

THE SIDE TRACK

NEWS

from the Toy Train Operating Society
Sacramento Valley Division

WINTER

2014

Come for the trains. Stay for the people.

Jerry Azzaro, editor

President's Message

by John DeHaan, SVD President

Happy Holidays to All!

It's hard to believe we are approaching the end of 2014. It has been a fun year for a lot of people in our Division. We enjoyed our picnic at the Western Railway Museum (Thanks to **Ed, Sue, and BJ!**). We had a special seminar on digital photography (Thanks to **Jerry A. and Jack A.!**) We had a lot of laughs on our Speeder Run in September (Thanks to **Ed and Harold Wescott!**). We had a very successful Scottish Rite Meet (Thanks to **ALL!**) and we had fun with running our trains at the TCA Scottish Rite meet, the CSRM, and our own meet (Thanks to **Rick Rose, Carl Madsen** and the whole layout crew!). The fun is not over – we are coming up on our annual holiday luncheon on Dec.6. So, sign up now (with Beverly) with your favorite salad, side dish, or dessert offering! Our membership numbers have dropped a bit but we are a healthy club and will be looking to recruit new members at every chance this coming year. We have a new set of bylaws! We are already making plans for more fun events – like a day at the Niles Canyon Railroad in 2015.

The National Club is in very good shape with a healthy treasury and spirited and dedicated leadership. Its Board has approved a new set of bylaws ready for voting by the membership. These are designed to bring it into compliance with the requirements for a 501(c)3 tax exempt charitable organization status. It has had two great National Meets, both of which made a profit and the plans for 2015 are already well advanced. (Albuquerque with TWO special train excursions!) **J Keeley** was

at our November meet to speak about the 2015 Meet and sparked a lot of interest.

We will have our biennial election of officers on Dec. 6. Despite our best efforts, there will be only one candidate per post, but your expression of support (by voting) is needed. The nominees are: President: yours truly, V.P.: **Ed Strisar**, Treasurer: **Dean Busick**, and Secretary: **Jack Ahearn**. **Tim Taormina** has agreed to serve as Membership Chair again (with my greatest appreciation). I want to express my deepest appreciation to **Beverly Sigafos Hornor** who has done such a great job as BOTH Secretary and Treasurer this past year. You saved the Club!

While we were vetting candidates, we discovered that some 25% of our SVD members do not currently have membership in National. This, of course, is a requirement to hold office in any Division. Several good candidates had to be scratched for that reason. Remember, our insurance and our tax status is through National. So, if you're not a National member you are taking a chance with your fiscal well-being AND the Club's. (There is no sales tax liability if trading is between MEMBERS.) Next year, the new Board will be pursuing this issue. National dues are still only \$35 per year – less than the cost of a single desirable post-war car! **J** pointed out that at every SP Division monthly meet, they check the membership cards of everyone who enters – for both current National and Division membership.

We hope to see you at the December 6th meet and luncheon. Remember, this is also the date for our annual food and toy drive! If you can't make it, please accept my thanks for your support of SVD through the last year, and my best wishes for a happy holiday season for you and yours.

Meeting Notes

by Beverly Hornor, SVD Secretary

TTOS–SVD Meeting Minutes 9/6/2014

9:30 a.m. – Call to Order.

Vice President **Ed Strisar** opened the meeting, as President **John DeHaan** was out of town.

There were no visitors or new members present.

Items discussed included the following:

2015 rental fees for the Holiday Inn Express. There is an additional 10% fee per month for the rental, bringing the monthly payment to \$330.00 and our yearly contract (11 months) total to \$3630.00.

Individuals who wish to bring their own layouts to the River City show at the Scottish Rite facility must apply and be accepted by invitation. Those invited to participate shall be paid \$25.00 to help offset their expenses.

TTOS SVD members have been invited to attend the TCA BBQ at the Brasher home on October 25, 2014. Non members of TCA must pay \$19.00 each for their dinners.

Candidates for our new officers will be announced at the November 1, 2014, meeting.

Show and Tell: None

Door Prize Drawing: Won by **Jeff Silvera**

Meeting Adjourned 10:00a.m.

TTOS– SVD Meeting Minutes 11/1/2014

9:30 a.m. – Call to Order by President **John DeHaan**.

There were no new members present. Our visitor was **Jay Keeley** from TTOS Southern Pacific Division. He came to speak about the 2015 TTOS National Convention in Albuquerque, New Mexico, in August, 2015.

