

West

SEPTEMBER 1942



MANY THANKS!

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Southern Pacific



To a sailor at Pearl Harbor

A sailor at Pearl Harbor wrote us a letter after reading this Southern Pacific advertisement, headlined "The Victory Trains come first," which appeared in Pacific Coast and Hawaiian newspapers. His letter is printed below, exactly as he wrote it. The letter was inspiring to us. We think its fine spirit will please you, too.

U. S. NAVY YARD
PEARL HARBOR, HAWAII, U. S. A.

9 June, 1942

Mr. A. T. Mercier, President
Southern Pacific Company
San Francisco, California

Dear Mr. Mercier:

Dear Mr. Mercier:

This place sounded like the Rose Bowl this afternoon when we saw your advertisement in the Honolulu papers. You see, people don't often forget the things they've grown up with, and a lot of us over here, from Klamath to Nacogdoches, have grown up with the Southern Pacific. So when we saw your advertisement, it seemed as though a bit of the mainland has been brought over. But since you're not over here, I suppose you'll find this a bit hard to understand.

I like a very sentimental letter, but most of us in
Taking sentiment out of the Navy
American Flag; you'd

here, from the Pacific. So when we saw a bit of the mainland has been brought over here, I suppose you'll find this a bit hard to take. This must sound like a very sentimental letter, but most of us in the Navy are sentimental people. Taking sentiment out of the Navy would be like taking the sentiment from the American Flag; you'd be left with a fifty-cent strip of dyed cotton.

This letter just for myself; I'm simply saying what I think and thought when they read your address when we hear the radio doing

I'm not writing this letter just for myself; I'm simply saying what a lot of the boys here said (and thought) when they read your advertisement. Sometimes we grin to ourselves when we hear the radio programs tell us what marvelous heroes we are. We're just doing our job, and we want everyone else to do theirs.*

Speeches are wonderful, but we like to see results as well as hear them. One airplane is better than a million speeches. So when we see that your railroad and scores of others are backing us up, we feel swell, because we know that the railroads of America are American.

So thanks again for that little bit of mainland on newsprint. We like to think that it's not just another advertisement, but, instead a very sincere message. A message as friendly as the engineer who used to wave at us at the little country crossing, as kindly as the conductor who pinched our noses as he punched our tickets, as anxious to help as your company used to be when you arranged our football specials. And as determined as the big black engines we used to go down and watch.

So anyway, thanks awfully,
Jack Salem

So anyway, thanks awfully,

So anyway, *Jack Salem*
Yeo. 3c., R/s Personnel Office,
Pearl Harbor, T. H.

*One job we all can do is to buy War Bonds.




The Victory Trains come first!

Maybe you've been on an S.F. train recently and the train was late. Or maybe your freight shipment wasn't delivered as early as you normal service warranted. The reason in your case was probably that trains of troops and equipment or freight carrying vital war materials were given precedence. For the "limited" and the "hot shot" freight are queens of the rails no longer. War trains—Victory Trains—have

But the armed forces and war industries must have first call upon transportation. Not only must troop trains be given the right of way, but also the many freight trains carrying munitions and supplies must be handled with the same dispatch as the fastest passenger, or even express, train. The same may be available where needed. As Donald Nelson, head of the War Production Board, has said:


"There boys can't stay home and tuck into their bare hands. They can't get where they have to go without what it takes to get there."



"We can't be poor here."

There is no fear in our present situation and no ability to do a good job in time of war that deserves some remission. In the ten years from 1933 to 1942, many of those years of depression and low earnings we spent \$149,000,000 on equipment additions and investments in our properties. In the two years since with Pearl Harbor, we realized over \$64,000,000 worth of cars and automobiles. Any business man whether he be a garage man, a grocer or a manufacturer

Transportation is a vital factor in our war effort, and the railroads have the biggest part of this transportation job. How are they doing? "In all the world no job is being done more today than by the American railroads," says the Hon. Clamess F. Lee, Chairman of the House Committee on Interstate and Foreign Commerce.



high gear. There will be still greater production and still greater increases in the load we must handle, particularly on the Pacific Coast, the springboard for our offshore in the Pacific. But... the Vintage Trainee is willing, and you may be sure we trainees will do our very best in "being you willing."

We promise you that we will continue to do everything in our power to give prompt, efficient and courteous service to our regular freight and pas-

S·P

The Friendly Southern Pacific

THIS IS THE
AD HE SAW

To the newspapers...



A number of newspapers along our lines have commented editorially on Southern Pacific's wartime job. Excerpts from a few of these editorials are reprinted below.

Naturally we are happy about the praise the railroads are getting for a good wartime job, but this job would not be possible without the co-operation of the Army and Navy. Nor could the job be done as well without the assistance of travelers and shippers, who

have cheerfully accepted delays and other inconveniences. Fine help has been given by shippers through heavy loading of cars, quick loading and unloading, and in many other ways.

