



CHARLES W. MOORE
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In 1970 Great Northern, Northern Pacific and Burlington railways became the Burlington Northern. It was the largest consolidation of carriers in the history of transportation. The result was the longest rail line in America.

One who played a prominent role in accomplishing this was Charles Wesley Moore. As assistant to president John M. Budd of Great Northern, he was in charge of public relations and advertising during the critical years of this merger project.

Moore had been with Great Northern for close to three decades when the three railway lines tackled the gigantic task of convincing the public in key states and cities as well as the Interstate Commerce Commission that the consolidation was of economic importance to the nation.

A successful newspaper career was terminated when Moore decided in 1937 to accept a position in public relations offered by Great Northern. This enabled him to remain in St. Paul, Minn., rather than take a glowing offer from The Associated Press as a member of its headquarters staff of writers in New York City.

It was the second time in his life that Moore's career changed direction. Born in the little town of Villisca, Ia., February 15, 1903, he had enrolled at Drake University with the intention of becoming a physician.

Work as a copyboy in the newsroom of the Des Moines, Ia., Capital while he was in college inevitably led to becoming a newspaper reporter with the nickname of "Dinty." He moved on to the Des Moines Register and Tribune. The St. Paul, Minn., Pioneer Press sought his services in 1928.

It was there that his writing as a special assignment reporter attracted the attention of The Associated Press, worldwide news service, as well as the Great Northern.

He was married to Gertrude Gamble in 1927. Their daughter Eleanor's husband, George B. Merrick, is vice president and assistant to the president of Rockwell International's Space Division. Merrick was in charge of the engineering and production of the Space Shuttle.