

# Northwestern News

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## SILVER DOLLARS --- SALES --- SAFETY

These have more in common than beginning with the same letter.

They all have an importance in what our operations are all about---profit, personal as well as company.

We know about sales and safety, more or less, but what about silver dollars?

Well, they represent immediate personal profit to some---and of greater importance, indirect and far greater profit to all, company and individuals.

How come? A good question, and worthy of a detailed answer.

The silver dollars are the immediate prize in a series of contests conducted system-wide during October, Careful Car Handling Month, and subsequently. The idea is to conduct on-the-spot contests in judging the speed of moving cars as they make impact in coupling.

J. A. Lenard, our supervisor loading services and loss and damage prevention, headed up the activity in the Northwestern Region. The first tests were held in mid-October at 59th St. yard. In the tests cars are impacted at speeds from 3 to 9 miles per hour, and the employees involved are asked to write down their estimates of coupling speed. The one closest to the actual speed, as registered on an impact-recorder, receives a silver dollar. Eighteen employees were on hand for the first session, at which six tests were made.

P. F. Reichert, road conductor, came off with top honors, winning three of the tests, and as many silver dollars. Others whose judgment of car speed was keen enough to land first place in one test each were G. M. Werntz, conductor; S. Bylic, conductor; and K. Radamacher, fireman. In addition to Mr. Lenard, Ken Schwab, supervisor, personnel and J. A. Daugherty, assistant trainmaster, 59th street, were on hand.

Subsequently tests were made at 63rd St., 55th St., Logansport, and winners will be announced. Tests still to come include Ft. Wayne, Nov. 7, and Grand Rapids, Nov. 14.

So much for silver dollars.

O---SILVER DOLLARS SAVE FREIGHT CLAIMS FOR OTHER DOLLARS---O

## Sales

What about them? In a kind of freehand recollection, it has been said that no wheel ever turns in any activity without someone first making a sale. This surely is true of our industry.

The point is that we all are asked to assist our sales department in stepping up sales for the remainder of the year to try to climb above normal by the time 1963 arrives.

A letter from Vice-President Large explains:

"The freight sales department are undertaking an intensive sales program, to be carried on for the balance of this year, in an all-out effort to secure additional traffic for the railroad. This was undertaken in 1958 following the strike, and again in 1961, with excellent results.

"As you know, at the present time we are operating at a substantial deficit in the vicinity of \$6 million, and the low level of production expected in the remaining months is not encouraging. I would like each of you to do everything you possibly can to find and secure added business for the railroad the balance of this year. I would be very interested in learning of any results accomplished.

"In addition, every possible cooperation should be given the sales department. Those involved directly in operations can be particularly helpful by diligent attention to service, as well as by using their contacts with industry at every opportunity.

"In order to be successful this must be a coordinated regional program. I urge you to give it priority for the balance of the year."

So you can see the importance of sales.

O---SALES MEAN DOLLARS TO PAY OUR WAY---O

## Safety

But what about safety? Nobody pays us to be safe. True, but safety itself pays---in so many ways. Principally, personal well-being. Next, but important, loss of time from the job can be costly, as can the part of medical treatment which isn't always covered by hospitalization or other provision to lift the burden from the family budget.

To go back to fundamentals, here is what was said when our safety program was set in motion:

"Through the practice of Industrial Safety, make the Northwestern Region a safe Region, a Region that is truly interested in the safety and well-being of its employees not for the sake of a record, but for the sake of the individual involved."

Well, we are not trying for a record per se, of course, but it remains the only means available to see how we are doing.

Better, but not entirely so. Our September figures show 48 personal injuries as against 60 last year, 9 against 12 reportable and 39 against 48 non-reportable.

But---our nine-month totals show 471 injuries against 453. True, we improved in reportables, 82 to 93, but in non-reportables (all of

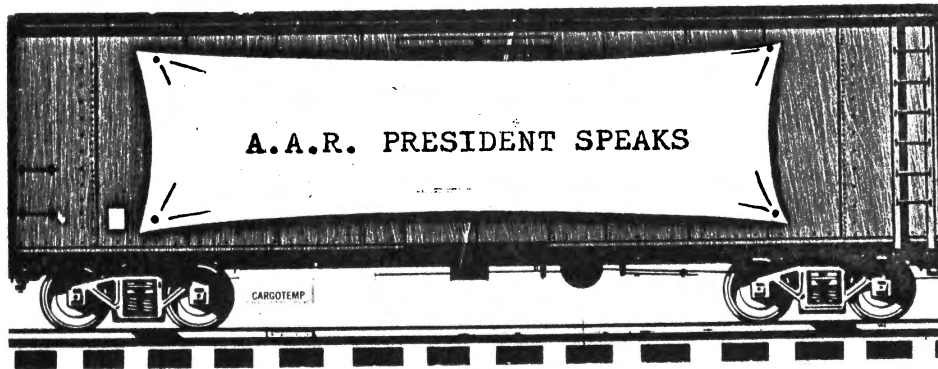
which could develop into the more serious reportables) we backslid, 389 to 360. So we haven't won yet.

