



SASKATCHEWAN RAILWAY MUSEUM NEWS

The Saskatchewan Railroad Historical Association Newsletter

Spring 2014

Volume 24, Issue #2

Museum Opens for the 2014 Season

The official opening of the 2014 season at the Saskatchewan Railway Museum was at 10:00 am Saturday May 17th. Members P.J. Kennedy, Cal Sexsmith and Fred Tatler met at the Museum at 9:30 and with some help from Zak Lindsay (Summer Student Employee) removed the tarp from Saskatoon Municipal Railway Street Car #51, and did some final clean up around the street car streetscape. Gift Shop Manager Lynda Thiesen was also at the Museum to provide the Gift Shop orientation to summer staff Zak Lindsay and Kristen Schott.



Cal Sexsmith and Zak Lindsay removing tarp from SMR #51

P.J. Kennedy and Fred Tatler then changed the Museum signs on Highway 7 to indicate that the Museum was "OPEN" for the season. P.J. Kennedy, Cal Sexsmith and Fred Tatler stayed until midafternoon to offer any other assistance that the staff might require.



Fred Tatler changing Museum sign on Highway 7

25 visitors toured the museum, the weather cooperated and it was a good opening day at the Saskatchewan Railway Museum. Thank you to all the members that came out and assisted in getting the Museum open and with staff orientation.



Zak Lindsay gives visitors a ride on the speeder to Argo Station

Summer Staff:

The Employment Committee began the hiring process for the 2014 season early this year in anticipation of successful grant applications. The two positions were posted on the SaskJobs website March 11, 2014, and from this we received over 30 applications.

On Saturday May 3, 2014, interviews were held for our two summer staff positions by the Employment committee, consisting of PJ Kennedy, Fred Tatler and Terry Enns. Four potential candidates were interviewed; all four were strong candidates which made the decision to pick two even more difficult for the committee members. In the end two U of S students, Zak Lindsay and Kristen Schott were offered a seasonal position with both accepting.

Staff Orientation day was held on May 12, 2014, which historically are the employees first day at the Museum. PJ Kennedy provided instruction on tour guiding and general historical artifact information. Keith Flory provided training and instruction on operation of the Museums lawn equipment and Speeders, and Cal Sexsmith went through the Staff Manual and Museum operations with the new employees.



Zak Lindsay and Kirsten Schott

(Photo courtesy of Fred Tatler)

Funding for the two staffing positions was received from federal government agencies **Service Canada** and **Young Canada Works** (in heritage institutions). The SRHA would like to thank both agencies for their generous support.

SRHA in the Community:

Saskatoon Heritage Fair

On Sunday February 2, 2014, the Museum once again participated in the annual Saskatoon Heritage Fair held at the Western Development Museum. SRHA members Keith Flory, Bill Rafoss, Mark Fidelak, Norm Dyck, Lorne Dyck and Cal Sexsmith volunteered their time to staff the Museums display table, with cameo appearances by Art Vessey who was doing double duty as both an SRHA and WDM volunteer.



SRHA members Lorne Dyck, Norm Dyck and Art Vessey



Bill Rafoss, Lorne Dyck and Norm Dyck all smiles at the Heritage Fair

Saskatoon Model Train Show

On February 22 & 23, 2014, the Saskatoon Model Train Show was held at the Western development Museum. The SRHA once again participated in the event with a display booth. This year's entry was staffed by Keith Flory, Mark Fidelak, Cal Sexsmith and yes, with cameos by Art Vessey.



Co-op Brunch

On Sunday May 11, 2014, the SRHA again participated in the Co-op Brunch. Display tables were setup at both the 8th Street Co-op and the 33rd Street Co-op between 9:00 am and 2:00 pm. Staffing the display table at the east side location was Gail Byrnes, Cal Sexsmith and Bill Rafoss. Lynda Thiesen and Fred Tatler staffed the display table at the west side location. The 8th Street location sold 109 brunches and the west side location sold 124 brunches for an overall total of 233 brunches.

