



The North Coaster



Vol. XXXII Number 3

NORTHERN PACIFIC RAILWAY—Main Street of the Northwest

May-June, 1961

'Space Age' World's Fair Rises in Seattle



Fair-Happy Seattle Plans 12th Seafair

Seattle's annual maritime festival, the Seafair, will slide down the ways to its usual splashy launching at 7 p.m., July 28, with the landing at Alki Beach of villain Davy Jones, and is scheduled to run until Aug. 6.

Not yet ready to take a back seat to Century 21 as the biggest thing that has ever happened to Seattle, the 12th edition of the Seafair will be highlighted by a professional football game, a \$10,000-purse race for hydroplanes, eight parades and, of course, the Aqua Follies.

When it comes to football and hydroplanes, nearly all of Seattle's citizenry turn sports fans. So even Century 21 will be forgotten when the Vancouver, B.C., Lions clash with the Saskatchewan Rough Riders at the University of Washington stadium on July 29. Two of this year's Rose Bowl stars, Bob Schloreth of Washington and Tom Brown of Minnesota, will be playing together in Vancouver uniforms.

Then, before the goalposts have stopped quivering, spectators by the thousands will line the shores of Lake Washington to witness the annual Seafair Trophy Regatta when a fleet of flashing hydroplanes battle it out for a share of the \$10,000-purse on Aug. 6.

Always a popular part of the celebration's something-doing-every-minute calendar are the quaint and colorful Oriental events. The Japanese Bon Odori

(Continued on Page 3)

THE WORLD OF TOMORROW

Above is an artist's conception of a portion of Seattle's 1962 world's fair showing, at left, Coliseum Century 21, the Washington State-sponsored pavilion, and the 600-foot Space Needle in the background. The pavilion will cover almost four acres and house a \$7.5 million exhibit which will depict how man will live, work and play in the century ahead. Its glass walls will enclose 129,000 square feet of exhibit space.



QUEEN MARY JO Erickson receives tiara from King Neptune in 1960 Seafair coronation.

New Century Dawns in West as Seattle Prepares Exposition

A 74-acre piece of the 21st century is rapidly taking shape in Seattle as construction and planning keep pace with a countdown that will end on April 21, 1962, opening date of this country's first world's fair in more than two decades.

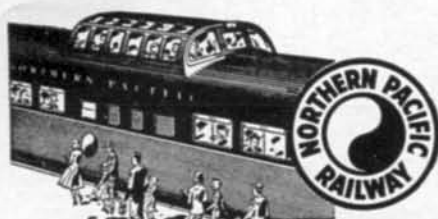
Backed by a budget that slightly exceeds \$1 million for each acre of ground, Century 21 officials have plotted a physical plant and program which they confidently expect will attract some 10 million visitors during the exposition's 184-day run.

Woven into this tapestry of the future will be five different themes, or worlds—the World of Science, the World of Century 21, the World of Commerce and Industry, the World of Art and the World of Entertainment—with heavy emphasis on science and technology, as its "Man in the Space Age" theme indicates.

Designed to delight both the eye and palate of the beholder will be the fair's most prominent architectural feature, a 600-foot high space needle, a sort of futuristic Eiffel Tower. Atop the graceful steel and concrete structure will be a revolving 200-seat restaurant and observation platform, which will make a complete revolution once each hour.

Rising 50 feet above the space needle restaurant will be what, in a rush of

(Continued on Page 4)



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Dude Ranchers Name May New Executive Secretary

Conna G. May, former merchandising director of KOOK-TV, Billings, Mont., has been appointed Executive Secretary of the Dude Ranchers' Association, Billings, it is announced by Les Shoemaker, president of the organization.



Mr. May

May succeeds William F. (Bill) Bragg, Jr., who resigned the post he had held since 1958 to become General Manager of the Jackson Hole Corp., Jackson, Wyo.

The new executive secretary, a native westerner, had been with KOOK-TV for seven years. Earlier he had served as editor of a weekly newspaper and had operated a general advertising service.