For all this we are deeply grateful.

We wish especially to thank the press for its sympathetic understanding of our wartime problems. We are encouraged to try still harder to do a little bit better than our best!

The several hundred workmen and their families of the Southern Pacific Company in Santa Barbara, who help swell the total of the railroad's employees to 75,000 persons, are handed a big bouquet in the June issue of the magazine *Fortune*.

The S.P., says *Fortune*, is doing the best job of wartime railroading in American history. . . .

—Santa Barbara, Calif., NEWS-PRESS

Salinas knows the Southern Pacific, what it aspires to do and what success it has doing it. Therefore the article has more than passing significance here as it does wherever that great railroad functions. The overland transportation problem, growing more acute with mounting war production, is coming to a head on the Southern Pacific, no doubt about that. Whether the government will take over the nation's transportation system depends primarily on how well the S.P. handles the record flow of traffic on its rails, the article suggests. Well, no railroad could do it better. We've missed the Noon Daylight, and, perhaps, some other conveniences of travel on the S.P., but we've been willing to forego those conveniences to give the war effort a break. We laymen can do a lot by cooperating with the S.P. in its desire to forego passenger travel on Mondays and Saturdays. Their 75,000 employees will do a better job of handling defense transportation if we mortals on the sidelines don't crowd them too much. Every S.P. employee is bursting with pride attempting to take everything that comes along the S.P. board. They are trying to handle the job with 100% efficiency. Their remarkable pugnacious hanging onto schedule is something to write home about. . . .

Yes, the S.P. is doing its share in winning the war. It approaches its biggest hour in history with supreme confidence, convinced it can handle everything offered. So hands off, Uncle Sam. Let 'em go to it. S.P. will do the job.

—Salinas, Calif., INDEX-JOURNAL

. . . Fortunately, the Southern Pacific spent heavily for equipment and improvements through the depression when its balances at the end of year after year were in the red. Since August 1, 1939, says *Fortune*, the company has ordered locomotives and cars worth an amount roughly equaling its total net income from 1930 through 1941.

There were times in the depression when American railroad operators were told that developments had left them far behind, that they would better liquidate their holdings and make way for the march of progress. It took courage and resourcefulness to keep going and to prepare, often with borrowed money, for the days when the country again would call for service from them to the utmost of their capacity. The men running American railroads had those qualities and were ready on that Sunday of last December when bombs fell on Pearl Harbor.

—Long Beach, Calif., PRESS-TELEGRAM

It is interesting to find that Southern Pacific, with a rail network covering a lot of the United States and much of the crucial military area, ranks as the third largest American industrial corporation, but it is equally interesting to learn from the *Fortune* article how skilled operating men as executives, dispatchers and trainmen are, with fewer locomotives and fewer cars, hauling half again as much freight as in 1929 and doing it in spite of single tracks, heavy grades and high passes.

It's just about equal to dressing a railroad up in a uniform, helping to win the war like soldiers do, each attainment in tonnage movement a minor victory leading toward total victory.

—Portland, Ore., JOURNAL

. . . Those who, a few years ago, believed that railroads were obsolescent and had no future, appear to have been wrong.

—Los Angeles, Calif., TIMES

. . . Eugene has an interest in all this because this is a railroad town and "an S.P. town." Eugene is now the sixth largest terminal on the Coast. One reason why Eugene has scarcely felt "war drain" is because the railroaders are doing their stuff. Our hats should be off.

—Eugene, Ore., REGISTER-GUARD

. . . Link this accomplishment of the Pacific Coast's main railroad with the remarkable production record of the West Coast shipyards and we have an industrial story that has vast potential significance for developments in California in the post-war period.

—San Francisco, Calif., NEWS

In all the general comment on the acute war situation one seldom hears anything but praise for the railroads for their work in rising to the needs of the hour. You take a drive in the outskirts of Merced any day in these times and it will be the exception if you fail to see a long freight train either on the Southern Pacific or the Santa Fe rolling across in the distance. We know in a general way that the heavy freight traffic is due to the war. An article "They're Crowding the Rails" in *Fortune* Magazine for June explains in detail the factors which have contributed to the big job of Southern Pacific, to say nothing of other rail lines.

—Merced, Calif., SUN-STAR

. . . We have been in a position here in Pomona to visualize also the vital part that this railroad is playing in the whole war program. We have seen the war machine on its miles of freight trains. We have seen the tanks and the trucks and countless other war supplies go by, and we have seen the troops moved with speed and carefulness to avoid accident. Southern Pacific has made a marvelous contribution to the war effort.

