

MID-CONTINENT RAILWAY

Gazette

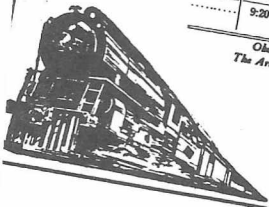
VOL. 27, NO. 2, APRIL 1994

Kansas City-Omaha

DIRECT SERVICE

No. 104	Southwest Limited	The Arrow	Union
Daily	Daily	Daily	Union
12:15 AM	7:25 PM		Lv. Kansas
3:35 PM	8:15 AM	9:00 PM	Ls. Omaha
		8:15 AM	Ar. Chicago
		9:20 AM	Ar. Milwaukee

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The Arrow and Southwest Limited A.
H. E. RIDING
Traveling Passenger Agent
H. L.
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Serves ---

Northern Iowa



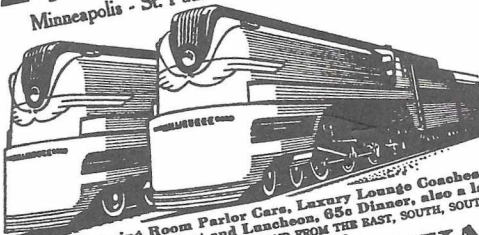
Lv. Mason City 9:35 p. m. daily for Madison - Chicago
Air Conditioned Sleeping Car - Dining Car Service - Luxury Lounge Coaches
Lv. Mason City 4:15 a. m. daily for Sioux Falls - Mitchell - Rapid City
Dining Car Service - Luxury Lounge Coaches
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N. P. VAN MAREN, Division Passenger Agent
H. W. FRAZEE, Passenger and Ticket Agent
Mason City, Ia.
9th St. and S. Pennsylvania Ave.
Phone 324

2 Hiawathas A Day - Each Way

Minneapolis - St. Paul - Milwaukee - Chicago



MORNING
Northbound
8:00 am Lv. Minneapolis Ar. 5:45 pm
8:35 am Lv. St. Paul Ar. 5:05 pm
1:32 pm Ar. Milwaukee Lv. 11:07 am
2:50 pm Ar. Chicago Lv. 9:45 am



AFTERNOON
Northbound
12:30 pm Lv. Minneapolis Ar. 7:45 pm
1:00 pm Lv. St. Paul Ar. 7:15 pm
5:57 pm Ar. Milwaukee Lv. 2:15 pm
7:15 pm Ar. Chicago Lv. 1:00 pm

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The HIAWATHAS - Minneapolis - St. Paul - Milwaukee - Chicago
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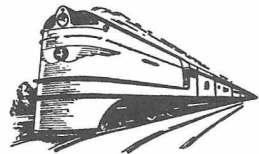
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Dubin Speaks at Spring Banquet

Arthur Dubin, a Chicago architect who has written two well-known books about passenger trains, will speak Saturday, April 23, at the Spring Fling banquet at the Farm Kitchen, Hwy. 123-159, Devil's Lake Rd., Baraboo. Dinner, \$8.75, is at 7 p.m. Reservations are required.

He has two topics. An illustrated talk describes the impact of railroads on the country, using slides showing artwork including advertising brochures, posters, and timetable covers from his extensive collection. The second topic covers a June 1992 trip on a chartered deluxe Trans Siberian express from Vladivostok to Moscow including a side trip by the train to Mongolia and the Gobi desert.

Dubin has combined interests in architecture and transportation with the study of passenger trains and services. His books are *Some Classic Trains* (Kalmbach, 1963) and *More Classic Trains* (Kalmbach, 1974; Interurban, 1990). He also was author/editor for North America for *The Great Trains* by Bryan Morgan (1973) and has contributed to *Trains*, *Railroad History*, and many books and periodicals. He has been a speaker at many meetings in the U.S. and abroad including the railway preservation symposium at California State Railroad Museum in 1993. He serves on the boards of many groups, including the Railway and Locomotive Historical Society since 1960, and the John W. Barriger U.S. National Railroad Library in St. Louis.

He joined Dubin and Dubin as a partner in 1950. The architectural firm, founded by his father and uncle in 1914, is now known as Dubin, Dubin, and Moutoussamy. Transportation related projects include stations for the Washington, D.C., Metro; Chicago and North Western Railway; METRA, Chicago's commuter rail authority; and CTA's Southwest Transit Line—The Orange Line—to Midway Airport; plus the Chicago O'Hare terminal 3 for American Airlines. A profile appeared in *Railroad History* 155 (Autumn 1986). The photo shows Dubin in a Pullman conductor's uniform, worn when presiding over televised benefit artifact auctions for Chicago's PBS station.

