

# TELLTALE

FOR EMPLOYEES OF THE NORTHERN PACIFIC RAILWAY COMPANY

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JC AWARD WINNER - Named as JC Man of the Week, Dick Heselton, Clerk in NP's St. Paul General Claims Department, was recently honored by the St. Paul Chapter of the Junior Chamber of Commerce for his contributions to Jaycee work. Selected for the week of March 8, Heselton was chairman of the Distinguished Service Award Convention held in Moorhead, Minn. He recruited 30 people and arranged the train accommodations for the "On to Moorhead" trip.

## Our Cover . . .

... Audrey Strohmayr of St. Paul, Northern Pacific Railway's princess, presses a button to activate the company's new centralized traffic control facility between Staples and Gregory, Minn. The new \$795,000 signal installation now controls NP train operation over a 38-mile section of single-track main line. The control board is at the Hennepin avenue railroad station in Minneapolis. A. J. Hendry, NP's Signal Engineer, conducted the countdown for the Railway's princess.



## MEMO . . . FROM THE PRESIDENT

A serious problem faced by Congress and some State Legislatures this year is the trucking industry's move to increase the size and weight limits of trucks using the public's costly highway system.

Authorization to increase size and weight limits poses an obvious threat to the welfare of all railroad people, not only as employees of the self-supporting railroad industry, but also as motorists and taxpayers.

Results of 17-1/2 million miles of driving on a special test track in Ottawa, Illinois, in tests conducted by the Highway Research Board of the National Academy of Sciences for the American Association of State Highway Officials, reveal that the heavier the axle-load the greater the pavement damage.

For example: tests show that the pavement damage to an 8-inch concrete road from a 32,000-pound tandem-axle-load is 7,400 times greater than the damage done by the 2,000-pound axle-load of the pickup truck which served as the equivalent of the average family car.

To build roads heavy enough to withstand the extra wear and tear of heavily loaded trucks costs more money. It has been estimated that the increased cost to our National System of Interstate Highways would be approximately \$6 billion, bringing the total cost to approximately \$47 billion.

It must be remembered, too, that of the 86 million vehicles using our highways, only about 800,000 are over-the-road freighters. The extra costs would be incurred to serve the needs of only a tiny fraction of the total number of vehicles. It is not fair and it is not good business to spend these huge sums, to tax the average motorist to pay for the privileges of a few.

In the matter of safety, the American Automobile Association stated that it was "shocked by and vigorously opposes" the proposals (*increasing size and load limits for trucks*).

The Chicago Motor Club, an AAA affiliate, said in a letter to motorists, "Any further increase in truck size can only add to the hazards of high speed travel on our new freeways. . . . The line must be held on truck size and weight if your already considerable investment in our streets and highways is to be protected."

The proposal to increase size and weight limits on trucks effects not only the railroad's welfare, but also yours through taxes and the safety of yourself and your family.

*Paul MacFarlane*



ROYAL TREATMENT BY NP-Audrey Strohmayer, Northern Pacific's 1965 Princess and St. Paul Winter Carnival Queen candidate and her escort, R. A. Clemmensen, NP's Office Inventory Engineer, enjoy themselves during a recent luncheon held for St. Paul's Winter Carnival Royalty. Sponsored annually by the NP, the traditional Diner Luncheon is served aboard the North Coast Limited's diner in St. Paul.

## Off - Duty NP Car Inspector Pitches in to Shorten 'Mainstreeter' Train Delay

Public service is the stock in trade of every Northern Pacific employee, of course. But when it entails an off-duty effort that results in a saving of time and the prevention of an accident, it is deserving of special mention.

Such an unselfish act was performed recently by Ethmer P. Morrison, a carman at Laurel.

Train No. 1 was traveling between Livingston and Helena, not long ago, when Conductor J. R. Gallagher noted that one of the coaches was not riding as smoothly as it should.

"After leaving Bozeman, and about two miles east of Belgrade, a truck spring hanger had broken," Gallagher reported. "Not being familiar with the construction of this assembly, I did not catch the effects of the break at the time. After making a hurried inspection of what I thought might be wrong, I proceeded on to Logan, inspecting the car at one stop between Belgrade and Manhattan, and again at Manhattan."

While the train was standing at the station in Logan, Gallagher once more took his lantern and tried to find the trouble. As he was examining the truck assembly, Morrison stepped off the train.

