

# TELLTALE

FOR EMPLOYES OF THE NORTHERN PACIFIC RAILWAY COMPANY

VOL. XXVI

MARCH, 1963

NO. 2





Published monthly by the Advertising & Publicity Dept., Northern Pacific Railway, Saint Paul 1, Minn., W. A. Gustafson, Manager.

## NOTICE

Beginning with this issue, the TELLTALE will be published by the Advertising and Publicity Department.

In the transfer of publication responsibility, it was decided to forego the February issue in order to make possible an earlier publication date for succeeding issues. Henceforth, the TELLTALE will be printed during the first ten days of each month, with distribution following immediately upon receipt from the printer.

Deadline for all material will be the 20th of each month for publication in the succeeding month's issue. All communication concerning content and distribution should be addressed to: Walter Gustafson, Manager, Advertising & Publicity, Northern Pacific Railway Co., St. Paul 1, Minn.

## Our Cover . . .

Northern Pacific's Drum and Bugle Corps of 1938 forms outside a snow train at Taylors Falls, Minn., before leading the festivities at a ski weekend. For the story on the band of 1938-42, see Page 8.



## MEMO . . . FROM THE PRESIDENT

On January 29, I had the privilege of speaking before the New York Society of Security Analysts on my favorite subject, The Northern Pacific Railway.

I was happy to report the following to this important financial and investment group:

Northern Pacific had gains both in freight and passenger revenues in 1962.

We had an overall gain in freight revenue for 1962 of 5.6%. Gains for the first nine months were approximately 2%. With a 15.8% gain in the last three months, it brought our overall gain for the year to 5.6%.

Our gain in passenger revenue was 11.39%. While a substantial percentage of this can be attributed to World's Fair travel to Seattle, 1962 was the fourth consecutive year we have had gains in passenger revenue.

Net income for 1962 was approximately \$4,000,000 over 1961. About 52% of this income in net income was from our operations and the balance of around 48% from a reduction in Federal income taxes, the latter due to the new "guidelines" depreciation rules.

OUR 1963 IMPROVEMENT program calls for the expenditure of \$24,700,000. Of this \$11,424,000 is being used for new equipment. Our Brainerd shops are nearing completion of 200 new cars. As soon as these are finished another program calling for 236 new cars will be started. Our projected car building program will keep the Brainerd shops busy for the remainder of the year.

Our rail-welding program in Dickinson will swing into action in the early spring, initiating a major welded rail and ballast program.

FEW PEOPLE REALIZE the vital importance of railroads in our national defense and security. Let me quote from the January 14 issue of the Chicago Daily News. This article was published after the Defense department lifted its secrecy on the role rails played in the Cuban crisis.

"The story, recently released by the Pentagon is that the railroads put a total of about 3,600 flat cars, 190 hopper cars, 40 box cars and 200 passenger coaches into service on extremely short notice.

"The first alert to the railroads came just 15 minutes before President Kennedy went on television October 22 to tell the nation about the Cuban missile buildup.

"The first train, carrying units of the 1st Armored Division left Fort Hood, Tex., the following day for Fort Stewart, Georgia, the Army's staging area.

"Army air defense units moved by rail to Florida from Fort Meade, Md., Fort Bliss, Tex., and Fort Lewis, Wash."

*Paul MacFarlane*

## Lindquist Appointed Safety Dept. Head as DeWitt Retires

The retirement of C. T. DeWitt, Superintendent of Safety since 1946, was announced recently by Vice President C. H. Burgess.

Named to succeed him is R. C. Lindquist, former Inspector of Train Dispatching and Transportation, who will head a new department entitled Rules, Safety and Fire Prevention.

Lindquist came to the company as a telegrapher in 1943 and was named a dispatcher at Minneapolis in 1950.



DeWitt



Lindquist

He was promoted to inspector eight years later.

DeWitt, born in Hastings, Minn., and graduated from high school there, joined the engineering department in 1912 while attending law school. He resigned a year later to complete his education, then returned in 1914.

For the next 30 years -- except for 26 months of military service in World War I -- he worked in the operating department, gaining the experience that was to equip him for more than 18 years in safety supervision.

In 1944 he was named Assistant Superintendent of Safety, to head of that office in 1946. His duties were expanded in 1954 to include those of superintendent of fire prevention.

DeWitt served 11 years as editor of the AAR Safety News Bulletin, prior to his election in 1957 as general chairman of the AAR's safety section.

