

Rossmoor committee decides there's more to Moore

One way or another, May of 1937 left an indelible mark on the field of literature.

Pulitzer prizes were awarded the authors of the book "Gone With the Wind" and the play "You Can't Take It With You."

Then there was the debit side because it also was in May of 1937 when a budding young journalist named Charles Wesley Moore turned his back on the news writing profession in favor of "working on the railroad," as the song says.

"May, 1937 marked the turning point in my career," agrees Moore, who like so many with that surname became known as "Dinty," due to the popularity of a comic strip character of that era.

A special assignment writer for the St. Paul, Minn., Pioneer Press at the time Dinty reached his life's crossroad, he received two flattering offers on the same day. That morning William P. Kenney, president of the Great Northern Railway, offered him a job as assistant public relations director. In the afternoon a Western Union telegram from Byron Price, Associated Press general manager, invited Moore to become a member of the news gathering service's New York staff.

"After considerable emotional stress I decided to stay in St. Paul and accepted the Great Northern offer," Dinty relates.

"President Kenney invited me to luncheon my first day and said, 'Dinty, you no longer will be accepted as a newspaperman because you have left that field and you'll never be accepted as a full-fledged railroader because you didn't begin as a water boy.'"

Within seven years, Moore was elevated to the post of assistant to the president, in charge of public relations over the Great Northern system in ten states and administration of an annual advertising budget that exceeded \$3 million for several years.

Thirty-one years later, when Dinty and his wife of 52 years, Gertrude, moved to Leisure World, he promptly immersed himself in a variety of community activities that probably require more time than did his tour of duty with what since 1970 has been the Burlington Northern, the longest railway in the United States.

Dinty began delivering "Meals on Wheels" within weeks after moving here in July, 1976. Almost before he knew it, he was an appointed director on the United Mutual board, to which he later was elected by mutual residents. He also became communications chairman for Sadelback Kiwanis,

chairman of United's Community Relations-Communications Committee, and until recently was a director of the Leisure World Historical Society and wrote the Leisure World Library story in the society Journal.

Rossmoor Corp.'s selection committee has chosen Moore as its Leisure Worlder of the Month for July. At 10 a.m. on the morning of Wednesday, July 1, his gold-framed portrait will be hung in a place of honor in the Rossmoor New Sales pavilion during a brief informal ceremony. His many friends and associates are invited to attend.

It is no surprise that Dinty became an immediate participant in Leisure World affairs. During his Great Northern career he was active in St. Paul civic events including directorships in the Cham-

ber of Commerce, Red Cross, Junior Achievement and as president of the St. Paul Winter Carnival Association of which he was one of the founders.

Born in the little town of Villisca, Ia., Moore attended Drake University intending to become a physician. That urge, he believes, stemmed from duty in his father's drug store where he was an apprentice pharmacist as well as soda fountain major domo.

At Drake an after-classes job as a copyboy in the newsroom of the Des Moines Capital began, as Dinty says, "the erosion" of his plans for a medical career. One of his copyboy jobs was delivering to the composing room the comic matrixes, including the famed Maggie and Jiggs strip that had a "Dinty Moore" as one of its principal characters. The nickname was inevitable.

So was his newspaper career. From the Capital he went on to the Des Moines Register and Tribune. Before he moved north to St. Paul in 1928 he married Gertrude Gamble, who had become an assistant at the Des Moines Public Library after her graduation from Knox College in Illinois. Their daughter Eleanor and her husband George B. Merrick, vice president of Rockwell International's Space Division, live in Manhattan Beach.

Of his railroad experience, Moore considers the seven years preceding his retirement in 1968 were the most demanding. It was in that time frame that the Great Northern, Northern Pacific and Burlington railways were involved in merger hearings before the Interstate Commerce Commission in Washington as well as in key cities along the lines of the three railways. Dinty was in the thick of these negotiations, but he retired before consolidation in 1970 created the Burlington Northern.

How did the Moores decide to move to Leisure World? "It's a long story," Dinty replies.

In 1971 they met long-time Leisure World residents Irene and Loren Nordeen on a sojourn in Ireland. The Nordeens not only encouraged the Moores to come to Leisure World, but also gave valued counsel on the acquisition of a manor.

In the summer of 1976 the Moores decided to end 48 years of living in Minnesota and became "settlers" in Leisure World.

Dinty Moore is an enthusiastic and competent lawn bowler, but his United board and other responsibilities tend to get in the way of regular play on the greens.



Charles 'Dinty' Moore