



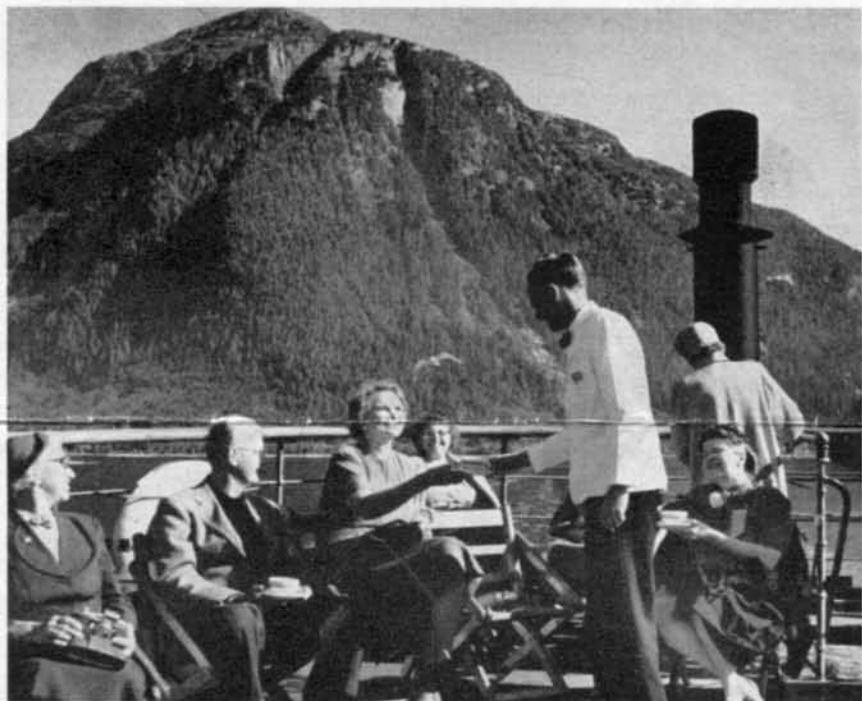
The North Coaster



Vol. XXXI Number 1

NORTHERN PACIFIC RAILWAY—Main Street of the Northwest

January-February, 1960



A SPOT OF TEA HITS THE SPOT for pampered tour passengers during the cruise through the Inside Passage to Alaska aboard a modern, ocean-going vessel that can accommodate more than 200 persons. Afternoon tea is one of the delightful traditions observed each day by both crew and passengers on the S. S. Prince George and the S. S. Princess Louise. On the voyage along this scenic route, the tourist is never out of sight of the mainland, a fact which makes the cruise far more interesting than ordinary ocean travel. Endless forests, spectacular mountain peaks, fjords, glaciers and islands present a continuous, ever-enchanting panorama of sightseeing.

Daffodil Fete Will Have Salute to Hawaii Motif

"Daffodils Salute Hawaii" is the theme chosen for the 27th annual Puyallup Valley Daffodil Festival. Staged jointly by Tacoma, Puyallup, Sumner and Orting, all in the Puget Sound area of Washington State, the traditional celebration will be held from April 4 through 10 this year.

Following the pattern set last year when the Festival honored the new state of Alaska, Governor Rosellini of Washington and the mayors and Chamber of Commerce presidents of the participating cities have invited Hawaii's chief executive, Governor William Quinn, and Mrs. Quinn, to take part in the festivities.

Opening event of the Festival will be the coronation of a Daffodil Queen on April 4 at Sumner. She will be selected from among candidates representing the high schools of Tacoma and other Puget Sound communities.

Other events include a daffodil flower show at Puyallup, April 8-10; the tri-city parade of floats through the four cities, April 9; the Daffodil Cup Slalom, Mount Rainier, April 10, and the all-Puget Sound Marine Regatta of daffodil-becked boats on Tacoma's Commencement Bay, also on April 10.

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FOOTBALL'S HALL OF FAME tribute, awarded posthumously to R. V. (Nig) Borleske, took his widow to Miami to accept the National Association of Intercollegiate Athletics award in his name. Mrs. Borleske is shown with Stewardess-Nurse Jean Serwold just prior to boarding the Vista-Dome North Coast Limited at Pasco, Wash., at the start of her long trip. Mr. Borleske was a star player and, later, coach, at Whitman College in Walla Walla.