Please remember to bring unwrapped toys and food items for the Sacramento Food Bank to our next meeting.

Our annual Holiday Potluck will be held immediately following our December 6th meeting at the Holiday Inn Express. The Club will provide chicken, beef brisket and soft drinks. We are asking that members bring their favorite side dishes, salads and desserts.

PLEASE NOTE: The December meeting will start at 10:00 a.m., giving members more time to shop before the meeting begins because of the potluck.

We will be voting for our new Board members for the 2015 – 2016 term at the next meet. Nominees are as follows:

President – **John DeHaan**
Vice President – **Ed Strisar**
Secretary – **Jack Ahearn**
Treasurer – (To be announced)

Tim Taormina has agreed to remain as our Membership Chairperson, although he will not sit on the Board of Directors.

Show and Tell: Geary Musselman brought a 1949 –50 Lionel 623 Switch engine.

Door Prize Drawing: Won by **Dave Thomsen**

Meeting Adjourned: 10:15 a.m.

All minutes respectfully submitted by Beverly Hornor, Secretary.

Treasurer's Report

By Beverly Hornor, SVD Treasurer

River City Show – October 4, 2014

Gross Show Income: \$4,290.00

Show Expenses: - \$2,486.24

Net Show Income: \$1,803.76

Bank Balances

Checking: \$5,779.50

Savings: \$10,247.14

CD: \$34,108.80

Total: \$50,135.44

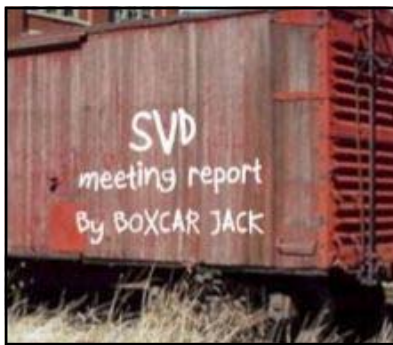
Membership News

by Tim Taormina, SVD Membership Chair

As we head into the holidays and lose my favorite Mediterranean-style warm weather, it's now time to renew your Sacramento Valley Division membership for the coming year! Our dues continue to be \$20 for single and \$25 for family membership. When you renew, I would remind you to make sure your TTOS National membership is current because we are dependent upon national for our liability insurance. And, if you have not as yet joined TTOS National, you can get an application from me at one of our meetings or download the form from their website at www.ttos.org. Their dues are still \$35. Please note that the combined Sacramento Valley Division and TTOS National memberships total is just \$55.

We encourage you to seek out new members to join our club and enjoy the camaraderie and fun of running trains!

Happy Holidays and Happy Railroading!



September 6th meeting

Photos and reporting by Boxcar Jack Ahearn

Geary Musselman layout



A late spring morning shows the melting remains of winter storms on **Geary's** rugged mountain range.



The Copper Range saddle steamer #194 sits idle with a couple of loads of ore. The critters on poking through the snow for a bit of green seem unperturbed.



Engine # 194 has a busy schedule as it very quickly switches onto the main and highballs a single coach right past the station. And quick as a flash, you see it on the siding again waiting for the highball. Or, was it the paint department that had the highball(s)?

Dave Thomsen layout



Looks like a busy morning at the Rusty Spike. In the background, a S.P. freight shakes the paint on the True Value store shelves.



A closer look shows that the store is having a sale on lawn mowers, while a youngster approaches the mail box outside the Rusty Spike.



Jack Hornor is temporarily interrupted by the camera as he points and asks **Dave** about one of the many vehicles on the layout.

Ed Strisar layout



Take the bus and leave the eating to us! Wow, looks like Greyhound is serving up some great snacks. I guess we can all remember when they only served those tiny pillows!



I like it. To our friends immersed in scale modeling; relax, this is why we call it TOY!



Paul Wells performs track inspection work as the layout's top brass, **Ed Strisar**, looks on.

November 1st meeting

Photos and reporting by Boxcar Jack Ahearn



News of the 2015 TTOS Albuquerque Convention



A professional display of attractive and inviting brochures feature the many activities planned for the August, 2015 National Convention.



J Keeley, president of the Southern Pacific Division, generously gave of his time and energy to visit SVD members. He presented an enthusiastic picture of the August 2015 National Convention in Albuquerque. To illustrate his talk, **J** used a colorful, triple face exhibit board, filled with exciting brochures of the many scheduled tours and attractions.



Geary Musselman Shows and Tells members about his long sought after Lionel #623 Santa Fe switch engine. He found it at our recent Scottish Rite Show.