Spring Fling begins at 9 a.m. Saturday with a get-acquainted meeting at the depot. Department heads are planning projects Saturday and Sunday. Volunteers are needed this weekend and throughout the season.



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ROUNDHOUSE 1

The 1994 season begins late in April as museum members mark the start of operations with the annual Spring Fling banquet (page 2) and weekend. A color photo on the cover of the Wisconsin Division of Tourism's recreation guide provides a welcome boost.

Coach trains are set Saturdays and Sundays, April 23-24 and April 30-May 1. Saginaw Timber #2 will pull the trains while locomotive #1385 is being repaired.

Daily service starts the following Saturday with Summer Begins in Baraboo, May 7-8 (page 5). Mid-Continent shows off its steam theme with demonstrations of a 120-ton, steam-powered ex-Missouri Pacific wrecker, built in 1914. First class service is available Saturday at 12:30, 2, and 3:30 p.m.; a brunch train runs at 12:30 p.m. Sunday (Mother's Day).

First class service at 12:30, 2, and 3:30 p.m. is being offered monthly on Saturdays: June 18, July 9, and Aug. 13.

Brunch trains are at 12:30 p.m. on Sundays: June 19 (Father's Day), July 10, and Aug. 14.

Caboose rides are scheduled monthly throughout the summer: June 4-5, July 2-4, Aug. 6-7, and Sept. 3-5.

Mailings to schools went out the first week in April. A few reservations have been received. Special rates for school groups are featured in May after daily operations have started.

Snow Train ridership was down, to 1,965 for three days: 230 on Friday, 1,039 on Saturday, and 696 on Sunday. The winter run trains carried 1,501 passengers in coaches; 347, first class service; 74, dinner trains; 18, caboose; and 25, photo session. Although most snow had disappeared by the end of the Snow Train weekend, it was not the end of winter in Wisconsin. Heavy, blowing snow a few days later cover roads again. In 1993, ridership totaled 2,714.

Locomotive #1385 will be lifted off its drivers late in April, so the drivers can be shipped to Birmingham, Ala. The work there includes re-shimming the three wheel sets and turning six tires, plus axle machining. Two people will be employed



C&NW loaned a plow to Mid-Continent for Snow Train. The plow cleared the line Wednesday, but by the weekend, the snow had almost disappeared.

in the Mid-Continent shop for other repairs and reassembly; volunteer help also is needed. If all goes well, work will be completed in July, according to Jim Eng. The locomotive is out of service because a drive wheel has slid in 1/2 inch on the axle.

Board changes name, purpose of restoration fund. At its meeting March 13, the board of directors changed the name of the railway restoration fund to the locomotive restoration fund. The fund will be used to maintain and restore steam locomotives and educate the public about their heritage. This change is designed to enable Mid-Continent, as provided in its statement of purpose, to retain its position as a steam powered short line railroad museum. The balance in the fund is \$18,197 (plus \$20,000 being used as loan collateral); however, gifts have not been made to it since 1990. Additional gifts for locomotive restoration are always welcome.

The board decided that most resources will go for immediate repairs required for locomotive #1385. Some funds also will be used for reassembly of UP #440 and renovation cost estimates of D&R #9, KGB&W #49, and Soo #2645. The museum will, after completing the evaluations, consider the wishes of the original donors when setting priorities for future restoration. The board regretted that at this time the museum is not able to fulfill its goals to completely restore #440 and

Volunteers Needed

Volunteers (or, unpaid staff members, in terms used today by many nonprofit organizations) are needed for many Mid-Continent projects.

Mechanical department, lots of things on locomotive #1385. Call Jim Eng, 414-730-2250 or Bob Ristow, 608-356-0443.

Engineering department, track work. Call Jeff Nelson, 715-848-0222.

For other activities, call Darcy Welke, membership secretary, 414-485-2250.

After a day's work, please leave a card with the number of hours for Shirley Bender, 608-356-2673.



Jeff Haertlein thanks members who helped with the display next to his Great Northern caboose in the Coach Shed, especially Bill Buhrmaster, who built the display including lighting and glass case; Ray Buhrmaster, for delivering it; Ron Marquardt, for mounting photos and captions; and Cindy Haertlein for suggestions on appearance and captions. Photo by Jeff Haertlein

#49, and asked donors for their patience and understanding as the museum faces extraordinary expenses. Every effort is being made to notify donors of the change in purpose.