## Carol Tako Reigns as NP Princess

Pretty Carol Tako, a 19-year-old stenographer in the main office pass bureau, has been selected to reign as Northern Pacific's 1963 St. Paul Winter Carnival Princess.

Miss Tako and NP Carnival Chairman Rudy Clemmensen are pictured at right during Northern Pacific's dining car luncheon for visiting princesses at the Carnival.

Carol appeared at more than 20 different functions during the Carnival's two-week run. She is 5'6", 120 pounds and was graduated from Minneapolis Business College.



## NPBA Names Four Telltale Reporters

The following employees are now serving as TELLTALE correspondents for the Northern Pacific Beneficial Association: *Bernadine Prusak*, Medical Records Librarian at St. Paul; *Cheryl Jesse*, Laboratory Technician at Glendive; *Margaret Kriksciun*, Registered Nurse at Missoula; and *Berghot Hammarstrom*, Registered Nurse at Tacoma.

## St. Paul, Tacoma NP Hospitals Get Gifts

The St. Paul Hospital has received \$10 from *Marcella R. Goetz*, Winter Haven, Fla., in memory of her brother, the late *Joseph Rose*, machinist.

Donations to the Tacoma Hospital were \$25 from *Edna Jacobs*, retired telegrapher; \$5 from *Albert Brady*, retired chief clerk, and \$5 from an anonymous donor.



When W. P. Stapleton, seated center above, retired recently as NP's Western Agricultural Agent, his friends and associates gathered to honor him at the Arctic Club in Seattle. Seated, left to right, are: John Haw, retired Director of Agricultural Development; Stapleton; and L. S. MacDonald, present Director of Agricultural Development. Standing are: O. A. Kobs, Western Freight Traffic Manager, and Ken Cook, who has succeeded Stapleton.





HOW IT WAS DONE---

## THE RAILROAD THAT

Less than seven years after the driving of the last spike at Gold Creek, Mont., and within three years of the completion of Northern Pacific's line over the Cascades, the entire tier of northwest territories had sufficient population to join the Union.

The growth and ultimate admission of these states into the Union tell a graphic story of the part played by the NP in the settlement and development of the Northwest.

After the close of the Civil War, the western railroads were forced to adopt definite colonization programs to make their existence on a profitable basis possible. They became, in fact, the most important single factor in the development of the Trans-Mississippi country.

Northern Pacific was one of the roads that carried on a vigorous colonization program. The magnitude of this job was increased because the land from Lake Superior to Puget Sound was practically uninhabited, except by Indians, in 1870 when construction of the road was begun. No whites in northern Minnesota; not a single farm or settlement along the NP route in North Dakota, and nothing in Montana east of the Belt range. Butte, Bozeman and Helena had been established, supporting some mining. Idaho and eastern Washington were almost devoid of population. But NP had its land grant.

Sale of these lands served a dual aim: to realize the income necessary to build the line and to populate the country so the new railroad would have enough business to make it a profitable investment.

Northern Pacific engaged the services of Jay Cooke, the famous financier, to handle the financing of the

railroad in 1869. And Cooke, who had popularized government loans during the Civil War by a large-scale program of advertising and publicity, had developed an effective promotional organization.

As soon as Cooke signed the Northern Pacific contract, his promotional machinery was put to work, pouring out pamphlets, broadsides and advertisements in the most popular magazines and newspapers of that day. The advertising and publicity program which then took shape provided a highly successful model after which to pattern the organization of the publicity divisions of NP's Land and Emigration departments.

After Cooke had thus established an awareness of this mighty venture, it still remained for the railroads to implement his work. To describe how this was done

is to tell the story.

The complete story of Northern Pacific's colonization work has never been told. It was carried out over a period of five or six decades. At least twice -- following the financial crises of 1873 and 1883 -- this program had to be severely curtailed.

Many capable individuals were involved in the promotion of the sale of Northern Pacific lands and in inducing settlers to move to the territory.

At the beginning, there were three possibilities for the disposition of the land. It might be held for speculation, sold to large eastern land companies for grazing or speculation, or sold in small parcels to the settlers themselves. The first two alternatives were ruled out because there was a crying need for the benefits of the

Miners' traveling bakery at Couer d 'Alene Mines in Montana Territory, 1884



third -- settlers and population. For freight revenue, it was necessary to have farmers on the land to ship their produce back east.