NP Traffic Department Women—No. 4 of a Series

Portland Secretary Ignores Clocks

Contrary to accepted railroad practice, Jean Booth of Portland pays scant heed to clocks or watches.

Now, as everybody knows—or almost everybody—railroad trains and the people who operate them function on a smoothly running schedule, arriving and departing at specified times according to the time-honored custom of checking a big railroad watch or full-faced wall clock.

Jean, secretary of Northern Pacific's city ticket office in Portland, knows how to tell time, of course. In fact, she owns a watch, and there is a clock on her office wall. But at that point ends all similarity between Jean and most other railroad personnel. She's no clockwatcher.

This is not to say that Jean seldom arrives at her desk on time or makes it a practice of leaving early. It's quite the other way around. Most often it is she who arrives first and early at the office, and it is more frequently true that she remains late several nights each month to catch up on detail work that can not always be done in the rush of a normal business day.

At NP's Portland office, Jean is the one who opens up the mail, does the filing, answers the telephone, performs all the stenographic chores and makes reservations. Such a description makes her work sound routine and simple. Actually, it is far more demanding, sometimes chaotic, even. Which is why Jean long ago gave up the idea of getting her job done in an 8-hour day.

"An 8-hour day is fine, if you're doing something that's adapted to it or limited by time," says Jean, "but I don't think I should consider my job as the kind that can be confined to eight hours. After all, a railroad must operate 24 hours each day, 365 days a year."

It is this attitude of Jean's, according



to her boss (M. L. Thomson, General Agent, Passenger Department), which has contributed significantly to a 100 per cent increase in interline sales at the Portland office during the past 10 years.

She joined the Northern Pacific at Portland in 1945 and has not lost the desire to learn which she brought with her more than 16 years ago, Thomson said. Last year, for example, she completed a course on effective business letter writing at Portland State college and attended a seminar sponsored by the National Secretaries association.

Her club work also reflects her frank interest in her job. She is a member of Portland's East Side Commercial Club Women, of which she has served two years as vice president. And, since joining the group, she has been a member or chairman of at least one committee. Also, she is a member of the National Association of Railway Business Women.

Far from being a single-minded career woman, however, Jean takes a healthy interest in sports—golf, fishing (!), swimming, bowling and table tennis—and has two strictly domestic hobbies—knitting and the collecting of cups and saucers and chinaware.

Perhaps her boss can be charged with prejudice when he calls Jean the "perfect office secretary." But rather than settle for a 9-to-5 clockwatcher, he's willing to plead guilty as charged.

'Side Tracked Sues' Meet in Saint Paul and Chicago

Two groups of "Side Tracked Sues", an organization composed of former Northern Pacific Stewardess-Nurses, met at informal dinner meetings in Chicago and Saint Paul recently.

Meeting at Saint Paul's Midway hotel were Charlotte Hanes, present Supervisor of Stewardess-Nurse Service for the railway, Lila Brekke, Supervisor from 1955 to 1958, Edonna Furo Baldwin, Kathleen St. Germain Christensen, Barbara Christensen Anderson and Patricia Thompson Stokes.

Attending the get-together at Berg-hoff's in Chicago were Miss Hanes, Janet Gotz Larsen, Elizabeth Ramsey, JoAnn Peduzzi, Mary Stevenson, Mary Hamilton Hughes, Glenda Canada Brooks and Joan Holecek.



BEST WAY TO LEARN about Yellowstone National Park is to go there. And that is precisely what these young women are doing. Unlike most Yellowstone visitors, however, their tour is not altogether for pleasure. These seven lovely tourists are really Northern Pacific stewardess-nurses, making the trip to be able to provide eye-witness information for travelers on the Vista-Dome North Coast Limited. Shown boarding the streamliner are, clockwise from left, Anita DiNatale, Jeanine Lawlor and Donna Lee Thompson. In the second picture, already at the park and preparing for the grand tour of Yellowstone's awe-inspiring wonders, are, from left, Janet Sparks, Sally Omar, Karen Walt and Elizabeth Ramsey.

Passenger Men Advance in NP Traffic Changes

O. R. Williams, Traveling Passenger Agent of the Northern Pacific with headquarters in Seattle, has been named Traveling Passenger and Freight Agent at Portland to succeed C. H. Tramel.

