



SNOWMOBILES equipped with caterpillar tracks and skis will haul tourists to points of scenic beauty in Yellowstone Park this winter. Northern Pacific Railway has four excursions planned in January. Photographers will have rare opportunities to film unusual snow and ice formations as well as the Park animals feeding in the lowlands.

NP's 'Winter Wonderland' Tours Will Reveal a New Yellowstone

Adventurous tourists this winter will have an opportunity to see Yellowstone Park and its animals at a time when they are largely undisturbed by humans, according to F. G. Scott, passenger traffic manager for Northern Pacific Railway in St. Paul.

The NP, Scott said, has arranged four different winter-time excursion dates from Minneapolis-St. Paul into Yellowstone on Jan. 4, 11, 18 and 25.

"By using snowmobiles," he said, "it is now entirely safe to drive tourists deep into Yellowstone in winter. In the past, deep snows in the park have prevented travelers from seeing Yellowstone in its striking winter setting."

Buses will meet the NP's *Mainstreeter* at Bozeman, Mont., and take the excursion groups to their "Winter Wonderland" headquarters at West Yellowstone on the Park's border. From there, snowmobiles and buses will take the tourists on sight-seeing trips into Yellowstone.

The snowmobiles, equipped with powerful caterpillar tracks and skis, are warm and offer comfortable seating for ten passengers.

"We feel that photography fans will get the great benefit out of these excursions," Scott said. "They'll have a rare opportunity to film some very unusual snow and ice formations as well as a variety of wildlife not normally seen in summer months."

During winter, the steam pots and geysers all along Yellowstone's Geyser Basin are active even in the coldest weather, and snow and ice build up to form fairyland-like designs at the pool edges.

"Wild animals in the park venture down to the lowlands in search of food in wintertime," Scott said. "Buffalo herds are often encountered on snowmobile trips, as well as elk, deer, coyotes and, occasionally, even a bear out of hibernation."

NP Initiates Plan For 10% Commission to ALL RTPA Agents

Encouraged by the recognized sales ability of travel agencies, the Northern Pacific Railway has announced that—effective Jan. 1—it will allow full ten per cent commissions on all rail tickets sold over its line by travel agents belonging to the Rail Travel Promotion Agency (RTPA).

In the past, the NP has allowed the ten per cent commission to recognized RTPA members only in connection with round-trip, all-expense features (meals, lodging, sightseeing, etc.).

"Under this new arrangement," said F. G. Scott, NP's passenger traffic manager, "we will allow RTPA agents a straight ten per cent commission on all rail ticket sales, round-trip or one way, except party coach fares."

The Pullman Company has also announced that they will enter the ten per cent commission plan, but strictly on a round-trip, all-expense basis.

Northern Pacific's new commission arrangement comes at a time when its passenger business gives signs of continuing an upward trend that began

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Slumbercoaches Are Put on Mainstreeter

Northern Pacific Railway has extended Slumbercoach service to its second streamliner, the *Mainstreeter*, on its Chicago-Twin Cities-north Pacific Coast run, according to F. G. Scott, NP's passenger traffic manager in St. Paul.

Scott said the famous Budd-built cars have been enthusiastically patronized on the NP's deluxe *Vista-Dome* North Coast Limited since they made their Northwest debut in 1959.

Operated by the Pullman Company,

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F. G. SCOTT - - - Passenger Traffic Manager
L. HOLMSTROM - - - Asst. Pass. Traffic Mgr.
M. L. THOMSON - - - Western Pass. Traffic Mgr.
R. H. PERRIZO - - - - - Editor

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Lower Coach Fares Spur NP Business

Improvements in equipment have been given as a major reason for Northern Pacific's upward trend in passenger business since 1959, but, in many cases, reduced coach fares instituted by the Railway on short-haul runs have also attracted passengers, according to F. G. Scott, NP's passenger traffic manager.

In the middle 1950's, Scott said, the NP, Great Northern and Union Pacific noted a steady erosion of its pool line traffic between Seattle and Portland. At the time, the one-way rail fare was \$4 and round-trip was \$7.20, compared to bus fares of \$3.70 and \$6.75.

After a full study on the situation, the pooling lines reduced one-way fare to \$3.70 and installed special round-trip coach fare of only \$4.95 between the two north Pacific Coast cities.

"We not only halted the passenger-loss trend," Scott said, "we actually reversed it and began to show a healthy increase in local sales."

So satisfactory were the results that, in December, 1959, the NP also re-

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Yellowstone Hits Record Tourist Year During 1964

Tourist travel in Yellowstone National Park during the 1964 season hit a record high, according to park officials.

A total of 1,926,742 visitors passed through the park during the 10-month season through Oct. 31. This was three per cent more than a year ago and about 3,600 more than recorded during the previous high year of 1962.

It also marks the 17th straight year that Yellowstone has had more than one million visitors.