"Knowing that he was a car inspector," Gallagher wrote, "I asked him if he could find anything wrong. Al-

most immediately he discovered that the spring hanger was gone and that the bolster was riding the truck frame. This is what had caused the rigid riding of the car and the roughness I had noticed when the train was in motion."

The conductor immediately called the chief dispatcher at Missoula, who ordered the car to be set out.

"We were a regular passenger crew, and the work of setting the car out would necessarily be slow because of our inexperience. However, Mr. Morrison put on some work clothes and pitched in to help, saving us a great deal of time and reducing the delay in the train's departure. I am sure we would have been there much longer if we had not had the benefit of his experience and knowledge."

"I would like to commend him for his prompt action and help, and I want him to know we all appreciate what he did."

### EASTER SEAL CAMPAIGN

Sponsored by National Society for Crippled Children and Adults, the Fund Appeal runs to April 18. Easter Seals help 250,000 overcome their crippling disorders.

## Nipper news bits

Staples and Jamestown bowlers took top honors in the Fifth Annual NP Washington's Birthday Bowling Party held in Fargo, February 21-22.

Robert Case, Cashier at Staples, striking in the first 7 frames of his last game with nine pins in the eighth frame, had high game with a 257. He also had high series with a 716 total.

Esther Bullard, Cashier at Jamestown, took individual high game for women with 199. She bowled a 618 for the series.

81 bowlers participated from four NP operating divisions, braving sub-zero temperatures both days.

Joseph H. Horrall, Northern Pacific's Agricultural Development Agent in Fargo, was chairman of the recent fifth annual Fargo Farm Forum held in that city, according to Dorothy Brantseg of the Fargo Division Superintendent's office.

More contributions were recently received by the NPBA Hospital in St. Paul. The Beneficial Association wishes to express its gratitude to the following contributors:

Mrs. Marcella Goetz, \$10.00, in memory of her brother, Joseph Rose, an NP machinist; Charles Schwindeman, Boilermaker in Duluth, \$75.00 and Alvin Larson, B&B employe, Valley City, N.D., \$5.00.

The St. Paul NPBA Hospital recently received another three-year, full accreditation by the National Joint Commission on the Accreditation of Hospitals.

Pete Aleksich, Northern Pacific Freight Checker in Butte, realized the dream of every week-night amateur kegler, recently when he bowled a perfect 300 game, the first in 17 years in Butte league play.



**BBDO**BATTEN, BARTON, DURSTINE & OSBORN, INC. ADVERTISING  
1000 Hennepin Ave. S.W. Minneapolis, Minn. 55402

ZOOM BACK FOR CU OF TABLE

real dining, too ...  
with a real menu.CONTINUE PULL BACK TO REVEAL  
MAN WITH WAITERAnd the service is  
as magnificent as the  
food.

DE TO ECU OF BOOK

(MUSIC AND RAIL CLICKS  
UNDER SOFTLY)ZOOM BACK TO SHOW MAN  
IN BED

There's time to read ...

NP USES TV - Prior to the production of a TV commercial, a "storyboard" is prepared. This is a series of rough sketches illustrating the action to take place

in the commercial. After the story board has been okayed, the actual filming is completed and edited to make the finished TV commercial.

# Advertising Builds Identity and Preference for Northern Pacific

There was a time, not too many years ago, when price, quality and service were the criteria for the successful sales of a product or service.

The expanding population and the resultant increase in the market for goods, changing habits of the consumer public, technological advances of recent years, higher standard of living, ease of transporting goods to distant markets, highly charged competitive race for business and other factors have brought about a significant change.

Price, quality and service are still essentials, but survival in today's competitive market calls for still another dimension - - - advertising.

Ask ten people to define the objectives of advertising and you might get ten different answers. The advertising department of the Northern Pacific would give you this answer, "To build identity and preference for the Northern Pacific Railway Company." This simple statement sums up the total philosophy of NP's extensive advertising program, though many different avenues of approach are used in an effort to attain this objective.

Having the dual responsibility for advertising and publicity, many different assignments, from advertising campaigns to news releases, are handled within the NP advertising and publicity department.

A staff of creative writers, supplemented by clerical personnel, is responsible for the creation and production of advertising, as well as channeling publicity material to news outlets in all parts of the nation.

In addition to its regular advertising staff, Northern

Pacific employs the services of Batten, Barton, Durstine and Osborn, one of the country's largest advertising agencies, with a local office in Minneapolis.

A vitally important avenue of approach in building identity and preference for NP is newspaper advertising. NP ads are scheduled for frequent insertions in the



NP COLLATERAL ADVERTISING - such as travel brochures, timetables, folders, posters and calendars - is produced by Northern Pacific's own advertising staff. Here, Assistant Advertising Manager Bob Perrizo works on a travel flyer.



