



FIT FOR OLYMPIAN GODS AND GODDESSES—Skiers and sledders frolic in Olympic National Park near Hurricane Ridge Lodge which looks down on clouds and valleys alike from its perch on hoary shoulders of the mighty Olympic mountains near Port Angeles in northwestern Washington State. Here the snows of winter blanket a playground where, in summer, more than a million tourists flock to marvel at this peninsula of extremes: Lofty, snow-capped mountains and tropics-like rain forests that are hung with draperies of moss and carpeted by countless varieties of wild flower and fern.

—Washington State Department of Commerce News Bureau Photo.

NP Names Gustafson to Succeed Perrin as Advertising Head

Retirement of L. L. Perrin, Manager of the Advertising and Publicity department of the Northern Pacific, and appointment of Walter A. Gustafson to succeed him, was announced by President Robert S. Macfarlane in late October. The appointment was effective Nov. 1.

Gustafson, a native of Saint Paul,



Gustafson



Perrin

studied advertising and journalism at the University of Minnesota. After seven years in the commercial motion picture business, he spent 17 years with Brown & Bigelow in sales and

Gustafson

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North Coaster's New Face Will Improve Readability

After 33 years of publication, the *North Coaster* is undergoing a complete change—beginning with the masthead at the top of Page 1 and continuing down through the headlines and text on all pages. As with any change, there ought to be good reason. And there is.

Both the new headline type face (20th Century) and the new and larger text type (Caledonia) are more readable than the types formerly used. In addition, there is more space between lines and columns, and the column width is slightly shorter. Easier reading also makes for faster reading, resulting in a time saving to the reader.

New mastheads of modern design are being prepared for Pages 1 and 2 and will make their appearance in the January-February, 1962, issue. Other changes—in color and, to some degree, in content—will be made in subsequent issues. Watch for them.

If the new typography pleases or displeases you, we invite your comments. Address G. W. Rodine, PTM, Northern Pacific Railway, Saint Paul 1, Minnesota.

Slumbercoaches Set Record Pace During 2nd Year

Slumbercoaches on Northern Pacific's Vista-Dome North Coast Limited carried 23,867 passengers between Jan. 1 and Sept. 30, a 10.4 per cent gain over the first nine months of 1960.

This brought to 55,516 the number of passengers carried since the economy-priced sleeping accommodations were put into service on the de luxe streamliner Dec. 1, 1959.

In their 22 months of operation, the Slumbercoaches have earned for the NP a combined rail and Pullman revenue of \$1,798,853, nearly half of which was picked up during the first nine months of this year. Thus, while these cars represent less than 4 per cent of Northern Pacific's total passenger-carrying equipment, they have produced so far this year 11.8 per

Slumbercoaches *Continued on Page 4*



NEW SEATTLE LANDMARK—This 600-foot "Space Needle" observation tower, topped by the revolving "Top-of-the-Needle" restaurant, will be one of the feature attractions of the 1962 Seattle World's Fair. Two high-speed passenger elevators will carry visitors to the top, or to an intermediate platform, and the 220-seat restaurant. The latter will make a complete revolution each hour and will afford panoramic views of the lakes, mountains and salt water surrounding Seattle. The \$2.5 million tower was designed by John Graham & Co., architects, Seattle and New York.



The North Coaster

Published by the Passenger Traffic Department
NORTHERN PACIFIC RAILWAY, ST. PAUL, MINN.

G. W. RODINE - - Passenger Traffic Manager
L. HOLMSTROM - - General Passenger Agent
F. G. SCOTT - - Western Pass. Traffic Mgr.
WM. A. MCKENZIE - - - - - Editor



MADE IN U. S. A. 6250

G. T. Flynn Becomes AGF&PA at Tacoma

G. T. Flynn, General Agent in Northern Pacific's freight department in Saint Paul, has been appointed Assistant General Freight and Passenger Agent at Tacoma, Wash. The appointment was effective Dec. 1.