Because of extraordinary expenses, Mid-Continent is borrowing up to \$200,000 from the Reedsburg Bank. The application is nearly complete. According to priorities set by the board of directors, the new loan would include earlier loans for the car repair building and car #425, bills on hand for repairs to ST #2's boiler and engineering plans for the sewer project, and these 1994 projects: electrical upgrade, #1385 repairs (not paid from locomotive restoration fund), sewer holding tanks, and engineering department repairs to Seeley Creek bridge, switches, and ties.

A two-day brakeman's training class—the first step in qualification for train service—begins at 9 a.m. Saturday, May

14, in the office building. Sunday's sessions are outside on the grounds. John Winter is in charge. After the class, 12 student trips are required to become a brakeman. If interested, notify Bob Welke, superintendent of operations.

Members in print. Ray Buhmaster's photographs are featured in *Locomotive Quarterly* (winter 1993). "Though welcoming opportunities to photograph all steam power, his particular interests lie with smaller locomotives and short-line railroads. The breadth of his tastes is evident in the diverse engines and territory seen in this folio," the magazine.

"Trees, Trains & Water Lines," the railroad photography and art committee's exhibit of photographs by William D. Middleton, will be on display April 12 through May 15 at the Alexander House Art and History Center, 1131 Wisconsin River Dr., Port Edwards. The center also is featuring railroad and steamship paintings of Russ Porter, West Allis, and railroad memorabilia by Central Wisconsin collectors. The center is open 1-4 p.m. Sundays, Tuesdays, and Thursdays, according to J. Marshall Buehler, director.

Deaths. Norman Sandley, 72, Feb. 21, Lake Delton. He owned and operated the Sandley Light Railway Equipment Works and Riverside and Great Northern Railway in Wisconsin Dells from 1953 to 1988.

John W. De Gutes, 90, Oct. 3, Tempe, Ariz. He had been a member more than 20 years.

Summer Begins in Baraboo

Mid-Continent is participating in the Summer Begins in Baraboo promotion. Here is the full text of the April 15 public service radio announcement.

Summer begins in Baraboo on Saturday and Sunday, May 7 and 8. Enjoy a weekend brimming with history, culture, and family fun!

Experience all six major Baraboo attractions for only \$5: Circus World Museum, the Mid-Continent Railway Museum, the International Crane Foundation, the Al. Ringling Theatre, the Sauk County Historical Museum, and Devil's Lake State Park.

Tour the picturesque downtown Baraboo square and see artists demonstrating their talents in galleries and shops. Browse the Farmer's Market for a bounty of homemade goods and bedding plants. Participate in the walk/run through historic Baraboo and the area's scenic countryside.

Summer officially begins in Baraboo May 7 and 8. Bring your family and take part in a weekend of fantastic fun! For more information about the \$5 attractions tickets and other colossal activities, call the Baraboo Area Chamber of Commerce at 1-800-BARABOO.



Snow Trains scenes include two steam locomotives on passenger and mixed trains.

Posters Promote Travel



While railroads on the east and west coasts developed strong poster designs as a part of promotional campaigns—and gathered praise from the art world in the process—rail travel posters in the U.S. got their start in the 1920s in an unlikely place, the electric lines in Chicago.

At a summer exhibit of travel posters in New York in 1925, five of the six prizes went to the Chicago companies: North Shore Line, Chicago Rapid Transit, and Public Service Company of Northern Illinois.

Favorable comments came quickly. "Among the somewhat violent proclamations of collars and toothpaste and soap [the posters] stand out like the faces of beloved ones among an unsympathetic crowd—these posters of Dunceland and the Wisconsin lakes, of the cherry blossoms along the North Shore and the solitary meditative herons along the South," the *Chicago Herald-Examiner* said. *Electric Railway Journal* reproduced the winners.

Advertising and Selling Fortnightly, New York city, provided more details. The posters "were simple in subject and simple in mass. Lettering was kept to a minimum. Color effects were often quite striking," the journal said.

The artists, many of them working early in their careers, became well known. For example, Ervine Metz (1899-1963), who had produced the prize-winning "By the North Shore Line" poster, moved to New York in 1929, taught at Columbia University, and is best remembered for U. S. postage stamp designs.

Earlier in the year, the North Shore proudly displayed its posters in newspaper ads, reproduced in part at left. "There are constant requests for these posters from schools and universities all over the country, who recognize them as unique contributions to the art of the day," the line said.