ADVERTISING CONFERENCE - Walter A. Gustafson, right, NP's Advertising and Publicity Manager, discusses an advertising layout with Bill Reker, account executive for Batten, Barton, Durstine & Osborne, Inc., Northern Pacific's advertising agency. NP employs BBDO's services for its newspaper, magazine, radio and TV advertising.

newspapers during early spring when people are thinking of vacations and making travel plans. In the summer months when passenger traffic is heavy, little newspaper advertising is used. The program is reactivated again in the fall, using ads beamed at holiday travelers and general ads to remind people of the dependability and convenience of train travel in winter months when

weather is a hazard to the motoring public.

NP advertising appears in 63 newspapers in 57 on-line cities. It also appears in 22 newspapers in 18 major off-line cities. These 85 on-line and off-line papers have a total circulation of 13,317,779.

NP newspaper ads can be divided into two categories .... those that promote some phase of passenger travel based on a particular scenic point or points of interest to the traveler and vacationer and general ads which point out advantages to be enjoyed by rail travel. Every ad, however, has strong identification so that people will be reminded of Northern Pacific.

NP freight advertising is designed to reach a specific audience, the men who make or influence the decisions which determine the routing and railroad that will be used to ship their goods and products.

To reach this particular audience, Northern Pacific freight advertising is placed in trade publications, such as Traffic Management, Traffic World, Handling and Shipping, Business Week and in the Wall Street Journal.

The overall theme of freight ads is to inform NP customers and potential customers of NP's desire to serve, its capacity to serve and to build strong identity for the railroad in the minds of shippers and receivers.

A number of other publications are used for specialized ads and regular ads aimed at the traveling public. Among these publications is Time Magazine in which a series of 18 ads will be used to promote passenger traffic. The bulk of these ads are aimed at businessmen who are good prospects for rail travel.

Over the years, NP has used television with good results. TV is being used in the Twin Cities, Spokane, Seattle and Portland. Like the newspaper ads, the TV

## NP ADVERTISING

*Continued on Page 8*

CLIP THIS AD FOR TRAIN TOUR FOLDERS

### Your own private tour of the SPECTACULAR NORTHWEST

Leave Chicago any day aboard Northern Pacific's luxurious Vista-Dome NORTH COAST LIMITED via the American Rockies SCENIC ROUTE to Portland, Mt. Rainier, Seattle and the Space Needle, and cruise on Puget Sound to Victoria and Vancouver.

Select your choice of three return routes—

- ☐ Lake Louise and Banff & Canadian Rockies
- ☐ Glacier National Park
- ☐ Jasper Park & Canadian Rockies

All reservations completed in advance. Choice of reclining seat coaches or first class Pullman. Family plan rates Monday through Thursday. Send this coupon for folders and information.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Number in party \_\_\_\_\_ Age of children \_\_\_\_\_

MAIL TO: \_\_\_\_\_



ROUTE OF THE VISTA-DOME NORTH COAST LIMITED

NORTHERN PACIFIC NEWSPAPER ADS point out scenic attractions on the NP, attractive fares, and the advantages of rail travel to prospective customers. Above coupon ad will run in off-line newspapers urging vacationers and travelers to request free folders and information by mail.



"OLAF AWARD" was received by NP in 1963 for Outstanding Leadership in Advertising Formation for a TV commercial, "Watchful Eyes."



## Promotions



D. J. Waddell, former Chief Clerk at NP's Omaha, Neb., Traffic office has been appointed to succeed V. E. Taipale as Traveling Freight and Passenger Agent at Superior, effective February 16.

J. N. Bone was appointed Trainmaster-Roadmaster, Lake Superior Division, succeeding E. R. Anderson. His new headquarters are at Bemidji, Minn.

## Old-Time Railroad Lingo Would Be Puzzler Today

Railroaders have a lingo all of their own. Over the years, railroad men developed a certain language in reference to their work. Nowadays, this old-time slang is heard very little. Only a few oldtimers can interpret this lingo which doesn't make a lot of sense to one not acquainted with it.

See how your railroad vocabulary stacks up. Below are a number of sentences containing railroad slang. Can you decipher their true meanings?

Test your knowledge by filling in the blank space after each numbered word. Answers are printed in the bottom right hand corner of Page 7.

