island before coming to WP on October 18, 1931. Fred and his wife have property near West Point, Calif., which he plans to fix up and he also plans to do a lot of hunting and fishing. He has a stepson and stepdaughter (wife of Crew Clerk P. E. PARMENTER) and four grandchildren.

SALT LAKE CITY

J. B. Price

Belatedly we wish Engineer and Mrs. ROY B. GORHAM many happy years of retirement. Roy was born in Mt. Union, Iowa, on March 20, 1896, where he received his education before heading westward for a career. In the Fall of 1915 he hired out as Fireman on the WP, which position he held until promoted to engineer in 1920. Promotion again came his way in 1942 when he was appointed road foreman of engines. When the *California Zephyr* was inaugurated, Roy was so enticed over the train that he couldn't resist being at its helm where he continued until his retirement. One of Roy's hobbies is floriculture to which he intends devoting a great deal of time.

Tax Bite in a Working Month (22 Days)



The average \$4,500-a-year employee must work more than one work week (five eight-hour days) of every month to pay for his taxes, reports Tax Foundation, Inc.

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RAILROAD LINES



1,089 Livonia, Mich., youngsters rode Chesapeake & Ohio special 18-car train to Shrine Circus at Michigan State Fair Grounds, largest children's rail excursion ever run in Detroit area.

. . .

Santa Fe installs third microwave system linking Kansas City, Kan., with Topeka. Fourth system under construction between San Bernardino and Los Angeles.

. . .

Burlington's "Fast Mail" all-mail train between Chicago and Council Bluffs-Omaha has marked its 75th anniversary.

. . .

Freight car orders during first quarter 1959 totaled more than 25,000, substantially above 1958's 12-month total.

. . .

Baltimore & Ohio's slumbercoaches record 86 per cent occupancy from March, 1958 (first month of service) to January 1, 1959.

. . .

Union Pacific's \$10 million face-lifting job on its Portland, Ore., Albina yard will feature freighthouse to handle 90-car train under single roof.

. . .

First international piggyback service between U. S. and Canada inaugurated by Lackawanna and Canadian National on March 23.

. . .

Gas and oil pipeline studies under way on Milwaukee.