—Pomona, Calif., PROGRESS-BULLETIN

. . . The Southern Pacific and all the railroads are doing a great job. With things largely their way under wartime conditions, theirs is a huge responsibility. They are meeting it creditably.

—Stockton, Calif., RECORD

. . . this railroad is doing one of the most efficient jobs in the entire war program. The cooperation of every railroad, for that matter, is unchallenged, but the S.P. to us in this state is just a little nearer home.

—Chico, Calif., RECORD

. . . Both the management and the employees, who have risen to the tremendous demands of the situation willingly and efficiently, deserve a hand from the public, whose own traveling convenience has been affected only to an insignificant degree, while the railroads have been facing and overcoming the biggest traffic problems in their history.

The railroads surely have been doing a magnificent job on the home front.

—Sacramento, Calif., BEE

. . . Contributing to this phenomenal increase in the demands upon the road have been the great industrial development of the Pacific Coast, the airplane factories, shipyards, steel mills and the like, all demanding materials from the East; the movement of troops, munitions and supplies to the Coast and to the Far East; the scarcity of ships to move freight by water; the increased movement of coastal production like lumber, paper and canned goods, eastward.

—Salem, Ore., JOURNAL

. . . When we learn of the skilled operations of such an immense nation-wide system as the Southern Pacific, we appreciate the magnitude of the task and the skills in all departments to keep such a system running in ordinary times; but our admiration is increased when we learn of the tremendous traffic in moving war production to its goals.

—Bakersfield, Calif., CALIFORNIAN

. . . Westerners understand this situation readily. The long, laboring freight train has always been the victory train of the West. The old-time freight train made it possible to populate and farm and develop the West and build our great, modern California.

—San Rafael, Calif., INDEPENDENT

. . . When the war began there was speculation that the government might take over and operate the railroads, as it did in the other war. Those who remembered the confusion that resulted then hoped this would not prove necessary, and it has not. There have been gibes that this industry or that has not gone all-out for war, but the railroads have escaped such criticism. Rather they have been credited with doing an exceptionally fine job.

—Marysville, Calif., APPEAL-DEMOCRAT

. . . It has handled practically DOUBLE the record traffic of the boom year of 1929. In spite of the depletion of rolling stock and motive power by the depression years, from which all railroads suffered, it has met every challenge of the transportation needs of a country at war.

The nation has a tremendous asset in its railroads for the purpose of this war, and the Southern Pacific has earned front rank with the best of them.

—San Francisco, Calif., CALL-BULLETIN

. . . As we see the picture, not only Southern Pacific but the other roads serving our Southland will be expected to load every car to the brim before it rolls. And no one who has seen American industry at work will doubt that this goal will be reached by all the roads in America.

—Riverside, Calif., PRESS

. . . The individual who hears additional whistlings and puffings at night, and may complain because it interrupts sleep, is listening in on an American drama of transportation. The rail traveler who finds a train late or overcrowded, or chafes when it is side-tracked to let "mere freight trains pass," is giving the right-of-way to that which is destined to protect him and his country.

—Oakland, Calif., TRIBUNE

. . . No patriotic citizen will feel that he must have peace-time service when to demand that service might be adding to the difficulty of executing the war effort.

