

# 'Burlington Northern Inc.' Chosen

Great Northern Pacific and Burlington Lines, Inc. is a pretty long name, even for what is destined to become the longest railroad in the nation.

The prospect of a new name for the merged company has been under study for some time, with the object of attaining a more manageable and definitive corporate title.

The wraps came off March 22 with the announcement that the "Northern Lines" merger applicants had informed the Interstate Commerce Commission of their intent to change the name of the new company to Burlington Northern Inc.

The selection is subject to approval by stockholders of each of the present companies, who will have an opportunity to vote on the name at regular annual meetings scheduled this month. It would become effective immediately after the merger is consummated.

The proposed name is pre-

ferred because it streamlines identification of the new company and, with omission of reference to railroad or railway, is more well suited to the diversified nature of the new company.

The merging lines engaged the professional services of Lippincott and Margulies, one of the nation's best industrial design firms, to study and de-

velop a new corporate name and symbol. L&M's record in developing names and symbols for large corporations is impressive. It gave General Mills its "Big G," Standard Oil its oval and flaming torch, and RCA its stylized computer letters, to name just a few.

Hundreds of names were considered by L&M and management of each of the present

companies, and these were boiled down to just a few — like Norland, Transway and Westway. While new and distinctly different from existing names, these didn't seem to sparkle or assume the importance of the new company.

Also considered in the semifinals of selection were two combination names derived from identities of present com-

panies — Great Northern Pacific and Burlington Northern. The latter emerged as the best selection.

The new name retains the "Northern" identities of both the Great Northern and the Northern Pacific. "Burlington" is a word which has through the years gained great shipper acceptance. The combination thus brings together factors which are of dominant value in the minds of the transportation public now using the services of each of the merging lines. The crisp, newness of the name captures the fact that when the merger is consummated, the Burlington Northern will be a brand new, dynamic, diversified corporation.

Lippincott and Margulies has also been retained to develop a distinctive corporate symbol and to recommend a color or colors which will suit the new image. Work on these projects is well under way.

## ALONG NORTHERN PACIFIC RAILWAY'S

# Mainstreet

VOL. 1

April, 1968

NO. 10

## With Large Margin

# NP Stockholders OK Merger

Another chapter in the long-unfolding story of the "Northern Lines" merger was ended in March with Northern Pacific, Great Northern and Burlington stockholder approval of the merger as favorably ruled upon by the Interstate Commerce Commission last November.

All three of the lines conducted special stockholders' meetings in mid-March, and the results in each instance were viewed as an impressive man-

date from shareholders to rapidly move ahead with merger plans.

Stockholders of each of the railroads had in 1961 approved the merger proposal as then constituted, and proceedings continued under the ICC until April of 1966, when the commission, by a narrow, 6 to 5 margin, rejected the plan.

A petition for reconsideration was filed by the applicant lines on July 27, 1966. The proposal was later revised with concessions to satisfy objections which had been considered by the commission in arriving at its ruling.

When the proceedings were reopened, the lines said they would accept conditions imposed by the ICC, subject to stockholder approval, even though earlier approval by the respective stockholders had given the authority to proceed with merger plans.

In this respect, the results of the special stockholders' meet-

ings just completed were hailed as "extremely gratifying" by management of each of the railroads.

In a brief press conference held by Louis W. Menk, president, and Robert S. Macfarlane, chairman of the board, at the conclusion of the Northern Pacific meeting, both officers said the vote for approval of the merger was so substantial that it is a mandate for early unification.

"Mr. Macfarlane and I are extremely gratified," Menk said, "that our stockholders are firmly behind our efforts toward merger. This is the second time management has submitted merger proposals to our shareholders and this most recent vote reiterates NP stockholders' confidence in the benefits of merger."

Menk said that the ICC could decide to reopen the merger case or not to reopen it, but in his personal opinion the No-

(Continued on Page 3)

## U.S. Railroads Seeking Rate Hike

The Interstate Commerce Commission has been urged by the nation's railroads to approve a freight rate increase to help offset "rapidly accelerating labor costs and spiraling material costs."

The railroads have asked for selective increases covering all commodities. Rate hikes would range between 3 and 10 per cent, with most in the 5 to 6 per cent level.

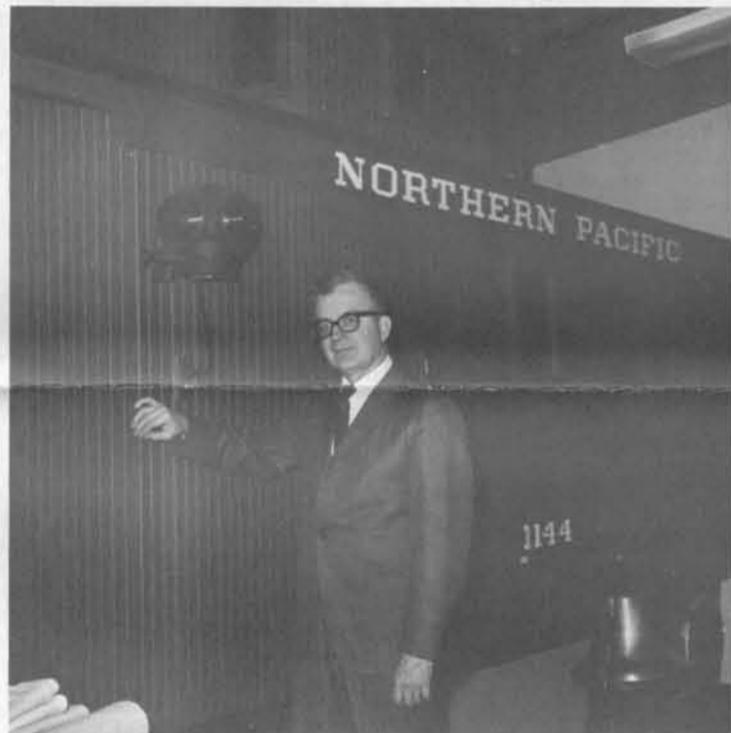
Authority is sought to make the increases effective May 27.

