

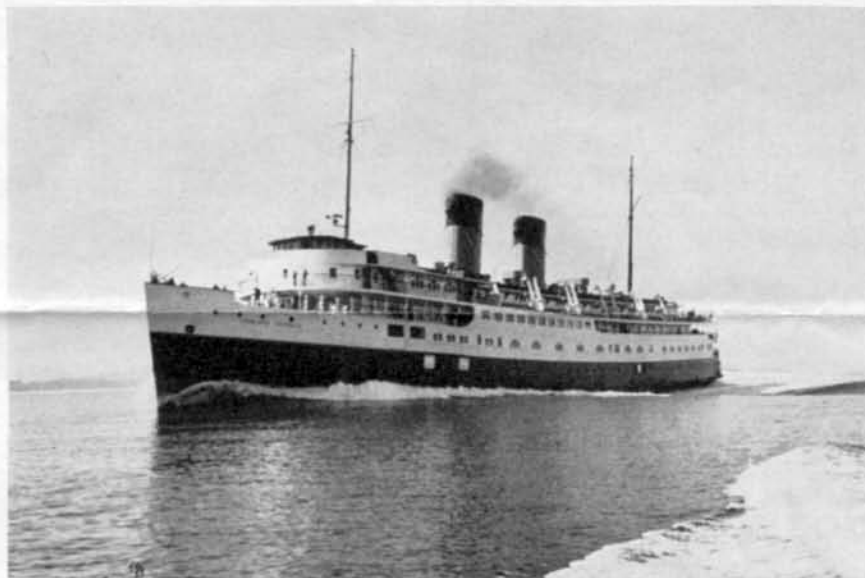
# THE NORTH COASTER

NORTHERN PACIFIC RAILWAY

Route of the *Vista-Dome* NORTH COAST LIMITED

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S.S. PRINCESS PATRICIA, Canadian Pacific cruise ship, knifes ahead through the waters of the scenic Inside Passage as it steams northward up the Canadian coastline on its way to Alaskan ports of call.

## NP to carry Alaska Cruise Tours in Joint Agency - Rail Promotion

Northern Pacific is busy making plans to handle the various 1967 Alaskan tours scheduled by religious organizations and independent groups which will be routed via the railway's Vista-Dome North Coast Limited from Chicago to Seattle, according to F. G. Scott, NP passenger traffic manager in St. Paul.

Operated by travel bureaus and promoted jointly with them by the NP, the Alaskan tours are designed to appeal to a variety of travel tastes, and many have been planned for special groups.

Tours in which Northern Pacific annually participates include the Wayfarer's escorted cruise tours, Alaska for Christians, scheduled for July 20 to Aug. 8, 1967, and the Christian Fellowship Cruise, now in its 28th year. The latter two originate from Philadelphia, Pa.

Starting in April and extending into October, the cruise tours offer a completely planned, escorted vacation trip by rail and sea to Alaska via the Pacific Northwest. However, trav-

elers on independent tours often are given a choice of steamship, air, bus or rail travel between Seattle or Vancouver, B.C., and Alaska.

From the embarkation point at Vancouver, British Columbia, luxurious cruise ships of the Canadian National, Canadian Pacific and the Alaska Cruise Lines, Ltd., will carry travelers up the island-dotted coast of Canada to various ports in Alaska.

Alaska Cruise Lines, Ltd., begins eight-day Spring cruises during May. Its three miniature liners include the 120-passenger Yukon Star, the Glacier Queen, and a new sister ship, the S.S. Westar, which joined the fleet in 1966.

Canadian Pacific's S.S. Princess Patricia and the S.S. Prince George of the Canadian National Steamship Lines sail north to Alaska through the Inside Passage during the tour season making stops at Prince Rupert, B.C., and at the Alaskan ports of Ketchikan, Juneau, Wrangell and Skagway.

All NP traffic offices are promoting tours with the travel agencies.

## NP Creates Passenger Post; Changes Stewardess Program

Northern Pacific has established a new administrative position in its passenger operations which will include management of the railway company's stewardess service, and also some changes in the latter program.