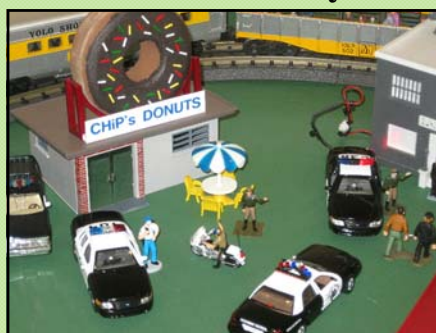
Below: Geary's twin bodied Lionel Santa Fe #'s 623 and 6220 diesel switchers lead a Lionel tool car and a radio equipped, bay window caboose.



Dave Thomsen layout



Dave Thomsen's sinker shop is a cops, skip and jump, from the police station.



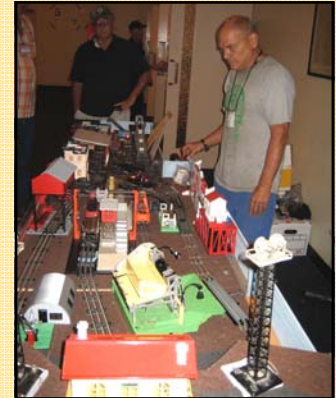
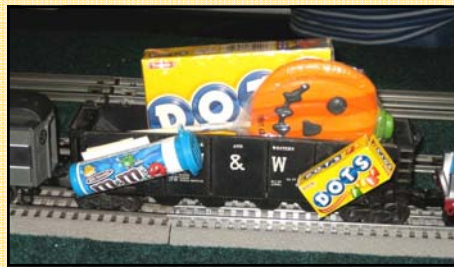
California Highway Patrol's donut shop on Dave Thomsen's layout.



Looks like the motel maidens are slipping them in by the train load!

Photos from the October 4th River City Meet

By Tim Taormina



TTOS-SVD Mission Statement:

Our mission is to bring together persons interested in the hobby of collecting and operating toy trains. The focus of activities shall be on promoting the best interests of the hobby through fellowship, a sense of good will, camaraderie within the membership, and exposing the general public to the hobby, encouraging greater interest in it and increasing membership.

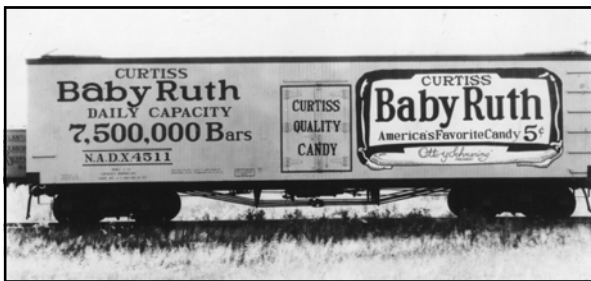
Think *LIONEL* was the only one



Lionel (MPC) #9854 refrigerator car. Circa 1970's

that made **Baby Ruth** reefers?

Think again!



NADX #4511-above. Circa 1920's



NADX 4791- above. Circa 1920-'30's

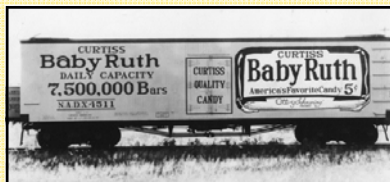


North American Despatch Co. refrigerator car #6266. Photo: Aug. 1931

See and read about the real
Baby Ruth billboard cars!

Continued next page





NADX 4511

One of North America's most loyal customers was the Curtiss Candy Co. of Chicago, makers of the Baby Ruth candy bar and other confections. All of the cars leased by Curtiss had colorful and elaborate advertising. They always included the name of Curtiss President Otto Schnering and apparently were seldom alike. This was one of North America's early 36 footers with truss rod under frame and arch bar trucks. It was built in 1910 and assigned to Curtiss in August, 1927.



NADX 4530

NADX 4530 and NADX 4537:

Both appear to have identical paint schemes with the crooked arrow across the door. Both have truss rod underframes and both appear to still have arch bar trucks. (both, Lyn Leighton collection.)



NADX 4537



NADX 4791:

Was a similar car to the 4500 series cars shown with a truss rod underframe, though it had been upgraded with Bettendorf -T- section cast steel trucks. Several of Curtiss candies are advertised on this car. (Lyn Leighton collection.)