In making application to the ICC the carriers stressed the urgency of the need for higher rates, stating that railroads "have suffered and are continuing to suffer a serious deterioration of earnings and, consequently, a weakening of ability to finance necessary capital improvement programs and to provide services of the character required by the nation's shippers"

A rate increase of about 3 per cent was granted the railroads last summer, and was the first made since 1960. At that time it was pointed out that the increase fell far short of matching annual increases in labor and other costs.

This situation has not changed, and, in fact, increases now sought would add estimated industry revenues of only \$450.3 million in the face of cost increases pegged at \$525.8 million.

(Continued on Page 5)



MAURICE SWENSON invites his customers to board a one-third scale Northern Pacific caboose which is made up as a dressing room to try on clothing selections.

## Railroading & Men's Clothing Featured at Lindstrom Depot

An ardent Northern Pacific enthusiast at Lindstrom, Minn., just north and east of the Twin Cities, has combined his railroading and business interests to come up with a new approach to merchandising men's clothing.

He's Maurice Swenson, owner of Swenson's Depot on Lindstrom's main thoroughfare.

Lindstrom is in the heart of a small and very scenic lake district once served by the Northern Pacific.

In 1880 the St. Paul and Duluth Railroad constructed a line from Wyoming, Minn., through Chisago City and Lindstrom, to Center City. The line was sold in May of that year to the Taylors Falls and Lake Superior Railroad, which signed an agreement with the Minneapolis and St. Louis Railroad to extend the line further to Taylors Falls.

The M&StL operated the line until August of 1883, when it

was leased to the St. Paul and Duluth Railroad. Northern Pacific acquired the St. Paul and Duluth in 1900, and operated the Wyoming to Taylors Falls branch until June 30, 1948, when the last real sounds of a steam locomotive echoed through the picturesque valleys.

The branch was originally built to take out timber, then a thriving business in the Taylors Falls area. Later, agriculture was the mainstay of railroad business, but in the meantime tourist business boomed, particularly in the summer months, when thousands of people from the Twin Cities and other parts of the nation flocked to the area for vacations and even one-day, round-trip outings.

In the 1920s, Northern Pacific operated as many as six trains a day between St. Paul and Taylors Falls, plus frequent excursion trains.



STOCKHOLDERS, company officers and members of the Northern Pacific Stockholders Protective Association discuss progress of the vote tally after adjournment of the re-convened meeting on Saturday, March 16. Left to right, standing are H. J. Sackett, administrative assistant; Charles F. Brundage; E. F. Requa, senior vice president—law; L. W. Menk, president; M. C. Wolf, valuation engineer; and F. A. Deming, secretary. Seated, backs to camera, are Samuel C. Williams, Jr., left, and Louis B. Dailey, of the Protective Association.

# Mainstreet

Published monthly by Northern Pacific Railway Company at St. Paul, Minn. in the Department of Public Relations and Advertising.  
William F. Greer, Director Public Relations and Advertising

EDITOR—James A. Hagle

ASSOCIATES—W. A. McKenzie, St. Paul; Gary L. Sund, Seattle



Member Association  
of Railroad Editors



Vol. 1

April, 1968

No. 10

## "Burlington Northern"

When word was out this name had been recommended for the new company upon merger, reactions were as many in kind as there are people on the Northern Pacific. The same was undoubtedly true along the other lines.

Almost everybody had been thinking about one name or another, Burlington Northern included.

Whatever the individual preference, the idea of taking on a new identity is apt to evoke at least a little hesitancy.

Even the tentative selection of the name Great Northern Pacific and Burlington Lines, Inc., demanded personal adjustment to change, although it combined words with which we are familiar.

There was thought, too, that this name had immeasurable business value because "out there" everybody would know right off that this was the big new company made up principally of the lines identified in the combined name.

Most everyone will admit that such a long name would prove rather unmanageable when brought into continued and frequent use.

Each of us has names of our own, and while we're not likely to change them, except, perhaps from Miss Jones to Mrs. Smith, the idea of switching from Joe to Pete or Mary to Marlene might be wholly unacceptable.

The reaction is much the same when we're faced with a change in the name of things which have become an integral part of our lives.

We're used to the old name. It's comfortable and when we hear it spoken or see it in print the words give us an immediate feeling of familiarity. We like it because of this, and it helps us bring into focus things we like to remember, things we have long associated with that name.

There's quite a difference between giving a new name to something and giving something new a name.

Look at it from this standpoint: Unification of the present companies will result in an entirely new organization. A dynamic, new diversified entity is being created. It needs an identity of its own which clearly singles it out for what it is and what it is to become.

In "Burlington Northern Inc." we have a suggested name that is not only fresh and new, but one under which the traditions of its forbears emerge in new perspective.



"Don't you worry, Ma'am, I'm a railroad man and I always take a good, firm grip."



NEIL AULT, standing, supervisor of regional station accounting, discusses work load with Bonnie Goodman, stenographer clerk, by three wheel-like Saveasort rotating files for classification of bills being mailed to patrons. With them is Les Connolly, regional station accounting chief clerk.

In St. Paul, Seattle

## Regional Station Accounting Implemented

In any business engaged in selling products or services there are at least three fundamentals — a seller, a buyer and a transaction, either for cash or credit.

This sounds simple enough. You sell the goods, collect the cash or send the bill, and when the returns are in, you pay your own bills — payroll, the wholesale supplier, equipment for manufacturing, taxes and so on.

Simple. But, when you spread that business out across a vast network of main and branch lines of a railroad such as the Northern Pacific, keeping all these transactions flowing smoothly is a bit more complicated.

The Northern Pacific maintains hundreds of offices which daily engage in the business of selling freight and passenger services to many thousands of patrons. Few other firms have as many locations at which daily sales are made and bills collected.

In Northern Pacific's case, the product is transportation, and the costs of providing it can't be localized. The railway can't operate like a big wholesale supplier, distributing its product in readily measurable amounts to each of its retail outlets and charging them accordingly. A railroad exists as a single entity and its costs, in the final analysis, apply to the whole system.