Alaska Travel Grows; Tour Bookings on NP Soar 64% Above 1959

Variety Key to Escorted Rail-Ship Tours Operated by 14 Travel Agencies

Bookings by travel agencies of escorted and independent tours to Alaska that include partial routing on the Northern Pacific have increased 64 per cent over last year, according to Leonard Holmstrom, NP's General Passenger Agent at St. Paul.

Already, 23 escorted Alaska tours, involving nearly 900 persons, have been scheduled to move via the railway's Vista-Dome North Coast Limited this summer. This is nine more tours than in 1959, Holmstrom said.

Operated by 14 different travel agencies and promoted jointly with them by the NP, the tours are designed to appeal to a variety of travel tastes, and many have been planned for special groups. For example, tours operated by a Cincinnati, Ohio, travel bureau in connection with

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Pullman Observation Club Car Back in Daily Service on the North Coast Limited

Daily operation of a Pullman Observation Lounge sleeping car on the rear of Northern Pacific trains 25 and 26, the Vista-Dome North Coast Limited, was resumed the middle of February.

In addition to four double bedrooms and a compartment, the car has a spacious lounge with seats for 26, tables for cards, writing desk and stationery, magazines, radio and beverage service.

The car operates between Chicago and Seattle.

Seattle and Fargo Earn 'All-America City' Awards

Seattle and Fargo, two major points on Northern Pacific's "Main Street of the Northwest," are among 11 U. S. cities which have been named All America cities by the National Municipal League and Look Magazine. The awards are made annually "for citizen action in pressing for needed civic improvements and backing major community programs."

Seattle was cited for its metropolitan sewage disposal program, a project undertaken by the city and its suburbs to combat water pollution. Fargo won recognition for its urban renewal program, which included the construction of a new civic center.



The North Coaster

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MADE IN U. S. A. 6230



CELEBRATED VIENNESE opera soprano Hilda Gueden is shown here with her distinguished accompanist, Paul Ulanowsky, prior to their departure aboard the Vista-Dome North Coast Limited at Billings, Mont. Miss Gueden, who sings with the Metropolitan Opera in New York, was making a series of appearances at Butte, Billings and Miles City. She traveled from one engagement to the next and made her return trip to Chicago on the popular NP streamliner.

American Express Credit Cards Honored by SP&S

The Spokane, Portland and Seattle railway has joined the growing list of railroads which honor American Express Credit Cards. The new service, which became effective Jan. 8, makes it possible for card holders to charge tickets originating on the S P & S for travel on all other U. S. and Canadian railroads.

In addition to transportation, the user may also charge sleeping car accommodations, extra baggage fees and services en route such as meals, snacks and beverages.

The first major railroad to offer American Express Credit Card service was the New York Central last July 1. Northern Pacific joined the plan Sept. 1.

Slumbercoach Patrons Voice Hearty Approval of New NCL Service

Patrons of Slumbercoach service on the Vista-Dome North Coast Limited have shown in both word and action that they like the thrifty, new sleeping accommodations.

During the first month of the service, 2,488 passengers traveled an average distance of 1,053 miles each, a total of 2,619,789 passenger-miles, in the Slumbercoaches. And this covers only the Twin Cities-and-west portion of the streamliner's Chicago-Seattle run.

Comments from those using the service also provide clear evidence of passenger satisfaction. Cards inviting criticism and suggestions are placed in each room of the Slumbercoach on each train, and a high percentage of the customers respond quickly. A sampling of their opinions follows:

"Should be more Slumbercoaches so everyone could enjoy them!"

"This type of service on coach ticket is greatest advance in transportation service in many years!"

"What more could one ask for the money . . . ?"

"Best trip I've ever had by rail!"

"Will continue to use this service whenever possible."

"Nothing to say except . . . please continue the service!"

"Most comfortable train trip I've ever had."

"It's a sensible approach to travel at reasonable rates."

One male passenger found far more than he had expected. In reply to the question on his card, "What did you especially like about it?", he wrote: "The blonde across the aisle!"

Champion Band Again Rides Mainstreeter to Moorhead

For the second time in four years the much-honored Joliet, Ill., Township high school band has journeyed to Moorhead, Minn., to attend the annual Northwest bandmasters' clinic as guest performers. And for the second time also they rode Northern Pacific's Mainstreeter to get there from Chicago and back.

The party of more than 200 student-musicians and parents made the trip in special cars, led by Bruce H. Houseknecht, director of the band for 15 years.

This celebrated organization has permanent possession of the national championship band trophy after having placed first in national competition three years in succession. They headed the Illinois section in the parade at President Eisenhower's first inauguration and took first place among all musical groups in the procession.