True, the U.S. roads had published functional posters earlier. However, it was the 20th century products, boosted by the success of publishing businesses, that took an artistic turn. "In the field of graphic design the 1920s and 1930s were one of the great periods of railway art," C. Hamilton Ellis wrote.

Printers' Ink Monthly, a New York advertising publication, started in 1927 nearly two years of color covers showing European travel posters. The series was interrupted only once for a U.S. design, a New York Central poster of Storm King Mountain, in the heart of the Hudson River highlands. Surprisingly, the nine NYC's posters at

that time included California, many miles from NYC tracks.

"It must be set down to the credit of this railroad that it has been the first to go methodically and courageously for art posters, untainted by even the slightest suggestion of that ultra commercialism which the pessimists have persisted was necessary to success," said W. Livingston Larned.

In the east, the New York Central, with artists Earl Horter (1881-1940), Adolph Treidler (1886-1981), Walter L. Green (1870-1956), and Leslie Ragan (1897-1972); Pennsylvania, Grif Teller (1899-1993); New Haven, Sascha Maurer (1897-1961); and Boston and Maine were known for their fine posters. *Crossroads of Commerce* (Great Eastern Publishing, 1992) tells about the Pennsylvania Railroad art of Teller.

Western lines, emphasizing service to the national parks, included Northern Pacific, Gustav Krollmann (1888-1962); Santa Fe, Hernando Villa (1881-1952); and Southern Pacific, Maynard Dixon (1875-1946), Maurice Logan (1886-1977), and William H. Bull.

All across the country, railroads promoted their fine passenger trains with well designed materials—booklets, calendars, advertisements, timetable covers,

blotters, and many other items. The Milwaukee Road's national newspaper advertising campaign in 1935 for the *Hiawatha* drew an award from *Advertising and Selling*.

While not a railroad event, the A Century of Progress Exhibition in 1933-34 in Chicago provided ample opportunities for artists. Paul Proehl, known for Chicago and North Western calendars, produced artwork for the exhibition. Villa designed a Santa Fe poster.

The streamliner era did spark some Midwestern interest in posters. As it expanded its service in 1942, the C&NW printed 1,000 copies of "Ride the 400 Fleet," featuring the front of a new diesel locomotive. A copy hangs at the California State Railroad Museum in Sacramento. More recently, a C&NW historical poster included locomotive #1385.

Other Midwestern examples included the Chicago Burlington & Quincy's TV/newspaper/poster campaign in 1969 to publicize the "Land of the Burlingtons," its Chicago-Aurora commuter line.

Posters, too, have found their way into museums. CSRM commemorated its opening and 10th anniversary with posters. For Mid-Continent, what better way to mark the anniversary of the disastrous 1993 storm? *JG*



MIDWEST
Hiawatha
A New Daytime Speedliner

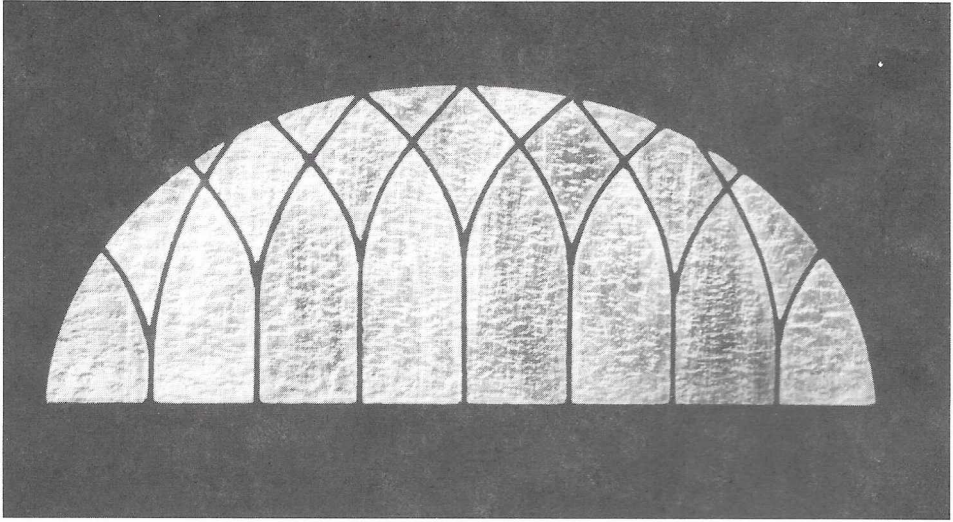
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The Milwaukee Road was the biggest client for Goodman Printing Co., Portage, a commercial printing firm which grew out of the family's ties to the *State Register*, an early Portage newspaper. Maurice Goodman was associated with the company from the 1930s until he retired in 1967. Correspondence shows Goodman Printing produced many forms, letterheads, employee timetables for three districts, and blotters from the 1920s to 1960s. An auction bridge score sheet for passenger trains (C.M. & St. P, electrified to Puget Sound) has a Goodman Printing imprint. A letter in Kevin Martens' collection says the railroad stopped printing calendar blotters, at least temporarily, in December 1953. Advertising blotters from Paul Knutson's collection are reproduced here and on the cover.