Each Northern Pacific office is selling the service of the system and collecting bills on the basis of how much of that service is used by each individual local customer at established and regulated rates.

Somehow, an accounting must be made of each transaction across the entire system, and with thousands and thousands of transactions taking place daily, the accounting function is obviously very complex for any railroad. It has, in the past, required countless forms and reporting procedures originating at local, regional and district offices and finally brought together at company headquarters.

Enter a new age of transportation, where railway customers want faster, more efficient services that mesh easily with their own modernized computer-

oriented systems, and the traditional ways of railroad accounting are no longer adequate.

Customers want a generally faster and centralized billing service, too, so they can square up all their own accounts, and they aren't the least bit hesitant about asking the Northern Pacific to speed things up a bit. They're also asking for more personalized service of other kinds in each locality, and in the face of transportation competition, this is demanding more time from the railway staff at every office. Each office can't spend more time speeding up local accounting functions and at the same time improve other services.

One of the first tasks undertaken by the management services department after it was formed early in 1967, was to thoroughly study the area of station accounting and its relation to the total transportation service the railway provides.

R. L. McComb was appointed director of methods and planning, with a staff of four men highly skilled in the areas of accounting and office procedures.

Under the methods and planning group, a committee was formed representing the operating, traffic, accounting, and management services departments, and the office of the treasurer.

"Existing procedures were reviewed," McComb said, "and related to current and projected needs, with the resulting recommendation that a program for regional station accounting (RSA) be established.

"The program is now entering the eighth month of implementation," he said, "with RSA offices established at St. Paul and Seattle.

"Under RSA," McComb states, "routine bookkeeping functions previously performed at as many as 169 stations have been brought together in a single office. Simplified reporting procedures for all stations in RSA have been introduced, many reports have been eliminated, and the total program has brought about major improvements in rating and billing functions.

"The new operation," he said, "expedites handling of information by two basic means; first by bringing all freight bill preparation and related accounting work into a common or single work point where intrusions upon time by other office functions, such as those experienced at local stations, are eliminated; and second, by introduction of copy machines and other modern office equipment which would be neither feasible nor practical for use at every local station."

(Continued on Page 3)

## INDUSTRIAL NEWSFRONTS

Sirco Manufacturing Company is planning construction of a specialty furniture manufacturing plant on a site leased from the Northern Pacific along the Bitter Root branch line at Missoula, Mont. The firm makes desks, tables and other specialty items such as sewing machine cabinets, primarily using plywood and steel. Present distribution is on a national scale under various brand names. The new plant, with expanded capacity, will permit entry into the export market.

Northwest Pipe Fittings, Inc., of Rapid City, S.D., will lease Northern Pacific's Bismarck, N.D., freight house as a warehouse and distribution center for wholesale plumbing supplies. This will open a new market for the firm, which hopes within the next five years to build a new warehouse on the Northern Pacific Bismarck industrial site.

Northern School Supply & Equipment, Inc., has purchased the former Fargo Glass & Paint Company warehouse on the Northern Pacific right-of-way at Fargo, N.D. The acquisition will permit Northern to expand its display, sales and warehouse space and thereby substantially increase carload business with the Northern Pacific.

## After Long Count

# Merger Vote Called 'Mandate'

(Continued From Page 1)

member report and order of the ICC covered all of the issues raised by subsequent petitions in objection, and this might mean the ICC would make its decision regarding these petitions in a rather short time.

He said the company looks forward to early consummation of the merger and that the nearest possible date the merger could become effective would be about June 1, if there is no appeal of the ICC's decision on the case to the courts.

Opposition to the merger on the part of the Northern Pacific Stockholders' Protective Association, a group headed by Charles F. Brundage, senior partner of Brundage, Story & Rose, New York investment counseling firm, heightened interest in the outcome of the Northern Pacific special stockholders' meeting.

The merger agreement gives Northern Pacific shareholders one share of common stock in the new company for each share now held, and Great Northern shareholders one share and one-half share of 5½ per cent pre-

ferred stock of the new company of the par value of \$10 per share.

The Association, while favoring merger of the railroad properties, contended that Northern Pacific stockholders, under terms for distribution of ownership in the new company, would not receive just consideration for the present company's holdings in land and other resources.

In 1961 and at the March meeting, Brundage argued that Northern Pacific natural resource properties should be separated from the railroad properties under a plan whereby Northern Pacific stockholders would have exclusive subscription rights to purchase stock of a new land company at \$20 per share or \$120 million, the approximate value considered in fixing the terms of the proposed merger.

Management, in both 1961 and at the March meeting,

pointed out that the ICC had found the association's proposal to be without merit, and that the value of the properties was offset by historically higher earnings of the Great Northern.

A proxy contest developed between management and the association, with the result that Northern Pacific's March 14 meeting had to be adjourned and reconvened twice to allow time for tabulation of the vote.

A total of 5,980,349 shares were entitled to be voted, which was the stock of record on Feb. 2, 1968.

The vote was 4,377,406 for the merger and 153,755 opposed, a ratio of 73.20 per cent in favor and 2.57 per cent against.



**SPECIAL STOCKHOLDERS' MEETING** is convened March 14 at the St. Paul Hilton. Seated at the table, left to right, are F. A. Deming, secretary, Robert S. Macfarlane, chairman of the board, and Louis W. Menk, president. The meeting was adjourned and reconvened twice.

## On Supervisory Practice

### NP Group Takes MISOTA Television Course

One of the best ways for any individual to assure himself of a promising future is to continually develop new skills and to polish up the ones he already has.

A group of 21 Northern Pacific employees at St. Paul, with an eye toward such self improvement, has just completed a 10-week course in Modern Supervisory Practice.

The course was presented by MISOTA, the Minnesota Industry School of the Air, over educational television channels 2, 8 and 10 in the Twin Cities, Duluth and Appleton, Minn., respectively.

The idea of group participation in the course emerged after Bill Hagstrom, special accountant in the office of the comptroller, had seen previews of the course program. He discussed the course with the personnel department and others at company headquarters. Interest grew, and Hagstrom soon found himself the unofficial group leader of a sizeable class.