E. R. Graham, Manager of NP's Seattle reservation bureau, succeeds Williams, and R. E. Cooper, Reservation and Information Clerk in the bureau, moves up to Graham's former post.

Williams joined the railway's operating department at Centralia, Wash., in 1950 and, after serving as Ticket Clerk at several Washington stations, moved into traffic as R&I Clerk for the Seattle bureau in 1957. He became Manager in 1958 and rose to TPA later the same year.

Graham started in the Seattle city ticket office in 1956 and was named Ticket Clerk the following year. He was appointed Manager of the reservation bureau in 1958.

Cooper, who also began his service in the operating department, started at Auburn, Wash., in 1953. He came to the traffic department as Ticket Clerk at Seattle in 1957.

Austin Becomes President of St. Louis Trowel Club

John C. Austin, City Freight and Passenger Agent for Northern Pacific in St. Louis, has been elected president of the St. Louis Transportation Trowel Club, an organization of 275 members engaged in traffic work.

Other officers named at the annual meeting in April were Ken Herman, St. Louis Steel Products, vice president; Roy Cotterell, Burlington Truck Lines, secretary, and William Wedemeyer, Wagner Electric, treasurer.



FORMER CLASSMATES and sister nurses Sally Omar, left, of Ross, N. D., and Donna Lee Thompson, a native of Anaconda, Mont., have become members of Northern Pacific's staff of stewardess-nurses who serve aboard the Vista-Dome North Coast Limited. Both young women were graduated from the St. Francis school of nursing, Minot, N. D., in 1959. Miss Omar spent a year at Stanley, N. D., and Farmington, N. M., hospitals before joining the nursing staff of Silver Bow County hospital, Butte, Mont. At the same time, Miss Thompson joined the Butte hospital staff also, after seeing service at St. Joseph hospital and Great Plains clinic at Minot. They both signed the same letter in applying for positions as stewardess-nurses.

Two NP Keglers Top St. Louis League

Bowling for the Northern Pacific team in the St. Louis Passenger Club league, Jim McAllister, NP Traveling Freight and Passenger Agent, wound up the season with the league's highest average at 170. Team mate John Austin, NP's City Freight and Passenger Agent, finished second with a season's average of 166. Austin is president of the league.

Portland Passenger Group Names Pessein President

Howard Pessein, Milwaukee Road, has been named president of the Portland Passenger Association for 1961-62.

Canadian Pacific's Allan Todd was elected vice president and Dean Watkins, Burlington Lines, was named secretary-treasurer.

Chosen as directors for this term were Howard Weddle, UP; Joe Ceglie, NP Terminal; Ken Eller, SP&S; Frank Schmidt, NP; Bob Lorenz, UP, and Glenn Brown, CP Airlines.



JAPANESE NATIONAL RAILWAYS President Shinji Sogo, Tokyo, was feted at a luncheon in Seattle by F. G. Scott, Northern Pacific's Western Passenger Traffic Manager. Mr. Sogo, who sampled U. S. rail passenger service with a trip on the Vista-Dome North Coast Limited, was returning to Japan after a business trip to Washington, D. C. He stopped also in St. Paul to visit his granddaughter at St. Cloud, Minn., where she attends a convent. Seated around the table, from left, are James K. Fukuda, office of Japanese Consul-General; Peter I. Ohtaki, District Traffic Manager for Japan Air Lines; Dean H. Eastman, Vice President and Western Counsel for NP; Mr. Sogo; Masato Fujisaki, Consul-General for Japan; Scott; A. Kurata, secretary to Mr. Sogo; F. L. Steinbright, NP General Manager; O. A. Kobs, Western Freight Traffic Manager for NP; J. Takei, Branch Manager, Mitsubishi International; Tetsuo Sawda, Resident Manager, Bank of Tokyo, Ltd.; C. H. Pickrell, NP's Foreign Freight Agent, and John Kitasako, Executive Secretary, Japan-America Society. All are of Seattle except Mr. Sogo and Mr. Kurata.

