



# The North Coaster



Vol. XXIX Number 2

NORTHERN PACIFIC RAILWAY—Main Street of the Northwest

March-April, 1958



**A BASKETFUL OF GOLDEN-YELLOW** daffodils, the gift of Queen Janice Methven of the 1957 Puyallup Valley, Wash., Daffodil Festival, is presented to St. Paul's Winter Carnival Queen, Sally Shields, by Northern Pacific stewardess-nurse Geraldine Yanta, also of St. Paul. The Festival, an annual spring floral event, was held from April 7, when a 1958 queen was chosen to succeed Miss Methven, until April 13, in the Puget Sound cities of Tacoma, Sumner, Puyallup and Orting.

## NP Appoints Halvorsen Yakima General Agent

James H. Halvorsen, Northern Pacific railway's Agent at Walla Walla, has been named General Agent at Yakima to succeed J. Y. Blumstrom, who retired March 31 after nearly 49 years of service with the company.



Mr. Halvorsen

Halvorsen joined the NP's operating department at Pasco, Wash., in 1935 and made his first move to Walla Walla as a ticket clerk in 1943. He was named chief clerk for the railway's Lewiston, Ida., traffic office in 1951.

Two years later he became City Freight and Passenger Agent at Seattle, then took to the road as Traveling Freight and Passenger Agent out of Spokane a few months later. He was named Agent at Walla Walla in 1954.

Blumstrom, who also started and spent 25 years in NP operating department positions, became District Freight and Passenger Agent at Aberdeen, Wash., in 1934. Eight years later he went to Lewiston as General Agent.

The veteran traffic man was named DF&PA at Yakima in 1950, and, when that office was upgraded in 1953, became its General Agent.

## National Park Visitors Set New All-Time Travel Record with Nearly 21 Million Tours

Travel to the 180 areas administered by the National Park Service broke all records in 1957 and, for the second successive year, ran ahead of the estimates on which the long-range MISSION 66 program for park improvements is based, according to a recent National Park Service report.

Visits totaled 59,300,000, an eight per cent increase over the 55 million reported in the preceding year, and four million more than the MISSION 66 estimates of two years ago had anticipated, the report said. More than one-third of these visits were recorded in the 29 national parks, where 20,903,136 persons went through the gates, for an increase over 1956 of slightly more than four per cent. Both Yellowstone and Mt. Rainier National Parks were among the leaders with increases of 10 per cent.

National Park Service Director Conrad L. Wirth remarked that the upward trend was continuing at the beginning of 1958, with the total January visitation of 1,745,251 up 9½ per cent from the same month last year. The 29 national parks led all areas for the month with a dramatic 19 per cent increase.

## 70 Railroads Now Honor Credit Cards

About 70 major railroads, including the Northern Pacific, now offer travel on credit. This represents an increase of nearly 25 per cent over 1956.

## Portland Observes 50th Anniversary of Rose Festivals

**Set for June 11 to 15, Event  
to Present Floral Record  
of Past Festivals**

This year's Portland Rose Festival will "top all previous efforts in scope and spectacle," according to Festival Association officials. Long famous as one of the nation's most lavish civic fetes, the Festival will celebrate its Golden anniversary when it is held from June 11 to 15.

Most outstanding innovation for this year's celebration is the newly-created Festival Center set-up in 13 elm-shaded park blocks stretching south from the heart of Portland's business district. A variety of displays, shows, contests and other activities, previously scattered throughout Portland, will be concentrated in these blocks for the entire week of the Rose Festival.

The city-sponsored "Art Festival," the Jaycees' "Chuck Wagon Feed," garden club exhibits, variety shows, "Midway" rides, street dances and similar attractions will be booked at the new center, the officials said.

Highlight of the week, as in previous Rose Festivals, will be the Grand Floral Parade, scheduled for Saturday, June 14. The theme, "50 Golden Years," will be portrayed by 50 flower-covered coaches, each depicting one year from the past half-century—creating a review of 50 years' history in flowers.

One outstanding event already booked for the two night shows at Multnomah Stadium is a joint appearance by the Purdue University Varsity Glee Club and the unique Indiana Home Demonstration Chorus, a state-wide organization of some 3,000 members.

Other traditional events of Festival  
(Continued on Page 4)



1957 Rose Festival Queen Alice Eastman



## The North Coaster

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### St. Paul Depot Names Bruers Terminal Agent

Edwards P. Bruers, Station Master for the St. Paul Union Depot Co., has been appointed to the title position in the newly-created office of Terminal Agent at the depot.