The course started January 16 and continued through March 20, with televised instruction sessions each Wednesday evening. Each member of the group viewed the program at home and met with the others the following day for a discussion session.

## NPBA Awarded 2nd HEW Grant For Hospital

Northern Pacific Beneficial Association Hospital at St. Paul has received a \$453,240 grant through the U.S. Department of Health Education and Welfare for improvements on the hospital facility.

Award of the grant was announced March 26 in a wire to T. O. Peterson, NPBA president, from Senators Eugene J. McCarthy and Walter F. Mondale.

Total cost of the hospital improvement project is \$1,893,000. The assisting grant was made under provisions of the Hill-Burton Act, which makes federal funds available to hospitals in public use.

A Hill-Burton grant of \$142,464 was received by the hospital in 1964 when improvements totaling \$1,163,000 were announced.

Objectives of the course were to present supervisory jobs in the full light of their value to an organization or firm, give a general view of the elements comprising supervisory jobs, provide a reference for discussion sessions after the television presentation, and to stimulate desire for further study and self-development.

Instructors for the course were John H. Farley, director of the management center at the College of St. Thomas in St. Paul, and Howard P. Mold, associate director of the center.

Participation in the program was encouraged by the Northern Pacific through its tuition aid program, which has as its basic aim helping employees attain new skills which will help them in their individual jobs.

Discussion sessions held by the Northern Pacific group in the Modern Supervisory Practice course were bolstered by having company officials participate in the discussion sessions.

Richard A. Beulke, director of personnel, presented information on the personnel department and its functions at one session. Dean J. Wigstrom, assistant comptroller, discussed management communications and executive thinking, Frank H. Coyne, vice president—management services, talked about decision making, and Robert E. Haas, manager of salary administration joined with David E.

Ryan, assistant director of personnel, for a fourth session.

Course participants in addition to Hagstrom included:

Ed Nagel, traveling car service agent, from car accounting; Vahey Tateosian, Wally Henton and Mrs. E. H. Eilers, all accountants in disbursement accounting;

Bruce Gjerde, Loren Johnson, Cliff Sorenson, Paul Booton, Rollie LaFond, and Bud Carlton, all special accountants in freight revenue accounting; Robert Voeller, traveling mail baggage and express agent; John Q. Tierney, supervisor of personnel services; Milton Dale, stationery storekeeper;

Bill Sjoberg, assistant general foreman in communications; R. W. Spanning, assistant chief mechanical officer; John Kelly, Jr., mechanical assistant; C. B. Theits, executive department office manager; H. M. Theits, assistant to the general freight agent; William M. Reed, mechanical assistant; and J. A. Bichsel, assistant to the chief mechanical officer.

Joining Hagstrom in coordinating the group's participation in the course were Tateosian, Gjerde and Tierney.

Hagstrom, speaking for the entire group, said the course was "a good start" in something which can be carried through for continued personal development.

Nearly 300 persons from 20 firms in the Twin Cities were enrolled in the course.

## Critics Rally on Proposed Truck Bill

Criticism is continuing to mount against proposed legislation sponsored by 22 U.S. Senators to permit heavier and wider trucks and buses on the nation's interstate highway system.

Present federal law restricts states to allowing vehicles having single axle weight of not more than 18,000 pounds; tandem loads of not more than 32,000 pounds; and gross weight of no more than 73,280 pounds—with an over all width of no more than 96 inches.

The proposed bill would increase these limits to 20,000 pounds for a single axle, 36,000 pounds for a tandem, and 102 inches in width, with the maximum gross weight determined by the wheel base and the num-

ber of axles on the vehicle or combination of vehicles.

Many critics have said passing such legislation would open the way for what amounts to rubber-tired, tractor-powered trains on the highways.

Among the most recent groups to express strong opposition to the bill is the American Automobile Association, which told the Senate public roads subcommittee it would increase discomfort and hazard to the vast majority of the motoring population to confer special favors on a small minority. The AAA cited many of the safety hazards inherent in allowing heavier and wider trucks on the highways.

## RSA Established

(Continued from Page 2)

The system has also expedited the flow of information to the central data processing center in St. Paul, and, McComb notes, has given the Northern Pacific an accounting capability more nearly comparable to firms operating out of single or a few major locations.

"In this last respect," McComb said, "it has been difficult for many of our customers to realize the amount of time required for billing, tracing payments and other accounting functions. They have everything right at hand and expect the same of us, even though our business is stretched across nearly 7,000 miles of railway system."

McComb said the advantages of the RSA system, while already apparent, will become even more obvious as the railway continues to adapt its total transportation effort to the increasing demands by patrons for more efficient and timely services.



Gary Trenary

## Trainmaster's Son Is Outstanding Young American

Gary Trenary, son of Trainmaster G. E. Trenary at Duluth, Minn., has been chosen one of the outstanding young men of America by the Board of Advisory Editors of the Outstanding American Foundation, Inc., at Montgomery, Ala.

Gary, 29, is a football, basketball and track coach and a teacher at Loyola High School in Missoula, Mont. His dad was formerly a conductor on the Rocky Mountain Division at Missoula.



**HURON PORTLAND CEMENT** company has completed work on a cement storage silo at its storage and distribution facility served by the Northern Pacific in Minneapolis. The \$350,000 structure, shown here in an earlier stage of construction, is one of five such units planned.

