

This is a Reprint of the 1939 . . . GOLDEN SPIKE EDITION . . .

THE HEAD MAN HIMSELF



W. M. JEFFERS MOST COLORFUL FIGURE IN RAILROAD WORLD

North Platte Native Son Lifts Self By Bootstraps

W. M. JEFFERS Biography

One of the most colorful figures in the railroad world today is North Platte's native son, William Martin Jeffers, president of the Union Pacific railroad, whose unswerving loyalty to this city keeps him in the eyes and hearts of the ever-changing population.

Born in North Platte, January 1, 1876, on what was then called Locust street — now Jeffers street, young "Bill" Jeffers joined the ranks of the "railroaders." Now in 1939, North Platte boasts several places of interest named after this native son. Jeffers street, Jeffers pavilion, Jeffers athletic club and Jeffers viaduct keep the name of Union Pacific's president at the tip of every North Platte tongue.

Bill Jeffers was only 14 years old in 1890 when he started working as a call boy and messenger for the Union Pacific at North Platte, where his father William Jeffers was employed in the U. P. Shop.

During his first four years of railroading, in which he was successively promoted to clerk in the maintenance of way department, time-keeper, and then extra foreman of the steel gang, young Jeffers studied telegraphy. In 1894 he became a train dispatcher, with the post of chief dispatcher coming in another

two years. In 1905 Mr. Jeffers left North Platte to go to Green River, Wyo., as trainmaster, and the following year he became trainmaster at Denver, Colo. In 1907 he returned to Green River as assistant superintendent, and in 1909 he became superintendent of the division.

When the territory extending from Cheyenne, Wyo., to Ogden, Utah, was consolidated into a single division, in 1911, the superintendent went to "Bill" Jeffers. He went for the first time of rising U. P. employes in 1915 when he was named superintendent of the Nebraska district, in which the headquarters for the entire system is located.

The point on the door of his new office was hardly dry when, on Nov. 2, 1915, Mr. Jeffers was named general superintendent with supervisory authority over all divisions of the Union Pacific, and in the new setup he again was called the "general manager." He continued in that position until the management of the railroad was returned to the hands of their private owners.

A truly big step forward came on October 1, 1928, when he was elected vice-president in charge of operations of the entire district.

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'GOLDEN SPIKE' TICKETS SOLD OUT FOR DAYS

Tickets for the "Golden Spike" banquet here Thursday night have been sold out for days and predictions are that the affair will be one of the largest and most colorful features of the celebration.

To be held in the Union Pacific depot, seating capacity is limited. The committee limited the ticket sale to 561 which is the most that can be seated in the building. All furniture is being removed to make as much room as possible for seats.

Chairing the arrangements is C. H. Lind, who was appointed chairman.

Only those in the costume of the 1860's will be permitted to attend the banquet. With all in costume, there will be the appearance of pioneer days with the exception that the banquet will be in a modern depot that has replaced the frame one of seventy-five years ago.

The entire building has been completely decorated for the banquet and celebration as the Union Pacific puts on full dress for celebrating a picture of its own history. There will be displays of pictures and articles of historic interest dealing with the Union Pacific.

HUGE UPTOWN RALLY TO OPEN "GOLDEN SPIKE" CELEBRATION

Window Displays To Draw Thousands To City

Opening the "Golden Spike Days" celebration here Wednesday night will be the downtown rally, and its accompanying window-unveiling of historic displays of every kind dating back to the railroad was in its infancy.

Women and men in the costume of the 1860's will lend an atmosphere of another day to the celebration. Ladies in single

length dresses of Civil war days and ironbonnets will stroll the streets arm in arm with bewigged husbands in Prince Albert coats and "bearers."

Featured entertainment for the opening night will see the numerous window displays prepared by local merchants, depicting the history of the Union Pacific. There will be all kinds of historical plays, many of them valuable historic records, advance information gained from merchants indicating the chamber of commerce has completely decorated the streets in full regalia for the opening.

Jeffers street on the North Side and Dewey street between Fourth and Fifth streets have been prepared

ed in full dress, coupled with the window displays, the street decorations will make North Platte "really dressed up."

There will be no definite program for the opening night, officials said. It will be mostly an opportunity for citizens to get together in their costumes and view the displays of the city.

It is planned, however, to have a band downtown for a concert, and several selections to be presented by the Whisker club of over seventy members. The kangaroo court will probably be in session, according to reports, as it has for several days, and will prove the focal point of entertainment.

HOLLYWOOD STARS TO ARRIVE HERE THURSDAY, APRIL 27th

THE NORTH PLATTE TELEGRAPH

VOLUME LX NORTH PLATTE, NEBRASKA MONDAY, APRIL 24, No. 97

SHOWS TO OPEN TWO THEATRES ON SATURDAY

M. F. Zalesny, manager of the Paramount theatre, has made arrangements for the opening of the picture "Union Pacific" at eleven o'clock Saturday morning, immediately following the parade through the business district. Sale of tickets will start at ten o'clock, he said.

The early opening will be at the Paramount theatre, with the Fox theatre opening at noon. Both theatres will run the picture continuously throughout the day.

Both theatres are expected to be able to accommodate the thousands of persons attending the opening day. Zalesny predicts the greatest theatre crowd of any day in the history of the theatre, and expects to break all theatre records of the city for the picture.

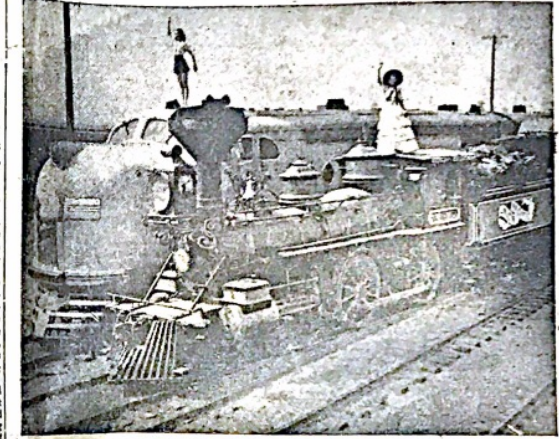
"North Platte has pictured prominently in the development of both the Union Pacific and this territory," he said in giving a reason for the popularity of the picture. "The Union Pacific," he said, has meant a great deal to the people of Nebraska, and its history is something they want to see.

Because of the interest in the picture, the management said the picture will run two days at the Fox theatre and five days at the Paramount, opening Sunday and running through Wednesday.

Although other cities are charging higher prices, Zalesny said popular prices will prevail at both theatres throughout the showing of the picture. This is in contrast to the top price of \$2.75 at the Omaha premier.

Prices here will be thirty and forty cents for adults and ten cents for children.

THE TWO EXTREMES



It's a long cry from the old "Iron Horse" of the '60s to the modern streamliner today, just the same as it is from the quaint ways of the past to the modern ways of today, as one can see for themselves in the above picture and North Platte residents will have the opportunity of seeing both here the morning of April 27th.

IRON HORSE OF 1860 WILL BE SEEN TOGETHER WITH '39 MOGUL

When the group of Hollywood stars arrive here the morning of April 27 aboard the Union Pacific's movie train enroute to the premier of "Union Pacific" at Omaha, citizens of North Platte and southwestern Nebraska will be afforded the opportunity of seeing the difference between the original trains of the 1860's and the modern streamliners.

Aboard the train will be a number of stars of Hollywood, M.G.M. officials, and William Jeffers, president of the Union Pacific railroad. Stars making a trip will include Joel McCrea, Barbara Stanwyck (stars of "Union Pacific"), Madeline Carroll, Lynne Overman, Lloyd Nolan, Betty Brable, Robert Preston, Byron Denoyer, and a number of others.

City officials, Union Pacific officials, Mayor George B. Dent, and representatives of the chamber of commerce, and radio stations, as well as newspaper men will board the train west of North Platte. Stars aboard will be interviewed as the train nears North Platte, over a radio hookup.

The train is scheduled to arrive in North Platte at eight o'clock Thursday morning. It will make a twenty minute stop here to afford the public an opportunity to see the train and stars. After a brief speaking system, the stars will be interviewed.

Bands will play and the Whisker club of more than seventy members, as shown in the picture, will gather here to witness the change the years have brought in railroad equipment and to get a glimpse at Hollywood's glamour and hope. Indications are that thousands from southwestern Nebraska will be in North Platte for the event.

Leading the train will be one of the first Union Pacific locomotives, which was used to film "Union Pacific." A midge beside the huge monsters of today, the old iron horse will bring back to the minds of a few old timers the struggles the Union Pacific had in bringing transcontinental traffic to an untamed west.

To the rear of "old 88" will be a modern steam-electric train of today—the last word in up-to-date locomotive transportation. In contrast to the thirty-five mile an hour speed of the 1860 locomotive, the new steam line is capable of traveling 125 miles an hour while pulling twelve standard sleeping cars.

The new locomotive represents the conversion of the Hollywood stars. Bringing up the rear will be a number of the first coaches and cars manufactured for the use of the Union Pacific, a far cry from the luxuriance of today's pullman.