30TH ANNIVERSARY

HONOR ROLL



School children sang happy birthday and flags were flying on steam locomotive #1385 May 27 as Mid-Continent observed its 30th year of museum service at North Freedom. Later in the season, members proudly posed with #1385, the ex-Chicago and North Western Ten-Wheeler that pulled the first train to LaRue and Quartzite Lake.

Restoration work included the Great Northern coach, with its stained glass windows (above), shown to passengers for the first time at Autumn Color (page 10).

The museum thanks donors, whose gifts made many projects possible in a year marked by an extraordinary July rain storm.

Mid-Continent recognizes cash gifts received from Nov. 1, 1993, to Dec. 31, 1994, in the 30th anniversary honor roll. Of the 388 donors listed here, 173 or 45 percent are members. In addition, there are 9 matching gifts, indicated by an asterisk.

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John Gruber
Holiday Wholesale
A. G. L. Morgan
Michael Morgan
Robert W. Mundstock
James Neubauer
Thomas O'Brien Jr.
Richard Peters
Pierce's Pic 'n Save
William Raia
Robert Ristow
Walgreen's
Wal-Mart
David Wantz
Paul Wolff
Robert Zimmerman

Postmaster Remembers Mendota's Station

Mendota station, originally called Westport for the town surrounding it, served Chicago & North Western passengers until it was closed in 1943.

Albert Hansen, postmaster from 1934 to 1944, remembered the station and its mail trains. A few months after taking over the post office, he also acquired the job of mail messenger. "Meeting the mail trains three times a day provided me a few minutes outside the office for some fresh air and a brief, friendly chat with the railway mail clerks during the exchange at the side of the mail car," he recalled in an autobiography written in 1990. Hansen, who was promoted to post office inspector in 1944, now lives in Sun City Center, Fla.

"It was a thrill for me to stand on the depot platform watching the early afternoon express belching smoke and picking up speed after rounding a curve onto a four-mile straightaway down grade. It appeared to be zeroing in on the small depot as if intent on annihilating it. As

old no. 501 roared past, I stood behind a wire fence about 10 feet from the train to observe the railway mail clerk make the exchange of pouches, which contained only first class mail.

"With practiced speed he tossed the Mendota pouch out of the mail car door and then quickly extended a steel arm to snatch a pouch I had suspended from a steel rack situated parallel to the track. The fence prevented anyone from being hit by an errant pouch," he wrote.

The station was built in 1872, less than a year after the line opened from Madison to Baraboo. After a complaint to the Wisconsin Railroad Commission, the C&NW remodeled the building, installed electric lighting, and moved it 236 feet south in 1915. "I wish to call your attention to the great need of a rain shed at Mendota station. The passenger traffic taking the southbound train is compelled to stand out unsheltered in all kinds of weather. All deceased shipped from the hospital wait on the siding unsheltered. There is a large passenger traffic in and out from Mendota and we feel the need of a shed for public comfort and convenience," said Wm. N. Coffey, a Madison real estate broker.

In 1943, the railroad asked the Wisconsin Public Service for permission to close the station. Passenger business amounted to only \$128.61 in 1942, and freight business of \$36,327 could be done at Madison. After a hearing, the PSC gave its approval. The agency closed later in the year, and the building was removed in 1944.

"We do not consider ... that a railroad station, or agency service thereat, should be continued merely because the revenue from the business attributable to that station far exceeds the cost of maintaining it as an agency. The railroad should be permitted the make economies where the result thereof is not such a curtailment of service as to make it inadequate," the PSC concluded. *JG*



Harry Ramsdell, Mendota agent, stands outside the depot in the winter of 1936. Ramsdell later moved to Brooklyn. Photo by Albert Hansen.