# RETIREMENTS

Name	Occupation	Location	Years
Edmund J. Demmer	Traveling Auditor Disbursements	Tacoma, Wash.	20
William J. Diehm	Conductor	Yakima, Wash.	51
George Ficele	Section Foreman	Yakima, Wash.	46
Ernest E. Flansburg	Brakeman	Pasco, Wash.	22
William G. Froelich	Section Laborer	Morris, Minn.	24
John A. Grossman	Machinist	St. Paul, Minn.	45
Harold J. Jones	City Freight & Passenger Agent	Vancouver, Can.	44
Frank E. Marvin	District Storekeeper	St. Paul, Minn.	47
Ira W. McRoberts	Machinist Inspector	Glendive, Mont.	41
William E. Miller	Train Dispatcher	Spokane, Wash.	47
Florence W. Naylor	Stenographer-Clerk	Pasco, Wash.	26
Ira D. Rawls	Chef, Executive Dept.	St. Paul, Minn.	30
Edward Riach	Custodian, Como Record Building	St. Paul, Minn.	25
Joseph J. Stepnick	Machinist	St. Paul, Minn.	26
Albert J. Swanson	Locomotive Engineer	Duluth, Minn.	23
Arnold G. Wallebeck	Painter	Brainerd, Minn.	23
Clarence R. Watson	Industrial Agent Properties & Industrial Development Dept.	Seattle, Wash.	20
Paul F. Wyckoff	Section Laborer	Golva, N.D.	24



**ENGINEER CLIFF WILHELMSON** retired March 22 at St. Paul after nearly 31 years of service with the Northern Pacific. He joined the company in 1927 as a roundhouse laborer in St. Paul, became a fireman in 1941 and engineer in 1956. Most of his duty was as operator of industry switchers. With him above, as he rounded out his last day at Northtown, are, left to right, John Green, Switchman, E. C. Swanson, switch foreman, and Jack Christenson, road foreman, extreme right.

**WILLIAM H. ROSS** retired as Northern Pacific dispatcher at Minneapolis in mid-March. He joined the company in 1917 after five years with the New York, New Haven and Hartford Railroad. Ross, seated, was honored at a party given by fellow employees. With him is S. O. Erickson, district coordinator — operations.



**R. E. "DICK" KELLY**, who retired effective Mar. 16 with more than 50 years of service. Approximately 35 fellow workers honored Dick with a coffee and cake party at the Pasco Roundhouse on March 28, 1968, at which time he was presented a gift. Above, left, he is congratulated by Roundhouse Foreman Gordon A. Hill.

**CARL A. ANDERSON** was honored by fellow employees in the office of the manager-disbursement accounting at St. Paul in mid-March after completion of nearly 52 years of service with the Northern Pacific. He started as a messenger boy at Duluth in 1916, held various clerical positions there, and in 1932 transferred to St. Paul as a joint accounting clerk under the district accountant. He held increasingly important clerical positions until his retirement. Presenting a gift from fellow employees to Anderson, left, is K. T. Woodruff, manager — disbursement accounting. Others are, left to right, Virginia Harder (partially hidden), Joyce Dahm, Carrie DeBock, Marion Green, Dorothy McCarl, Kathryn Kolstad, and Vern Gervis.

## Ten Employees Recommended For U.S. Savings Bond Citations

Ten Northern Pacific employees have been recommended for the 1967 Savings Bond Citation for "patriotic service in support of the United States Savings Bonds Program.

The award is made to persons who participated in the program as committeemen or canvassers who achieved enrollment of 50 per cent or more of their fellow employees who were not participants in the program as of September 11, 1967.

Recommended for the award were G. T. Ryan, canvasser in the freight claim department; R. J. Woulfe, canvasser in the law department; Miss L. A. Renfrew, committeewoman for the general office building; Mrs. D. M. Pogue, and E. A. Parrish, both general office building canvassers;

David E. Ryan, canvasser in the personnel department; and canvassers Thomas J. Davey, Yardley conductor, W. E. Manfred, Parkwater, Wash., engineer, and Roy H. Ramey, Rosalia, Wash., agent.

Also recommended for the award was Mrs. Harriet Bierkandt, savings bond clerk in the St. Paul accounting department, whose added efforts in setting up accounts for all the new participants were cited as exceptional.

The campaign added 214 new subscribers to payroll savings for "E" bonds and 310 new subscribers to the combined Savings Bond and Freedom Shares program.

The 1968 Northern Pacific Savings Bond and Freedom Shares campaign is slated to begin in June.

Northern Pacific President Louis W. Menk, who is the Railroad Industry Chairman for the 1968 national campaign, addressed industry captains from railroads throughout the nation March 20 at St. Louis, Mo.

After highlighting the important reasons for participation in the program by all Americans, he told the captains that "we as an industry have not done as well as I'd like to see us do."

Among firms of all kinds across the nation, not a single railroad was among the uppermost companies posting new highs for participation in the 1967 campaign.

Menk urged an all-out effort this year to improve participation by America's railroad employees and make them leaders of other American industries in the program.

This year's objective is signing up of one out of every two persons not now participating and having one out of every two persons now in the program increase their allotments for Savings Bonds and Freedom Shares.

### At St. Paul Meeting

## Security Analysts Hear NP Earnings Review

Reasons for the 1967 decline in Northern Pacific earnings and the prospect for at least some improvement in 1968, if proposed freight rate increases become effective, were reviewed March 19 for Twin Cities security analysts by Louis W. Menk, president.

Menk cited three factors to which the 1967 decline can be attributed:

"A softening of the national economy which resulted in a reduction of goods manufactured and shipped;

"Increased labor costs to all of the railroad industry;

"A continuation of the upward spiral in the costs of materials and supplies."

He reminded the analysts of Northern Pacific's 1966 all-time record high earnings of \$5.08 per share as compared to \$3.90 per share in 1967. In relating the 1966 mark to future prospects, Menk said it is his philosophy that records are made to be broken and "we're out to better the all-time high set in 1966.

"I don't mind saying," he added, "that we were shooting

for it in 1967, but there were just too many adverse conditions to overcome."

After summarizing the railway's 1967 business and the effect of a moderate freight rate increase starting July 31, 1967, Menk discussed the petition for a freight rate increase now before the Interstate Commerce Commission.

He said that it is hoped the new increase will be made effective around May 1 and estimated that it would add about \$4.8 million to this year's Northern Pacific revenues.

While increased labor costs and higher costs of materials will continue to offset much of any addition in revenues resulting from freight rate increases, Menk expressed confidence in improvement of the general economic outlook and in Northern Pacific earnings.