A big thank you to the members who volunteered to participate, and special thanks to Gail Byrnes who organized the event.

Museum Happenings:

Since the middle of May the Wednesday crew lead by Keith Flory has been busy sprucing up the Museum and doing much needed repairs to buildings, lawn equipment, crossings and it seems anything else that is in need of repair.

So far this year the “crew”, comprised of SRHA members Keith Flory, Les Gammel, Lorne Lavier, Bill Rafoss, Norm Dyck, Bill Chimboryk, Doug Jones, and Warren Clancy. Have installed windows on Oban Tower, Argo Station, rebuilt the platform ramp on Brisbin Station, and moved the Museum highway and Hawker signs to better locations on the property. They have also completed many more much needed repairs all around the Museum property from door adjustments to mower repairs.

Thanks to this group of SRHA members who have contributed their time and energy to the betterment of the Museum. Thanks also to Evelyn Chimboryk who has been tended to the Eaton memorial and Brisbin station flower beds, adding a little colour to the Museum grounds.

The Museum highway sign was recently moved to the centre of the frontage and raised above the fence making it easier for passing motorists to see.



Thanks to Norm Dyck for arranging for Ray May (track supervisor) and Yvan Charbonneau (first conductor) with Big Sky Rail to install new crossing planks at Kennedy's crossing adjacent to Oban Tower.

Pictured from left to right is the intrepid crossing crew consisting of SRHA members Norm Dyck, Les Gammel, Ray May and Yvan Charbonneau.

Railway Advertising and Promotion:

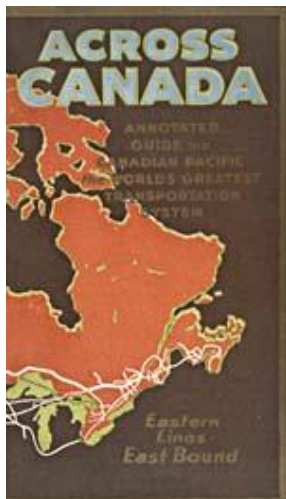
Despite their popularity, most railways were characterized by chronic financial problems and eventually went bankrupt or were absorbed by larger companies. Governments that helped fund the ventures were left holding the empty moneybag when companies could not generate enough profit or pay their debts. Sometimes this happened before the construction of a railroad was complete and in many instances, it had not even begun. Public benefits from a new line were real, but over-zealous promotions masked a combination of unrealistic hopes and lack of proper planning and financing. Fierce competition helped to cloud matters. No one wanted to be left out of the railway adventure — towns clashed over prospective lines and too many companies received charters for the same region.

By the beginning of the Great War, there were four dominant independents: the Canadian Pacific Railway (CPR), the Canadian Northern Railway (CNoR), the Grand Trunk Railway (GTR) and the Grand Trunk Pacific (GTP). Their frenzy of expansion left them over-extended. Heavy competition for dwindling resources, traffic and government assistance brought the latter three to the brink of bankruptcy. The advent of war brought the crisis to a head and the federal government had to act. By 1923, the CNoR, the GTP and GTR were amalgamated into the recently created Canadian National Railways (CNR). Railway services were thus combined into two transcontinentals.

By the 1930s, automobiles and buses had gained popularity and paved roads were becoming a familiar sight. This created a decline in railway passenger travel; in the 1940s and 1950s, airlines compounded the situation. The 1960s saw the close of an increasing number of branch lines and many railway companies folded. The CPR and the CN could not continue operations as they had in the past, and in 1978, the two companies combined their passenger services to form VIA Rail.

Importance of the Railways to Canada

Historically, the CPR is perhaps the best-known railway to Canadians. It was the CPR, unifying the country geographically and politically, that comprised John A. Macdonald's "national dream." Connection to the national railway was a promise made to both British Columbia and Prince Edward Island to ensure their entrance into Confederation.



