

GN's 'Mark' Has Changed With The Times

Like most company trademarks, GN's new corporate identification symbol is a product of evolution.

The railway's first "mark" was introduced shortly after February 1, 1890, when the St. Paul, Minneapolis & Manitoba railway became the Great Northern. The railway was advertised as: "Great Northern Railway Line."

The "Line" was dropped from GN's trademark in 1894, and "Great Northern Railway" was incorporated into a rectangular monogram a year later.

Hill Altered Trademark

In 1912, Great Northern opened several hotels and chalets in Glacier National Park. The late President Louis W. Hill, Sr., seeking to publicize passenger travel to the park, read an advertisement which included the phrase "See America first." Having a quick mind for catch phrases, Hill incorporated the words into the railway's trademark. So GN's trademark was changed to read: "See America First" in quotation marks about "Great Northern Railway." Below the railway name was "National Park Route."

In 1914, the wording was changed in the rectangular trademark. The words "Glacier National Park" were substituted for "National Park Line."

The next step in the development of

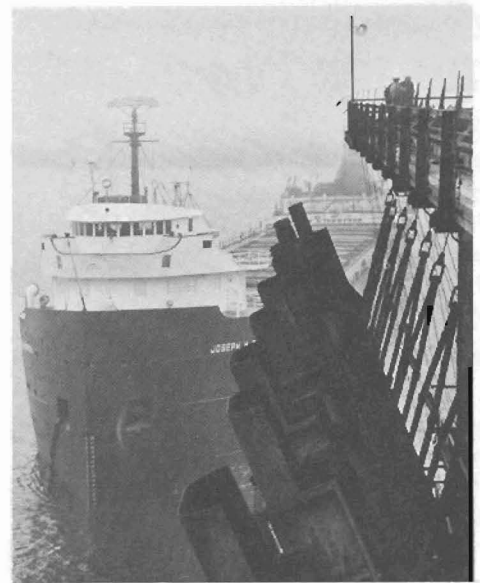
the railway's trademark is believed to have occurred around 1921 when GN's famed Rocky Mountain goat was introduced. The late President William P. Kenney, then a vice president, is credited with having suggested the inclusion of the bewhiskered animal in the symbol. Kenney's suggestion was prompted by the prevalence of Rocky Mountain goats in Glacier Park. The monogram was changed from a rectangular to a circular shape with the debut of the goat, the first version of which faced the viewer.

(Actually, Rocky doesn't belong to the goat family. He's really a member of the antelope family and a distant cousin to the European and Asian chamois.)

From 1921 to 1936, the appearance of the trademark goat was altered only slightly while there were many variations of the wording around the edge of the circle. In 1936, the present profile, or silhouette goat, replaced the full-faced animal, and the words "Great Northern Railway" were added to the circle.

The 1967 version of GN's famous trademark is the first change in the symbol in 31 years.

U.S. railroads' 30,000 locomotive units with their 46 million horsepower have a power capability equal to the steam-electric generating plants in 29 states.



THE Joseph H. Thompson approaches Allouez Dock No. 1 on April 14. The Thompson was the first ore boat to be loaded with taconite pellets handled by GN's \$6-million storage and unloading facility at Superior.

Taconite Shipping Season Opens At Allouez Docks

The first ore boat to carry taconite pellets from GN's \$6-million storage and unloading facility at Allouez, Wis., was loaded on April 14.

The boat, the *Joseph H. Thompson*, was loaded with pellets produced by the Butler taconite plant, located near Nashwauk, Minn. (See TIO, Vol. 10, No. 4).

The pellets are shipped via GN's taconite unit train to Allouez and unloaded and transported along a two-mile conveyor system to the end of Dock No. 1. On the dock, a belt feeder with a tripper on a boom deposits the pellets into loading pockets, each with a capacity of 275 tons.

The pellets are gravity dumped from the loaded pockets into the holds of ore boats moored at the dock.

GN's Allouez facility will also handle pellets produced by the National Steel Pellet Plant near Keewatin, Minn., where shipping is expected to begin this month. The Nashwauk and Keewatin facilities are both operated by the Hanna Mining Company.

American railroads' 214,000 miles of rail right-of-way are five times the length of the interstate highway system and equivalent to a separate transcontinental railroad every 17 miles from Mexico to the Canadian border.