BOARD MINUTES

John Gruber, Secretary

JAN. 9, 1994

Board members present were Art Oseland, Jerry Pitzen, Bob Welke, John Gruber, Bill Buhrmaster, and Bill Raia. Gruber had a proxy from Steve Brist. Also present were VP Tom O'Brien Jr., Treasurer Skip Lichter, and Lovina Tisler.

President Oseland called the meeting to order at 9:10 a.m.

Minutes of the December meeting were approved as mailed.

The financial summary distributed before the meeting shows a balance of \$22,252 in the check book as of Jan. 7, with bills to be paid of \$49,816. The computer financial report as of Nov. 30 and savings account summaries as of Dec. 31 also were distributed.

Bill Buhrmaster reported that, according to Ken Hohnacki, the loan from the Reedsburg Bank has been approved for up to \$200,000. Buhrmaster intends to request \$100,000 now, to pay Becker Boiler invoices, return funds to the railway restoration fund account, and consolidate car repair shop and Lackawanna combine loans.

The accountants were here for four days. Lovina Tisler expects an audit report by February or March.

Secretary John Gruber reported gifts from Henry Auchstetter, Thomas Lee Baldner, William H. Blaesing, Eric Bloohm, Ron Burkhard, Alan G. Christoffersen, Arthur J. Clauter Jr., Dwight Elliott, Charles W. Fisher Jr., Robert J. Griffin, Ronald Gustafson, Larry A. Hanson, Melvin Hanson, George Hellmann, Arthur Hesse, Chris Hornocker, Albert L. Howe, Joseph H. Hunter, Warren Jackson, Doug Johnson, Milford Jones, David Kahler, William A. Kertz, Roger C. Kopanski, Alfred R. Leisering, Richard Levis, H. J. Mainwaring, Daniel Marx, Dieter A. Matti, Dr. Albert Mitchell, Jon C. Nienow, Jerry D. Parr, Peter Paulson, Frederic C. Perry, Robert G. Petrie, Max Preuss, R. James Rollbuhler, Robert M. Ruth, Marshall Sage, Roth S. Schleck, Rolf E. Schoelkopf, Larry E. Shankles, Earl A. Shepard, Col. Roy M. Stanley III, Norman Taylor, Matthew L. Theroux, Robert E. Thorne, Tower Fuel Co., Carl and Garnet Traub, Richard E. Travis, Jim Wakefield,

Russell T. Wolfram, annual fund; Carl Pierce, Wolff Construction, D&R #9; Carl Pierce, track materials; Max Preuss, Sandra Hamlet, calendar; Robert Bolz, Radleigh Becker, Joseph Corry, Edward Gruber, John Gruber, Forrest D. Hartmann, John R. Pike, Ted Rose, Joel Skornicka, Robert E. Taylor, railroad photography and art; Michael Smul, buildings and grounds; and F. A. DuVal, D&R #9.

Gruber reported on a meeting Dec. 16 in Waukesha with Roth Schleck, a Madison member and former CEO of First Wisconsin Bank. Schleck suggested that a long range development plan was essential for effective fund raising. After discussion with board members at Waukesha, Schleck contacted Nancy Johnson of American Family Insurance Group, Madison, who is willing to meet with the board at the next meeting Feb. 13 to review the process of strategic planning and discuss options, if board members are interested. Board members expressed enthusiasm for the presentation, and thanked her for her interest in Mid-Continent.

As a part of a fund raising report, Gruber reported on two gifts. The Mathews Foundations provided a grant "for the care and preservation of the society's railroad cars" and asked for "funding possibilities." After discussion, it was decided Gruber would suggest painting the C&NW combine, as a car department project with assistance from the curator. Mrs. Esther Gray has provided funds for landscaping and other improvements; Gruber will be responsible for the project in consultation with the buildings and grounds committee. The board thanked all donors for their generous year-end gifts.

Vice President Tom O'Brien Jr. reported on a possible use of the train for filming before Snow Train, excursions, and advertising in the *Trains* guide to recreational railroading.

Tisler will continue to get information on bridge insurance. Mid-Continent will receive \$1 per ticket for the May 7-8 Summer Begins in Baraboo event. The Baraboo Chamber of Commerce has a joint effort marking grant through the Wisconsin Division of Tourism for promotion. Tisler will

print out 1993 ridership/revenue figures today.

Jeff Nelson reported that the engineering department wants to get the Seeley Creek bridge done before the season opens. The museum should order 500 ties plus two sets of switch ties.

Bob Welke announced a deadline of April 1 for summer train crew positions.

Budgeting will be done by February or March.

Calendars have been mailed out.