NADX 4093:

Curtiss also leased 40 foot refrigerator cars from NACC*, as illustrated by NADX 4093 of the 4000-4099 series, which was painted for Curtiss service when delivered new from the Pressed Steel Car Company in January, 1928. By this time, "Baby Ruth" gum had joined the familiar candy bar in the Curtiss line. (Lyn Leighton collection.)

*North American Car Co., affiliated w/ NADX.



NADX 6266:

A very different "Baby Ruth" paint and lettering scheme was applied to 40 foot reefer NADX 6266 in August of 1931. This 6000-6399 series car was bright red with yellow and black lettering. A colored version of this photograph, made at the time the cars were in service and thus presumably trustworthy, is shown elsewhere in this feature story. Note that Curtiss president Otto Schnering's name is more predominant on this color scheme! (Lyn Leighton collection.)



NATX 375:

Curtiss even leased tank cars from North American with billboard paint and lettering, NATX 375 was probably used to transport bulk corn syrup or other liquid sweeteners. (Carroll Schmidt collection.)



The Baby, the Babe, the Bar and the Ballyhoo!

Will the real Ruth please step forward?

Almost a century has passed since the nickel candy bar went on sale and the controversy as to exactly who it was named for, or more accurately, after, continues.

The Curtiss Candy Company, original manufacturers of the famed candy bar, was emphatic when its president, Otto Schnering, continually maintained that he named the nut filled caramel bar after President Grover Cleveland's daughter, Ruth.

There are those who, understandably skeptical, questioned that claim. They asked; why would a company marketing a new product in 1921, name it for a former President's young daughter who died seventeen years earlier in 1904? That has always been considered a fair question, except by the Curtiss Company's publicity department. That department also resisted responding to Otto Schnering's claim that young Ruth Cleveland had once visited the plant, which incidentally opened in 1919. If true, that must have been a rather bizarre tour!

Baby Ruth magnate Schnering also considered it a coincidence that on the same Chicago street as his offices, there was a ball park named Wrigley Field. On that ball field, there triumphed a player who enjoyed more headlines than the sitting President Harding and became the most famous baseball hitter in America. His name, coincidentally: Babe Ruth!

In advertising and marketing terms, that is known as positioning your product. In legal terms; non-payment of royalties for infringement on a known quantity. Morally, well you call it!

So for many years, Baby Ruth candy bars shared the beneficial spotlight and association with the Babe Ruth name without a penny ever paid in tribute to the Bambino, Sultan of Swat.

But...this was only the beginning of the Baby/Babe legendary controversy. Continue reading about the ballyhoo when Baby Ruth took Babe Ruth to another kind of bar; the Bar of Justice!



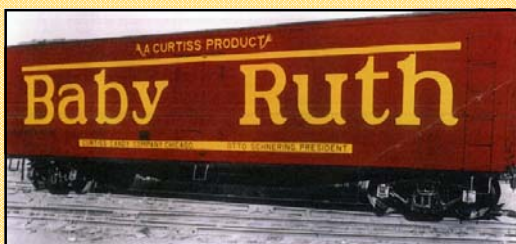
The Baby



The Babe

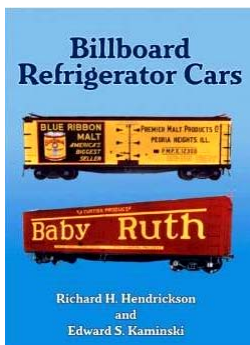


The Bar



This is a retouched colorized version of the black and white photograph shown elsewhere in this feature. Dependable color views of the billboard cars of the 1920's are extremely rare, as commercial color photography did not yet exist.

As on all Baby Ruth cars, Otto Schnering's name appears with his title of President. They are indications of strong ego found in the accompanying tales of his marketing practices.



All photographs of the Baby Ruth billboard cars pictured in this feature story have been selected from the book "Billboard Refrigerator Cars" and are credited to the individual photographer. This hardcover book is an extremely informative pictorial and textual 440 page reference to the colorful and nostalgic billboard cars of the early and mid-20th. I gratefully acknowledge the kindness of co-author, Edward Kaminski, with special thanks to the publisher, Tony Thompson for his permission and extra assistance in processing those photographs for me. For members interested in the book, it is published by Signature Press, 11508 Green Road, Wilton, Ca. 95693. Hey, it might make a nice gift for the Holidays! It's available at the CSRM Gift Shop.

- Jack Ahearn, November 2014

Continued next page



B. Ruth vs B. Ruth and other Ruthless Shenanigans

The Yankees' Babe Ruth kept his eye on the pitcher and gained fame. Baby Ruth's president, Otto Schnering, kept his sales pitch on Babe Ruth and gained fame *and* sales!