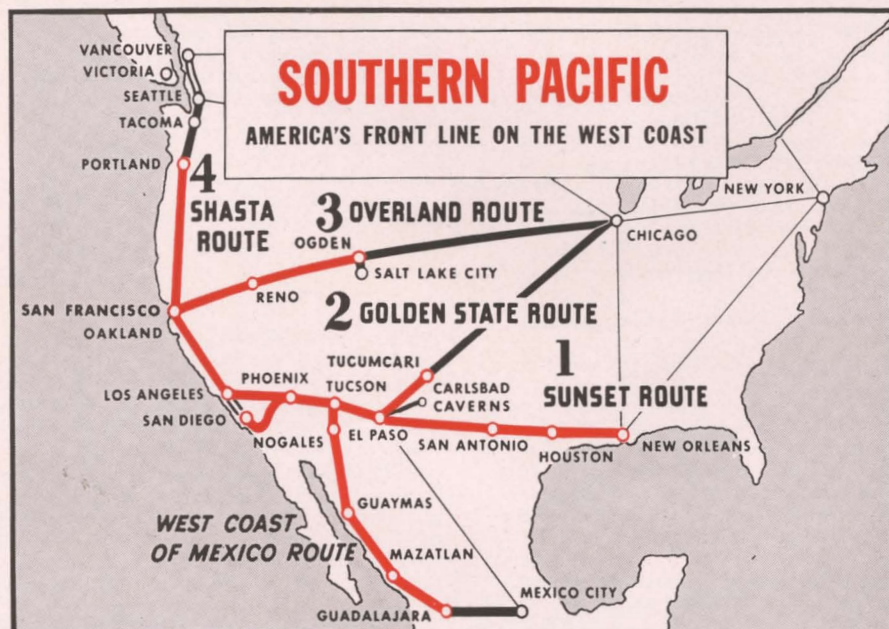
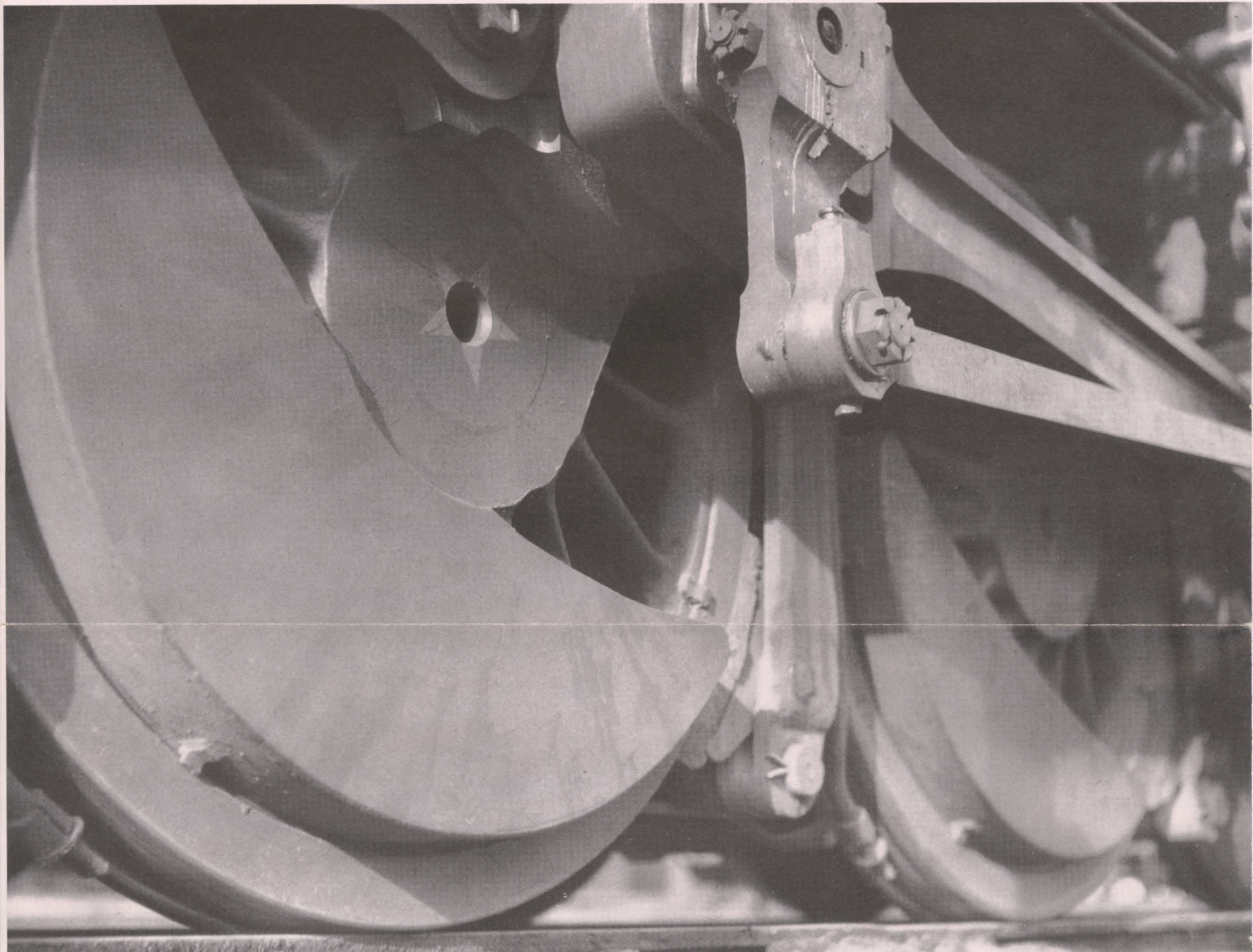
—Ashland, Ore., MINER

. . . This performance (of the railroads) has gained in stature through our war effort up to this time, despite the heavier and heavier demands falling upon the Nation's railroads. They have met every challenge and are preparing to move an even greater volume of men and material in the coming months.

. . . Through shipper co-operation, they have increased loadings per car to the point where in the first quarter this year they transported 28 per cent more net ton miles of freight than in the like period of 1929, the previous record. Naturally, this resulted in a saving in cars, so that no equipment shortage has yet been evidenced.

—Sidney Allen, San Francisco, Calif., CHRONICLE

We'll keep 'em rolling!



S·P
The Friendly
Southern Pacific