Mr. Bruers

The new post combines the duties of station master with those of the Depot Ticket Agent, an office recently abolished following the retirement of Frank P. Hovey.

Bruers, Station Master since 1947, joined the Depot company in 1938. He became Assistant Station Master in 1941.

Hovey, until his retirement on March 16, had spent more than 50 years in railroading, 46 of them with the Depot company. He was named Ticket Agent in 1954 after having been Assistant Depot Ticket Agent since 1940.

### NP's Phil Mary Assumes Post with Travel Agency

Phil Mary, former Northern Pacific traffic representative in Cincinnati, has been named sales promotion manager for the Wayfarer Travel Agency which maintains offices in Cincinnati and in Louisville, Ky.

In his new job, Phil will handle special travel groups, sales incentive trips and foreign commercial travel in his area.

He joined the NP in St. Paul 13 years ago and was transferred to Buffalo in 1946. He moved to Cincinnati in 1950 as Traveling Freight and Passenger Agent, the position he held until his resignation on January 31 to go with Wayfarer.

### New Traffic Clerks' Club Elects Officers in Atlanta

The newly-organized Railway Traffic Clerks' Club of Atlanta recently elected its officers for their 1958-59 terms.

Harold Finch, C&NW, became the club's first president. The vice president is Atlantic Coast Line's Jack Dodgen.

For secretary the group chose Whit Crowley, NP. Jim Aderhold, Cotton Belt Route, was named treasurer.

The club was organized in January to provide means for a closer relationship among traffic and rate clerks in the 59 on- and off-line rail offices of the Greater Atlanta area.

## COMING EVENTS in the Northern Pacific Country

### WASHINGTON

May 10-17—Lilac Festival, Spokane  
July 12-13—Arabian Horse Show, Yakima  
Aug. 1-10—Seafair, Seattle  
Aug. 10—Hydroplane Gold Cup Races, Seattle  
Aug. 30-Sept. 2—Rodeo, Ellensburg  
Sept. 17-21—Interstate Fair, Spokane

### OREGON

June 11-15—Rose Festival, Portland  
June 15—Golden Rose Ski Tournament, Timberline Lodge, Mt. Hood  
June-July—International Summer Ski Racing School, Timberline Lodge, Mt. Hood  
July 2-4—World Championship Timber Carnival, Albany  
July 4-5—Water Pageant, Bend  
July 25-27—Miss Oregon Pageant, Seaside  
July 28-Sept. 4—Shakespearean Festival, Ashland  
Aug. 30-Sept. 6—Oregon State Fair, Salem  
Sept. 10-13—Round-Up and Happy Canyon Show, Pendleton

### IDAHO

June 11-15—75th Anniversary Celebration, Wallace  
Sept. 5-7—Round-Up, Lewiston

### MONTANA

June 26-28—Rodeo, Butte  
July 4—Rodeo, Drummond  
July 4—Rodeo, Sidney  
July 4-5—Rodeo, Red Lodge  
July 13—World Champion Bronc Riders Match, Deer Lodge  
Aug. 3-5—Rodeo, Livingston  
Aug. 10—National Trout Derby, Livingston  
Aug. 20-23—100th Anniversary of Settlement of Deer Lodge Valley; 75th Anniversary of Driving NP's Last Spike at Gold Creek, Deer Lodge  
Aug. 22-24—County Fair and National Livestock Show, Deer Lodge

### NORTH DAKOTA

June—75th Anniversary Celebration, Jamestown  
June 4-6—75th Anniversary Celebration, Milnor  
June 25-29—75th Anniversary Celebration, Valley City  
July 3-5—Annual Shrine Circus, Mandan  
July 20—Rodeo, New Salem  
Aug. 29-Sept. 9—"World's Largest" Amateur Baseball Tournament, Jamestown  
Sept. 10-11—75th Anniversary Celebration, New Rockford

### MINNESOTA

May 4-11—Statehood Celebration, St. Paul  
May 7-8—International Trade Exhibition, St. Paul  
May 7-11—Festival of Nations, St. Paul  
July 5-Aug. 30—Pop Concerts (Wed., Fri. & Sat.), St. Paul  
July 19-27—Aquatennial Week, Minneapolis  
Aug. 23-Sept. 1—Minnesota State Fair, St. Paul



Miss Marker



Miss Peduzzi

JUDITH MARKER, Tacoma, and Joann Peduzzi, Pittsburgh, are new stewardess-nurses on Northern Pacific's Vista-Dome North Coast Limited, Chicago-Pacific Northwest streamliner.