The old Armstrong (1) \_\_\_\_\_ rolled out of the pigpen (2) \_\_\_\_\_ and headed out into the garden (3) \_\_\_\_\_. The hoghead (4) \_\_\_\_\_ took the flimsy (5) \_\_\_\_\_ from the dinger (6) \_\_\_\_\_ when the grunt (7) \_\_\_\_\_ told him the air monkey (8) \_\_\_\_\_ and the car toad (9) \_\_\_\_\_ said the jambuster (10) \_\_\_\_\_ had okayed the run.

Working mostly on smoke signals (11) \_\_\_\_\_ like the High Grass Line, the dinger didn't want any cornfield meet on the main line (12) \_\_\_\_\_ and a burnt jewel (13) \_\_\_\_\_ meant freezing the blazer (14) \_\_\_\_\_.

When they came near the gate (15) \_\_\_\_\_ at the end of the alley (16) \_\_\_\_\_, the car-knocker (17) \_\_\_\_\_ cooned it (18) \_\_\_\_\_ over the gons and swung off the clown wagon (19) \_\_\_\_\_. A boiler wash developed (20) \_\_\_\_\_ that could make any hog die game, and when they came to the first high daddy (21) \_\_\_\_\_, she carried the white feather (22) \_\_\_\_\_.

In those days, they didn't use any breeze (23) \_\_\_\_\_, so the donickers (24) \_\_\_\_\_ on the reers (25) \_\_\_\_\_ didn't have to guard against a dynamiter (26) \_\_\_\_\_. The grabber (27) \_\_\_\_\_ told the ground hog (28) \_\_\_\_\_ he'd never make the rocking chair (29) \_\_\_\_\_ on the Cheyenne Valley Railroad when she began to churn (30) \_\_\_\_\_ on the high iron.

(Answers on Page 7)

## Safety Score Board

January, 1965

RANK	REPORTABLE INJURIES		CAS. RATIO	
	1965	1964	1965	1964
STANDING BY DISTRICTS				
1. Western District	9	4	9.47	4.27
2. Eastern District	13	12	13.90	12.84
STANDING BY DIVISIONS				
1. Idaho	1	0	3.24	0.00
2. Rocky Mountain	2	0	8.49	0.00
3. St. Paul	4	6	12.83	18.59
4. Lake Superior	2	6	13.00	13.44
5. Yellowstone	4	3	13.28	10.00
6. Tacoma	6	4	14.76	9.80
7. Fargo	3	1	17.82	6.13

### STANDING BY MAIN SHOPS

1. Brainerd	0	0	0.00	0.00
Tie South Tacoma	0	0	0.00	0.00
Tie Livingston	1	0	0.00	0.00
4. Como	1	0	22.82	0.00

### STANDING BY CLASS OF EMPLOYEES

1. Stationmen	0	0	0.00	0.00
Tie Bridgemen	0	1	0.00	11.32
3. Trackmen	1	0	2.96	0.00
4. Enginemen	1	1	4.47	3.93
5. Carmen	2	1	9.64	4.85
6. Shopmen	2	1	13.76	6.59
7. Trainmen	8	4	35.27	19.34
8. Yardmen	8	8	46.13	45.45

### MISCELLANEOUS DEPARTMENTS

1. Store Department	0	1	0.00	13.88
Tie Dining Car Department	0	1	0.00	19.16
Tie Signal Department	0	0	0.00	0.00
Tie Engineering Department	0	1	0.00	27.49
Tie Communications Dept.	0	0	0.00	0.00
Tie Chief Special Agent	0	0	0.00	0.00
Tie Electrical Engineering	0	0	0.00	0.00
Tie Mechanical Engineering	0	0	0.00	0.00
9. General Office & Misc.	1	0	3.33	0.00

TOTAL FOR SYSTEM 24 19 9.08 7.05

Train and Yard Accidents 23 15  
Motor Car Accidents 4 0

## Girl Scout Week Prelude to 1965 Summer Roundup

March 7-13 is National Girl Scout Week, marking the 53rd birthday of Girl Scouting in the U.S.A.

During this week, almost 3.75 million Girl Scouts engage in daily activities which demonstrate to the public specific parts of their program ranging from Homemaking to International Friendship.

To help further their aims, the 1965 International Girl Scout Roundup will be held July 17-26 at Farragut, Idaho, on the shores of Lake Pend Oreille. On July 15-16, 11,000 girls and Scout officials will arrive from the United States, its territories, possessions and from 40 some countries scattered over five continents.

Northern Pacific will run special Girl Scout trains, both to and from Athol, Idaho, adjacent to the camp area.