Perhaps the most glamorous chapter of NP's colonization work was the extensive drive in Northern Europe beginning in 1880. How the railroad was able to induce farmers, fishermen, artisans and laborers to leave their homes in their native lands, cross the Atlantic and then travel across 1,500 or more miles of the United States is a fascinating story. It was during the last half of 1882 and the first half of 1883 that the European campaign reached its peak.

A total of 748 new agencies were established in the British Isles during this period, so that in July of 1883 there were 831 active local agents in the United King-



Northern Pacific Reception House for colonists at Glyndon, Minn., in 1876.

## BOUGHT SIX STATES INTO THE UNION

dom. Of these, 20 were in London, 689 in large towns and villages in England and Wales, and 122 in Scotland and Ireland. On the continent there were 124 general agents in Norway, Sweden, Denmark, Holland, Switzerland and Germany.

The agents in the Isles were supplied with printed material from the Liverpool office and with samples of grain and other products which they displayed at various sorts of exhibits. Continental agents did essentially the same type of work, distributing pamphlets and circulars through sub-agencies in smaller towns and villages, where contacting rural migrants would be a much simpler task than it would have been had the agents concentrated on the cities.

An appreciation of the extensive scope of the work

1884 NP Timetable advertisement

### STILL QUICKER TIME FOR EMIGRANTS!

For the better accommodation of Emigrant Passengers, they are carried between St. Paul, Minn., and Wallula Junction, Wash. Ter., on daily Atlantic & Pacific Express Trains, thus

**REDUCING THE EMIGRANT TIME  
Between St. Paul and Portland,  
TO ABOUT  
4 DAYS,  
WITHOUT CHANGE OF CARS.**

**BEAR IN MIND** that the Northern Pacific is the only railroad running Emigrant Sleepers from the East into Montana, Oregon and Washington Territory.

may be gained from the evidence that 632,550 pieces of promotional material were distributed during the fiscal year of 1882-1883. This literature included pamphlets, maps, cards and posters printed in English, German, Swedish, Dutch, Danish and Norwegian. Regular monthly editions of the Northwest magazine were distributed. The Northwest magazine of that day was the forerunner of the Northwest which is being published by NP today.

An item in the Northwest of September, 1883, indicated that during the European campaign, some 2½ million pieces of promotional material in the languages mentioned, plus Finnish, were mailed out in answer to 60,000 letters of inquiry.

The phase of the European campaign just described is, of course, but one facet of a many-sided program carried out over a period of many years and extending well into our own century. But what were the results of the early campaigns prior to 1900?

That the vast prairies of the Northwest were placed under cultivation is indisputable. That population moved in at a spectacular rate is a matter of record. Perhaps Northern Pacific cannot take all of the credit. There were some other factors which were attracting people to the Northwest. The westward movement was so irresistible a phenomenon that it doubtless would have continued even if there had been no NP colonization program.

However, it seems certain that the efforts expended by the Northern Pacific in those days hastened the movement and, further, attracted persons to NP lands that the company desired to have there. There is no question but that the NP played an important and vital role in the settling of the West.

# Promotions and Retirements

*H. G. Knudsen* has been appointed acting shop superintendent at Brainerd because of illness of *J. C. Bekemans*...*H. H. Ramer* has been promoted to Master Mechanic of the NP's Idaho Division...*O. E. Hetherington* is new Assistant Master Mechanic of the Rocky Mountain Division.

*G. B. Hurd* has been appointed Electrical Assistant at St. Paul, and *E. A. Parrish* succeeds him as Foreman Wireman of the Eastern District in St. Paul...*Frank Pontorola* has been appointed Assistant Roundhouse Foreman at Auburn.

*R. J. Setterholm* has been appointed Agent at Minneapolis...*V. R. Boit* has been advanced to the position of Working Supervisor at Forsyth...*R. S. Smith* is new Traveling Freight Agent at Glendive. He succeeds *N. S. Livers*, who has returned to the Operating Department to accept appointment as Agent in Glendive.

*T. E. Slater* has been promoted to City Freight Agent at Fargo...*W. B. Olson* has been named Chief Clerk, office of Signal Engineer, and has been succeeded by *H. R. Hovland* as Chief Clerk, office of Assistant Signal Engineer, Eastern District, both of St. Paul.