There will be one of the early thirty-four foot passenger cars, "Molly's car" which was used in the filming of the picture, an old box car, and another old coach. The blacksmith car, which was used at "end of track" while filming the picture, to do all repairs, will also be a part of the train. It will be the first use

U. P. FACILITIES UNEXCELLED IN THIS TOWN

To accommodate all freight and passenger facilities of the Union Pacific at North Platte, 47,700 square feet of industrial tracks serving the railroad and commercial warehouse and loading platforms along miles of track in use 25.85 miles of the main tracks are required. For cross-over, running and passing tracks is required 19.24 miles of tracks.

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UNION PACIFIC DAYS NORTH PLATTE, NEBRASKA

- Wednesday, April 26. 8:30 p. m. Window unveiling in business district. Uptown rally, whisker club glee club, band music, kangaroo court.
- Thursday, April 27. 8:00 a. m. until 8:20 a. m. Paramount's premier train at Union Pacific Station. Motion Picture Stars presented, whisker glee club, band music. 7:00 p. m. Banquet at Union Pacific Dining Room, those attending in costume. Special entertainment.
- Friday, April 28. 9:30 p. m. Costume Ball at Jeffers Pavilion. Music by Copeland's Orchestra and Vic Thorne's dance band.
- Saturday, April 29. 10:00 a. m. Historical parade, two sections . . . 1869 and 1939. 11:00 a. m. Showing of "Union Pacific" at the Paramount theatre starts, continuous. 12:00 a. m. Showing of "Union Pacific" at the Fox theatre starts, continuous.
- Monday, May 1. 6:30 p. m. B. of L. E. Banquet, Pawnee Hotel. 9:00 p. m. May Party at Legion Hall.

OLD TIMERS OF RAILROAD HAVE GROUP OF OWN

All is not work for the Union Pacific employees at North Platte, for years ago the railroad engendered a family spirit that has grown through the years and out of it grew the Old Timers club.

To President William M. Jeffers goes the honor of organizing the first Old Timers club at Cheyenne, composed of employes who have served the railroad 20 years or longer. There are now 22 such clubs located in the major cities of the Union Pacific system and North Platte has its chapter which was organized in 1924.

The Old Timers are among the 1938 Union Pacific employees of 1938 who received a payroll of \$2,076,312.00.

Auxiliary to the Old Timers is the group of employes who assist them in their gatherings as well as having social events of their own.

There is a great deal of interest in the conversion of the Hollywood stars. Bringing up the rear will be a number of the first coaches and cars manufactured for the use of the Union Pacific, a far cry from the luxuriance of today's pullman.

There will be one of the early thirty-four foot passenger cars, "Molly's car" which was used in the filming of the picture, an old box car, and another old coach. The blacksmith car, which was used at "end of track" while filming the picture, to do all repairs, will also be a part of the train. It will be the first use

PACIFIC FRUIT ICE PLANT HERE HUGE BUSINESS

In the west end of the yards is located the great long platform of the Pacific Fruit & Ice plant where 130,215 cars of fruit and vegetables were loaded in 1938. This is one of the greatest activities in the North Platte yards and requires a large force of men to operate. Last year the payroll to these employees amounted to \$68,818.38.

Aside from icing cars there is a service including cleaning and repairing heaters to protect contents from freezing and ice to protect from overheating.

There is a covered icing platform 2,600 feet long between two yard tracks where cars are supplied with ice. There is room for 80 cars in a line on both sides of the tracks.

In 1938, 4,900 cars were cleaned and repaired for use in the potato harvest of western Nebraska and eastern Wyoming territory. Traffic in fruit is heaviest in the year during the months of September and October while the potato rush comes in September and gradually diminishes until April.

Prior to the establishment of this modern icing plant, ice was harvested from the old pond near the yards. In a season 20,000 tons of ice have been harvested and an additional 40,000

Expect Huge Crowd Two Orchestras Will Play

Plans are rapidly nearing completion for the huge celebration of the "Golden Spike Days" celebration April 28 at the Jeffers pavilion. It was announced today by W. C. Volmer, who is in charge of arrangements.

The ball will be entirely new and featured during the dance will be several selections by the Whisker Club. Volmer says the club will be in top form for the dance.

An interesting sight to the ball will be the fact that it is being held in Jeffers pavilion.

NORTH PLATTE DANCERS WILL CELEBRATE IN 1860 COSTUMES

Attica and basements have been turned inside out as dance fairs sought clothes of the earlier periods that may have been hidden away and forgotten. But even if only those who already have costumes attend, the pavilion will be filled to capacity.

Two orchestras have been obtained to play for the dance. The ball will probably last until six-thirty and featured during the morning. Both of the orchestras—Copeland's ten piece band and Volmer's band, are well known in this vicinity.

Volmer said the dance is scheduled to start promptly at six-thirty and featured during the dance will be several selections by the Whisker Club. Volmer says the club will be in top form for the dance.

An interesting sight to the ball will be the fact that it is being held in Jeffers pavilion.

LITTLE PRAIRIE TOWN GREW ALONG WITH UNION PACIFIC

North Platte Kept Pace With The Railroad

The present network of steel over which the freight and passenger trains of the Union Pacific roll at North Platte bears little resemblance to the single track that brought the railroad, completed and ready to operate January 3, 1867. The single track and four ties for the early days of the railroad and the new town, but gradually the importance of the site was recognized and improvements and additions were made from time to time until in a few years North Platte became one of the busiest centers on the entire Nebraska line.

As the Union Pacific grew, so grew the little prairie town. Settlers were attracted by the rich prairie soil. As development of the interior expanded, the town was able to carry its products to market. Indeed, since the very beginning, the railroad has carried out a policy of continuous improvement and replacement of equipment and facilities and has provided North Platte with up-to-date facilities for its business activities. This has meant the investment of great sums of money on the part of the Union Pacific in order to arrive at the present state of efficiency at this point.

One of the first major improvements on that part of the line was in 1906 when a change in alignment of the track was made at the east end of North Platte. This was done in anticipation of the laying of a double track over the bridge spanning the North Platte river. In 1910 a second main track was laid through North Platte making a double track main line.

With additions and improvements from time to time, in 1927, a great bridge made up of 20, 80-foot spans, almost one-half mile in length crossed the North Platte river and was sufficient to all the needs of a modern railroad.

In the early days, stations were known as "depots" and the first depot at North Platte served valiantly as the center of passenger traffic until 1918 when it was replaced with a modern structure. In keeping with its efficiency it was no longer called a "depot," but a passenger station. This station, a class "A" cost of \$150,000, houses all the facilities necessary to the comfort and care of the traveling public.

service was kept abreast of the times. In 1927 a new machine and new building was built. It was installed machinery formerly housed in a section of the old round house along with new units of modern equipment. One of the new units was a 20 ton traveling crane that increased tremendously by the scope of work done in a great shop. This building and new machinery cost \$225,000. It is 228 feet long and 92 feet wide, being 24 feet high under the eaves. It contains a series of offices, locker room, electric shop, air room, tool room and other facilities.

The new machinery includes a 24 inch shaft 24 inch Timken-ized precision engine lathes and a new micro-internal rod grinder. Other modern machinery installed in the new shop represents an investment of \$100,000.

Another great improvement is the viaduct over the tracks at Jeffers street over which vehicular traffic passes, greatly lowering grade crossing traffic. A new street was named to honor William Martin Jeffers, a native of North Platte who at the age of 23 became president of the Union Pacific, advancing step by step through the years to become president of the Union Pacific system. The original rails going into the new railroad weighed fifty pounds, that is, fifty pounds for every three feet of rail. The weight was increased to 85 and then to 60 pounds. Today the rails used on the system weigh 131 pounds, more than twice that of the old rails.

These rails also carry the new type streamlined passenger train, with all the conveniences of superior hotels. Powered by mighty Diesel engines, air-conditioned, silent operation, clean, comfortable the streamliners are vivid realities of how far the railroad has advanced since its advent at North Platte when the west was young.

W. M. Jeffers Is Colorful Figure In Railroad Circles

(Continued from Page One)

Union Pacific system. Now he was in authority over the entire U. P. properties, which included the various "units." (Since then, the separate identity of these "units" has been discarded and all are now integral parts of the U. P. Railroad company.) Honoring this advancement, North Platte's mayor and city council by formal resolution changed the name of Locust street—Jeffers birthplace—to "Jeffers street."

On August 11, 1932, the road's board of directors created the

new post of "executive vice-president" and assigned Mr. Jeffers to it, including supervision over traffic and all other activities of the railroad, and indicating clearly that even then his superior officers were grooming "Bill" Jeffers for the presidency of the great railroad which he loved so well and to which he was giving his undivided attention and energy.

With the retirement of Carl R. Gray, William M. Jeffers formally took over the presidency of the railroad October 1, 1937. On Sept. 30, North Platte was the scene of a gala celebration honoring a native son who had "made good." It was the fruition of a dream come true, for in Jeffers' own words, it was a greater thrill to him "to become president of the Union Pacific than to be president of the United States."