**RETIREMENT PARTY** - Lloyd Britt, former Assistant Valuation Engineer, holds a "Rogues Gallery" presented to him by NP Assistant Engineer, John Nyquist, left, at his recent retirement in St. Paul. The gift is a book of memoirs with pictures and signatures of Engineering Dept. personnel. 70 guests attended the party for Britt who had been with the NP almost 49 years.



## Safety Sam Says

Defensive driving is driving to prevent accidents, and preventability has little to do with who was to blame. It has everything to do with self-protection, and even survival.

Don't leave your own safety in traffic to the other fellow, says Safety Sam. Do not depend on what you think the other driver will do because he may not do it. When you see a dangerous situation, be prepared to cope with whatever mistake or violation the other driver might commit. Safety Sam concludes that defensive driving is your best chance to avoid auto collisions.



# Retirements



Edward G. Bueng	Section Laborer	Red Lake Falls	21
Anne B. Butler	Clerk-Freight Revenue Accounting	St. Paul	47
Mahlon J. Blandin	Caller-Clerk	Mandan	21
Margaret E. Bryan	Stenographer-Clerk	Tacoma	21
Lorenzo L. Courtright	Communication Lineman	Tacoma	42
Michael	Section Laborer	West Fargo	31
Andrew M. Doroff	Blacksmith	St. Paul	29
Bert C. Evers	Brakeman	Glendive	22
Clarence L. Fox	Relief Baggage Foreman	Tacoma	22
Alex Frickel	Car Inspector	Laurel	45
Henry C. Graff	Machinist Helper	Brainerd	34
Maurice C. Hansen	Machinist	Brainerd	38
Oliver L. Harfield	Section Laborer	Dilworth	22
Albert E. Harmon	Store Laborer	So. Tacoma	41
Robert M. Hughes	Section Stockman	Duluth	45
George W. Lee	Section Laborer	Bismarck	48
Harry Marcus	Freight Car Welder	St. Paul	42
M. J. McDonnell	Conductor	Pasco	48
Eugene T. McPherson	Conductor	Jamestown	20
L. W. Mittelstedter	Machinist Helper	Livingston	21
Erling J. Myhre	Machinist	St. Paul	33
Tony Pavia	Section Laborer	Tacoma	40
Harold V. Rhine	Assistant Manager- Advertising and Publicity Department	St. Paul	35
Clarence C. Rippel	Agent	White Bear Lake	55
Roy C. Rock	Locomotive Engineer	Livingston	52
Joseph E. Shaffer	Leading Car Inspector	Tacoma	35
Thomas R. Spence	Yard Clerk	Longview	20
W. F. Schwendeman	Crane Operator	Brainerd	44
John A. Tracy	Passenger Carman	St. Paul	21
Mildred C. Vaselenak	Stenographer-Pas- senger Traffic Dept.	St. Paul	40
Robert E. Watson	Leading Machinist	Livingston	42
V. E. Welschinger	Signal Maintainer	Moose Lake	48

(Answers to Quiz from Page 6)

Brakeman (28) engineer (29) pension (30) slip.  
(25) cars (26) emergency brake application (27) Head  
steep grade (22) foamy boiler water (23) air (24) hobos  
caboose (20) Foamy water caused by dirty boiler (21)  
(16) yard track (17) car inspector (18) climbed (19)  
hot crankpin and repacking it with grease (15) switch  
main line (13) hot crankpin (14) Stopping to cool down  
stack smoke (12) Trains meeting between sidings on  
inspector (10) yardmaster (11) fitting boiler by color of  
(6) conductor (7) fireman (8) air-brake inspector (9) car

## NP ADVERTISING

*Continued from Page 5*

schedule is heavy in the spring and fall months when the interest is highest.

In 1963, Northern Pacific received the "OLAF" award (Outstanding Leadership in Advertising Formation) for a 60-second, freight-oriented TV commercial, "Watchful Eyes." A Seattle businessman, after he had seen the NP series of television ads, wrote this letter to President Macfarlane, "This note is to let you know how much I enjoyed your current TV series of ads showing 'how to run a railroad.' I believe these scenes depicting actual operation of a freight train, the modern electronic switching yards and the men doing their jobs are a thrilling and impressive way to advertise how all types of commodities should be moved across the nation."

Radio, which has staged a tremendous resurgence as an advertising force, is again being used by NP. Radio commercials will be used on 46 stations in 29 on-line cities. The flexibility of radio allows for the use of special messages tailored to fit local situations as they arise.