"I feel that the slowdown of 1967 was temporary in nature," he said, "and look forward to 1968 as a better year for the entire industry."

Among other subjects Menk discussed were merger, agricultural production in Northern

Pacific territory, industrial development, diversification of company enterprises, development of natural resources, microwave facilities and new emphasis on marketing efforts and research.



**SECRETARY OF THE TREASURY** Henry H. Fowler, left, greets Louis W. Menk, Northern Pacific president. Menk, who is a member of the U.S. Industrial Payroll Savings Committee for 1968, is chairman of the Payroll Savings campaign within the railroad industry nationally.

## NP Stockholders To Meet April 25

The annual meeting of Northern Pacific stockholders will be held in the new auditorium at the general office building in St. Paul at 10 a.m. on April 25.

Business to come before the meeting includes election of four directors for the term of three years, whose terms will expire in 1971; a resolution approving a proposed change in the corporate name of the Great Northern Pacific & Burlington Lines, Inc., to Burlington Northern Inc.; election of two election inspectors to serve at the annual meeting of stockholders to be held on the fourth Thursday in April, 1969; and such other business as may properly come before the meeting.

Echo of Past

# "Swenson's Depot" Opens

(Continued From Page 1)

Now, the sounds of that historic era are re-echoed in Lindstrom at Swenson's Depot, where passers by are sometimes startled by such sounds as a giant locomotive letting off steam, followed by the conductor's call of "Next stop, Chisago City," or the depot agent announcing "Northern Pacific train number 62 now arriving at Lindstrom."

Swenson has spared little to give his depot authenticity from its shaked store-front canopy supported by exact reproductions of early Northern Pacific depot roof braces to the wain-coating of interior walls.

His customers' dressing room is a one-third scale model of a

Northern Pacific caboose made from drawings provided by the company, and bills are paid at an actual iron-laced depot ticket counter which Swenson acquired. Receipts are stamped at the counter with an official Northern Pacific ticket-stamper.

Track signals, local station signs, kerosene train lamps and brakemen's lanterns, and even the huge bell from a 1908 steam locomotive are among the scores of railroading items which carry out the store's theme.

On a continuously playing tape, Swenson has neatly spaced station calls, steam locomotives and other railroading sounds among musical selections. There are speakers in the store and outside in front.

Swenson formerly had his business a few doors down the street, and had the grand opening at the depot in mid-March. He stocks a full line of top quality men's and boy's wear, and in spite of the surroundings, no one is ever railroaded into making a purchase.



AN EXCURSION TRAIN, above, from the late 1880s steams along the Taylor Falls branch line just east of Lindstrom, Minn., where Swenson's Depot now revives that colorful railroading era.

Newest depot at Lindstrom, Minn., is Swenson's, a men and boys clothing store which has railroading as its masculine theme.

## Off-Job Safety Gets New Stress

Off-the-job safety is getting a little extra push this season from R. C. Lindquist, Northern Pacific superintendent of rules, safety and fire prevention.

"Habits and attitudes are the steak and potatoes of any good safety program," he says, and "an off-the-job safety program greatly aids the development of safety habits that will subconsciously work at all times, including on-the-job activities."

As part of its off-the-job safety program, the safety department is offering free to each employee the National Safety Council's magazine, **Family Safety**. It has safety items about children, the home, car, vacations and scores of other articles about accident prevention.

The magazine is published four times a year and will be mailed to any employee's home on request. Just provide the safety department with name, address and zip code number before May 15.

Samples of the Spring issue have been sent to each division and shop.



A TOTAL OF 2,926 DAYS without a reportable injury is the enviable safety record of the Wapato, Wash., section crew. From left to right are P. W. Wolf, sectionman; Raul Villegas, sectionman; G. L. Maine, section foreman, and A. L. Herrman, section foreman. The section crew is justly proud of its record and promotes safety among all other employes contacted during each day's work.



## Three N.D. Groups Hear K. L. Cook On Irrigation

Three North Dakota groups heard Northern Pacific's Director of Agricultural Development, Kenneth L. Cook, discuss irrigation and its economic impact on the state and its communities in March.

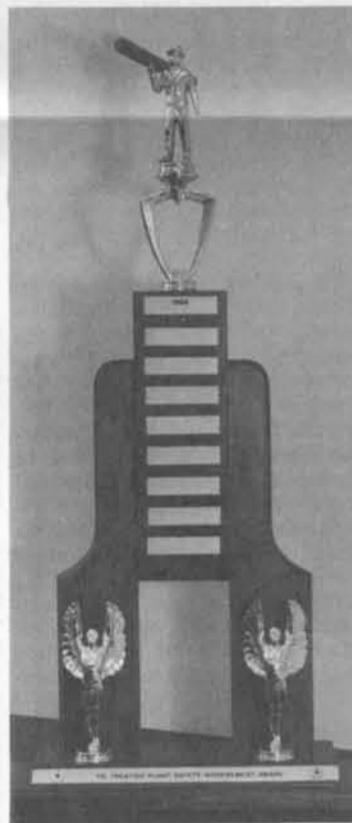
He addressed members of the Lion's Club and community leaders on March 18 at La-Moure, N.D.; members of the North Dakota Association of County Engineers at Dickinson, N.D. on March 26; and a group of prospective irrigation farmers at Dickey, N.D., also on March 18.

He told the groups that the destinies of the Northern Pacific and the State of North Dakota are "clearly allied" and said he hoped these occasions were only the first of many that he and other company representatives would have to work with community leaders in "meeting the challenge facing those of us interested in agriculture and our water resources."

Great areas of the state are scheduled for irrigation in the early 1970s with continued development of the Garrison Diversion.

Cook made a similar presentation in January before the Garrison Diversion Irrigation Council's work group on community development.

In each instance, Cook related experiences gained in the Columbia Basin Project in the State of Washington to those which may be expected in North Dakota, such as changes in industries related to agriculture, changes in crops and farming methods, accelerated community development, and changes in transportation needs—including rail and county and state roads.