Mr. Gray, who had been president since Jan. 1, 1930, retired at his own insistence. He said that the retirement from active service rules applied to him as well as to other employes and officials. Mr. Gray's 79th birthday was Sept. 28, 1937.

Despite Jeffers' rapid rise in the railroad ranks, he has always kept in touch with the rank and file of the railroad. He is the toast of every group of railroad men meeting in North Platte. Commonly referred to by all employes as "Bill," admired by fellow railroaders has not come to Jeffers after his promotions but has been evidenced throughout his career.

Railroaders boast that Jeffers is a man who by his own "boot straps" has pulled himself to the highest place in the railroad world, and who by perseverance and with the aim of making the Union Pacific the best, has reached the top of the ladder.

Jeffers himself declares that he can call nearly 10,000 Union Pacific men by their first names. He has had no hesitancy in coming to him whenever the opportunity presents itself, and reminiscences flow freely at the top of the ladder.

Mrs. Jeffers, too, is a member of the U. P. family. Formerly Miss Lena A. Schatz of North Platte, and daughter of a Union Pacific employe, she became the bride of William M. Jeffers in June, 1900.

Aside from his home, there is little except railroading that holds an interest for President Jeffers. Rugged and strong at his life, absences from active duty have been extremely rare. He enjoys walking as exercise, because he can think while he walks. Social occasions which give him a chance to talk railroading either with other railroad men or with outsiders interested in the industry, give him great pleasure.

With nearly a decade ahead of him in which to enjoy the fruits of his labors—U. P. employes and officials traditionally retire when they reach 70—Mr. Jeffers feels that his most important years of service still are ahead of him. In that time he proposes to continue scrupulously the Union Pacific's policy of three-fold obligation to its employes, to its stockholders, and to the traveling and shipping public.

This simple credo, inherited from his predecessors and to which he subscribes wholeheartedly, is the heart by which William Martin Jeffers declares, he will steer his course as president of the Union Pacific railroad as long as he is at the helm.

BUFFALO BILL, GEN. SHERIDAN HUNT BUFFALO

Information taken from the book, "History of the Union Pacific" belonging to Theodore Lowe.

Projected by General Sheridan, a party of notable men went to hunt buffalo. Arrangements were made with Buffalo Bill to act as the guide for his distinguished guests.

Buffalo Bill was always a particular favorite of General Sheridan, and had been a soldier in the army. As a buffalo hunter with success unequalled by any in the entire history of the plains.

For several days the party hunted near Fort McPherson, killing many turkeys, jack rabbits, antelope and a few buffaloes. Having a good cook and plenty of wine, the party en-

joyed themselves and the sport of the chase. Later the group went further south where the buffalo were more abundant. Under Buffalo Bill's skilled guidance, the party met with great success and voted Buffalo Bill the price of buffalo hunters.

Visit of the Grand Duke Alexis of Russia to hunt buffalo with Buffalo Bill.

Condensed from "History of the Union Pacific" owned by Theodore Lowe.

In 1872 the Grand Duke Alexis of Russia came to North Platte to start out on a grand buffalo hunt. Arrangements were made with Buffalo Bill to act as the guide, and make preparations.

As a source of amusement to the Grand Duke, Buffalo Bill made arrangements for the participation of some of the neighboring Indians. Greatly interested on Red Willow Creek and 100 leading chiefs and warriors engaged to meet the Duke's party at that point.

On the 12th of January the Grand Duke arrived at North Platte. Buffalo Bill gave the Duke the use of his celebrated hunting horse, "Buckskin Joe."

The party at once went to the camp on the Red Willow where everything was found complete. Samples of the Indians' skill in horsemanship, lance-throwing and bow shooting, a sham high war-dance, closing with a grand air dance entertained the Duke in the evening.

All were ready for the hunt in the morning, with Buffalo Bill taking charge of the party and instructing the Grand Duke in the way of hunting buffalo.

At about 100 yards Alexis bowed him his own rifle; the Duke shot again and brought down his game. Greatly interested in the Duke's skill, the Duke took back to Russia as a souvenir.

Stories of the skill of the Indian with the bow and arrow were related to Alexis who delighted in the tales. For the next days hunt, the Grand Duke was

requested to hunt by the side of the celebrated chief. Coming up to a large herd of buffalo, the Indian chief an arrow through a large buffalo so that the arrow emerged on the far side of the arrow; preserved and given to Alexis.

On the same day, the Duke performed the rare feat of killing a buffalo at 100 paces distance with a pistol shot.

At the conclusion of the hunt on the return to North Platte, Buffalo Bill took the reins of show Alexis the old style of stage driving over the plain. Buffalo Bill put the whip to the rest, increasing their speed to a full gallop, jouncing the heavy wagon over the rough prairie, but in a difficult keeping his seat, Alexis was very glad to induce him to slacken the speed.

They arrived back in North Platte after a week's hunt carrying several hundred pounds of furs and skins. Frontier country.

CROONER MAKES DEBUT AT THE AGE OF TWO

South Bend, Ind. (AP)—William Hestegrove celebrated his second birthday by singing over a local radio broadcasting station.

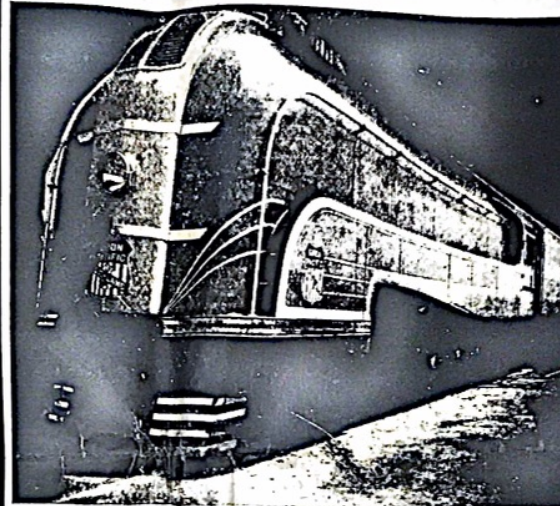
He learned how to sing by humming lullabies after his mother. When he can't say the words, he fills in with "la la."

His repertoire ranges from "Rock of Ages" to "A Ticket, a Ticket."

OLD TIMERS OF RAILROAD HAVE GROUP OF OWN

(Continued from Page One) erick, president; T. D. Fink, secretary-treasurer. The auxiliary officers are: Mrs. A. H. Huntington, president and Mrs. W. L. Wood, secretary-treasurer.

We've Grown Up Together — The Union Pacific — The Mutual B'd'g & Loan Ass'n — The City of North Platte



THE City of North Platte came into existence with the projection of the Union Pacific across the North Platte river in 1866. Prior to that time the only habitation of white people in that vicinity was old Fort McPherson, located about 18 miles South and East of the site of North Platte, and a few scattered road houses or supply depots along the Oregon Trail south of the South Platte river.

The first train and engine crews occupied adobe houses surrounded by stockades to protect them from the Sioux Indians. The first log houses in North Platte were built in 1867, the logs being obtained from the wooded canyons a few miles to the south which provided a substantial growth of cedar, elm, boxelder and cottonwood.

These canyons were also the source of building material for Fort McPherson as well as supplying fuel for the surrounding country for several years. The first wood burning engines on the Union Pacific burned wood from these canyons.

North Platte has seen 73 years of continuous growth. The city has seen the slow winding ox-trains passing her doors change to fleet horses, followed by swiftly driven locomotives.

North Platte has never been content to sit idly and contentedly absorbed in the spectacle of civilization marching past without taking an aggressive part. While the world has been going by on its never ending migration westward, this enterprising city of the prairies has been keeping pace with all that is best in progress and achievement.

The early adobe and log houses are only faint recollections in the minds of North Platte residents and where they once stood are hundreds of attractive modern homes, many of them owned by employes of the Union Pacific railroad. The trails and paths which were once deep rutted in Platte Valley sand-loam are now replaced by miles of hard surfaced paving.

Where once was heard the clatter of the Pony Express there is the sound of fast moving mail trains. Printing presses and radio give the happenings of the world to every home. From tallow dip candles to glowing electric lights is a parade of achievement. Wood fires have given way to electricity and gas. Hand pumps to municipally owned deep water well systems. These great changes mark the road of progress and growth of this early railroad town to its present place as a city abreast of 1939.



The Mutual B'd'g & Loan Ass'n

WHEN North Platte was just nine years of age a building and loan association was organized. It was the first one in the State of Nebraska. It terminated in 1882 and five years later the Mutual Building and Loan Association came into existence. For 52 years the Mutual has been serving the substantial, home minded citizens of this community.

A railroad minded community appreciates the advantages of a smooth, well ballasted roadbed and the Mutual, each year, has added ballast to its supporting structure to make the foundation of the Association still more firm and secure. Like the great UNION PACIFIC the Mutual Building and Loan Association also believes in SAFETY FIRST. The association has streamlined its plan of operation to meet modern conditions and keep abreast of the times.