Flynn joined NP's traffic department at Billings, Mont., in 1941 and was named City Freight Agent at Saint Paul four years later. He became Traveling Freight and Passenger Agent in 1950 and was appointed Commercial Agent in 1955. The following year he rose to General Agent.



Flynn

U. S., Washington State Join in Mount Rainier Hotel Study

The Department of the Interior has agreed to join with Washington State in making a feasibility study of possible inn sites in Mount Rainier National Park.

An invitation to join in a study was extended to Secretary Stewart L. Udall by Gov. Albert D. Rosellini, who said funds for the project have been provided by the Washington Legislature. Matching funds from the National Park Service will be provided.

In accepting, the Department said the survey would not be restricted to the Crystal Springs site which has been proposed for an all-year inn facility, but could include "other sites that meet the requirements for providing an economically sound operation that does not endanger the wilderness quality of the park."

From Minnesota and New York—

Welcoming Aboard Two New Sues



Mary B. Pearson, left, of Saint Paul, came to the Northern Pacific from St. Joseph's hospital where she had been a staff nurse since her graduation from St. Catherine's college in June, 1960. She was graduated from Derham Hall high school, received a Bachelor of Science degree in nursing at St. Catherine's and completed a graduate course in psychology at the University of Minnesota.

Barbara C. Brown, formerly of Courtland, N. Y., was a staff nurse at Crouse-Irving hospital, Syracuse, before she became a Stewardess-Nurse. She attended high school at Homer, N. Y., and was graduated from the Crouse-Irving hospital school of nursing in September, 1960.



QUEEN, KING AND CHEF—North Dakota Potato Queen Karen Gonitz, of Drayton, displays a king size potato from North Dakota's Red River Valley for the benefit of Herbert Braun, Chef on Northern Pacific's Main-streeter streamliner. Chef Braun, who prepares numerous Great Big Baked Potatoes in his kitchen for dining car patrons, was obviously surprised at the sight of this three-pound specimen. Queen Karen, who was sponsored by Drayton Potato Packers, Inc., in the queen contest in October, was a member of NP's International Livestock Exposition and Potato Day Tour to Chicago in November. A senior at Drayton high school, she was accompanied on the tour by her chaperones, Mr. and Mrs. Jevon Aasand, of Grafton, N. D.

NP Dining Car Dept. Sells Famous Fruit Cakes Again

Those famous Northern Pacific fruit cakes—nearly 10 tons of them—are available again to NP dining car patrons and the general public, at no increase in prices, it has been announced by W. F. Paar, Superintendent of NP's dining car department.

The cakes, baked to a recipe that was awarded the grand prize at the London Caterer's Exposition in 1873 and the grand prize at the Paris Exposition in 1909, are packaged in delightfully decorated gift boxes and may be sent postpaid to any point in the continental United States at a total cost of \$3.90 for the three-pound cake and \$6.50 for the five-pounder. Shipments to Canada, Alaska, Canal Zone, the Philippines and Hawaii can be made for an additional \$1.50. Sales direct to the consumer will be made at a reduction of 25¢ from these prices.

Orders for the cakes may be sent to W. F. Paar, Northern Pacific Railway, Saint Paul 1, Minnesota.

Robinson Succeeds Brouelette in Seattle as NP General Agent

R. K. Robinson has been appointed General Agent in the passenger department of the Northern Pacific in Seattle, it is announced by F. G. Scott, Western Passenger Traffic Manager.

Robinson, who has been District Passenger Agent in Seattle, succeeded W. L. Brouelette, who retired Nov. 1 after more than 46 years of NP service. R. L. Gaunt, Traveling Passenger Agent at Tacoma, succeeded Robinson and W. O. Forsten of NP's Seattle general office staff, succeeded Gaunt.

Robinson joined Northern Pacific's passenger department in Chicago in 1945. He was City Passenger Agent and TPA in Chicago before he moved to Seattle as DPA in 1958.