Miss Marker was graduated from Tacoma General hospital's school of nursing in 1956. Prior to joining the NP, she was a surgical nurse at Swedish hospital in Seattle.

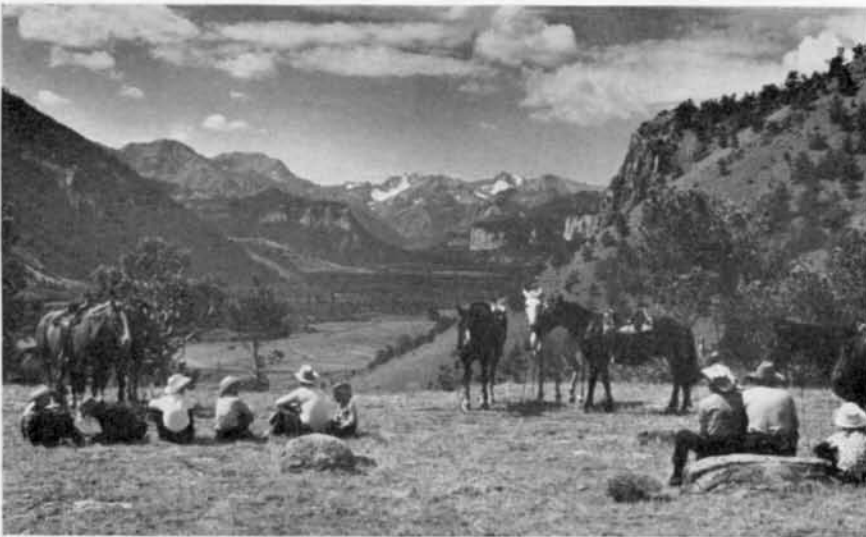
Miss Peduzzi, a graduate of Mercy School of Nursing in Pittsburgh, had been a nurse at Mercy hospital in that city and at St. Francis hospital, Miami Beach, Florida, before coming with the Northern Pacific.

### NP's N. W. Gilman Honored by Livingston Courtesy Club

N. W. (Bud) Gilman, Ticket Clerk for the Northern Pacific railway at Livingston, Mont., has been named courtesy employee of the month by the Livingston Courtesy club.

A native of Livingston, Gilman has been an NP employee since 1943. He joined the Marine Corps in 1945 and saw combat on Okinawa. Discharged in 1949, he was recalled a year later during the Korean emergency and left the corps as a staff sergeant in 1951.





**HERE'S LIVIN'!** Dude ranch guests trail their reins and hunker down to rest and to view the inspiring beauty of Sunlight Basin, Wyoming. Cradled far below them is Sunlight Ranch, one of the dozens of fine dude ranches in the Wyoming and Montana Rockies served by the Northern Pacific railway. Riding is but one of the many zestful and satisfying activities of a dude ranch vacation—the truly American vacation that appeals to the whole family.

## Portland Builds Narrow-Gauge Railroad

The newest railroad venture in the country today is the 30-inch gauge line of the Portland, Ore., Zoo Railroad Co. Completion of this line has been planned to coincide with the opening of Portland's fiftieth Rose Festival in June.

Plans call for a complete railway organization including a full executive staff to operate the 2½-mile long passenger road—longer than the widely-publicized amusement park lines at both the Detroit zoo and at Disneyland. The new railroad will boast a real, 24-foot-long diesel locomotive; vista-dome cars; spur tracks; electric signal system; radio, television and telegraph systems; posters; tickets; three viaducts; a hand car;—in short, everything one would expect to find in a full-size rail operation. The miniature line is being constructed simultaneously with Portland's new zoo.

Perhaps no railroad in the nation can point to a more widely-talented or more well known staff of officers and personnel. Chairman of the board is Portland author Stewart Holbrook; the president is John H. (Jack) Jones, manager of Northern Pacific Terminal Co.; and other directors include Edward M. Miller, assistant managing editor of the Portland Oregonian, and U. S. Senator Richard L. Neuberger, author and rail fan.