NP CARNIVAL PRINCESS CROWNED—Audrey Strohmayer, employed in Northern Pacific's bureau of internal audit in St. Paul, is crowned NP's 1965 Princess by St. Paul Winter Carnival Queen of the Snows Carrie Patch. Looking on are William Huot, left, Winter Carnival prime minister, and Russell Johnson, King Boreas Rex XXVIII. Miss Strohmayer will represent the NP during the Winter Carnival Jan. 22-31.

Annual St. Paul Winter Carnival Injects Merriment Into Winter

There may be a few timid souls in Minnesota's capital city who prefer their firesides to snow-banked hill-sides, but they are vastly outnumbered by winter sports enthusiasts, paraders and party-goers who annually take part in the St. Paul Winter Carnival.

The 79th anniversary Winter Carnival will run Jan. 22-31, starting with the coronation of King Boreas XXIX and concluding with sled dog races, a ski jumping tournament and the last of eight performances of the Ice Capades.

Network television once again will export Carnival enthusiasm to the rest of the nation, just as it has during the past ten frosty festivals.

Winter Carnival activities are threaded together by a legend, "The Rollicking Realm of Boreas." In this modern-day spoof of ancient mythology, King Boreas selects St. Paul as site for a gala wintry festival. Vulcan, King of Fire, doesn't share this enthusiasm for frozen assets and rallies forces to wrest control of the city from Boreas. Vulcan's rebellion, dedicated to the notion that a tropical breeze outshines the Aurora Borealis, gathers strength and concludes with a

stiff battle which drives Boreas away.

Many events of the forthcoming festival have been part of every Winter Carnival since the first one was held in 1886. In that first Carnival, parades along snow-strewn streets, costume balls, tobogganing and figure skating helped break the frigid grip of winter. These activities are on the 1965 agenda, along with such recent innovations as Snowmobile races and ice fishing contests.

Several events of wide-spread interest are included. The National Majorette Contest will be held in the St. Paul Armory Jan. 23-24. That same weekend, the National Outdoor Speed Skating Championships will attract thousands to the track at Lake Como. The Carnival's Hot-Air Balloon Race will be launched Jan. 24. Teams of sled dogs from several states will race on Lake Phalen the following weekend.

The Nation's leading ski jumpers will compete in the Winter Carnival Tournament at Battle Creek Slide on the festival's final day.

Throughout the Carnival, thousands of treasure-seekers become involved in the contest to find a gold Boreas medallion and the \$2,500 prize it represents.



WASHINGTON STATE SALUTES NP—Al Schilling, center, co-chairman of the Washington Diamond Jubilee Committee, made a special award on behalf of the state recently to Robert S. Macfarlane, right, president of the Northern Pacific Railway, and Dean H. Eastman, NP's Vice President and Western Counsel. The award, made in recognition of the Railway's role in portraying Washington history in the NP's Centennial record album, "A Thousand Miles of Mountains," was presented during a Seattle Rotary Club luncheon.

H. V. Rhine, Ad Man for NP, Will Retire

H. V. (Hal) Rhine, the man responsible for preparing Northern Pacific Railway's time folders, travel brochures and other advertising literature, will retire at the end of 1964 from his position as assistant manager of NP's advertising and publicity department in St. Paul.

Rhine began working for the Northern Pacific in 1930, having come to the railway from the advertising department at Sears, Roebuck and Company. Five years later he became assistant to the advertising manager, then was promoted in 1952 as assistant manager of the department.

During his 34 years with the NP, he was the most important man behind the production of the company's annual reports, menu covers, calendars, tour itineraries, travel guides and countless other printed items.

In this time he also worked closely with the Dude Ranchers' Association, preparing their personalized ranch leaflets. The Association showed appreciation for his service by presenting him with an inscribed cigar case at the recent Dude Ranchers' convention in Helena, Mont.

Rhine is a member of the St. Paul Passenger Club, the Advertising Club of St. Paul and a long-time volunteer worker at the Veterans Administration hospital.

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on its Chicago-Twin Cities-north Pacific Coast run in 1959.

"We introduced dome coaches, stewardess-nurse service, economical slumbercoaches and a unique 'Lewis and Clark Travellers' Rest' car to our patrons in the mid-1950's," Scott said, "and we began to see the dividends right away."

Beginning in 1959, NP passenger revenue showed four consecutive increases, and its 1962 total of \$7,840,000 was the highest non-war-year revenue total in 33 years.

"We couldn't hope to match the 1962 revenue right away," Scott explained, "because the Seattle World's Fair drew many people over our line that year. But now we're climbing again. Mid-way through November this year we were 5.3 per cent over 1963 at a comparable time, and we anticipate another 6.5 per cent increase in passenger business in 1965."

Slumbercoaches

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the cars are designed to provide comfortable, low-cost, private-room sleeping accommodations which can be bought on a coach ticket. Each stainless steel slumbercoach affords enclosed room privacy for 40 passengers in 24 single rooms and eight rooms for double occupancy.