In addition to media advertising, the advertising department produces all NP collateral advertising. This consists of timetables, travel brochures, folders, posters, wall and desk calendars, special folders for dude ranches, ski resorts, travel bureaus and any other specialized printed material related to the promotion of rail travel.

Layout of the Annual Report to Stockholders and quarterly brief reports to the stockholders is a responsibility of the advertising department.

In another area of communications, the advertising department is responsible for the publication of the Telltale and the North Coaster.

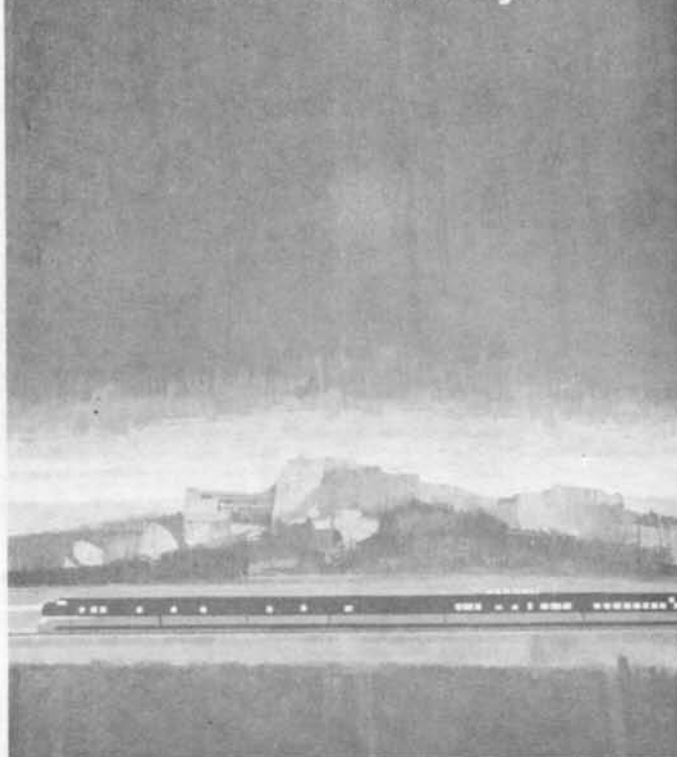
The Telltale, a publication distributed to employees, has a circulation of approximately 14,000 and is produced once a month. The North Coaster is distributed bi-monthly to approximately 13,500 railroad passenger sales, tour bureau and travel agency personnel.

In the area of publicity, public information is made available through news releases sent to both on-line and off-line newspapers. News of company personnel changes, promotions, equipment additions, building and expansion programs and other typical news items emanate from the department.

NP public relations activities cover other areas as well. Included are special programs in the legislative field, stockholder relations and community relations. Community relations, however, are handled mostly by NP personnel on a local basis by employees who are members of civic and social organizations and active in community affairs.

NP advertising and public relations are vitally important in the total program. Through advertising, we

**Should a railroad cry  
because it can't fly?**



We have no time for tears—crocodile or the other kind—on the Northern Pacific. Frankly, we've been too busy taking out curves, boring new tunnels, welding hundreds of miles of rail and spending millions to keep our equipment the most modern in the world.

What a railroad *can* do best, we do. Our freight service is now one full day faster between Chicago and the Coast than it was a year ago. Passenger service is "tops" too. Northern Pacific's Vista-Dome North Coast Limited is one of the most delightful "name trains" in the country. And we've been taking such good care of business travelers that many who once went a-winging now regularly ride with us.

We invite you to rediscover, as they did, a simple fact. An NP trip may *take* a little more time, but it can *give* you time, too. Give you a rest, a break, a chance to unwind in an atmosphere that brings back the full meaning of relaxed, gracious travel. We think this is the way to run a railroad. And this is the way we run the Northern Pacific.

**Northern Pacific Railway**

CHICAGO • TWIN CITIES • BILLINGS • SPOKANE • PORTLAND • SEATTLE



NP ADVERTISING stresses advantages of traveling and shipping by rail, and flexibility of service. Shown here is a recent ad run in Time magazine.

can inform shippers and travelers of our desire to serve, of our facilities and equipment, but the "moment of truth," so to speak, is the all-important personal contact between employee and public.

This, in the final analysis, is the "proof of the pudding." Advertising can build identity ... employees who are cheerful, courteous and helpful are the true builders of preference --- the kind of preference that will make a customer prefer to do business with Northern Pacific.