Robinson



Gaunt

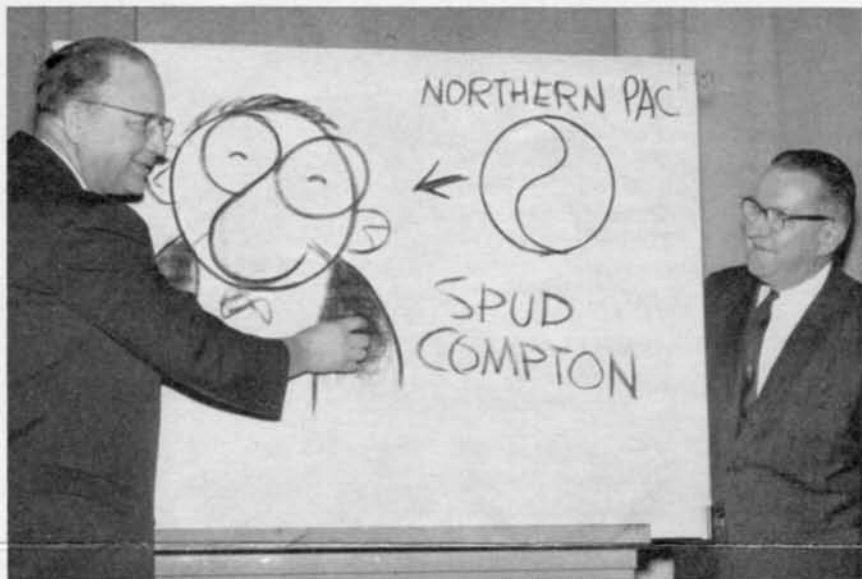
Brouelette entered NP service at Wallace, Idaho, in 1915. After holding various positions in the operating department at Wallace and Missoula, Mont., he became Passenger Agent at the U. S. Naval Training Station Farragut, Idaho, during World War II. He was TPA at Seattle and Yakima, Wash., and CPA in Seattle before taking over his last post in 1951.

Gaunt joined the railway at Wapato, Wash., in 1951. He was chief clerk in the Spokane passenger office and TPA at Spokane before moving to Tacoma in the same capacity last year.

Forsten went to work for the NP at Portland six years ago and worked in the Spokane passenger office before moving to Seattle in 1958.



Forsten



WHAT'S IN A MONAD?—P. J. Hoff, left, weatherman for WBBM-TV, Chicago, and former Twin Cities newspaper columnist, found the likes of H. F. (Spud) Compton lurking in the curving lines of the nucleus of Northern Pacific's trade mark. Spud, General Agent in NP's passenger department in Chicago, was serving as chairman for the Chicago Skal Club's Railroad Night dinner when cartoonist Hoff spotted the likeness and delighted Spud's fellow club members with a rendering of the phenomenon in his patented style.

—United Press International Photo.

Portland Radio Station KLIQ Honors NP's Jean Booth

Jean Booth, secretary to M. L. Thomson, General Agent in Northern Pacific's passenger department in Portland, was chosen recently as "Business Woman of the Day" by radio station KLIQ, Portland.

Numerous gifts were showered upon Jean as a result of the honor, and the announcement of her selection was made several times during the broadcast day over KLIQ.

Jean was the subject of a feature story in the May-June issue of the *North Coaster*. It was one in a series of stories about outstanding contributions made by NP traffic department women in their day-to-day work efforts.

Park Service Will Rebuild Bridge on Silver Gate Road in Yellowstone

Award of a \$435,104 National Park Service contract for reconstruction of one of the last remaining one-way bridges in Yellowstone National Park has been announced by the Department of the Interior.

The contract calls for a two-way bridge, 650 feet long on the northeast entrance road to carry a 28-foot wide, double-lane roadway with 3-foot sidewalks over the Yellowstone river near Tower Junction north of Grand Canyon and about 29 miles west of Silver Gate.