— Union Pacific Employees Are Home Builders —

THE Mutual has been able to give its members the best loan rates and loan plans because it does such a large portion of its business with the best building and loan patrons on earth, the Union Pacific employes. 351 Union Pacific employees in North Platte are paying for their homes through our loan plan.

Congratulations and Best Wishes to our Union Pacific. —We Will Go Forward Together—

Mutual Building & Loan Ass'n

North Platte, Nebraska
DIRECTORS: VICTOR VON GOETZ, FRANK N. BUCHANAN, W.M. J. HENDY, W. R. MALONEY, M. E. CROSBY, W. W. CUMMING, W. H. McDONALD
OFFICERS: FRANK N. BUCHANAN, President, IRA L. BARE, Vice President, H. D. WIESE, Secretary, CARY W. DRESSLAR, Treasurer

THE RITNER AGENCY

Representing the Travelers Insurance Company

Hartford, Conn. who are this year celebrating their 75th anniversary!

FIRST POLICY WRITTEN APRIL 1st, 1864



• UNION PACIFIC RAILROAD
Started DECEMBER 1863
• TRAVELERS INSURANCE COMPANY
Founded APRIL 1864



— Two Great American Institutions —

ORIGINAL GOLDEN SPIKE TO BE ON HAND FOR BIG CELEBRATION

Stanford Property Is To Be Heavily Guarded

For the first time since driven to complete the first transcontinental railroad May 10, 1869, at Promontory, Utah, the original golden spike will leave California for a heavily guarded trip to Omaha in honor of the world premiere there of Cecil B. DeMille's "Union Pacific" and "Golden Spike Days" April 26 to 29.

The spike will be the central exhibit at a mammoth historical exposition at the City Auditorium in Omaha including notable items from twenty-two museums, during the four-day celebration.

The property of Stanford University at Palo Alto, Calif., special permission was obtained from directors of the institution for the trip to Omaha only after a carefully detailed plan of protecting the spike was approved. There it has been continuously in the vaults of the Wells Fargo bank in San Francisco until a few weeks ago when it was made the main attraction of the San Francisco exposition on Treasure Island at the Golden Gate World's Fair. Following the Omaha exposition, the spike will again be returned to its place in the vault.

SECURELY SEALED in its specially constructed safe made up of heavy steel plates and locked with both a time and combination lock, the spike will leave San Francisco under heavy guard Monday morning, April 24, and will arrive in Omaha Wednesday, April 26. En route it will have a heavy armed guard twenty-four hours a day of Union Pacific and American Railway Express special agents and other carefully picked guards. University regents required that the twenty-four hour a day guard be maintained constantly from the time the spike leaves the San Francisco fair under police protection, until returned.

At the historic ceremony at Promontory, Governor Leland Stanford of California and Union Pacific Vice President Thos. C. Durant sealed the rails from the east and west by each tapping the golden spike with a silver-headed maul. Dr. Ray Lyman Wilbur, former President of Stanford and former Secretary of Interior, is

expected to be in Omaha to take part in an official opening of the exposition.

Removed from the tie, into which special holes were bored, immediately after the ceremony, the spike was transferred immediately to the bank vaults. The tie finished and polished from California laurel trees is no longer in existence. Taken from the track it was returned to California and retained for many years in the office of the Union Pacific Railroad, but was destroyed in the great San Francisco earthquake and fire of April 18, 1906. Elements in the exhibit at the Auditorium will be an ivory-headed cane made from the same laurel tree as the tie, now the property of the Union Pacific Railroad.

The golden spike was made from a lump of gold furnished by David Hones in gratitude for what San Francisco has done for me. From the remainder of the raw gold donated by Hones and gifts of miniature spikes and gold rings were made which he presented to dignitaries present at the driving. One of these is now part of the Union Pacific collection and will also be on display. The firm of Schulz, Fisher and Mohrig, jewelers and goldsmiths of San Francisco, billed Hones \$25.25 for engraving 341 letters on the spike at 4c each, including a velvet box in the order. Inscription on the spike was mostly on the sides. The words "The Last Spike" on the head was the only part of the inscription damaged by the driving.

CHEERS GO UP

As the two engines met, the Union Pacific Rogers 419 from the east and the Central Pacific Jupiter No. 60 from the west, one historian describes the scene thus: "Telegraph connection were made through the mail that in striking the spike marked the contact that was recorded on telegraph instruments throughout the land. There were cheers and more cheers.

"President Stanford and Vice President Durant drove the last historic spike and over the wires the message leapt to all four corners of the nation where in city and village bells rang and cannon thundered and crowds paraded in the streets.

"Dr. Harkness handed Gov. Stanford the gold spike donated by David Hones of California. Mr. Durant gave it a tap for courtesy, then Gov. Stanford

raised the silver spike maul and brought it down lightly. If the truth must be told they swung like beginners at golf.

"The Pacific was now joined to the Atlantic and the nation was united. Thus closed a chapter which history can never repeat. No other decade in all has seen such substantial progress.

The driving of the golden spike constituted an important scene in the Cecil B. DeMille film epic "Union Pacific" which has its world premiere in Omaha April 26. The following inscriptions are on the spike:

"The Pacific railroad ground broken Jan. 8th, 1863, and completed May 8th 1869

Officers
Hon. Leland Stanford, Presd.
C. P. Huntington, Vice Presd.
E. B. Crocker, Atty.
Mark Hopkins, Treas.
Chas. Crocker, Gen. Supdt.
E. H. Miller Jr., Secty
L. Montgomery, Chief Engr
Directors of the C. P. R. of Cal.
Hon. Leland Stanford
C. P. Huntington
E. B. Crocker
Mark Hopkins
A. P. Stanford
E. H. Miller, Jr.
May God continue the unity of our Country as this Railroad unites the two great Oceans of the world.

Presided by David Hones
San Francisco"

Tens of thousands of visitors from all over the country are expected at the world premiere of DeMille's latest epic at which not only DeMille himself but Joel McCrea, Martha Raye, Lloyd Gorman, John Howard, Betty Grable, Evelyn Keyes, Patricia Morrison, Katherine DeMille, Joyce Matthews and Judith Barrett will also come from Hollywood by special train. Studio officials said production schedules was being changed in an effort to clear other top bracket stars at the Paramount Studio so they could also attend the Omaha premiere.

The Board of Directors of the Union Pacific Railroad will hold their first annual board meeting outside of New York City in the 70 year history of the railroad in honor of the Omaha celebration. Other internationally famous industrialists and financiers will board the train with the directors to come for the festivities. The board meeting will

be held in Omaha Friday, April 23.

Seventy-five to one hundred thousand visitors from all over the country are also expected at special rates. The world premiere has been hailed as the biggest thing for the Middle West since the Trans-Mississippi Exposition.

A modern sham battle was fought in precisely the same way the Romans battled the warlike Illyrians in 35 B. C.

The modern Yugoslav maneuver problem was the defense of northern from an army advancing the Adriatic sea.

The defending general studied the real battle place to make a stand at the village of Metlina on the Kupa river. His soldiers dug the remains of ancient fortifications.

Scientists now have identified these fortifications as defenses built by the ancient Illyrians.

ARMY FINDS ITS TACTICS ARE SAME AS IN 35 B.C.

Belgrade, (AP)—Infantry tactics haven't changed in 2,000 years, a Yugoslav general observed after maneuvers in Croatia, in the course of which soldiers stumbled into a rich archaeological treasure.

A modern sham battle was fought in precisely the same way the Romans battled the warlike Illyrians in 35 B. C.

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Scientists now have identified these fortifications as defenses built by the ancient Illyrians.

forefathers of the modern Albanians, to fight the legions of Emperor Augustus.

WARNS PHOTOGRAPHERS NOT TO WRECK CAVE

Carlsbad, N. M. (AP)—First annual photographers' day at Carlsbad caverns may be the last. Col. Thomas Boles, superintendent of the caverns, said photographers' demands for an opportunity to take pictures in the underground fairland had become so insistent that a day will be set aside this spring for picture taking.

"But if the crowd is not orderly, if we have any trouble at all, it will be the last such opportunity," said Boles. Camera officials said picture-takers, seeking to obtain unusual "angle" shots, might damage the delicate formations in the caves.

The moon's diameter is one-quarter that of the earth.

WORKERS GET PAID FOR TAKING BATHS

Cleveland, (AP)—Employees of a Cleveland industrial concern are "cleaning up" under a new safety plan which pays off at "two-bits a bath."

Because they work in high temperatures or under exposure to various dusts, fumes or gases, the firm offered each a daily 25-cent bonus for taking a shower bath before going home. It extended, in addition, 15 minutes of "company time" to splash in.

The plan reduces occupational diseases said a spokesman for the firm, the Cleveland Graphite Bronze company.

As a friendly gesture, Indians were permitted the free use of the railroad trains in 1867 and the years following.