Oseland sent a letter Dec. 14 to Gary Wiesner and others informing them that the storage fee on car 2017 begins Jan. 1.

Darcy Welke, membership secretary, is sending a volunteer activity form with dues notices.

Old Business

Ray Sauvey, general manager, and Mark Green, board member, from the National Railroad Museum were at the meeting to discuss the Wisconsin Railroad Heritage Center and especially the preservation proposal for GB&W's Norwood Yard. A meeting is scheduled Jan. 18 with Wisconsin Central officials about the proposal. After discussion, Pitzen moved, Raia seconded, to go into executive session. Carried.

The consensus of the board was to continue discussions on the Wisconsin Railroad Heritage Center, and to reevaluate Mid-Continent's position after environmental and consultant studies are received. Pitzen moved, Raia seconded, to go out of executive session. Carried.

The board took a lunch break.

Discussions are continuing on the purchase of the Parr car, *Oak Park*.

Gruber reported good news coverage of the railroad photography and art committee exhibit in the *Wisconsin State Journal* and *Baraboo News Republic*. The exhibit is at the Baraboo Public Library for January.

The scrapping committee (Lichter and Welke) sold two dump cars to Jon Neumann for \$1,500. The committee is at an impasse on scrapping the Consolidated Crane. Lichter places a top priority on cleaning up the burn pile next to the office building.

Don Pingel reports first class profits of \$5,300 at Autumn Color.

New Business

Agreements with Circus World Museum were discussed. Lichter has letters from CWM: Nov. 30, on the Plymouth switcher, agreeing to insure the locomotive and return it in same condition as received, minus normal wear and tear; and on the diner.

Gruber presented a Proposal for Work form, previously mailed to board members. There was consensus that such a form was

needed; Gruber and Pitzen will plan implementation.

There was a discussion about priorities in the shop. Bob Ristow came to the meeting to answer questions from board members. Oseland will talk with CMO Jim Eng about getting equipment ready for Snow Train. Volunteers are continuing on the D&R #9 assessment.

Dave Bierman recommended that the engine on the SpeedSwing be rebuilt, at a cost estimated at \$3,000 to \$4,000. If not rebuilt, the engineering department will have to rent equipment to work on the Seeley Creek bridge. Raia moved, Pitzen seconded, to have the engine repaired, funds to come from the engineering department budget. Carried. Bierman will arrange for the rebuilding.

Jim Burris has been cutting trees on the hill. No one knows who gave permission.

Oseland will notify department heads about the strategic planning presentation at the February board meeting.

Lonnie Selje of the Baraboo Chamber of Commerce had been invited to the meeting but was not present. She will be invited to another meeting.

Gruber moved, Pitzen seconded, to adjourn. Carried at 3:15 p.m.

FEB. 13, 1994 (For Information)

Board members present were Art Oseland, John Gruber, Bill Raia, Bill Buhrmaster, and Jerry Pitzen. Also present were Treasurer Skip Lichter and several department heads and members. Because there was no quorum, no business was transacted.

Nancy Johnson, the vice president responsible for the staff work for corporate strategic planning at American Family Insurance, Madison, started her presentation with good words about Mid-Continent. "As a customer, riding the train last summer, I was impressed," she said. "You have great opportunities."

A strategic plan, she said, will give your organization a focus. The question is, "where do you want to go?" Johnson discussed the three parts of a strategic plan, expanding on a one-page outline previously distributed to board members.

1. Where are we? This includes a review of mission and financial summaries, as well as an analysis of strengths, weaknesses, opportunities, and threats. You will get a lot more done by thinking positively. What's good about what is going on in Wisconsin? What are things you can control that you can take advantage of? Can you turn threats into opportunities? An internal analysis of strengths and weaknesses can be painful;

organizations usually do better by building on strengths than by focusing on negatives.

2. Where do we want to go? What's a reasonable strategic plan? There probably will be 3 to 15 objectives. Tension can be creative; there is no magical answer. Look at someone with a different viewpoint as a friend. Value diverse opinions, you need balance. Rather than agreement, strive for consensus. Consensus ("can we live with it and support it") can take time. If you can't live with a decision, don't let it happen. The people responsible for the success of Mid-Continent are in this room; you will do better as a team.

3. How do we get there? Goals should be supported by strategies. Know who is coordinating a project and what is the expected completion date. Setting and implementing goals will be an asset for fund raising.

Feel good about your organization. Having something tangible and wholesome, such as the train ride, should be easy to sell, she said.