*Sylvia Mercer*, Supervisor of Surgery and Central Supply for the NP's Missoula Hospital, has been named Director of Nursing Service. A graduate of Deaconess Hospital School of Nursing in Spokane, she has been with NPBA since 1947.

*Charlene Miller*, Registered Nurse with the NPBA since 1960, is the new In-Service Education Director at Missoula. She is an alumna of Spokane's Washington State College.

## RETIRED . . .

*William M. Pederson*, machinist at Mandan, after 50 years with the Northern Pacific. *Charles Roth*, locomotive engineer from Superior, Wis., after 52 years. *William M. Nelson*, machinist at Auburn, after completing 47 years with the railway. *Louis J. Fleischmann*, agent-telegrapher at Forest Lake, Minn., after 46 years.

*Carl E. Hanks*, Air Brake Foreman at South Tacoma Shops, after 43 years on the NP. Carl's friends and co-workers held a party for him at Steve's Gay Nineties Restaurant. *A. T. Knutson*, Agent-Local Freight



Hanks



A. T. Knutson

in Minneapolis, after 43 years of service. He was honored by friends and associates at a recent retirement party.

*John G. Poole*, locomotive engineer from Centralia, with 50 years on the line. *John H. Oak*, track welder at Jamestown, after 42 years. *Byron C. Anderson*, section laborer from Littlefork, Minn., after completing 25 years with the company. *Edith M. H. Dickinson*, stenographer-clerk at Auburn, after 20 years.

*Edwin A. Lee*, cashier at St. Paul, 44 years. *Vern A. Hoeft*, car man at Brainerd, with 39 years. *James O. Hayes*, switchman at Seattle, 33 years. *Thomas V. Carlson*, leading AFE clerk at St. Paul, after 46 years.

*Elizabeth M. O'Shea*, general clerk at Minneapolis, after 45 years. *Joseph H. Dever*, welder at Livingston, after 40 years with the NP. *John Schloss*, section laborer at Toppenish, with 38 years in. *James E. Creecy*, roundhouse foreman at Forsyth, 22 years.



On hand to greet locomotive engineer *Frank G. Quinn*, center, on his retirement after more than 50 years with the NP are Superintendent of Motive Power *O. J. Murphy*, left, and General Manager *D. A. Thomson*.

*William T. Grubb*, car repairer at South Tacoma, after 43 years on the NP. *Frank Posick*, car repairer at South Tacoma, after 28 years on the line. *Fred Martin*, bridge and building carpenter at Jamestown, after 36 years on the Northern Pacific. *Georgia M. Ross*, switchboard operator at Glendive, 20 years.

*Arnold I. Bredberg*, baggageman at Missoula, after 29 years. *Rufus C. Oliver*, locomotive engineer from Livingston, after 45 years. *Edward A. Davis*, waiter from St. Paul, with 36 years on the railway. *John H. Spannring*, car inspector from Livingston, after 40 years. *Frank E. Ryan, Jr.*, general yardmaster at Seattle, 50 years.

*Nathalie B. Herschler*, terminal clerk at Duluth, with 44 years. *Earl E. Schwaeble*, chief clerk at St. Paul, after 47 years on the NP. *George W. Johnson, Sr.*, yard clerk at Yakima, after 47 years.



*Clarence C. Trueblood*, left, receives a gift from his friends upon retirement as Chief Clerk to Shop Supt. at Brainerd. *H. G. Knudsen*, Acting Shop Supt., makes the presentation.



## Your Attitude Can Make a Difference

A concerned motorist once stopped a hard-driving friend of his who had no apparent regard for safety.

"How come you're driving so darned fast?" he asked his friend.

"Well," replied the speed demon, "they say if you drive fast enough you miss a lot of accidents."

That fellow is not around today, but there are still plenty of people who live by that devil-may-care attitude toward safety for themselves and others. "Ignore accidents," they say, "and maybe they'll go away."

Last month, Northern Pacific found it hard to ignore accidents. The railway's casualty rate per million man hours was on the increase again. Only the Fargo Division maintained a clean slate with no reportable injuries during the month of January. The Lake Superior and St. Paul divisions reported four injuries apiece.

Behind every maze of accident statistics, though, there is this kind of inconvenience and misery:

. An NP section foreman had an ear lacerated when he caught his head between a door jam and a motor car.

. While boarding an engine, a fireman fell and injured his back.

. A sectionman sustained injury when a push car rammed into his foot.