Weather permitting, the Indians spent most of their time riding the tops of box cars where the railroad took them.

OLD GRAY MARE STILL WHAT SHE USED TO BE

Sheridan, Wyo. (AP)—After 28 years in the army, Old Andy, the cavalry horse with a World War record, may be retired in peace this year.

"In spite of his advanced age, Andy stood up as well in late maneuvers last summer as any of the younger horses and he undoubtedly will see active service again this summer," says Capt. George Pearson of Troop B, 118th cavalry of the Wyoming National Guard.

"After that he may be retired, but he hasn't begun to show signs of his advanced age yet."

The "Frontier Shack," the bar car on the City of Denver streamliner, was the first of its kind on American railroads to be devoted to the entertainment of travelers in the historic atmosphere marking the pioneer development of the west.

JEWISH REFUGEES ARE RESTRICTED

Caracas, Venezuela, (AP)—The government of Venezuela has announced it would accept two groups of Jewish refugees from Europe, but has placed a ban on further Jewish migration. The groups, numbering 250 refugees, were allowed to remain in the country "solely as a humanitarian act and owing to their very distressing position."

A government communique said the Jews would be prohibited from engaging in any activities of a commercial nature. They were granted a stay of the capital, but at the end of that period they will have to proceed to the interior parts of the republic only.

CITIZENS THINK BOOMS OLD STUFF BUT LIKE 'EM

Gilbertsville, Ky. (AP)—Plans for a \$12,000,000 dam—the biggest in the TVA system—have brought a boom to this Kentucky village, but booms are nothing new here—the town began with one.

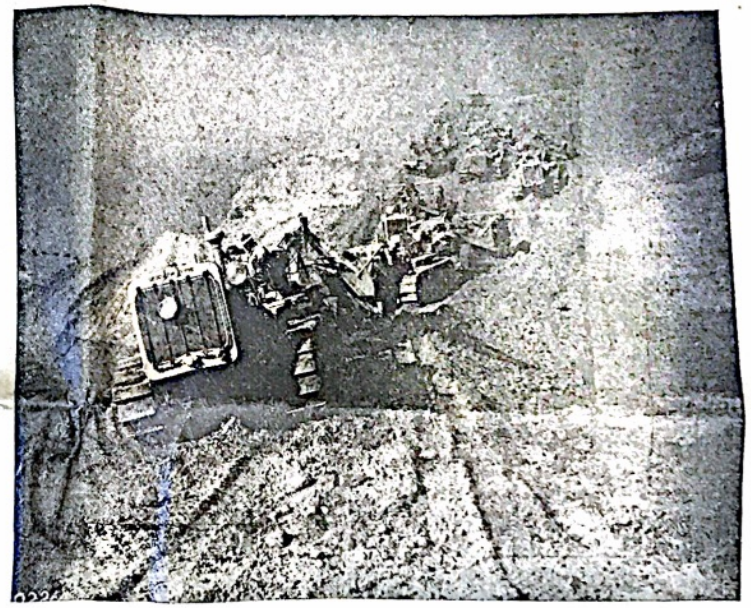
It was back in 1872 that the town sprang from the wilderness with the building of a railway through the section. But the current boom is the mightiest. Approximately 150 new homes mushroomed along Gilbertsville streets in a few months. Two subdivisions were laid out. Tourist camps and business houses increased. Land prices jumped overnight.

Read the West-Ad

'P' STANDS FOR DINNER

Peterborough, Fla. (AP)—"P" and "P" for dinner, pickled pig feet, parsnip, peach par-fait—and everything else Miss Roma nee P. Parks of Pittsburgh had as her dinner for the forty-sixth. Miss Clark set out to make everything about the dinner begin with the letter "P."

Building The Grade Today



A Year's Work In The 60's Would Be A Month's Work Now

Thanks to what "Caterpillar" has done in the field of heavy construction work. Railroads, Dams, Reservoirs, Highways—wherever the going is rough and heavy you'll find "Caterpillars" doing the job.

Construction men, nowadays, aren't putting any faith in the old saying: "A bad beginning makes a good ending." On big jobs, especially, they START right so they'll END right—take their FIRST crack with "Caterpillar" Diesel power!

Caterpillar has the kind of dependability that sees a job through from start to finish. For they're built with punishing loads and punishing hours in mind—Built for days of trouble-free operation—Built to last more than long enough to earn a profit on your original investment yet there is something more to this equipment than the saving of time and money on repairs—and the writing off of its first cost through a successful life.

Fuel-Economy, alone, is reason enough to put "Caterpillar" Diesels to work. But on top of that you get a particular ability—tremendous power and positive traction that make you independent of weather conditions—to earn a profit on the toughest job! "See us and let us help you forecast the MONEY-MAKING possibilities with "Caterpillar" Diesel-powered operation."

What The Name Union Pacific Stands For In Railroading Caterpillar Stands For In Tractor Pioneering Improvement And Progress

THERE IS A "CATERPILLAR" FOR EVERY JOB

On the relocation of the Union Pacific Railroad from Keystone to Lewellen, Neb., a distance of 32 miles, Twenty-Three of the Twenty-Four tractors used on this job were "Caterpillar".

"Caterpillar" Diesel tractors are available in five sizes from 95 to 25 horse power—nine sizes of Diesel Engines from 160 to 32 horse power. Each one is a proved time and money saver.

Caterpillar

World's Largest Manufacturers of Diesel Engines, Track-type Tractors and Road Machinery

— DISTRIBUTORS —

NEBRASKA MACHINERY CO.

NORTH PLATTE — SIDNEY

617 N. Tabor Phone 1455

UNION PACIFIC



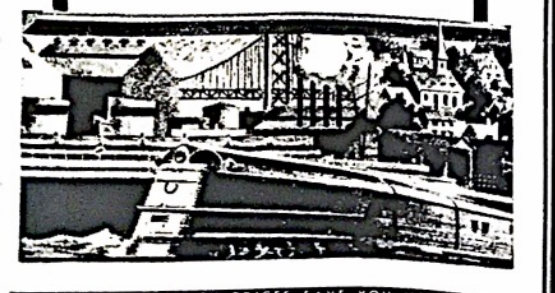
A MAN MAKES THE WHEELS OF THE NATION TURN WHEN HE'S PART OF THE UNION PACIFIC.....

Just one man—with one pair of muscular arms—one pair of keen sighted eyes—one canny brain. He's a man of the railroad, and if it weren't for him the nation's industries would cease to function. Smoke would no longer gush from factory chimneys from coast to coast.

Merchandise from all parts of the country could never come to the buying public so safely and economically as it does now. America could no longer boast of the distribution of its resources, its self sufficiency, without this man.

A MAN OF THE RAILROAD MERITS THE TRIBUTE OF DAYS LIKE THESE FOR THE PART HE PLAYS; HE MERITS THE ADMIRATION OF OTHER PEOPLE; HE'S IMPORTANT BECAUSE HE DOES A GREAT JOB!

UNION PACIFIC DAYS APRIL 27 TO 29



OUR LOW CASH PRICES SAVE YOU MONEY

BROWN-McDONALD

IF YOU CAN'T COME - ORDER BY MAIL

NOW - J.M. McDONALD CO.

CECIL B. DeMILLE'S Union Pacific Barbara STANWYCK and Joel McCREA

Specialized from the Paramount Picture by JAMES A. GANIBIS
From a Story by ERNEST HAYCOCK

CHAPTER X

MOLLIE'S face blanched out her hand was steady as she touched the two men. Neither touched



Dick's nerves betrayed him. Leaping to his feet, he whipped out his gun and covered Jeff.

It for a moment. "Well, will you be drinkin' your tea and eat starrin' like there was bullets in it?" Mollie asked. "Dick glanced at her. "Get here, Mollie, you better call where you're going to find a bullet. "Jeff turned his two eyes to "That light," he agreed. "A man can't avoid trust a friend. "He was coming as he heard footsteps. Brett and Cooke pushed open the door and entered Mollie's car. "Jeff glanced at Dick. The latter added to the two guests and stepped his tea. Mollie's nervousness increased as she looked at the newcomers.

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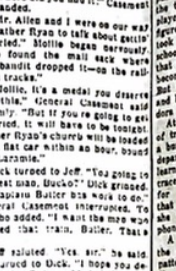


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LIFE OF BARBARA IS LIKE FICTION

Barbara Stanwyck, beautiful star of "Union Pacific," is one of Hollywood's great actresses who has fought her way from a small town in Missouri to the big screen in New York. Her life is a story of struggle and success, of love and heartbreak, of triumph and defeat. She has been called "The Girl in the Saddle" and "The Girl in the Hat." Her life is a story of struggle and success, of love and heartbreak, of triumph and defeat.

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Union Pacific

A Great Organization which Symbolizes the Best in Modern Transportation.

MILES

—CLEANERS—

LICENSED DRI-SHEEN CLEANERS

Symbolizes the Best and Most Modern in Cleaning. . . .

CERTIFIED COLD STORAGE

For your furs against fire, summer heat, theft, moths, dust and dampness.