Miss Charlotte L. Randall, secretary to the western passenger traffic manager in Seattle, has been named supervisor of passenger train service, a newly created post as of February 1.

She will be responsible for all phases of the stewardess program as well as checking of trains for cleanliness and evaluating assistance given passengers by railway employes on all Northern Pacific trains. Miss Randall will also represent the company at civic, social and business functions related to passenger services and travel personnel.

Northern Pacific has also discontinued the requirement that stewardesses be registered nurses, and changed "Stewardess Nurse" title to "Stewardess."

F. G. Scott, passenger traffic manager  
*Continued on Page 4*

## Yellowstone Visits Exceed 2 Million for Second Year

For the second straight year, visitor attendance for Yellowstone National Park has passed the 2 million mark. Figures for the year ending December 1966, show a total of 2,130,313 visits to the park last year, according to the latest records released by park officials.

The 1966 total represents a gain of 3.3 per cent or 67,837 more visits over 1965 which was the first time more than two million visitors entered the nation's oldest national park during a 12-month season.

With the recent announcement to keep facilities at Mammoth Motor Inn open the year around, park officials anticipate another record attendance for Yellowstone National Park in 1967.



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## Louis W. Menk Named Railroad 'Man of Year'

Louis W. Menk, president of the Northern Pacific Railway, was named "Man of the Year" for 1966 by *Modern Railroads* magazine.

Menk, the third railroader to be so named, was selected for the honor by a panel of nationally-known transportation observers.

An important consideration in awarding the honor to Menk was, according to one panelist, "because of his revitalization of the Burlington. He inaugurated new marketing concepts, accelerated the computer program, established a new industrial engineering department, infused a new look in railroad advertising. His efforts enabled the Burlington to double its net income in the first nine months of 1966 compared with 1965."

The 48-year old railroad executive has been president of three major railroads within a two year period. He resigned as president of the St. Louis-San Francisco railway to head the Burlington in 1965. He became president of the Northern Pacific on Oct. 1, 1966.

## J. A. Rutter Gets Western Park Service Post

John A. Rutter, superintendent of Mount Rainier National Park, Washington, has been named director of the National Park Service's western region at San Francisco succeeding Edward A. Hummel, Interior Secretary Stewart L. Udall has announced.



Menk



**CARNIVAL SKATERS**—Arriving at St. Paul Union depot, 13 members of the Montana Speed Skating Club from Butte, Mont., were welcomed by Patricia Haggerty, left, 1967 Northern Pacific princess. For many years the group has traveled aboard the **Vista-Dome North Coast Limited** to compete in the National Outdoor Speed Skating Championships at the St. Paul Winter Carnival, held this year Jan. 27-Feb. 5.

## Spokane Rolls Out Royal Welcome Mat for 1967 Lilac Festival

Spokane, Washington, will roll out the Royal Lilac Welcome mat for the 1967 Lilac Festival to be held there May 13-21.

From small plantings, a community-wide event has come to full blossom. Ever since the first lilac show staged in 1938, the annual festival has attracted hundreds of thousands to Spokane each Spring.

Spokane has long been recognized as the lilac center of the West. Early settlers brought lilac shoots from the East to plant around their new homes.

A beautiful queen, three parades, a North American Invitational Drill Team competition, one of America's top professional rodeos, a spring collegiate football game, and a special Armed Services Open House at Fairchild Air Force Base provide an eight-day event of interest to all ages.

Adding a spine-tingling aura to the Festival are two great parades—the fun-filled Torchlight Parade on Thursday evening, May 18, and the traditional Lilac Festival-Armed Forces parade on Saturday morning, May 20. More than 80 communities from the states of Washington, Idaho, Oregon and Montana and the prov-

inces of British Columbia and Alberta take part. Forty lighted floats appear in the Torchlight parade while a record number of 65 will be seen in the Saturday daytime parade.



Kathy Forster, 1966 Lilac Queen

## 'Fun'n Fantasy' Set for 1967 Daffodil Festival, April 1-9

Washington State's Puyallup Valley, called the "birthplace of spring", celebrates its 34th annual Daffodil Festival, April 1-9.