Although the CPR stands out, over 2 500 railway company charters have been issued since the mid-nineteenth century. Relatively few are operating today, but their cumulative output has had an enormous impact on the economic and social lives of Canadians.

A railway line was like the golden touch to a town or region. Real estate prices jumped.

Employment was plentiful; labourers were in demand to construct roads and the trains needed crew members, technicians for maintenance and providers of cordwood (in the early days) for fuel. People became less isolated and communication was facilitated. Heavy industry grew in several towns and cities, and service industries followed. In the West, whole new towns were created around the site of railway stations and immigrants came in droves.

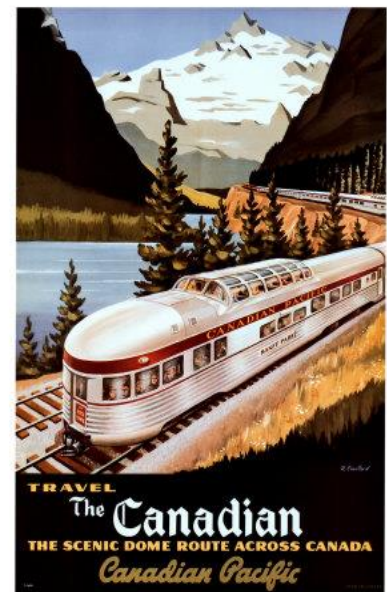
Little-known areas of the country were being revealed. People were able to travel more easily, and to previously remote destinations. In some areas, there was a choice of railway lines. This led to a boom in the fledgling travel and tourism industry.

Railways Promoting Canada

During the heyday of passenger travel, railway companies produced a barrage of advertising designed to lure people into their region and persuade them to travel on their line. By the early 1880s, the products consisted of broadsides or leaflets with plain or sometimes, tinted lettering. Soon, things grew more elaborate and colourful cards, posters, brochures and broadsides were exhibited and distributed all over Canada and, especially in the case of the CPR, abroad. Tourists were desirable but up to the 1940s, only the relatively wealthy could afford luxury travel. Advertising to local traffic took the form of "excursions" — short pleasure trips to interesting locales.

The CPR emerged as an advertising master. Understanding the value of effective marketing, they inundated the public with promotions even before their last spike was hammered. Not content with dominating railway travel, the CPR created a whole transportation and communications system that included steamships, hotels, telegraph services and later, an airline. Some of their ads boasted not only CPR as a means of transportation, but CPR destinations. The well-heeled traveler of the 1920s might not have appreciated the natural beauty of the Rockies and its lakes without the man-made pleasures of the Banff Springs Hotel and the Chateau Lake Louise. To support this promotional machine, the CPR created its own art department whose output some consider to be among the best commercial art ever produced.

Smaller railway companies did not have such resources. But they too produced creative and interesting advertisements that focused on their own corner of the world. These works helped establish them within the larger Canadian railway network and allowed them to put their own unique mark on a region. "Britain's Oldest Colony" was the endorsement of



Newfoundland by the Reid Newfoundland Company. The Quebec and Lake St. John Railway pushed their line as "The New Route to the Far-Famed Saguenay" and the Pacific Great Eastern proclaimed "Western Hospitality" with the greeting, "Hi There Pardner!"

The content of brochures and timetables included practical details like schedules and maps, but the imagery on the covers and on the posters, were often romanticized pictures of mountains, prairie and seashores that lent an exotic air to travel in Canada. In addition to using natural settings as promotional tools, railway companies used historical, literary and popular figures such as Frontenac in Quebec, Evangeline in Acadia, and Mounties in the Rockies. These practices helped to create stereotypes and solidified mythologies about Canada that still linger in today's popular imagination.



Source



Windsor & Annapolis Railway

Excerpts from Ties that Bind A Brief History of Railways in Canada

Did you know?

Every year our members contribute thousands of hours working behind the scenes in the areas of administration, finance, planning, membership and staffing to name but a few. They volunteer their time participating in events both at and away from the Museum. And work on restoration and maintenance projects and at the Museum.