Representation on the railroad also includes top men from the Northern Pacific; Spokane, Portland & Seattle;

### Miller Will Succeed Robinson as TPA at Chicago for NP

D. P. Miller, Chief Clerk in Northern Pacific's Cincinnati traffic office, has been appointed Traveling Passenger Agent at Chicago to succeed R. K. Robinson, who became District Passenger Agent at Seattle in January.

Miller joined NP's freight department at St. Paul in 1951 and was named Chief Clerk in the commercial office four years later. He went to Cincinnati in 1956.

Union Pacific; Great Northern, and Southern Pacific companies. From the Northern Pacific are F. L. Steinbright, General Manager, who is vice president—communications for the zoo road; M. L. Thomson, General Agent, Passenger Department, who has been appointed general auditor, and W. D. Miller, General Freight Agent, who holds the same office on the new line.

### Five NP Men Advance to New Traffic Posts

H. M. Gregersen, City Ticket Agent for the Northern Pacific at Seattle, has been named Chief Clerk in the railway's general passenger department in St. Paul. R. W. Geiermann, City Passenger Agent in the Seattle office, succeeded him as CTA.



Mr. Gregersen

In other appointments, D. C. Willow, Traveling Passenger Agent, also at Seattle, succeeded Geiermann; C. H. Tramel, TPA at Spokane, took over Willow's former post at Seattle, and R. L. Gaunt, Chief Clerk to the District Passenger Agent at Spokane, was named to succeed Tramel.

Gregersen started with the NP as CTA at Minneapolis in 1937 and became CPA in 1942. He moved to Seattle as City Ticket Agent in 1955.

Geiermann joined the company at Chicago in 1955 as Passenger Agent and became CTA the same year. He was appointed to the same post at Minneapolis in September, 1956, and, six months later, went to Seattle as City Passenger Agent.

## Wallace Sets Plans for Birthday Fete

### City Plots Program Around Old Western Mining Days; Huge Cake to Highlight Event

Wallace, Idaho, will celebrate its 75th birthday in June. Plans are taking shape to promote the most colorful celebration ever held in this colorful silver capital, according to a report by the anniversary committee.

First known as Placer Center, Wallace lies in one of the richest patches of earth in the world—the silver-laden Coeur d'Alene mining district of Idaho. So plentiful is this valuable mineral in the area that Wallace citizens claim that their streets are even paved with it. And to scoffers they will point out in the records where early city fathers used a base of ore tailings under the paving. (Tailings are the refuse from ore crushers after the silver concentrate has been removed.)

The birthday party at Wallace will last—informally—through the month of June. But a program of activities and special events will be held from June 11 to 15.

Highlighting the five-day program will be a Slippery Gulch feature on June 12, 13 and 14, and a barbecue and cutting of a giant birthday cake on the afternoon of the 15th. Slippery Gulch refers to the frontier days program featuring gambling casinos, saloons, etc. . . ., with men and women decked out in western garb, the former also sporting chin whiskers and moustaches reminiscent of Wallace's infancy.

The birthday cake, which is being promised as the largest ever prepared for any community, will be presented to the city by Wallace Silversmiths of Wallingford, Conn., which has designated Wallace as the "silver capital of the world," to tie it in with their own 150th anniversary celebration.

Other events on the program include a program of sports and mining contests such as mucking, drilling and loading; a parade; golfing and bowling tournaments; and the crowning of a silver queen. Many special tours of mines and plants are also being arranged for visitors.

From June 5 to 15, Northern Pacific's first locomotive, the Minnetonka, will be on display for the occasion.

### Pittsburgh Club Names Holland President in March Elections

George Holland, Pullman company superintendent, was elected president of the Pittsburgh Passenger Club when the group held its annual election of officers on March 21. John McCormack, City Passenger Agent for AT&SF, was named first vice president.

In other elections, G. R. Surls of Crucible Steel became second vice president and M. F. Snyder, also with Pullman was the club's choice as secretary-treasurer. Elected to the executive committee were D. W. McCluskey, CMStP&P; William Metcalf, American Express; W. J. Vonderschmidt, PRR, and W. E. McCormick, Pittsburgh Press.

## Oregon Maps Plan for '59 Centennial

Plans are now underway for a nationwide publicity and advertising campaign which it is hoped will attract an estimated 8,000,000 persons to the Oregon Centennial Exposition and International Trade Fair of 1959, according to a report by Centennial officials.

The Oregon fair, to be held June 10 to September 17 at Portland next year, will be the major American exposition in 1959, the report said. And it will also include the first international trade fair in the West, with more than 30 foreign countries expected to display major exhibits.