SEATTLE SEAFAIR (Continued from Page 1)

brings out hundreds of camera fans to take aim at the old world customs and brilliantly costumed participants.

One of the nighttime parades winds through the streets of Seattle's international district where a huge Chinese dragon, propelled on its serpentine way by stouthearted young men, is always a hit of the show.

The grande parade, stretched out with more than 50 theme floats, 40 bands and scores of marching units, will be presented Saturday morning, July 29, for the benefit of a throng which is expected to number about 250,000.

Last big marching event of the Seafair will be the torchlight parade on Aug. 5, when floats bedecked with myriad colored lights will light up this Puget Sound metropolis at dusk.

Ruling over the Seafair will be King Neptune, surrounded by the customary school of mermaids and his royal court. The Seafair queen, hordes of "enemy" pirates, clowns and numerous attractions round out one of the country's outstanding outdoor celebrations.

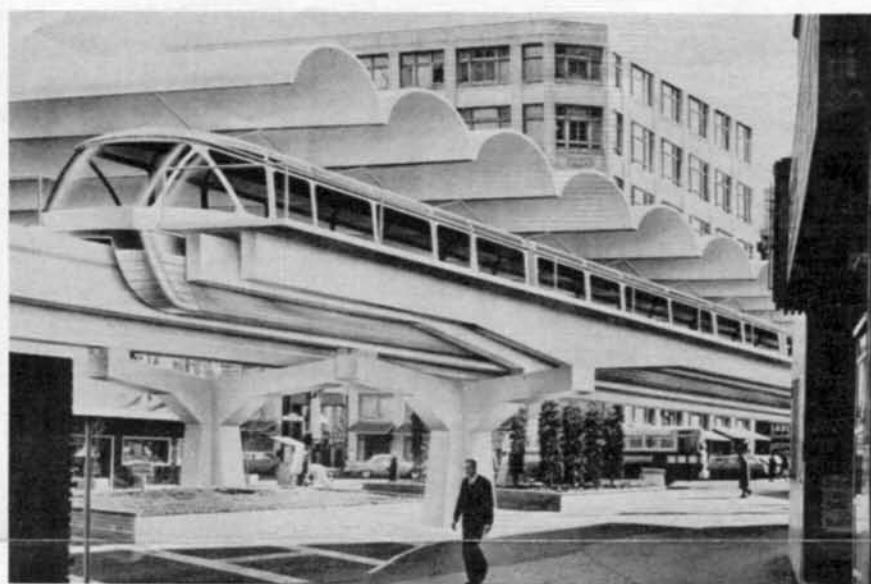
Yakima Will Play Host to 3rd Division Reunion

Some 400 members of the Society of the Third Infantry Division will invade Yakima, Wash., for their 42nd annual reunion, July 13-15, according to Robert Bargewell, executive director of Yakima Visitors & Convention Bureau, Inc.

This meeting will mark only the fourth time the Society has held its get-together on the West Coast since its founding in Germany in 1919. The famed 3rd Division fought at Salerno and Anzio beachhead in Italy and in southern France in both world wars.

Two of its veterans, who have achieved fame in the entertainment world, James Arness and Audie Murphy, have been invited to the reunion and have expressed interest in attending if their schedules permit, Bargewell said.

Included in a full program of business and entertainment will be a demonstration of modern warfare techniques at the Yakima Firing Center, embracing all facilities and personnel of the 4th Infantry Division from Fort Lewis, Wash., under the command of Maj. Gen. William F. Train.



TRAVEL OF THE FUTURE will be one of the spectacular features of Century 21 with the operation of two monorail trains between downtown Seattle and the exposition grounds next year. Shown is an artist's conception of the downtown terminal station and one of the four-car, 450-passenger units. The trains will be electrically powered and are expected to carry some 10,000 passengers an hour on 95-second schedules over the dual 1.3-mile track. Alweg Corporation of Sweden is handling the project, and the trains are being manufactured in Germany.