The nine-day festival, staged jointly by the Puget Sound communities of Puyallup, Sumner, Orting and Tacoma, coincides with the blooming of more than 500 varieties of daffodils for which the area is known world-wide.

This year the four-city fete is themed "Fun 'n Fantasy". Area-wide events run the gamut of excitement, going from "ski level to sea level".

On Sunday, April 2, a special Northern Pacific Daffodil train will take participants to daffodil fields between Puyallup, Sumner and Orting. Stops at flower beauty spots in



1966 Daffodil Queen Susan Bona

the Puyallup Valley will be made en-route.

The 1967 Daffodil Queen will be named on coronation night, April 3 at Sumner's Spartan Hall. A three-city Grand Floral Parade of daffodil floats using 2 million field-picked blossoms will march in Tacoma, Puyallup and Sumner April 8.

Among a host of other events is the three-day Daffodil Flower Show at Puyallup's Memorial building, April 7-9, and the all-Puget Sound Marine Regatta of "floats that go to sea" on Tacoma's Commencement Bay April 9, the festival's closing day.

Complete information on tours to the daffodil festival may be obtained at Northern Pacific ticket offices at Seattle and Tacoma.



**NEW ST. PAUL TRANSPORTATION CLUB** president Ray McCourtney, right, of Northern Pacific Railway, welcomes Chester H. "Lum" Lauck of Lum and Abner radio fame to 46th annual dinner of the St. Paul Transportation Club. Lauck, creator of the lovable Lum of the fabled Pine Ridge Jot 'Em Down store, was guest speaker at the recent event. Earl Ryan, retiring president, St. Paul Terminal Warehouse, watches at left. 1967 officers elected at the business meeting, besides McCourtney, were first vice president E. L. Coleman, 3M Co.; second vice president R. E. Johnson, Consolidated Freightways; treasurer C. M. Peterson, 1st National Bank and secretary G. E. Daggett of CNGT R.R. New directors are R. L. Wolf, Soo Line; R. K. Kunnert, Glendenning Motorways, and E. M. Sturzenegger of NW Refining Co.

At Nation-Wide Elections . . .

## Passenger Clubs Pick 1967 Officers

At recent passenger club elections around the country, the following officers have been elected to 1967 offices.

### Philadelphia

Kenneth R. Commander, of Texas & Pacific RR, has been elected chairman of the Railroad General Agents' Association of Philadelphia. Elected vice chairman was S. B. Guy, Southern Ry.; and R. W. Thoemke, Northern Pacific, as secretary-treasurer.

### Cincinnati

New president of the Cincinnati Passenger Traffic Club is Santa Fe's Paul Garland. H. Lehkamp, B&O RR, was elected vice president; J. Hewitt, AAA's World Wide Travel, secretary-treasurer. New board of governors are A. C. Busemeyer, Wayfarer Group Travel; G. Vance, UP RR, and W. Daly of the Southern Ry.

Newly elected officers of the Cincinnati Chapter of Bon Vivants are F. Baurichter, Avis Rent-A-Car, president; J. Hewitt, World Wide Travel, vice president; Mrs. M. Viltrakis, Loew's Hotels, secretary, and L. Adams, Northern Pacific, treasurer.

### Milwaukee

J. M. Mildenerger, of the Burlington Route, was elected president of the Wisconsin Passenger Club at its  
*Continued on Page 4*



**MINNEAPOLIS TRAFFIC** club officers for 1967 are, left to right: seated, president Don Randle; secretary F. M. Hurley, both of the Great Northern station. Standing are treasurer F. Magnusson, Milwaukee Road, and W. Wiedenhamer, vice president, Milwaukee station. Named directors are chairman Earl Boyer, NP Ry.; C. Grosser, Guest Travel Service; J. Strauss and A. Brese, CB&Q; E. Perry, MP RR; T. Taff, GN; and S. Lifson of NP Ry.



## Passenger Revenues Maintain Trend Started in 1958

Continuing a trend that began in 1958, Northern Pacific passenger revenue for 1966 increased 5.8 per cent over 1965, F. G. Scott, NP passenger traffic manager, announced in St. Paul.

