



Western Pacific Railroad Company has adopted a new insignia or "logo" that combines a modern look reflecting the company's status as a modern transportation company with a return to the railroad's historical roots as "The Feather River Route."

From the time of its founding in 1903, Western Pacific Railroad has been closely identified with the Feather River, whose North Fork, Middle Fork and East Branch the railroad variously crosses and follows for 114 miles. While Western Pacific's mainline was soon to stretch to close to 1,200 miles, or roughly the same amount of mainline track that the railroad operates today, the identification of the railroad with just one portion of its line was natural.

Many a 19th Century engineer and entrepreneur had dreamed of building a railroad through the Feather River Canyon as an approach to the Beckwourth Pass, a pass that offers a substantially easier crossing of the Sierra Nevada than does Donner Pass. Those dreams remained just dreams until the Western Pacific began construction and, in 1909, commenced freight service through the Feather River Canyon between the San Francisco Bay area and Salt Lake City.

The slogan, "The Feather River Route," came to be emblazoned on the company herald created in 1913 by Western Pacific employee Charles F. Craig for then president C. M. Levey. While Western Pacific has continued to use the historical herald in numerous applications—and while the company will continue to use the historical herald on such items as service awards to veteran employees—the complexity of the herald has resulted over the years in the substitution of a number of different insignia or logos for the historic herald.

Roger G. Meldahl, Western Pacific's Senior Vice President-Marketing, says of the new logo, "We sought a new corporate

symbol, in part, to reflect the fact that we had undergone a major change in our corporate structure this year when the railroad returned to its former status as an independent, publicly-owned, San Francisco-based company.

"While we were seeking a fresh, modern look for our corporate logo, one that was in keeping with a modern transportation company such as ours, we also have a more than sentimental attachment to our historical beginnings," he continues.

"When we selected Marc Gobe and Associates of San Francisco to design the new symbol, we instructed Mr. Gobe to develop a logo that gave a modern appearance to our historical symbol, the feather. We're more than pleased with what he accomplished," Meldahl says.

The new logo—which will generally appear with, at least, the words, "Western Pacific"—will replace all corporate signs that have revolved around the initials "WP."

Conversion to the new sign will be a gradual process. The sign will begin to appear on Western Pacific stationery and business cards this month. Conversion of stationery, as well as forms, will be phased in as existing stocks of those items are exhausted.

The first new pieces of Western Pacific rolling stock to bear the new logo are 100 boxcars delivered in October by their builder, FMC. Existing equipment will receive the new sign when undergoing scheduled repairs that include repainting. The use of decals on trucks will speed the conversion of Western Pacific highway vehicles to the new sign. All new equipment acquired in the future will bear the new logo.

A short manual covering the uses of the new logo is now in preparation and will soon be distributed to all Western Pacific offices.



SEPTEMBER/OCTOBER 1979 MILEPOSTS

**WESTERN PACIFIC BOX CARS
3421-3422**

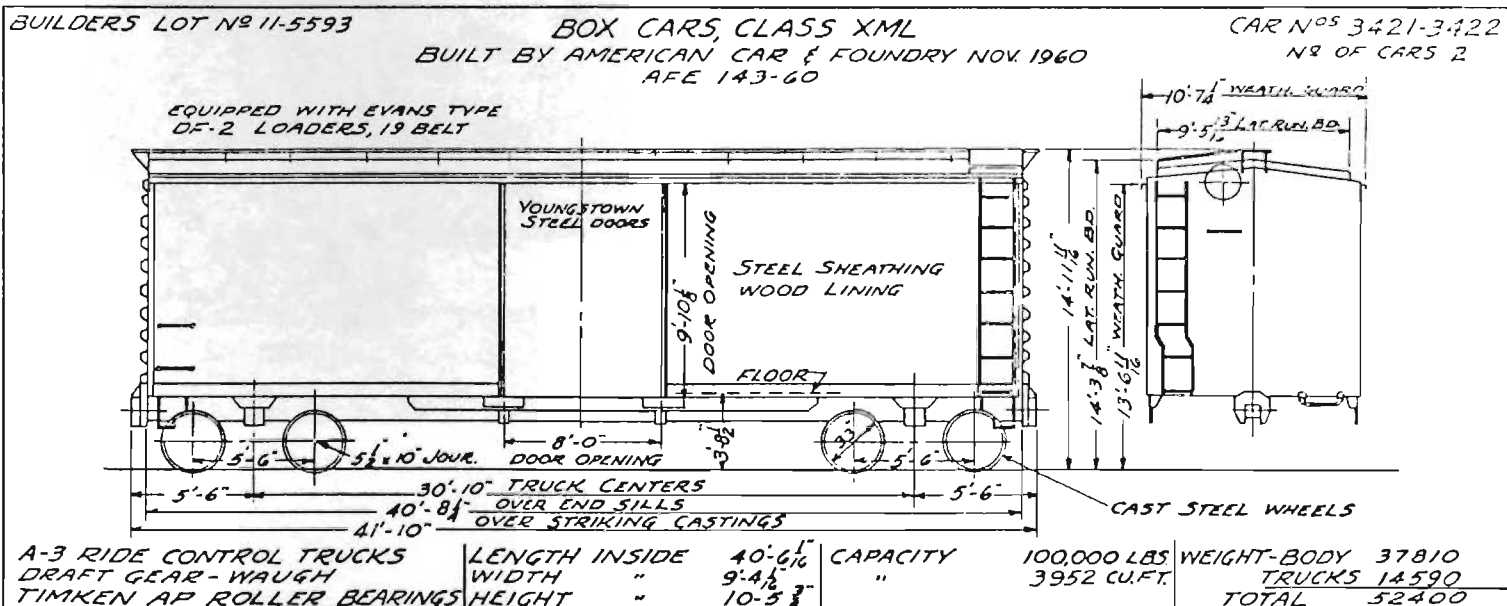
What would the SHEET be like with out a box car article???

WP ordered two 40' box cars from ACF in 1960 the only two such cars orders outside of Pullman and Mt Vernon. In fact other than hoppers and a series of rebt's ACF was not a major supplier of equipment

to the WP so these two cars are unusual.

Equipped with Evans type DF-2 Loaders they were assigned to special service thru the ATSF agent in Galesburg, ILL. by 1980 only 3422 was still in service, and by 1983 it to was gone.....

Model Die Casting's 40' AAR (modern) box car kit #1100 a model of WP's ACF 40 footers can be correctly modeled. Use Detail Associates decal set #9004 (Yes they are out!!!!) which has the correct marking right down to the "return to" block. 3422 was last in service with roofwalk removed and return to black painted over.



WESTERN
PACIFIC

W P

3422

GA PY 100000 XMC

LO LMT

LX WT

NEW - CD



THE WESTERN PACIFIC
WESTERN CO. RAILWAY AND TEL.
CO. BUREAU B.C.

WP

THE WESTERN WAY

BLT 11-00

425000

H 12-1

0.40-0 10-0-0

2X 2-0

11-0-0

19 0-0 0-0 0-0 0-0

0-0 0-0 0-0 0-0

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