If you're a member who hasn't yet gotten involved but are interested in becoming involved, or if you're not a member but were thinking of becoming one contact a Board member or email us at memberships@saskrailmuseum.org

It's said, that generally things don't get done unless someone does them. Are you that someone?

Chair's Report

Our opening season at the Museum has begun and for the next several weeks we will welcome hundreds of visitors to the Museum. Our summer staff Zak Lindsay and Kristen Schott, have been busy keeping the Museum ship shape for our guests, guiding tours, and working on inventorying our collection. Volunteers have been busy with many projects helping to move the Museum forward.

Our major event of the year, Railway Heritage Day, is quickly approaching and we are in need of ideas for that day and volunteers to help implement them. Please mark July 6 on your calendar and come out for what promises to be a very busy day.

The Wednesday work crew has been busy working on repairing platforms, completing the restoration of Argo Station and Oban Tower, and raising our sign at the front of the Museum along with many other projects. Thanks to Keith and his gang. Thanks also go to Norm and Lorne Dyck and their colleagues at Mobile Grain for replacing the "Kennedy Crossing" crossing planks. We have also obtained additional planks from the Museum in Hudson Bay and will be replacing the shop crossing as well.

As always seems to happen, we have had a couple of unexpected expenses this year. First of all the Kopko Centre Roof suffered wind damage this spring and about 300 sq. ft. of shingles had to be replaced. Our long serving Massey Fergusson riding lawn mower suffered several breakdowns this year and as a result the Board decided to replace it with a new Husqvarna mower purchased from Peavey Mart. This mower had some damage to its seat and we were able to get a significant discount on the purchase price.

As you are no doubt aware by now, we have altered our meeting schedule this year. We have reduced the number of members meeting to four per year, but at the same time have added four Saturday Work Bees. In order to keep the membership informed between members meetings we are now emailing the Board Meeting minutes to all members. Please feel free to contact any of the Board Members should you have any concerns.

Finally, with respect to the work bees the next work bee is scheduled for July 26. Please make plans to attend.

Cal Sexsmith, Chair

Calendar of Upcoming Events:

Date:	Event:	Location:	Time:
June 21, 2014	General Meeting and Prospective Members Open House	Museum	10:00am to 12:00pm
July 5, 2014	Board Meeting	Museum	10:00am to 12:00pm
July 6, 2014	Railway Heritage Day	Museum	10:00am to 5:00pm
July 26, 2014	Work Bee	Museum	10:00am to 3:00pm
August 2, 2014	Board Meeting	Museum	10:00am to 12:00pm



If you have any comments or submissions please forward to the editors Fred Tatler or Terry Enns at Newsletter@SRHA.org

Views expressed in the Newsletter are not necessarily those of the S.R.H.A. or the editors. Submissions of photographs and articles are actively encouraged and should be addressed to the editors. All other enquiries regarding the S.R.H.A. should be addressed to the Association.

The Saskatchewan Railway Museum

Operated by the
Saskatchewan
Railroad Historical
Association
2 km south of Jct 7 & 60
on
Hwy 60 (SW of Saskatoon)
Telephone (306) 382-9855

Railway Heritage Day



SUNDAY JULY 6, 2014

10:00 AM until 5:00 PM

THIS IS A DAY OF FUN AND ACTIVITY DESIGNED TO
PRESERVE AND CELEBRATE OUR RAILWAY HERITAGE IN
SASKATCHEWAN

- Take a ride on a speeder or handcar
- Enjoy interpretive talks and Telegraph demonstrations
- Climb aboard our trains—CN, CP and Others
- Check out our authentic Saskatoon Municipal streetcars
- Tour the Interpretive Centre
- Visit our Gift Shop – Railway memorabilia and more!
- Enjoy a Barbeque

Admission is just \$5 for adults and \$3 for children 6 - 16
Children under 6 are FREE!!

EVERYONE WELCOME!!

Event sponsored by **SaskTel** 