510 N. JEFFERS

FEED YARD AT NORTH PLATTE DE LUXE HOTEL FOR LIVESTOCK

In the Union Pacific feed yards at North Platte is operated a de luxe "hotel" for cattle, sheep and hogs where thousands of cars of livestock are fed each day. With the advent of the Union Pacific into North Platte, pens for livestock followed shortly after. Livestock had become a recognized industry throughout the west long before the coming of the railroad but was given a greater impetus when the railroad provided a speedier and more dependable way to market. The pens were originally on the north side of the main line at the edge of town and were operated by John Burke and John Bratt. In 1904 the Union Pacific laid out and built the present stock yards east of town on the bank of the North Platte river. Bratt and Burke were engaged to operate them. Since that time the yards have been improved and added to and now two-thirds of the pen are covered. In addition to the pens 650 acres of land on the river were bought for the purpose of running sheep. In 1908 a total of 3,352 carloads of livestock were fed at the yards. Since made up the greatest number with 2,119 cars; cattle came next with 629; hogs next with 184 and horses and mules last with 215 cars. Stock is unloaded at the yards, fed and rested and again loaded into cars proceeding to Missouri river or Chicago markets. Fixed charges for a car of cattle on the way to market will average \$10 a car. Hogs come higher with an average charge of \$15. In 1918 during the war days when foodstuffs were necessary to the conduct of the war cars, serviced on the way to market numbered 8,046. With the origin and establishment of fast freight schedules the number of cars has maintained a good average. The patterns of this livestock hotel are composed of cattle, sheep, hogs and horses originating in the most parts in Wyoming, Idaho, Oregon, Montana, Washington and California. Horses ships the most cattle, Oregon and Washington the greatest number of sheep and Oregon, Idaho and Utah the most hogs. Last October seems to be the heaviest cattle month and August the heaviest for sheep.

WEEK ABROAD

FUEL FOR CHINA
Japan controls China's main ports. Hence, China has been importing war supplies via French Indo-China, British Burma and Russia. Nippon's air-men recently bombed the Indo-China railway. The rainy season may halt Burma trade. Russia's route's reliability is uncertain. And China's needs are increasing.

In return for Rome-Berlin help in isolating China from friends, Tokyo was reported recently to be willing to give Germany and Italy further support. The U. S. fleet then shuttled back to the Pacific. Sen. Key Pittman declared America would be justified in restricting trade with Japan.

And China's Generalissimo Chiang Kai-shek boasted this week: "In less than 20 months Japan has been reduced to a second-rate power. The moment surely is coming when she no longer can bear the strain."

FIRE FOLLOWS WARNING
Owners of the 2,400-passenger \$15,000,000 French liner Paris were warned last week end by the French secret service to beware of sabotage. Despite precautions, fires broke out two days later in the bakery, the barber shop and—investigators said—possibly other parts of the ship.

MEMORIAL DAY

will soon be here. At this time of year our thoughts naturally turn to our departed loved ones.

With these thoughts come the feeling of responsibility to proper perpetuate their memory.

This can best be done by the erecting of a suitable memorial in enduring granite or marble. Nothing can bring the same peace and satisfaction like the performance of this sacred duty.

May we help you in the proper selection of your memorial?

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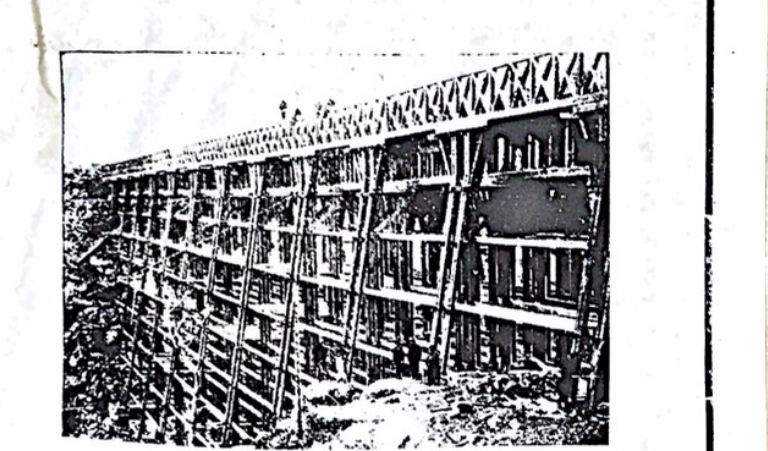
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UNION PACIFIC

Builders of Roads, Bridges and Cities

The West's Hub of Prosperity



The Dale Creek Bridge
— ONE OF THE LARGEST WOODEN TRESTLES EVER BUILT ON THE ORIGINAL LINE OF THE UNION PACIFIC —

The growth and activities of North Platte from its earliest time have centered around the Union Pacific Railroad with its many employees and its connecting link with larger markets. From a small, rough town of the plains North Platte has developed into a city of fine homes and thriving businesses, the center of a large trading area. We are proud to have shared in this growth and to have had a part in the building of a more beautiful North Platte.

TO THE FUTURE OF THE UNION PACIFIC

Waltemath Lumber & Coal Co.

810 E. FRONT ST. PHONE 20

Make The North Platte Cafe Your Headquarters

For Fine Foods During the

Union Pacific Celebration

Bring Your Friends and Visitors Here . . . They'll Respect Your Good Judgment!

— DELICIOUS AMERICAN AND CHINESE FOODS —

The NEW

North Platte Cafe

KILLED AT LAUNCHING
Cardiff, Wales, (AP)—Running into the propeller during the launching of a seaplane, a young airman received injuries which led to death.

IRON HORSE OF 1860 WILL BE SEEN TOGETHER WITH '39 MOGUL

(Continued from Page One)

made of many of the cars in 1939 years.

Many of the smaller towns along the Union Pacific railroad will also have a chance to see the train. It was learned today because the old locomotive carries only 1,000 gallons of water, it will be necessary to stop every fifty miles for water. These stops will be made along the entire line from the west coast to Omaha.

Pulling into North Platte, the train will be met by a committee of city and railroad officials. Mayor George B. Dent will be presented with a "golden" spike and stars about the train will be interviewed through the facilities of a loud speaking system. The public will not be allowed to board the train, but on the outside of each car will be information as to the date the car was constructed, when it was used, and other information. Officials said the short train the car will remain here, made it impossible for the public to see the inside of the train.

One of the largest crowds in the history of North Platte is expected to visit the train.

U. P. FACILITIES ARE UNEXCELLED IN NORTH PLATTE

(Continued from Page One)

Almost in the west end of North-west are unloaded and fed before proceeding to Missouri river and Chicago markets.

From the stock yards, there are both sides of the yard tracks lined with warehouses, lumber yards, oil and automotive loading platforms, car and commercial houses and other commercial and industrial enterprises, who depend on the railroad for their shipping facilities. The Union Pacific prides itself upon the fact freight schedules which have been in operation for some time and which assure speedy delivery of local products to all markets.

Almost in the center of the station is the modern passenger station housing all the facilities needed to the conduct of passenger traffic in a busy railroad center. The station platform is paved with brick and at the east end of the station is maintained level park. The station platform and forms and park are always well lighted.

Two blocks west of the station is located Jeffers Pavilion named in honor of William M. Jeffers, a native of North Platte. It is the president of the Union Pacific system, and the Jeffers Avenue viaduct over which vehicular traffic crosses the tracks.

About four blocks northwest of the station, at Jeffers Avenue and Seventh street in Jeffers Park and Jeffers Pavilion. The park is 2 1/2 blocks east and west and 1 1/2 blocks north and south. Herein is a baseball diamond, grandstand and bleachers, tennis courts and facilities for out of door sports. The park provides recreational advantages for employees of the Union Pacific as well as the residents of North Platte and furnishes a site for many local games and celebrations. It is situated on Union Pacific property and maintained by the company.

Jeffers Pavilion was the site of the mammoth celebration held in the fall of 1937 when the people of North Platte gathered here to honor Mr. Jeffers when he was elevated to the presidency of the railroad for which he went to work as a boy of 14.

The celebration was of such immense proportions that the engineering department was called into action. Blue prints of the ball were made and seating arrangements for 850 guests and speakers who were present. There were 24 guest tables and 38 feet long; two speakers tables 50 feet long seating 86 persons and one table 61 feet long seating 66 guests.

EFFICIENCY, LOYALTY MARKS RUNNING OF UNION PACIFIC

Reaches Down From Head To Little Call Boy

On the occasion of his first annual report as president of the Union Pacific railroad, W. M. Jeffers issued a statement last October to all officials and employees of the road in which he not only expressed his gratitude for the whole-hearted cooperation he has received but described in terse sentences the goal to which the great railroad is always striving. Notwithstanding unprecedented adverse business conditions, Mr. Jeffers said the loyal support given him had resulted in:

1. Placing Union Pacific in the forefront of all American railroads.
2. Improvement of relations with patrons and the public in general.
3. Maintaining a satisfactory working conditions for employees, and at the same time assuring holders of company securities an equitable return upon their investment.
4. Sustained loyalty, teamwork, skill and efficiency of the Union Pacific personnel.