Mr. Houseknecht



M. M. WOLSORN, right, president of the Portland Home Builders, congratulates delegate Jack McLeod, who was elected regional vice president of the National Home Builders at the association's recent convention in Chicago. The two men headed a group of 70 Pacific Northwest delegates who traveled to and from the convention on Northern Pacific's Vista-Dome North Coast Limited.

Park Company Holds Line on Commissions and Rates on '60 Yellowstone Tours

There will be no increase in rates on standard 2½- and 3½-day tours of Yellowstone National Park this year, and the commission paid on these tours will remain at \$5, it was announced recently by John Q. Nichols, president of the Yellowstone National Park company.

Nichols said also that additional commission will again be allowed for extra days in the Park when they are part of an all-expense tour and where reservations are made in advance.

The 1960 Yellowstone season will extend from June 20 through Sept. 1. Thus tourists may begin a tour of the park from any gateway on June 20, with the exception of the West Yellowstone entrance, which opens a day later. Sept. 1 marks the last day that passengers may begin the 2½-day tour.

At about the same time that the Park company made its announcement, Yellowstone's Superintendent Lemuel A. Garrison released travel figures for the 1959 season which showed a decline in visits of about 2.3 per cent. However, it was noted that the West Yellowstone entrance had to be closed three weeks ahead of schedule because of the series of earthquakes that rocked the area outside the park Aug. 17. Old Faithful Inn was closed five days later, also earlier than planned.

Bessette Heads St. Paul Club; Goetz Becomes Vice President

The St. Paul Passenger Association has elected L. J. Bessette, CRI&P, as its president for this year, and GN's George Goetz was named to take the vice president's chair.

Rounding out the slate of newly-elected officers are R. A. Strom, Minnesota Mining, treasurer, and H. J. Carlson, St. Paul Union Depot, secretary.

Benoiel Picked to Head Philadelphia Association

F. S. Benoiel, Canadian National, has been elected president of the Philadelphia Passenger Association for 1960.

The group named B&O's L. L. Drumheiser as first vice president and R. M. Colmery, Hertz Corp., second vice president. Other new officers are J. J. Greeley, Seaboard, secretary; Stanley MacLeod, PRR, treasurer, and M. F. X. Ivers, Santa Fe, historian.

Past presidents J. C. Baker, American Express; E. Paul Schilling, Milwaukee Road, and E. H. Hatfield, Jr., Santa Fe, were joined on the board of governors by new committee chairman members E. H. Barlow, PRR; M. A. Brieschke, Santa Fe; V. J. Distler, UP; J. C. Dolan, NP; R. E. Dunn, PRR; M. H. Eckardt, PRR; F. B. Fowler, PRR; W. G. Presley, PRR, and E. B. Saltmer, B&O.



RECENTLY-INSTALLED officers of the Cincinnati Passenger Club are, left to right, seated, John Bischoff, Travel Editor, Cincinnati Post and Times-Star, president; W. Portteus, MoPac, vice president; A. C. Gutekunst, B&O, secretary-treasurer. Standing are Bill Daly, Southern; Paul Beyers, Union Terminal; Bill Galvin, C&O, and A. C. Busemeyer, Wayfarer Travel Service, who were installed as directors. Also elected to the board was Jim Stare, Burlington.

Chicago Passenger Club Picks NP's Schreiber for President

Northern Pacific's E. J. Schreiber, CPA in Chicago, has been elected president of the Chicago Passenger Club for 1960. Herb Cromwell, GM&O, has been named first vice president.

In other elections the Club's members tapped Keith Mott, Hertz Corp., for second vice president and voted the secretary-treasurer post to Santa Fe's Chris Moffatt.



Moffatt Mott Cromwell Schreiber



NEW OFFICERS of the City Passenger Agents Association of Chicago posed for their picture following the group's recent elections. They are, left to right, J. H. Otten, NP, second vice president; Walter Jerome, Burlington, secretary-treasurer; Eddie Heroux, New York Central, president, and Norman Hanning, Wabash, first vice president.

St. Louis Club Inducts Ferry at Annual Chase Hotel Dinner

W. E. (Bill) Ferry, GM&O, became president of the Passenger Club of St. Louis Jan. 30 when the group held its annual dinner dance and installation of officers at the Chase Hotel. Bill was treasurer of the Club last year.

Henry Peterson, Union Depot; Erna Mang, Mallinckrodt Chemical, and Rudy Franick, B&O, were installed as first, second and third vice president, respectively.