. A stewardess-nurse on the Vista-Dome North Coast Limited suffered a badly sprained ankle.

. Ten different NP switchmen reported accidents ranging from strained backs to banged-up fingers and hands.

That's quite a variety of accidents. It takes a special kind of built-in caution and alertness to avoid them.

### Got Baseball Fever?

Ticket requests from NP Veterans Association members are being taken for the June 16 Minnesota-Los Angeles double-header in the Twin Cities. Send to J. G. Heimsjo, Room 325, Great Northern Depot in Minneapolis for \$2.50 tickets.



A leg broken in football didn't prevent Bob Rice, 16, of Glendive from keeping up with his fellow students at Dawson County High School. The local Mountain States Telephone Co. installed a "school to home" intercommunication system for him at the NP Hospital, and he heard everything that was said in his classes. Looking on as he operates the unit are E. K. Nelson (left), former Administrator at the Hospital, and Burt Carlson, manager of the Telephone Co. Bob's father, F. C. Rice, is an NP electrician.

STATEMENT OF EMPLOYEES' REPORTABLE INJURIES AND TRAIN ACCIDENTS FOR THE PERIOD JANUARY 1 TO JANUARY 31, 1963

Divisions	Class of Employee								Reportable Injuries			Train Accidents		Motor Car Accidents	
	Enginemen	Trainmen	Yardmen	Stationmen	Trackmen	B&B Men	Shopmen	Carmen	Total	Ratio	Rank	This Year	Last Year	This Year	Last Year
Lake Superior		1	3						4	28.78	7	5	1		
St. Paul			3					1	4	13.04	6	4	5	1	
Fargo										0.00	1	1	1	1	
Yellowstone			1	1					2	6.95	4	2	5	1	
Rocky Mtn.	1		1						2	8.86	5	5	3		
Idaho					1				1	3.49	2	2	7		
Tacoma		1				1			2	4.93	3	8	8		1
SHOPS															
Como								1	1	24.24	3				
Brainerd								1	1	20.47	2				
Livingston								1	1	29.10	4				
So. Tacoma										0.00	1				
MISC. DEPTS.															
Store Dept.															
Dining Car															
Engineering															
Signal														1	
Chf.Spec.Agt.									1	55.03					
Comm. Dept.															
Elec. Engr.															
King St. Sta.															
Grand Total	1	2	8	1	1	1	1	2	19	7.6		27	30	4	1
Casualty Ratio per Million Man Hours (est.) ----- 7.6															
Casualty Ratio (Last Year) ----- 6.24															



## *NP Drums, Bugles-- Remember When?*

Back in the fall of 1937, there was a lot of banging and blaring going on in the sub-basement boiler room of Northern Pacific's general office in St. Paul. The racket wasn't coming from the pipes, either.

The resounding noise -- slowly becoming more melodious -- was coming from the band instruments of 30 NP employees who were working up a drum and bugle corps in their spare time. The huge boiler room was the only "studio" big enough for them to practice in.

In the group were a few practicing musicians, a fellow who had picked up some drumming technique from a Civil War drummer, and a bunch of people who were eager to learn.

Although they came out of those early sessions with ears ringing, the corps, under the management of Dick Coughlin, eventually became one of the best of its kind in the area. Their first appearance was in the 1938 St. Paul Winter Carnival.

For the next five years, the NP Drum and Bugle Corps played at virtually every civic function in St. Paul, and even went on the road to represent the company at events on the NP line. In 1939, they won an award for

top performance in drum corps competition. In all, they performed in 30 different cities in the Midwest -- from Chicago to International Falls in northern Minnesota.

When a large share of its members went off to war in 1942, however, the corps broke up. It didn't get back together again until this year.

On the eve of the 1963 St. Paul Winter Carnival -- 25 years after the unit's first appearance -- they held a reunion at the Lowry Hotel in St. Paul. Ex-band members turned up from such far off points as San Francisco, Portland and Winston-Salem, N.C. for the get-together. On hand to greet them was NP's Winter Carnival Princess, Carol Tako, and her escort, Rudy Clemmensen, himself a former drum corps member.

Northern Pacific President Robert S. Macfarlane also sent special greetings to the group that had done so much to further the railway's public relations during 1937-42.

The 35 returning band members didn't sneak back down to the NP's boiler room for a jam session that night, but they had plenty of fun talking over the old days.