A single room is furnished with comfortable window seat for daytime

travel; full-length bed, with foam mattress; a toilet, washstand, full-length mirror, and individual air conditioning and heating controls. In the double rooms, which are larger, there are two beds and two seats.

"We feel it is especially fitting that this modern service was added during Northern Pacific's charter centennial year," Scott said.



SLUMBERCOACH ACCOMMODATIONS now available on Northern Pacific's Mainstreeter as well as the North Coast Limited include the single room, left, and the larger double room, right. The rooms have toilet, washstand, full-length mirror and ample luggage space.



HUNTING PARTY—After stepping off the Vista-Dome North Coast Limited at Billings, Mont., this group from Minneapolis posed for a picture before heading out for some big game hunting in the Rocky Mountains. Left to right, are: C. R. Egan and Bill Egan of Egan Plumbing, Ed Holman, John Lang of Kraus Anderson Construction, and Bob Moore, general manager of the Radisson Hotel.

Schweitzer Basin Resort Names Canadian Olympian as Ski Coach

Gary Battistella, a member of the 1964 Canadian Olympic ski team, has been named a ski instructor and coach of the junior racing program at Schweitzer Basin ski area, according to the Schweitzer news bureau.

The 24-year-old skiing star from Kimberley, B. C., was one of 12 Canadian Olympic team finalists who trained at Schweitzer late last year prior to the Olympic Games at Innsbruck, Austria. He also participated in races in Germany, Italy and Switzerland before finishing 27th in the downhill event at Innsbruck.

Battistella was also a member of the 1961-62 Canadian National team, but injuries prevented him from competing with the team in the World Championships at Chamonix, France.

In 1960-61 he was a member of the Montana State College ski team, Bozeman, Mont., and won the MSC skiing award. He has competed in downhill, slalom, cross-country and ski jumping events.

Schweitzer Basin officials also announced that Bob Aavedal has been signed as ski school director. Aavedal, 26, was a member of the Schweitzer Basin ski patrol during the north Idaho resort's first season of operation last year.

The Northwest International Inter-

collegiate Women's Alpine meet is scheduled for Schweitzer Feb. 12-13, according to Sam Worthington, manager of the ski area.

Schweitzer Basin is located near Sandpoint, Idaho, on the Northern Pacific Railway line. The NP's *Main-streeter* reaches Sandpoint overnight from Seattle, Portland and Tacoma.



BAGDAD AWARD—F. C. Scott, left, Northern Pacific Railway passenger traffic manager, and Leonard Holmstrom, assistant PTM, admire a plaque presented to the NP from Bagdad Temple Shrine of Butte, Mont. The award was made recently in recognition of the Railway's assistance in transporting youngsters to the Shrine Crippled Children's Hospital in Spokane, Wash.

Dude Ranchers Pick Siggins as President

Don Siggins of the Triangle X Ranch near Cody, Wyo., was elected President of the Dude Ranchers' Association during the group's 39th annual convention recently in Helena, Mont.

He succeeds Dick Hickey, Diamond L Bar Ranch of Seeley Lake, Mont., who assumed a position as a director of the Association.

Ernie Keyes, Tumbling River Ranch, Grant, Colo., was elected vice president, and Dr. Dewey Dominick of the 7D Ranch, Cody, Wyo., was picked as secretary-treasurer.

Besides Hickey, other directors named were: District 1—Les Shoemaker, C. M. Ranch, Dubois, Wyo., and Hal Turner, Turner's Triangle X Ranch, Moose, Wyo.; District 2—E. D. (Corky) Morehead, Four K Ranch, Fishtail, Mont.; District 3—Gene Baker, Bar M Ranch, Gibbon, Ore.; District 4—Norton Jordan, Rawah Ranch, Glendevey, Colo., and J. B. (Shorty) Temple, Focus Ranch, Slater, Colo.

Conna May continues as executive secretary of the Association, with headquarters in Billings, Mont.

Lower Fares

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duced coach fares for its own line between Seattle and Tacoma and Yakima-Pasco. Although it was necessary to increase business by 30.4 per cent to make up for the fare cut, at the end of 1963 the number of passengers hauled was up over 40 per cent.

"Then, on October 1, 1960," Scott said, "we installed low coach fares between Spokane and Missoula-Butte-Helena. Regular fares were cut to the extent that we needed 27.4 per cent more passengers to break even in dollars. The records show we had an increase of a startling 66 per cent during the first 12 months."

Northern Pacific's most recent coach fare reduction, made between Fargo-Jamestown and Bismarck-Mandan, has also been successful.

"I am fully convinced," Scott said, "that low coach fares not only stop the downward trend of more-or-less short-haul passenger traffic, but they bring our passengers back to the rails, passengers who are potential customers for our long-haul business."