PARADISE, MONT., and Brainerd, Minn., Northern Pacific tie plants this year will vie for a sparkling new safety award. The award trophy, above, will float between the locations until one plant has won it for three consecutive years to claim it as a permanent award. Setting up of the award marks the first formal competition between the plants on safety records. Another new contest is being set up between Class A yards at Seattle, Minneapolis, Pasco, and Duluth-Superior; Class B yards at Yardley, Tacoma and Laurel; and Class C yards at Billings, Auburn and Missoula.

## SAFETY SCOREBOARD

Period First two months 1968 compared with same period last year.

Scoreboard by District

Rank	District	Reportable Casualties		Casualty Ratio	
		1968	1967	1968	1967
1.	Eastern	28	33	18.45	20.60
2.	Western	41	39	25.02	22.90

New Scoreboard by Division

Rank	By Division	1968		1967		% Change
		Reportables	Ratio	Ratio		
1.	Yellowstone	2	4.13	13.97	-	-70.44
2.	Idaho	8	16.02	32.86	-	-51.25
3.	Fargo	4	15.49	14.61	+	+6.02
4.	St. Paul	22	28.39	23.86	+	+18.99
5.	Tacoma	26	34.56	24.11	+	+43.34
6.	Rocky Mountain	7	18.07	7.54	+	+139.66

Scoreboard for Shops

Rank	Shop	Reportable Casualties		Casualty Ratio	
		1968	1967	1968	1967
1.	Brainerd	0	0	.00	.00
2.	Como	0	1	.00	13.01
3.	Livingston	1	0	13.73	.00
4.	South Tacoma	1	0	14.72	.00

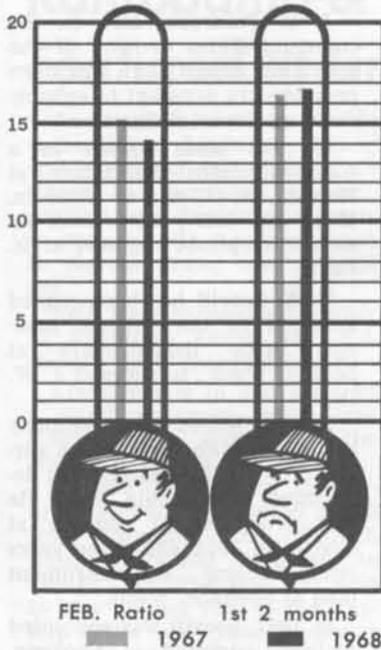
Scoreboard by Class of Employee

Rank	Class of Employee	Reportable Casualties		Casualty Ratio	
		1968	1967	1968	1967
1.	B & B Dept.	0	3	.00	19.49
2.	Enginemen	1	6	3.03	17.63
3.	Carmen	2	2	5.27	5.16
4.	Stationmen	5	6	5.97	7.10
5.	Trackmen	11	9	18.66	14.03
6.	Shopmen	6	4	25.27	14.99
7.	Trainmen	17	16	49.89	44.41
8.	Yardmen	27	26	89.95	85.08

Scoreboard by Miscellaneous Department

Rank	Department	Reportable Casualties		Casualty Ratio	
		1968	1967	1968	1967
1.	Gen. Office & Misl.	0	1	.00	1.68
2.	Signal Dept.	0	0	.00	.00
3.	Dining Car	0	0	.00	.00
4.	Mgr. Sec. & Frt. Cl. Prev.	0	0	.00	.00
5.	Engineering Dept.	1	2	11.20	23.00
6.	Communications	1	0	13.04	.00
7.	Store Dept.	2	3	17.38	22.69
8.	King Street Sta.	2	-	20.16	-
	System	77	79	16.47	16.41

### SAFETY RATIO THERMOMETER



FEB. Ratio 1st 2 months  
 ■ 1967 ■ 1968

The object is to keep NP's Safety Signalman smiling by keeping his temperature down.



**ROBERT FRENCH** Conducts session of Four-Wire EMD Industrial Switching Systems seminar at Company headquarters in St. Paul, First Class of its kind in the railroad industry.

Organized by NP

# Communications Seminar Held

Room 136 at Northern Pacific headquarters in St. Paul took on the atmosphere of a college classroom from March 18 through the opening week of this month for a special communications seminar, the first of its kind in the railroad industry.

The seminar subject was "Four-Wire EMD Industrial Switching Systems." The EMD stands for Edelmetal Motor Drewahlen, a technical term describing application of motor driven switches using precious metal contacts.

The rapidly increasing use of telephone and other communications networks in the railroad industry has made adoption of new technology in switching an absolute essential according to D. C. Hill, North-

ern Pacific superintendent of communications.

Northern Pacific's basic objectives in introducing a four-wire EMD switching system include implementation of a universal numbering plan with standardizing of telephone numbers to facilitate direct dialing, and greater direct-dial flexibility through automatic alternate routing of calls.

The seminar was conducted by instructors from the Stromberg Carlson Technical Training Center of Rochester, N. Y., with class members from the communications departments of four U. S. railroads, the Northern Pacific; Atchison, Topeka and Santa Fe; Gulf, Mobile and Ohio; and the Illinois Central. It was set up under direction of Northern Pacific's communica-

tions department, which had about half of the 26 class members as participants.

Hill said that representatives from the communications departments of other railroads were invited to participate in the seminar by Northern Pacific.

"Our setting up of the program for our own people," he said, "provided a unique opportunity for us to be of service to others in railroad communications, and we believe that sharing of such opportunities is of vital importance to the entire railroad industry."

Stromberg Carlson instructors for the seminar were Robert French and Angelo Aschettino, both of Rochester, N.Y.

# NP Promotions, Changes Posted

Among recent changes and promotions announced by the Northern Pacific have been the following:

**G. J. McGuire** has been named director of labor relations-operating. He joined the company in 1940 as a switchman in the Idaho Division and in 1955 became assistant yardmaster at Spokane, Wash.

He has been working in labor relations since 1958, when he became a labor relations assistant. In 1965 he was promoted to assistant to the chief of labor relations, and last year he became assistant to the assistant vice president-labor relations.