Coincidental with planning for the 100 day exposition, Portland is pushing ahead in an all-out construction program to provide new and expanded hotel accommodations to handle the expected millions.

Special features in the Oregon fair will be a working atomic exhibit provided by the Atomic Energy commission which will be shown for the first time in this country. Re-creation of a frontier town, Indian village, a boom town, 'teen town, and hundreds of other exhibits are also planned.

The main exposition building is the largest, single level exposition building in the nation. It has a full eleven acres under one roof.

The huge centennial exposition is being planned in celebration of Oregon's 100th anniversary of admission into the Union. Oregon Territory is the only part of the United States which was acquired by peaceful settlement rather than by purchase or treaty, the report said.

## Cincinnati Enquirer Features NP's Mert Connor in Profile

M. F. (Mert) Connor, General Agent for the Northern Pacific in Cincinnati, was a recent subject in the Cincinnati Enquirer's series of personality profiles entitled "Railroad Folks."

After calling attention to Mert's likeness to former Postmaster General James A. Farley, the story relates that "in addition to being the world's champion birthday card sender, he's a leader among railroad men of this district. He's past president of the St. Louis Passenger Club as well as the Cincinnati Passenger Club. He also served as president of the Rail Traffic Association. At present he is first vice president of the Cincinnati Traffic Club—and will succeed to the presidency next year . . ."

"Mert has several hobbies," the tale goes on, "—his major one being the birthday card business . . . And of course, he's one of the best boosters Yellowstone National Park ever had. Needless to say, Yellowstone's served by the Northern Pacific!"

### Say it Just Once More, Please

The Oakland, Calif., Tribune reports that, "Geographically speaking, there's confusion at 14th and Bdwy. The Easton Building is south of the First Western Building. The Central Building is north of the Easton Building and the First Western. But, although the Northern Pacific Railway is in the Central Building, it's north of the Southern Pacific, which is in the Trib Tower."



Old Faithful Geyser

## "Welcome to Yellowstone!"

Your friendly NP Stewardess-Nurse invites you on a wonderful western holiday. Ride Northern Pacific's luxurious Vista-Dome North Coast Limited to Yellowstone and Dude Ranch country and the North Pacific Coast. On the way relax, enjoy NP's many extras—Traveller's Rest buffet-lounge . . . superb food . . . low Family Fares . . . even children's souvenirs. For free "Northwest Adventure" booklet, write G. W. Rodine, 406 Northern Pacific Ry., St. Paul 1, Minnesota.



## VISTA-DOME NORTH COAST LIMITED



CHICAGO • TWIN CITIES • NORTH PACIFIC COAST • convenient California connections

### ROSE FESTIVAL (Continued from Page 1)

Week include the majestic and colorful Coronation Ceremony, the novel Junior Rose Festival Parade, the annual Rose Show, the Golden Rose Ski Tournament at Mt. Hood, and the Marine Day activities on the Willamette river.

The Rose Festival was originally staged in conjunction with the annual Rose Show, sponsored for the past 70 years by the Portland Rose Society, oldest and largest rose society in the nation. Although the first Floral Parade was held in 1906, the fiftieth anniversary celebration was delayed two years because the Festival had been called off in 1918 and again in 1926.

### Washington Has Petrified Ginkgoes

The Ginkgo Petrified Forest near Elensburg, Wash., contains the only known petrified specimens of Ginkgo, sacred tree of the Orient. The original wood has become opal.

**YELLOWSTONE** and Pacific Northwest vacation trips by train are being advertised by Northern Pacific in national magazines. This ad is one of a series appearing in National Geographic, Holiday, Red Book and The New Yorker.

### N. Y. Passenger Club Names A. H. Bryant 1958 President

Albert H. Bryant, Director of Transportation of CBS Television, was elected president of the Passenger Traffic Association of New York, Inc., for 1958.

Other officers elected are George Lutz, The Texas Co., first vice president; John Drennan, U. S. Rubber, second vice president; Walter J. Brown, Board of Foreign Missions; Presbyterian Church, treasurer; Daniel V. Foley, Navy Department, Third Naval District, Secretary.

Named to the Board of Governors were Murtha J. Cavanagh, Otis Elevator Co.; John Locker, National Cash Register; Norman Hasselo, United Artists, and Norman P. Wood, National Association of Manufacturers.