In addition, Johnson outlined several ways Mid-Continent could begin a strategic planning process. There is no one right way; pick an option which fits the organization and you are comfortable with, she said.

Those present indicated they wanted to begin the planning process. Interest centered on two one-day sessions, with an agenda and background material prepared in advance, as a start. Bob Ristow and John Gruber will contact Johnson, to find out if she is available to facilitate the sessions.

Officers

President, director: Art Oseland, 6206 S. Illinois Ave., Cudahy, Wis. 53110, 414/764-5375

Vice President: Tom O'Brien Jr., 550 Juniper St., North Liberty, IA 52317, 319/626-6411

Interim Secretary, director (also Gazette editor): John Gruber, 1430 Drake St., Madison, Wis. 53711, 608/255-7713

Treasurer: Skip Lichter, 4496 Belter Dr., North Freedom, Wis. 53951, 608/522-4241

Director (also chief financial officer): Bill Buhmaster, 5104 South Lawn, Western Springs, Ill. 60558, 708/246-9736

Director: Jeff Bloohm, P.O. Box 86, Brownsville, Wis. 53006, 414/583-3912

Director: Steve Brist, 4210 Wanetah Trail, Madison, Wis. 53711, 608/271-4338

Director: Gerald Pitzen, 3905 N. Kenneth, Chicago, Ill. 60641, 414/485-2250

Director: Bill Raia, P.O. Box 2069, Schiller Park, Ill. 60176, 312/545-4670

Director: Paul Swanson, 214-1/2 Cherry St., Janesville, Wis. 53546, 608/754-0017

Director (also operating department superintendent): Bob C. Welke, 500 Columbia St., Horicon, Wis. 53032, 414/485-2250

Curator: Don Ginter, 6529 W. Finley Rd., Beloit, Wis. 53511, 608/362-3257

Engineering: Jeff Nelson, 2700 Bufflehead Ave., Wausau, Wis. 54401, 715/848-0222

Roadmaster: David Bierman, 914 Van Buren St., Sauk City, Wis. 53583, 608/643-8462

Buildings and Grounds: David Schumacher, 101 N. Clear Lake Ave., Milton, Wis. 53563

Gift Shop, Finance: Jeff Haertlein, P.O. Box 16, North Freedom, Wis. 53951, 608/522-3326

First Class: Don Pingel, 373 E. 10th St., Winona, Minn. 55987, 607/452-2588

Mechanical: Jim Eng, 14 Springmeadow Ct., Appleton, Wis. 54915, 414/730-8190

Membership: Darcy Welke, 500 Columbia St., Horicon, Wis. 53032, 414/485/2250

Gifts to Mid-Continent

Your continued support of Mid-Continent's annual fund is vital as we begin our 1994 season at North Freedom with renewed dedication to enhancing educational resources, improving museum services, and continuing preservation efforts. Funds have added importance as we rebuild momentum lost by the disastrous rain storm in July 1993.

Send gifts now to Mid-Continent Railway Historical Society, North Freedom, Wis. 53951-0055.

SCHEDULED

April

- 10 Board meeting, 9 a.m.
- 15- Regional tourist railway
- 17 conference, Noblesville, Ind.
- 23- Spring Fling, Dinner (\$8.75) is
- 24 at 7 p.m. Saturday at Farm Kitchen; Arthur Dubin speaks. Weekend train service begins
- 30 Morse Telegraph Club

May

- 7-8 Daily operations begin with Summer Begins in Baraboo promotion.
- 8 Brunch train (Mother's Day), 12:30
- 14 Brakeman's training, 9 a.m. Also 5/15.
- 15 Board meeting, 9 a.m.

June

- 4-5 Caboose rides
- 18 First class service, 12:30, 2, 3:30 p.m.
- 19 Board meeting, 9 a.m. Brunch train (Father's Day), 12:30

July

- 2-4 Caboose rides
- 9 First class service, 12:30, 2, 3:30 p.m.
- 10 Board meeting, 9 a.m. Brunch train, 12:30 p.m.

August

- 6-7 Caboose rides
- 13 First class service, 12:30, 2, 3:30 p.m.
- 14 Board meeting, 9 a.m. Brunch train at 12:30 p.m.
- 24 Deadline for nominations for board of directors.

Meetings are at the office building unless announced otherwise. Call 608/522-4261 for information.

Cover. A sample of blotters produced by Goodman Printing Co., Portage (page 7). Paul Knutson collection.

**MID-CONTINENT
RAILWAY**
HISTORICAL SOCIETY / NORTH FREEDOM

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