O---SAFETY COSTS NOTHING---BUT LACK OF IT---PLENTY!!!---O

### Summing Up

Silver dollars, emblematic of reduction in freight claims, sales, symbolic of increased revenue, and safety, expression of freedom from costly injury, have in common, therefore, the net profit which a private company must have to stay in business, and this directly concerns everyone. A headline writer in the Chicago Daily News summed it up the other day with this caption on an interview during the North Western strike:

"ONLY RUNNING TRAINS OFFER JOBS".



Daniel P. Loomis, president of the Association of American Railroads, said the steadily deteriorating position of essential common carriers can be halted and reversed. The time to do so "has never been more opportune than now," he added. Mr. Loomis maintained that general for-hire carriers must be able to furnish the transportation service shippers want at a price no higher than shippers can provide it themselves. To accomplish this objective, regulated transportation companies need greater flexibility to adjust their rates downward, he stated.

The A.A.R. president told the shipper organization that railroads are anticipating decisions next year by Congress relating to President Kennedy's legislative recommendations. He said that the most important proposal for shippers and the public is a bill which would relieve the Interstate Commerce Commission of control over minimum railroad rates on shipments of agricultural and bulk commodities.

"If railroads are able to reduce rates to the shipper and still make a profit, then it is clear that both the shipper and the consumer are entitled to share in the saving. Certainly, it makes no economic sense to peg railroad rates at a given level and keep them there simply because other carriers cannot compete at a lower rate," Mr. Loomis stated.

Railroads are also looking to 1963 for basic decisions on the industry's efforts to modernize work rules and basis of pay, Mr. Loomis said. He noted that in spite of the fact that the special Presidential Railroad Commission on work rules had gone to "extreme lengths" to protect the interests of railroad employees, the operating unions rejected the Commission's recommendation "out of hand and even refused to make them the basis of negotiations. Apparently the only solution acceptable to the unions is for railroads to maintain forever every position now in existence, regardless of how outmoded it becomes or how costly it is to maintain," he continued.

Mr. Loomis warned that railroads "are not long for the private enterprise world and their ability to meet future national needs will be gravely in doubt," if the industry is to be denied the benefits of advancing technology by being forced to retain jobs that have been out-moded. He said railroads "are determined that nothing will stand in the way of rules modernization."

Mr. Loomis contended that it was an "injustice compounded" to require railroads to finance strikes by their employees--" particularly strikes that result from the refusal of unions to accept recommendations of impartial fact-finding boards." He explained that this anomaly is due to the fact that striking workers can draw benefits under the Railway Unemployment Insurance Act, which is wholly financed by railroad contributions. The A.A.R. President described mergers and consolidations as an area "where the potential for increased operating efficiency is perhaps the greatest of all." He reported that a determined effort by rail unions to have Congress enact delaying legislation made almost no headway. "In thus refusing to apply the brakes on railroad mergers, Congress in effect has given the I.C.C. a green light for expediting the handling of those merger proposals now before it," he concluded.

#### Bouquet

To A. J. Kuhn, regional comptroller, from the Calumet Chapter, National Association of Accountants, for his speech at their October meeting:

"I do want to take this opportunity for myself and on behalf of the Calumet Chapter of the National Association of Accountants to thank you for your participation in our program on Tuesday, October 23.

"Mr. Kuhn, it was a real pleasure for all of our members to have had the opportunity of meeting you.

"The membership comments on your talk were extremely favorable. Your very interesting and exceptionally fine talk certainly gave our membership a much better understanding and appreciation of the problems the accountant or comptroller faces in a regulated industry."

"(Signed) Charles E. Stewart"

#### TERMINAL TOPICS

Ft. Wayne---Joe Virgilio, PRR freight representative, won a copy of J. Edgar Hoover's book "A Study of Communism" as prize in a letter-writing contest in the Chamber of Commerce eight-week course on "Freedom vs. Communism." His award was for a letter to a "constituent" which had the best documentation. Picture in the paper, too!

Denver---While Colorado isn't the North Pole, we are informed by our district sales manager, Carl F. Widmayer, that the President's Christmas Tree will move from there to Chicago and thence via P.R.R. to Washington.

Chicago---Nine members of the Transportation Department received 40 year buttons in the office of R. E. Pinkham, superintendent, yesterday. They were: H. M. Caughey, conductor, East Chicago; C. J. Casey, conductor, 110th St.; C. E. Jahnke, engineer, East Chicago; H. J. Mitchell, yardmaster, Colehour; G. J. Finigan, conductor, 59th St.; J. J. Smith, block operator, Brighton Park; H. E. Fischer, clerk, movement office; H. C. Kindhart, engineer, Damen avenue; and L. C. Feil, engineer, 55th St.

Hammond---Horace Lyon, vice-president of Carl Byoir and Associates, public relations counsel for the Eastern Railroad Presidents Conference, spoke at the regular monthly meeting of the Calumet District Railroad Community Committee. P.R.R., with five in attendance, won the miniature bell which is given for this accomplishment.