**T. C. Kay** has been promoted to assistant marketing manager, grain and grain products, in the market development division of the traffic department.

Kay joined the company in 1949 as an office boy in the freight traffic department at St. Paul.

He has since served as tariff compiler, divisions clerk, chief clerk to the assistant general freight agent, chief rate analysis clerk, and chief clerk to the general freight agent.

**R. D. Pedersen** has been named assistant to the vice president — operating at St. Paul.

Pedersen started as an operating apprentice at St. Paul in 1956, after having worked for

the company earlier on a part-time basis in the dining car department.

After leave for military service from 1956 through 1958, Pedersen joined a Minneapolis firm as a civil engineer, became a structural designer with a St. Paul firm in 1963 and later became a civil engineer with the Minneapolis, Northfield and Southern Railway, where he rose to chief engineer.

Pedersen returned to the Northern Pacific in 1967 as a senior industrial engineer.

**F. D. Larson** has been named to succeed Pedersen as senior industrial engineer. He joined the company in 1963 as an instrument man in the engineering department at Seattle, Wash.

Larson was promoted to assistant engineer at Northern Pacific's Missoula, Mont., hump yards in 1966 and became an associate industrial engineer last year.

**A. S. Caron** and **J. P. Henderson** have both been named to positions as associate industrial engineers at St. Paul.

Caron joined the company on March 1. He attended Marquette University in Milwaukee, Wis., and is a graduate of Chicago Technical College, where he received a bachelor of science degree in architectural engineering in 1952.

He was plant engineer for American Hoist and Derrick Company before joining the Northern Pacific.

Henderson also joined the company on March 1. He attended Miami University, Oxford, Ohio, Purdue University, Lafayette, Ind., and the University of Minnesota, where he is continuing graduate work in business administration.

From 1964 until joining Northern Pacific, Henderson was pilot plant engineer, industrial engineer trainee, and then production process engineer with the 3M Company in St. Paul.

**O. J. Wales** has been appointed to the position of attorney in the law department at Seattle. He first worked for the company in 1955 in the dining car department while continuing his education. He graduated from the University of Minnesota in 1962 with a degree in economics and mathematics, and then entered the University of Minnesota Law School, where he received his law degree in 1967.

### Other Changes

**R. C. Lindquist** has been promoted from superintendent of rules, safety and fire prevention to general superintendent of that department at St. Paul.

**M. R. Timm** has been promoted to assistant telephone engineer at St. Paul. He started as a shop equipment repairman in the communications department at St. Paul in 1959, and has since served as a communications maintainer at Glendive, Mont.

**T. A. Lartz** has been appointed trainmaster, St. Paul Division, with headquarters at Duluth, Minn., to succeed **J. D. Sells**.

Sells has been transferred to a similar position at Pasco, Wash.

**R. A. Heyer** has been named agent at Jamestown to succeed **A. W. Foss**, who has been promoted to the position of agent at Fargo.

Heyer joined the Northern Pacific in 1949 as a relief agent-telegrapher in the Fargo Division. Since September of 1966 he has been traveling freight and passenger agent at Jamestown.

Foss started with the com-



**SPOKANE EMPLOYEES** held a special coffee hour recently to honor G. W. Thompson prior to his leaving for St. Paul to become director — operating data systems in the management services department. Here he admires a new piece of luggage given him by fellow employees. With him are D. W. Lewis, assistant superintendent at Spokane, and Mrs. Thompson.

pany in 1943 as a telegrapher in the St. Paul Division, became livestock agent at Fargo in 1957.

Since 1958, Foss has served as agent at New York Mills, Minn., Little Falls, Minn., and Jamestown. He was named agent at Jamestown in 1963.

**N. S. Livers** has been promoted to the position of supervisory agent in the company's operating department at Seattle, Wash.

Livers has been with the Northern Pacific since 1945 and started as an apprentice telegrapher in the Fargo Division. He became agent-telegrapher in the division in 1946, livestock agent at Fargo in 1956, traveling freight agent at Miles City, Mont., in 1957, agent at Glendive, Mont., in 1963, and was agent at Fargo from 1966 until his present assignment.

**J. W. Darby** has been promoted to area engineer at Seattle. From 1952 through 1960 he served variously as draftsman and inspector at St. Paul and at Pasco, Wash., and assistant engineer in the bridge department at Sand Point, Idaho.

Darby has since served as an office engineer, project engineer, assistant district engineer, and special assistant to the general manager at Seattle.

**G. F. Hill** has been promoted to assistant superintendent of communications, with headquarters at Seattle.

Hill joined the company in 1939 as a pole climber in the communications department.

Through 1964 he worked variously as a lineman, pole and line inspector and telegraph foreman, and was then promoted to equipment inspector at Jamestown, N. D. He has since worked as a communications maintainer at Jamestown, communications supervisor at Spokane, Wash., and general communications superintendent at Seattle.

**J. L. Peterson**, also in the communications division of the operating department, has been promoted to assistant telephone-radio engineer at Seattle.

He has since served as a communications maintainer at Mandan, N. D., and at Missoula, Mont., and last year became assistant telephone engineer at St. Paul.

**V. R. Scovill** has been named assistant to the general manager with headquarters at Seattle, Wash., to succeed J. W. Darby.

Scovill joined the company in 1952 as a chainman on a survey crew in the engineering department at Missoula, Mont. He was promoted to rodman at Seattle in 1952 and three years later became an instrument man at Spokane, Wash.

In 1957, Scovill was appointed division engineer at Spokane, and in 1964 he was promoted to assistant district engineer at Seattle. From February of 1966 until his present promotion, Scovill has served as trainmaster at Pasco, Wash.



**THE PASCO YARD** safety committee recently had its first group meeting and elected J. L. Picicci as chairman. At the meeting, left to right, are T. R. Marak; C. A. Bentley, assistant to the superintendent of rules, safety and fire prevention; H. F. Beeler; J. L. Picicci; F. J. Tharp, terminal trainmaster; J. W. Miller, assistant superintendent; and L. R. Alley.