For those readers unfamiliar with the word Chutzpa*; it describes an act of unmitigated gall, sheer nerve or audacity. Following would be my example for such an act played out on steroids!

After several years of Babe Ruth's aggravation with the makers of the Baby Ruth candy bar and their obvious exploitation of his nationally recognized name, Ruth decided to license the use his name on his own candy bar and for a change, he would enjoy the sweet profits.

The Babe contracted with a Curtiss Company competitor to create and sell a candy bar, named the "Ruth's Home Run Candy Bar." Inserted on the label along with his pictures was the autographed sentiment: *Sincerely yours, Babe Ruth*.

Now for my Academy Award nomination for Chutzpa: Otto Schnering, president of Curtiss Candy Company, who for years exploited the famous name of Babe Ruth, thus profiting, sans any royalties, named his top selling candy bar "Baby Ruth".



Babe Ruth - the real one - filed for trade mark protection for his Babe Ruth candy bar, Curtiss Candy cross-filed and blocked that action and won. How? Curtiss president Schnering argued that his Babe Ruth name too closely resembled the registered name of Baby Ruth, one of Curtiss Company's established products. And as a result, "creates for us unfair competition!"



Likely encouraged by such skullduggery, Schnering continued his use of the Babe's popularity. In Wrigley Field during the 1932 World Series, the Sultan of Swat hit the famous, and to this day controversial, "pointed" home run. The often challenged "called home run" landed deep in Wrigley's outfield. Afterwards, game attending fans would often point to the spot where Ruth's ball landed.

The Baby Ruth sign outside Wrigley Field, as seen during the 1935 World Series, three years after the "Called Shot". Note the 440 marker center field corner. Ruth's hit went to the right of it and farther back

Otto Schnering, the Babe's nemesis, took note of that ritual and later met with the owner of a building across the street from the Wrigley Field. The building lined up with the path of the ball and, more importantly, the pointed fingers. He rented roof space to erect an illuminated billboard, touting none other than Baby Ruth candy bars! The sign remained for about forty years, longer than both "players". I submit of those two; one was Ruth, the other, ruthless.

**pronounced hutz-pa, also spelled chutzpah or hutzpa.*

One of Otto Schnering's wildest marketing stunts was to hire a group of pilots to parachute thousands of Baby Ruth bars over major American cities! Here's a teaser from the following web site. A **must read** article! I call this saga:

"Now Over Target: Bars Away!"

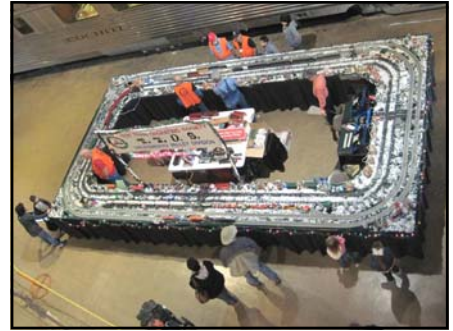
Was a then twelve year old Paul Tibbets, later the pilot of the B-29 Enola Gay, the "bombardier" on one of those planes? Go to <http://oldpaperart.blogspot.com/2011/03/baby-ruth-flies-again.html> to read a fascinating article describing the; *who, what, when, why and where* of "Now Over target: Bars away!" Keep in mind that a candy maker dropping his goodies over U.S. cities from a private plane was characteristic of early aviation stunts in America.

There are many other tales of the Baby Ruth Candy Bar story, easily found on the internet, but I feel this is a good point at which to end.



EXTRA!

As we go to press, **John DeHaan** sends these photos of the Club's layout, as well as layouts by **Dave Thomsen** and **John Leins**, at the CSRM Thanksgiving Holiday exhibition.



Down the track

Upcoming events of interest to SVD members (SVD events are in **BOLD**)

December 6, 10 AM - 2 PM : SVD Meet & potluck luncheon – Holiday Inn Express, Elk Grove

January 3, 2015: SVD Meet – Holiday Inn Express, Elk Grove*

January 3--4, 2015 Great Train Show Craneway Pavilion, Richmond

February 7: SVD Meet – Holiday Inn Express, Elk Grove*

February 28 - March 1: Great Train Show, Cal Expo, Sacramento

March 7: SVD Meet – Holiday Inn Express, Elk Grove*

***Meetings begin at 9:30 AM. BRING YOUR MEMBERSHIP CARD**