Walter Bange, Jr., NYNH&H, became secretary and Claud L. Fuhr, GM&O, was installed as treasurer.



Bill Ferry

Omaha's Trans-Missouri Club Elects Wadum 1960 President

Ralph Wadum, Burlington, has been elected president of the Trans-Missouri Club of Omaha for 1960. He served as second vice president of the group last year.

Chosen to fill the vice presidents' chairs were Jerry Farris, D&RGW, first; Ron Hennington, Travel & Transport, Inc., second, and Ed Nelson, B&O, third vice president.

Tom Wetherspoon, Midwest Asbestos, was elected treasurer and Bob Wright, CRI&P, was named secretary.

Indianapolis Passenger Club Elects L. H. Dyer President

L. H. (Roy) Dyer, Jr., Indianapolis Union Station, has been elected president of the Indianapolis Passenger Association for 1960 following a term as vice president. He succeeds Jack P. Claypool, Hoosier Travel Service, who was named to the group's advisory board.

Chosen for vice president this year is William E. Dwenger, SP, while Elmer Hesse, PRR, was elected secretary-treasurer. Named to join Claypool on the board are James B. Alexander, PRR, and Gordon B. Eakins, Santa Fe.

Minneapolis Club Elevates GN's Taff to Presidency

Thomas F. Taff, GN, vice president of the Minneapolis Passenger Traffic Club last year, was advanced to the presidency in the club's election of officers for 1960.

Charles J. Billingsley, UP, also was moved up when he was elected vice president. He was secretary of the organization in 1959.

In other balloting, William Onyshuk, Canadian Pacific, became secretary, and Edward O'Leary, GN Depot, was named treasurer.

Two Rooneys Are Named to Head New York Clubs

Two different passenger agent organizations in New York City have elected as their presidents two different men named Rooney.

Santa Fe's D. P. Rooney was chosen president of the General Eastern Passenger Agents Association of New York, and Walter R. Rooney, GM&O, was picked to head the New York City Association of Passenger and Ticket Agents.

Other officers elected by the GEPAA are George Krom, Erie, vice president; L. G. Sak, Southern, Treasurer; P. C. Servine, ACL, secretary, and W. C. Havens, NP, assistant secretary.

The Passenger and Ticket Agents named Martin H. Wetzel, Milwaukee Road, and James R. Brady, NP, as first and second vice president, respectively. Thomas F. Dowd, GN, was elected secretary, and Walter A. Kelly, PRR, was named treasurer.



FROM ONE CHAMP to another—Ted Quell, left, District Passenger Agent for the Northern Pacific at Detroit, won the 1959-60 Cap Clark golf trophy and received the additional privilege of accepting it from the trophy donor himself, E. W. (Cap) Clark. The latter was City Passenger Agent for Burlington at Detroit for over 30 years before his retirement a few years ago, and burned up the greens in Detroit Passenger Club links competitions. He won the championship three consecutive years—1936, 1937 and 1938—and donated a new trophy in 1939.

NP's Frayer Writes in Travel Magazine

Fred Frayer, Jr., NP District Passenger Agent in New York, now writes the "New York Bon Vivants" column for Travel Trade magazine.

NP's Pretty, Efficient Stewardess Nurses Are Pretty Efficient at Becoming Brides

Since stewardess-nurse service was inaugurated on Northern Pacific's Vista-Dome North Coast Limited in the spring of 1955, the railway's passenger department officials have discovered in Dan Cupid a most formidable competitor for the loyalties of these attractive young women who have found a big niche in the hearts of NP train patrons.

In the nearly five years that the service has been in effect, 49 registered nurses have been on the staff. Of this number, 10 are still in service, but no fewer than 24 of the 39 former stewardess-nurses

have been victims — or is it victors? — of Cupid's marksmanship.

Changing directly from uniform to bridal gown were 19 of the lovely lassies. Five more left the service to return to their nursing careers. However, — and this is significant — all five of them somehow managed to secure nursing positions that brought them permanently nearer their prospective husbands, and within a few months all had changed their Miss to Mrs.

It might be presumed that these passenger officials are anticipating more wedding bells soon, in view of the fact that this is a leap year. Not so, they say. For they know that these young women with all of their natural charm and attractiveness, require no such artificial advantage. And there are 24 recent, non-leap year husbands to prove it.