Total passenger revenue for 1966 climbed to \$7,633,242, which represents a gain of \$412,712 over the preceding 1965 figure. December 1966 revenues were the best December since 1948, Scott said.

A corresponding gain in total number of revenue passengers carried by the Northern Pacific and in total passenger mileage was also recorded last year. Northern Pacific carried a total of 752,176 passengers in 1966 or 71,751 more than in 1965.

NP has registered gains in passenger revenue each year since 1958, except in 1963, the year following the high 1962 figures which were primarily due to the World's Fair in Seattle.

## St. Paul Ticket Office Moves to NP Main Office

Northern Pacific's St. Paul city ticket office has moved its operations into a temporary location at the St. Paul general office building, 176 East Fifth Street.

A new, modern ground-floor ticket office will be constructed this year at the main office. Until the new office is completed, tickets, reservations, and travel arrangements will be handled by city ticket office personnel in the new headquarters on the ninth floor of the general office building.

H. A. Cotton, general agent-city ticket office, is in charge of the St. Paul office.

Company officials said the move was based, in part, on increased business activity near its own headquarters resulting from renewal of major portions of the downtown area.

Two new major office buildings and a parking ramp are nearing completion on adjacent property. Other new structures will soon rise on surrounding blocks in the downtown renewal project, bringing even more activity to the vicinity.



**HAPPY TRAIN TRAVELERS**—Fourteen members of the A. H. Nurre family of Bernard, Ohio, pause at Livingston, Mont., before boarding the **Vista-Dome North Coast Limited** for Chicago, ending a two-week trip last summer. After traveling the Northern Pacific to Spokane to attend a family reunion at Spirit Lake, Idaho, Mr. and Mrs. Nurre and their 12 children, ranging in age from 1½ to 20 years old, returned from Spokane and stopped at Livingston for a two-day tour of Yellowstone National Park. Commenting on the happy trip, Mrs. Nurre wrote that she recommends traveling by train and feels that it is a wonderful way for a family to see America.

### Club Elections

*Continued from Page 3*

annual Turkey Party at Milwaukee. Other officers are Milwaukee Road's W. H. Stiyer, vice president, and D. M. Sullivan, secretary-treasurer. G. S. Schally, NP Ry, and G. F. Schwartz, UPRR, were elected as new directors.

### Chicago

The Rail Sales Club of Chicago has elected H. J. Spence, AFTM of the Northern Pacific, as its 1967 president. Vice president is R. T. Schlude, MP-T&P Lines; secretary-treasurer C. F. Froelich, DT&L-AA railroad, and new directors V. Dunfee, Milwaukee Road; R. M. Roth, C&NW; D. A. Scrivner, MP-T&P, and J. S. Sheahan of the IH&B railroad. Burlington's J. L. Weingarten, outgoing president, becomes an ex-officio board member.

### New York

P. S. Jones, of the New York, New Haven, & Hartford RR, will head the General Eastern Passenger Agents Association of New York for 1967. Also elected at the 44th annual luncheon and business meeting in New York were vice president J. E. McNamara, Burlington Route; treasurer F. Knotts, C&O-B&O RR; secretary R. R. Duncan, ACL, and assistant secretary P. W. Harris of the Seaboard Air Line RR.

### Stewardess Service

*Continued from Page 1*

ager at St. Paul, said the change was due in part to the critical shortage in nursing personnel.

"At a time when hospitals, the military services, and others engaged in the intensive care of patients are themselves faced with a shortage of nursing personnel," he said, "it's not very realistic for us to compete for them in a program where these skills are only a part of their total service function."

"While applicants for stewardess positions who have had nurses training will be considered, nurses training is no longer a requirement. Careful selection and thorough training of new candidates for stewardess positions will assure high standards of service to passengers on the Vista-Dome North Coast Limited."

Miss Randall joined Northern Pacific in 1943 as a stenographer at Yakima. She became secretary to the western passenger traffic manager in 1948.

She has been active in the Women's Traffic and Transportation Club of Seattle, served as secretary in 1956, vice president in 1957-1958 and president in 1958-1959. She is presently vice president of the Seattle Executive Secretaries Club and has held other key positions in that organization.