THEY BAKED A CAKE—Out Montana way they got a sayin' about people like Howard Ellsworth. It goes, "He'll do to ride the river with." So when the members of the Dude Ranchers' Association heard that Howard was coming to their convention in Livingston, they jus' natcherly baked him a cake. Course, they knew it was his 73rd birthday, too, so they put all them candles on it, knowin' he's got the wind to blow 'em out. But there was another surprise for Howard—they gave him a plaque attesting to the fact that NP's former Montana traffic chief was attending his 25th consecutive Dude Rancher convention. That's Paul Christensen, owner of 63 Ranch and a director of the Association, making the presentation.

Saint Paul Carnival Dates Set

The 1962 Saint Paul Winter Carnival will be held from Jan. 26 through Feb. 4.

NP Appoints R. A. Bakken to Traffic Post in Chicago

Ronald A. Bakken, Chief Clerk to the General Agent in Northern Pacific's traffic office at Lewiston, Idaho, has been appointed Traveling Passenger and Freight Agent in Chicago. He succeeds L. C. Olsen, who has been recalled to military service.



Bakken

Bakken entered NP service in the operating department in Spokane, Wash., in 1951 and joined the traffic department as Chief Clerk in 1959. He was named to the Lewiston post last June.

Seattle Counts 45,500 Rooms for World's Fair Visitors

Visitors to the 1962 World's Fair in Seattle will find more accommodations—room for 45,500 a day—than were developed for the Brussels Fair in 1958. The Century 21 Exposition management, however, has taken a tip from the Belgians and has set up a central room reservation center, Expo Lodging Service, at 312 First Avenue North, Seattle.

Some of the rooms will be in the harbor. French Line's *Liberte*, to be retired from trans-Atlantic service with the debut of the new *France*, has been sold to Northwestern Leasing Corp. for use as a floating hotel during the fair. The new owner reports that the ship will offer accommodations for up to 1,500 plus restaurant facilities, night club acts and motion pictures.

Gustafson

Continued from Page 1

product promotion. In his last post with the Saint Paul based remembrance advertising firm he was its Director of Conventions.

Perrin joined Northern Pacific 35 years ago after 13 years in newspaper editorial work in St. Joseph, Mo., Des Moines and Saint Paul. He worked 10 years on the Saint Paul *Dispatch-Pioneer Press*, the last six as *Dispatch* city editor. After working briefly on the old Saint Paul *Daily News*, he came to the NP in December, 1926. Perrin was the creator of the *North Coaster* and served as editor from its founding in 1928 until 1952.



A MAN OF MANY FACES—Behind the flowing whiskers that spell Santa Claus to any boy, big or small, is a face which many have mistaken for that of former Postmaster General James A. Farley. With that as a clue, it will come as a surprise to only a few to learn that the jolly figure here is none other than M. F. (Mert) Connor, NP General Agent in Cincinnati. Mert is shown lighting up the eyes of the youngest member of the Ralph Baird family at the Cincinnati Club's annual children's Christmas party. This year will mark Mert's sixth year in the role.

Slumbercoaches

Continued from Page 1

cent of the railway's total passenger revenue.

All indicators showed increases in 1961 over last year's operation. Average number of passengers carried in Slumbercoaches per trip (there is one car to each NCL consist) during the nine-month period was 44, up 7.3 per cent above 1960; Slumbercoach passenger miles came to 30,525,758, up 14.4 per cent; rail revenue through Sept. 30 was \$598,196, a 14.6 per cent increase, and NP's portion of Pullman revenue was up by a similar margin.

One effect of this rapid growth in popularity of the Slumbercoaches is the significant rise in Northern Pacific's total passenger revenue this year, a rise which, at the end of the first nine months, was the greatest percentage gain among the largest passenger-carrying railroad systems in the country.

Continuing the trend, NP passenger revenue for the month of October showed a phenomenal increase of 53.8 per cent over the same month a year ago, jumping from \$389,673 in 1960 to \$599,287 this year. Total revenue for the period Jan. 1 to Oct. 31 was \$5,558,297 compared with \$5,089,167 a year ago. This represents an increase of about 11.4 per cent.

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