A CALENDAR OF COMING EVENTS in the Northern Pacific Country

WASHINGTON

- July 13-15 — 42nd Reunion of 3rd Inf. Div. Society, Yakima
- July 27-Aug. 6 — Seattle Seafair
- July 28-30 — Diamond Spurs Rodeo, Spokane
- Aug. 4-7 — Pacific NW Open Golf Tourney, Spokane
- Aug. 20-21 — Salmon Derby, Westport
- Aug. 31-Sept. 3 — Frontier Days, Walla Walla
- Sept. 2-4 — Ellensburg Rodeo
- Sept. 13-17 — Spokane Interstate Fair

OREGON

- July 2-4 — World Championship Timber Carnival, Albany
- July 14-16 — Miss Oregon Pageant, Seaside
- July 20-22 — Robin Hood Fete; Int'l. Archery Shoot with England, Sherwood
- July 24-Sept. 3 — Oregon Shakespearean Festival, Ashland
- July 28-30 — Chief Joseph Days, Joseph
- Aug. 4-6 — Emerald Empire Round-Up, Eugene
- Aug. 23-26 — Astoria Sesquicentennial Pageant
- Aug. 24-26 — Astoria Regatta and Fish Festival
- Sept. 13-16 — Pendleton Round-Up
- Oct. 7-14 — Pacific International Livestock Exposition, Portland

IDAHO

- Sept. 8-10 — Lewiston Round-Up

MONTANA

- July 2-4 — Livingston Round-Up
- July 3-4 — "Home of Champions" Rodeo, Red Lodge
- July 3-4 — Golden Jubilee, Wibaux
- July 4 — Saddle Club Rodeo, Sidney
- July 16-18 — Midland Empire Horse Show, Billings
- July 30 — Helena Rodeo
- Aug. 5-6 — Copper City Horse Show, Butte
- Aug. 7-12 — Midland Empire State Fair and Rodeo, Billings
- Aug. 12-20 — Annual Festival of Nations, Red Lodge
- Aug. 20-26 — Babe Ruth World Series, Glendive
- Aug. 24-26 — Eastern Montana Fair, Miles City

NORTH DAKOTA

- July 1-2 — Mandan Rodeo
- July 8-14 — Red River Valley State Fair, Fargo
- July & Aug. — Custer Outdoor Drama, "Trail West," Mandan
- July & Aug. — Teddy Roosevelt Outdoor Drama, "Old Four Eyes," Medora

MINNESOTA

- June 21-Aug. 26 — Pop Musical Ice Revues, Saint Paul
- July 13-17 — 26th Annual Northwest Water Carnival, Detroit Lakes
- July 14-23 — Minneapolis Aquatennial
- Aug. 18-21 — Int'l. Outboard Motorboat Championship Races, Saint Paul
- Aug. 26-Sept. 4 — Minnesota State Fair, Saint Paul

SEATTLE'S CENTURY 21 (Continued from Page 1)

superlatives, the Century 21 people call "the world's largest and highest carillon." But the truly unique aspect of the instrument is that it will be keyed to the beams of colored lights which will play on and illumine the structure.

Another outstanding attraction will be the United States Science Pavilion where the government plans to present the greatest science exhibit ever assembled. The pavilion and its exhibit are financed by a federal grant of \$9 million, biggest appropriation of its kind ever made by Congress.

Of special interest to travelers—those who will happily leave space travel to astronauts and other adventurers—are the monorail trains which will swish from midtown Seattle to the exposition grounds, a distance of 1.3 miles, in 95 seconds. The ultra modern elevated system will have two four-car consists which, together, can handle some 10,000 passengers an hour. With parking space for automobiles admittedly inadequate, the monorail is expected to carry a major share of visitors to the grounds.

Also shaping up are a multitude of exhibits by business and industry and foreign governments. Between 30 and 40 of the latter probably will be represented, with 13 already having contracted for space. Various cultural and fine arts exhibits and programs will round out the six-month affair.

Railroads Extend Furlough Fares Again

Reduced furlough fares for military personnel traveling in uniform at their own expense have been extended by the nation's railroads to Dec. 31, 1961. The action will continue round-trip reduced fares at a saving of as much as 1.9 cents per mile under the plan which was to have expired June 30.