Here, in a nutshell, is the credo of the Union Pacific for its everyday operation in all of its departments, the Union Pacific railroad under the leadership of President Jeffers is always striving to achieve the above with a smooth running loyalty and efficiency that reaches from the president down to the littlest call boy. There is no mistake that the achievement is attained.

SPEND 18 MILLION

In its effort to keep the Union Pacific in the forefront of American railroads the road will have expended at the end of this year the sum of \$18,000,000 in new and replaced equipment.

(The item on the program will have been the purchase of 100,000 tons of 121 pound steel rails and fittings, the latest purchase of its kind in the railroad operating west of Chicago.)

The outstanding purchase of 1939 was the purchase of a new steam-electric locomotive, carrying its own steam-turbine plant capable of doing twice the work of a conventional locomotive for each pound of fuel and making three times the mileage without stopping for fuel or water.

The new locomotive will be used in Union Pacific main line traffic sharing with steam and Diesel power units the job of handling the famous streamliners and other fast passenger trains. There is no other locomotive like it in America or Europe. It is a product of Union Pacific research engineers and General Electric and represents more than two years research in designing and construction.

NEW LOCOMOTIVE

Another purchase was the 4,000 horsepower Diesel locomotive, consisting of two non-coupled units of 2,000 horsepower each. Except for improvements in details and the fact that each of the four engines in the locomotive has 1,000 horsepower instead of 900, the new locomotive has the same appearance and construction principles embodied in the 5,400 horsepower locomotives now operating in the City of Los Angeles and City of San Francisco.

The new Union Pacific streamlined train.

Five years ago at the depth

of the depression, which has given industrial expansion a preventive iron hand, the Union Pacific began work on America's first streamlined train. This pioneer move in fast passenger movement, has resulted in giving the United States the fastest railroad trains it has ever known.

The Union Pacific introduced to the world the first streamliner in the City of Salina. This type of train was a revelation to the railroad industry and the traveling public in general. When the City of Salina came out of the shops, epic and span in and out with all of its perfected mechanical innovations, it started a tour that took it to the principal cities of the United States and was inspected by millions of visitors. The tour started February 15, 1934.

The date was that of President Lincoln's birthday. And how appropriate, it is remarkable how the name of Lincoln weaves in and out of Union Pacific history since the early '60's. It was his early interest in a transcontinental railroad and his signature as President of the United States to the bill authorizing the construction of the road, that made Union Pacific possible. Without the vision of Lincoln, a transcontinental railroad would have come years later.

The City of Salina financed its tour at the Chicago World Fair in 1934 where it was placed on exhibition. This little three-coach streamliner train was the forerunner of the present fleet of streamliners plying regularly on the Union Pacific lines and is a far cry to the 17-car City of Los Angeles plying between Chicago and Los Angeles making the trip in 39 1/2 hours. Others on the fleet are: City of Portland, westbound; City of Denver, westbound; City of Denver, eastbound; 12 cars; City of Los Angeles, 17 cars; City of San Francisco, 17 cars and all train Post-31iner, 8 cars; all trains ply from cities for which they are named to Chicago and return on regularly scheduled trains.

Each train has brought to the transportation world innovations in motive power, coach and equipment designing possible developments to promote perfecting in operation and the comfort of the traveler carried out.

The famous streamliners, City of Denver, have completed, at this time, more than 1,000,000 miles of their journey. More than 2,500,000 passengers to and from Denver have enjoyed this daily overnight service between Chicago and Denver. The "Frontier Shack," the bar car on the City of Denver streamliners, was the first of its kind on American railroads to be devoted to the entertainment of travelers.

The pioneer development of the historic atmosphere marking the history and traditions of those parts of the country. The equally famous streamliner City of Los Angeles, and its noted companion City of San Francisco are the largest of Diesel-powered streamliners in the world. The passenger lists of these trains are a veritable "Who's Who" of the business,

and professional leadership, and STEADY NEED.

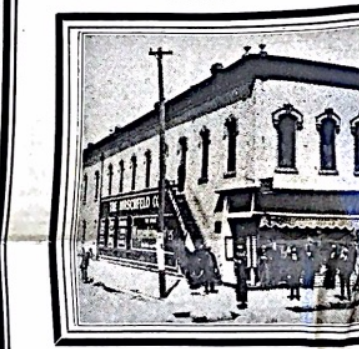
Five years ago the Union Pacific, showing an intensive study of passenger needs and desires, inaugurated its Challenger service to railroad travel. Incorporated in the Challenger service were new and improved facilities never before available to railroad guests. Thousands of frequent travelers were personally interviewed relative to their ideas of travel comfort. In these ideas after a careful study of railroad guests, there were personally interviewed railroad guests. These were incorporated in the Challenger service. The Challenger service is a graduate school nurse, and who has in the cities served by the Union Pacific.

The Union Pacific's celebrated air-conditioning Challenger, popular economy comfort trains, were first introduced by this road.

Such innovations in railroad service as coaches for the exclusive use of women and children, chairs with cushioned reclining seats and deliciously wholesome low-cost Challenger meals, with breakfast at 25 cents, lunch at 40 cents, and dinner at 50 cents may be obtained. Hundreds of Challenger patrons have written to the Union Pacific saying that the meals served them in the Challenger trains are better than those they have eaten in their home-town restaurants.

Challenger are all-steel trains, made up entirely of air-conditioned coach and tourist sleeping cars. They operate between Chicago and Los Angeles, Chicago and San Francisco and to most of the principal cities of the Pacific Northwest. Information on the Challenger would not be complete without mention of the

A Clothing Corner Since the Days of '69



The Clothing Corner of North Platte Since the "Golden Spike" Days

When the word railroad is mentioned, most of us throughout this part of Nebraska naturally think first of the "Union Pacific," in some manner or other. The story of railroading is the story of pioneering. Back of every mighty empire, back of the rich agricultural lands of our nation, back of every progressive city are the railroads. We can easily apply the progress of railroading to our own Platte Valley. The opening of this great valley by the Union Pacific Railroad brought westward the pioneers of agriculture, who cultivated the open west and laid the foundation of prosperous cities, and who, today, look on this great system as the empire builder of the west. The above picture taken about 1917 is one of the original golden spike day buildings which was used as a general store until 1876. From that year until the present, it has been known as Western Nebraska's Clothing Corner, with the slogan that Nebraska's Clothing Corner, with the slogan that You are assured of being dressed in style and riding in comfort.

WE SHIP BY RAIL

The Hirschfeld Co.
ALWAYS DELIVERABLE

NORTH PLATTE KEARNEY

Special Pacific's development of specialized service and facilities for the utmost comfort and convenience of women and children who travel on them.

Research kitchens at the Union Pacific company commissary in Omaha develop the recipes for the tasty new dishes served in dining cars. Special attention is given to the nutritional requirements of small children.

CREW GIVES STAR OF FILM PRESENT

When the star of a picture gives the crew presents, that's new! It's the first time in Hollywood's recollection that this has happened.

Stanwyck finished in Cecil B. DeMille's "Union Pacific." The crew from assistant directors down to grips and electricians "shopped in" and gave her a crystal and silver tray, crystal bottles and other knock-knacks for a dressing table.

North Platte Chamber of Commerce

Points With Justifiable Pride To the 42 Years of Service Rendered to This Community

Historical

North Platte's first community business organization came into existence in 1897 when a Commercial Club was formed at a meeting of about fifty business and professional men and railroad employees. Prior to that time when worthwhile community affairs needed support sporadic meetings were held and committees were appointed to carry out the work and this was often done with a pronounced duplication of effort by reason of lack of permanent organization. While the records of the formation of the Commercial Club are now non-existent, it is recalled that the late T. C. Patterson was its first president, but the first secretary is unknown. For the first ten years the organization showed commendable activity, then came a period of lack of interest, but later interest was revived when a part-time secretary was employed, though no office was maintained. These latter conditions continued until 1917 when a full-time secretary was employed, an office opened and the name changed to Chamber of Commerce. When this rather radical change was made North Platte's reported population exceeded 8,000 and the varied community interest demanded the full time of the man filling the secretarial position as well as the helpfulness of a stenographer, and the opening of permanent headquarters.