FORMER SUPERVISOR of Stewardess-Nurse Service Mrs. Geraldine Yanta Adams is one of the 24 young women who have exchanged their stewardess-nurse badges for wedding bands. Mrs. Adams joined the staff early in 1956 and was promoted to the supervisory post two years later. A year ago she left her railroad career behind and stepped into her new and more demanding one. She is shown here with her husband, Ivan, a brakeman on the Vista-Dome North Coast Limited, and their three-month-old twins, Bryan Walter, left, and Bettina Marie. The family lives at Missoula, Mont. Mrs. Adams' father, Joseph Yanta, is a retired 34-year veteran of the Northern Pacific Como shops in St. Paul, where her brother Herman is now employed.

DAFFODIL FESTIVAL (Continued from Page 1)

Nearly 50 blossom-covered floats are expected to be entered in the grand parade of April 9. The parade, which will take two hours to pass a given point, begins and ends in Tacoma, moving through Puyallup and Sumner in between. From beginning to end it will last six hours.

This annual celebration is presented in the heart of America's daffodil country where more than 30,000,000 bulbs blossom each spring. Puyallup Valley has become noted, too, as the world's largest producer of the giant King Alfred daffodil. It contributes 25 per cent of this country's harvest.

COMING EVENTS in the Northern Pacific Country

WASHINGTON

- April 4-10 — Daffodil Festival at Tacoma, Puyallup, Sumner and Orting
- May & June — Rhododendron Tours, Bremerton
- May 18-22 — Spokane Lilac Festival
- June 24-26 — Lilac City Open Golf Tournament, Spokane
- July 20-24 — Water Follies, Pasco
- July 27-31 — Aquatic Festival, Bremerton
- July 28-31 — Diamond Spurs Rodeo, Spokane
- Sept. 3-4 — Ellensburg Rodeo

OREGON

- May 6-8 — Pea Festival, Milton-Freewater
- June 7-12 — Portland Rose Festival
- July 2-4 — World Champion Timber Carnival, Albany
- July 25-Sept. 3 — Oregon Shakespearean Festival, Ashland
- July 29-31 — Miss Oregon Pageant, Seaside
- Aug. 26-28 — Regatta & Fish Festival, Astoria
- Sept. 14-17 — Pendleton Round-Up

MONTANA

- July 3-4 — "Home of Champions" Rodeo, Red Lodge
- Aug. 13-21 — Annual Festival of Nations, Red Lodge

NORTH DAKOTA

- June 29-Sept. 4 — Custer Drama, "Trail West," Mandan
- June 29-Sept. 5 — Teddy Roosevelt Drama, "Old Four Eyes," Medora
- July 9-15 — Red River Valley Fair, Fargo

MINNESOTA

- July 15-24 — Minneapolis Aquatennial
- Aug. 27-Sept. 5 — Minnesota State Fair, St. Paul



OREGON'S BATON TWIRLING champions, Nancy Cook, left, senior champion, and Mary DeSantis, junior champion, donned their costumes and struck typical majorette poses for the photographers at Portland just before they boarded the Vista-Dome North Coast Limited for their trip to the St. Paul Winter Carnival where they competed for the national championships in their divisions.

ALASKA TOURS (Continued from Page 1)

Northern Pacific will include the Christian Science Monitor Alaska, two Catholic Alaska tours and the New England Grange Alaska.

Similarly, the railway is cooperating with a Philadelphia travel bureau in promoting that agency's Baptist Alaska tour and its Christian Fellowship Alaska tour. There are at least three other agencies which are offering more than one tour on a general solicitation basis.

A number of rail lines other than Northern Pacific are participating in each of the tour programs. These include Canadian National, Soo Line, Canadian Pacific, Union Pacific, Burlington, Great Northern and others.

Canadian National's S. S. Prince George and Canadian Pacific's S. S. Princess Louise, newest and largest vessels in the coastal service, will carry travelers over the salt water portion of all of the tours. However, customers for the independent tours often are given a choice of steamship or air travel between Seattle or Vancouver, B. C. and Alaska.

NP traffic offices in New York, Detroit, Philadelphia, Atlanta, Cincinnati, St. Paul and St. Louis are handling promotion of the tours with the agencies.

Traffic Club of Chicago Hears Address by NP President Robert S. Macfarlane

Robert S. Macfarlane, president of the Northern Pacific, was the featured speaker at the annual dinner of the Traffic Club of Chicago Feb. 11 in the grand ballroom of the Palmer House. The title of his address was, "TOMORROW . . . A Look into the 1960's." Carl M. Gautwick, Assistant Freight Traffic Manager for the NP in Chicago and president of the Traffic Club, was toastmaster of the banquet.