Accomplishments

It would require a half dozen newspaper pages to record the accomplishments of the Chamber of Commerce in its past programs of community work, and there is only space for a brief illusion to some of the objectives supported by the organization during the past twenty or more years. However, there is given in a following paragraph a somewhat detailed account of what the Chamber supported and achieved during the year 1938, and such is but a fair sample of the work performed in the previous years. Among the major projects to which the influence of the organization was directed in past years were: Raised \$7,000 to secure a federal survey of the project which was a factor in the later development of the Sutherland Flow and Irrigation plant; sponsored the initial street white way; established and maintained for several years a free lunch room for destitute travelers; during a flood which partly wrecked the bridge maintained a ferry across the South Platte river at a cost of \$400; for three years maintained a free camp for auto tourists; sponsored auto races and Fourth of July celebrations; for several years banded every effort to secure the grading of the Lincoln highway and later in having it concreted; financially supported baseball teams; expended as much as \$800 in one year in advertising the good points of the city; used its influence in securing the Standard Oil plant, the Swift plant, St. Mary's hospital, the Fox and Paramount theatres, the Pawnee Hotel, the Municipal airport, pavement to the North river bridge, the new high school building, the radio station, telephone building, advocated and secured the removal of light and telephone poles off business streets, stocking drainage ditch and lakes and reservoir with fish, building of the viaduct. The above are selected at random to show the wide range of activities of the organizations.

The 1938 work of the organization included assistance in entertaining twelve conventions, the total attendance at which exceeded 4,000; secured additional fish for the drainage ditch and reservoirs; instrumental in securing federal funds of \$64,500 for airport improvement; lended influence in securing a betterment of the North Platte-Stapleton road; entertained beet farmers at meetings and made tours of inspection of beet fields; assisted in meetings called to wage war against the grasshopper plague; sponsored an exhibition of irrigation pumps and farm implements; purchased new Christmas decorations for the streets; saved business men \$7,500 through censorship of unprofitable advertising; furnished free to scores of local organizations stenographic and mimeographic service; in fact the scope of work rendered to the community-at-large during 1938 has never before been equaled.

The official personnel of the organization is as follows: President, J. Y. Castle; Vice President, W. J. Hendy; Secretary-Treasurer, E. C. Kelso; Directors, H. E. Day, Harold Wiese, Robert Crosby, J. Y. Castle, George Young, W. J. Hendy, I. W. Hickman, Joe Hirschfeld, A. J. Higbee, York A. Hinman, Jr., Joe Souder. Standing committees and chairmen, Publicity, Fred Speers; Reservoir, O. H. Thoecke; Roads, Harry Dixon; Membership and Grievance, Geo. Luedke; Conventions, Earl Ritner; Community Chest, R. R. Langford; Taxation, G. W. Taylor; Legislative, W. R. Maloney; Agriculture, Retail, O. R. Robinson; Ira L. Bane; Labor Day Picnic, K. R. Hamilton; Fall Festival, P. M. LaVelle; Life Underwriters, C. M. Johnson; Finance, York Hinman, Jr.; Entertainment, Fred Sieman; Railroad, D. G. Mather; Good Will Tour, Paul Exstrom.

The sole purpose of the Chamber of Commerce in the future, as has been true in the past, will be to be of service not only to the business interests of the city but to all the people of the community and to support a 11 worth-while measures which are of the greatest good to the greatest number. If you have a community-wide proposition to discuss with the officers of the organization please do not hesitate to do so.

North Platte Chamber of Commerce

Hotel Pawnee Bldg. Telephone 67

YOUR WASH IS SAFE

IN OUR HANDS

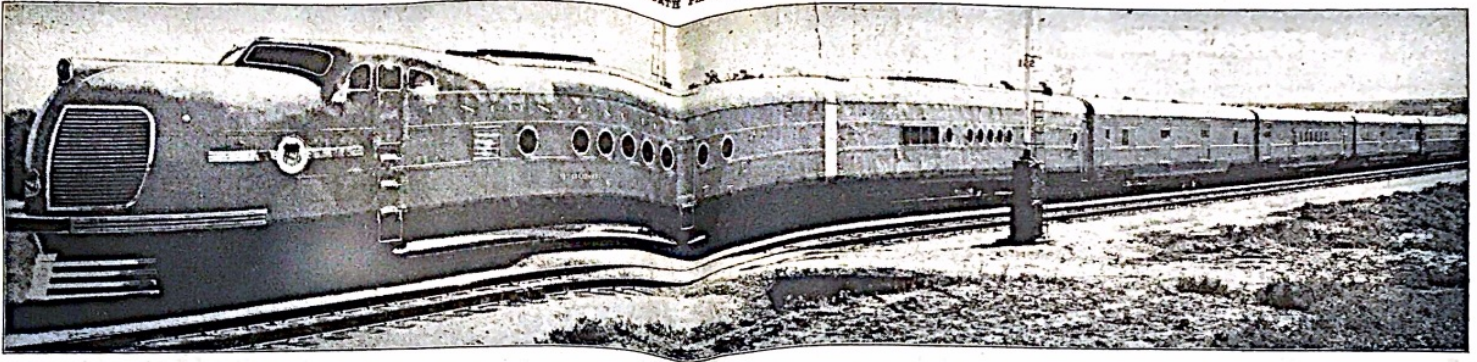
WHATEVER the colors, no matter how fine the fabrics included in your weekly laundry—our expert handling assures faultless results. Our years of service without complaint prove it!

LET US WASH YOUR WORRIES AWAY

BEST SWEET AND CLEAN LAUNDRY

Prompt Delivery Phone 103

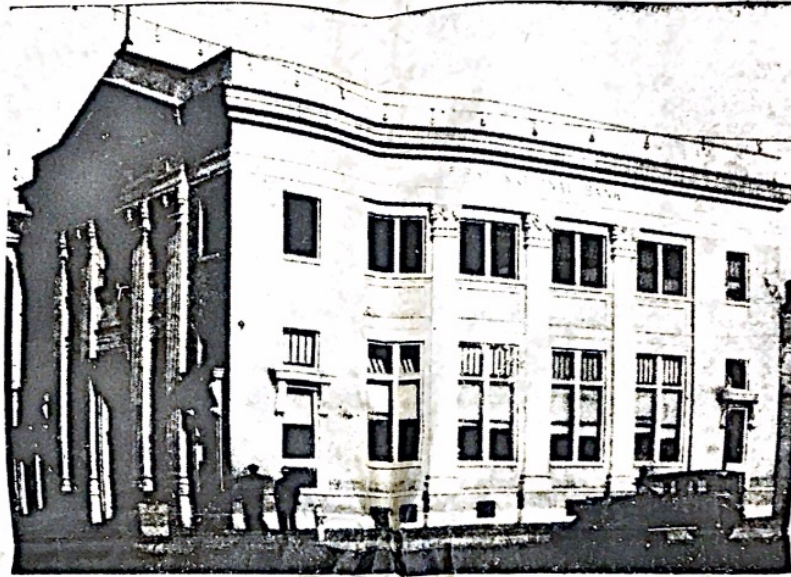
NORTH PLATTE DAILY TELEGRAPH



— BOTH STREAMLINED —

**UNION
PACIFIC
RAILROAD**

Serving The
Interests of This
Great Territory



**FIRST
NATIONAL
BANK**

Serving The
Interests of This
Community

GROWTH AS THE YEARS ROLL BY

1889

STATEMENT
March 29, 1889

| | |
|-------------------------|--------------|
| Capital | \$ 50,000.00 |
| Surplus | 22,500.00 |
| Undivided Profits | 398.04 |
| Loans | 126,480.86 |
| Cash | 24,748.60 |
| Deposits | 105,141.73 |

THE FIRST NATIONAL BANK KNOWS THE FEELING OF SEASONED AGE AND PRESTIGE WHICH RESULTS FROM LONG YEARS OF SERVICE, AND THEREFORE CAN SALUTE THE UNION PACIFIC WITH A KINDRED SENSE OF ATTAINMENT.

THE UNION PACIFIC RAILROAD COMPANY—THIS COMMUNITY AND THE FIRST NATIONAL BANK HAVE PROVED A HELP TO ONE ANOTHER AS THE YEARS ROLLED BY, AND WE ARE PROUD TO BE A WORKING PARTNER IN THAT TRINITY.

OFFICERS

KEITH NEVILLE, President
RAY C. LANGFORD, Executive Vice-President
W. R. MALONEY, Vice-President
W. H. MUNGER, Cashier
A. C. KRAMPH, Ass't Cashier
L. W. LANGFORD, Ass't Cashier
ROBT CRAWFORD, Ass't Cashier

DIRECTORS

KEITH NEVILLE
RAY C. LANGFORD
W. R. MALONEY
W. H. MUNGER
F. H. EVANS

1939

STATEMENT
March 29, 1939

| | |
|---------------------------------|---------------|
| Capital | \$ 100,000.00 |
| Surplus | 100,000.00 |
| Reserve for Contingencies | 40,000.00 |
| Undivided Profits .. | 15,087.57 |
| Loans | 678,897.94 |
| Cash | 976,459.02 |
| Deposits | 2,000,935.09 |

To Yesterday

With thanks for every day that brought us treasured contacts with the early pioneers . . .

To Today

With gratitude for the growing friendship of those who helped to make a modern city and a modern bank, eagerly meeting every problem of the day.

To Tomorrow

With confidence in a vital, growing North Platte and a future helpfulness to the community. To the stockmen, farmers, business men, and Union Pacific railroaders, who have made our growth possible.

The First National Bank Salutes the Union Pacific on This Occasion

First National Bank

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION