WORLD'S BIGGEST OFFICE BUILDING OPENS OVER NYC TRACKS
Big New Contest for Employes
Write a Shipper-Gram...Win $$$

Like to see a lot of freight riding the rails? Okay, here's your chance to speak up on the subject—and win a bundle of money at the same time. Just write a Shipper-gram. A Shipper-gram is your message to shippers, asking for their freight business and pleading to handle it with care. That's all there is to it. The message may be as short as five words, or it may be as long as 20 words. Your entry can win these prizes:

1. The best entry on each Division of the New York Central System will win a $50 U. S. Savings Bond.
2. The runner-up on each Division will win a $25 Bond.
3. The top prize winner—best of all—will win Shipper-grams for a nationwide competition for a grand prize to be awarded by the American Railway Magazine Editors Association.

What's a Shipper-gram like? Here's an example of a short one: We give freight tender loving care.

Here's a medium-size one: We promise you last a lifetime And damage-free satisfaction, And here's a long one: Give us your freight—We can handle it swiftly And damage-free.

The number of words is not the big point. A five-word message can win the big prize as well as a 20-word message. And your Shipper-gram does not have to rhyme. But it should be sharp, punchy, hard-hitting, because it deals with a subject of prime importance to all railroad people.

Everybody agrees we need more business on the rail. A passenger to help bring that about is to handle all freight with utmost care—to prove to all shippers that in the transportation of freight, the rail way is the safe way.

Damage to freight has been draining away millions of dollars in railroad earnings. Even more seriously, it has been draining away customer good will. Future railroad earnings and railroad jobs depend on this good will.

A major drive against damage to freight, carried on by railroads in 1962, won favorable attention from the shipping world. The Shipper-gram contest will spotlight a continuation of this campaign in 1963.

If your brainy wife and nimble-witted kids want to help you compose the Shipper-gram, that's okay—although they are not personally eligible to enter the contest. If you want to send in several entries, that's okay, too. Simply make copies of the entry form, with only one Shipper-gram to each entry form. Get your entries in early. If somebody else thinks up the same one as you do, the first one mailed is the one that counts.

1963 SHIPPER-GRAM CONTEST RULES

1. The contest is open to all active employees of the New York Central System, except members of the Public Relations and Advertising Department and the freight yards and Damage Prevention Bureau.
2. Each Shipper-gram may go to anywhere from 5 to 30 words.
3. Use the entry form below. Print clearly in ink or use a typewriter. If you want to submit more than one Shipper-gram, make copies of the entry form and put only one Shipper-gram on each.
4. Entries for the contest must be sent in envelopes by U. S. mail, not Railway Service mail. Entries should be addressed to "Contest," Div. Superintendent, of the Division on which the employee's place of employment is based. If there are more than one Division, it will be the employer's decision whether he is in the Operating Department or the Damage Prevention Bureau. (See list of correct postal addresses on this page.)
5. Entries may be mailed beginning now, and must be received no later than June 15, 1963, to be considered in the judging.
6. All entries will become the property of the New York Central System and will not be returned. The decision of the judges will be final.
7. If a winning Shipper-gram has been submitted in the same form by more than one person, the one with the earliest postmark will receive the prize. So mail your Shipper-Grams as early as possible.

SEE LIST BELOW FOR CORRECT ADDRESS

Use this form. Send U. S. mail only to your Division Contest Headquarters. To: SHIPPER-GRAM CONTEST

My Shipper-Gram on loss-and-damage prevention (in 5 to 20 words is)

My name is:

My job on the Central is:

My Department is:

I am located on the Division

My work location is:

My home address is:

NYC CABOOSSES: New Pooling Concept Launched

New Cars Introduced

By Donald A. Newman

Most of us, at one time or another, have stood beside a railroad right of way, watching a freight train dart from the horizon, whole past, and thunder out of sight.

In the last 20 years, virtually every piece of equipment in the freight train has undergone some change. Today, 150-car trains are pulled by diesel power; Flexi-Vans and multi-level auto-carrying cars, huge box cars and giant covered hopper cars have replaced smaller and less efficient cars.

One part of the freight train that has seen slower change is the caboose. Principal variation in this car until now has been development of the steel caboose with bay windows on the sides to replace the old-fashioned little red caboose of the past. This means that Central crews no longer remain with the train.

Conductors and brakemen involved in the pooling service will be quartered in SPICC-AND-SANP interiors of new cabooses feature, including stainless steel iceboxes, modern toilet facilities, electric lights (powered by axle-driven generator), safety glass.

President—Employe Relations, and representatives of the Order of Railway Conductors & Brakemen, and the Brotherhood of Railroad Trainmen. Mr. Fee considers the pact to be a "form of management-labor cooperation toward solving mutual problems involving respect for the fundamental rights of each party."

By next summer, Central expects to have the 100 new cabooses as well as the upgraded steel cabooses operating in pooled service, spanning the System. This means that Central crews no longer will be assigned to a specific caboose. Under the old system, cabooses were changed on freight trains whenever the crew assigned to that particular caboose changed. Now cabooses will be assigned to trains only with the crews changing at various terminals. The caboose will remain with the train.

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improved facilities at changeover points, thus providing shippers with more efficient service. Improved service means increasing traffic potential, certain to benefit the Central and its employees.

The new projects at Rochester includes many new features included other features include stainless steel icicles, flushable water tanks, axle-driven generators to produce electricity, and electric lighting. Bay windows, equipped with windshield wipers on both sides, will afford drivers a clear view of safety belts, with a minimum pull-strength of 5,000 pounds, will be affixed to observation seats in the bay windows. A car-length hand rail will enable crews to walk easily throughout the car in service for winter months.

New facilities will be included for the Central System, headquartered at Chicago.

Mr. Kirk was formerly Assistant Vice President-Staff in the Marketing department, was built by Despatch Shops, Inc. at Central's East Rochester, N. Y. shops. Delivery of the cabooses started in January; final delivery of all the cars on order was completed in April.

Interior design of the new cabooses, incorporating comfort and safety features, makes each car an attractive, efficient "office-on-wheels" for the crews. The cabooses will provide locker facilities, improved "office-on-wheels" for the crews. They went into East Rochester Shops looking like the one at right, come out like one below, with all the same facilities as the new ones.

Many new features included:
- Stainless steel icicles
- Flushable water tanks
- Axle-driven generators to produce electricity, and electric lighting.
- Bay windows, equipped with windshield wipers on both sides, will afford drivers a clear view of safety belts, with a minimum pull-strength of 5,000 pounds, will be affixed to observation seats in the bay windows.
- A car-length hand rail will enable crews to walk easily throughout the car in service for winter months.

Central Men Take New Posts

Further recognition is given to the growing importance of Flexi-Van freight train service by the appointment of William F. Kirk to the new post of Assistant Vice President-Flexi-Van Services.

Located at New York, he is responsible for implementing and supervising all activities necessary to maintain and accentuate the profitable growth of Flexi-Van services on the Central which are conducted with traffic.

Mr. Kirk was formerly Assistant Vice President-Staff in the Marketing department.

In a move to provide centralized direction of the continually expanding data systems and the use of computers by many of its departments, Central has named Howard L. Porter, formerly Assistant Comptroller, to the new position of Director of Computer Services, with headquarter offices at New York.

He will be responsible for integrating the efforts involved in further development and use of electronic data processing equipment and will have jurisdiction over NYC's major computer centers at New York, Buffalo and Detroit.

Commenting on the new cabin pool concept, John F. Nish, Central's Vice President-Operations, said, "This is a tremendous undertaking on a railroad the size of New York Central. I look forward to its success, because it will help us provide better service for our customers at the same time that we give our men a safer, more comfortable place to work."

Next time you're standing near the tracks when a New York Central hotshot freight train speeds by, watch particularly for the caboose—you'll be seeing a crew car as modern in concept and design as the Flexi-Vans and other up-to-date cars it follows.

So far, the new cabooses are performing with added safety and comfort. They are considerably lighter in weight than the old caboose, and their design provides better visibility of the crew and better protection in case of collision. They are being used on all main lines of the Central System and are expected to be in service throughout the System within the next year.

World's Biggest Office Building
Opens Over NYC Tracks

By HAROLD J. SCHNEIDER

The world's largest commercial office structure, built over NYC tracks in New York, was formally opened March 7. The $100 million, 2.4 million square foot Pan Am Building, rising 59 stories on a 3 1/2 acre site adjoining Grand Central Terminal, was officially dedicated with ceremonies reflecting its joint American-British ownership.

Joining New York's Governor Nelson A. Rockefeller in a traditional ribbon-cutting exercise were U. S. Secretary of Commerce Luther H. Hodges, and his ministerial counterpart in the British cabinet, Frederick James Erroll, President of the Board of Trade.

Governmental, civic, business and religious leaders also joined in the dedication ceremony. Among them were James O. Boisi, President of American World Airways, the building's principal tenant.

Project started years ago

The first stirrings of the new building occurred nearly a decade ago when the late Erwin S. Wolfson expressed his views on the fact that only a six-story building stood on what for years has been regarded as one of the most valuable pieces of property in New York. Mr. Wolfson, a builder, in 1954 expressed his feelings on the subject to the late Robert R. Young, then Chairman of the Central's Board of Directors. He strongly stated the case for increasing the usefulness of the area.

Other developers also showed interest in such a project, but nothing definite came of it until 1958. In that year, New York Central's Vice President-Real Estate, James O. Boisi successfully negotiated an agreement with Mr. Wolfson under which New York Central and the New Haven Railroad (which has an interest in the property) would lease for 80 years the air rights over the tracks of Grand Central's train yard, over which the old Grand Central Terminal Office Building then stood. The lease calls for an aggregate rental of nearly $100 million to the railroads. A formal lease was executed between the building interests and the railroads in January, 1960.

Ingenious construction techniques

One of the most complicated structures ever built, the building represents a series of unique engineering and construction feats.

In the process of building, it took a small army of construction workers — 7,500 in 75 different trades — to erect the structure which occupies a 151,000 square foot site leased from the New York Central and New Haven Railroads.

New York's most dramatic construction operation is many a year got under way before a large but select coterie of sidewalk superintendents. The eye-witnesses, seated in air conditioned comfort and substituting a train window for the traditional fence peephole, were the daily commuters using the New York Central and New Haven railroads.

Faced, with the unprecedented dual problem of erecting the structure over two levels of 24 operating railroad tracks and the station platforms of the Terminal itself, the builder and structural engineer James Ruderman, devised a series of ingenious construction techniques. These provided for construction work to proceed without disrupting train schedules and an on-site materials handling operation which would not interfere with heavy vehicular traffic on the streets or the Park Avenue elevated ramps that girdled the hang structure.

Unusual design

The giant new skyscraper, seventh tallest in the world, highlights a dramatic new octagonal building shape. Soaring 808 feet high to its rooftop heliport, the structure presents eight distinct sculptured surfaces in a 49-story tower rising from a broad 10-story base that ties into and continues the horizontal roof line of Grand Central Terminal.

Sheathed in textured masonry panels containing surface-raised quartz crystals, the Pan Am Building's facade provides a forceful contrast to both the many neighboring rectangular and square building shapes and to the metal exteriors that have dominated recent office building construction in the city.

World's best real estate

Occupying one of the city's costliest and most centrally located pieces of real estate, the Pan Am Building is a new international center of trade and transportation. Headquarters for the world's leading international air carrier — Pan American World Airways — the building has also drawn tenants from leading corporations and business firms from this country and from Canada, Latin America, Europe and Asia. Individual floor areas leased by some 100 companies range from 60,000 square feet to 98,000 square feet in the base section of the structure to tower floors of 32,000 to 36,000 square feet. The building will house a permanent working population of approximately 17,000 persons.
This would be true on New York Central, as elsewhere, and give a more stable base for employment on the railroad.

The Commerce Commission and the Interstate Commerce Commission hold a vital stake in assuring that these, and other public benefits, both without any regulation of rates—only what the operators might negotiate—would be preserved.

The railroads contend that exemption from regulation of minimum-rate changes in his Transportation Message of April, 1962, would permit the forces of competition to work more vigorously and possibly higher rates. In general the Administration has urged the need for less federal regulation of intercity transportation.
New Plants Mean More Business for NYC

TOP officers of Bethlehem Steel view plans for new Burns Harbor, Ind., plant. Right: Arthur B. Homes, Chairman and Chief Executive Officer; left: Edmund F. Martin, President. The $300 million-plant will be second largest steel mill in U.S. BIG cement storage facility of General Portland Cement Co. opened on NYC in Warren, Mich. Carl Blakely (left), manager, points out details to G. R. Peterson, NYC Industrial Development Manager at Detroit.

Economic growth is a topic much discussed these days. The prosperity of the nation is tied closely to the expansion of industrial activity. NYC's industrial development activities are playing a key role in promoting economic growth—especially in the area directly served by the Central System. In 1962 alone, NYC's industrial development department was responsible for the location of 237 industrial facilities on the System, as well as 95 expansions of existing industrial plants and 63 temporary facilities. Gross revenues brought to the Central from these new plants approach $18 million, not to mention the boost these new plants gave to many other aspects of the economy in their communities. Another 414 industrial development projects are now under construction on sites along the Central which, when completed, are expected to produce over $32 million a year in gross NYC revenues.

Companies seeking sites for new plants are attracted to NYC locations for many reasons. Among them are: good labor supply, markets (domestic and foreign), natural resources, educational and cultural facilities, and, of course, the top quality transportation services available from New York Central.

CHECKING over sites on which new plants have been located along the Central are Otto W. Pongrace (left), Director of Industrial Development, and William J. Marshall, Manager of Industrial Development, whose territory includes the State of New York.

IN Southern District (from left), H. M. Stacy, Real Estate Manager; J. E. Norwood, Ass't Vice President-Freight Sales & Services; L. S. Hickman, Manager Industrial Development, discuss location of new General Foods Corp. office-warehouse at Indianapolis.

WAREHOUSE with 250,000-square foot capacity was recently finished by Zayre Corp. at Framingham, Mass. It was built on Central site as a result of work by NYC's Boston Industrial Development office. The Zayre organization operates 167 department stores in 13 states.
Combined contributions... of New York Central employees to Fayette County (Ind.) United Fund Campaign was presented by trio of NYC men to Campaign chairman Earl Groll (right). Central men are (left to right) W. A. Furlong, Agent at Connersville, Ind., H. R. Thompson, Claims Investigator, and W. A. Armond, Trainmaster.

Long-time service... to his community (Belle Vernon, Pa.) brought cherished award to J.E. Kuhn, of Auditor of Revenues department of Pittsburgh & Lake Erie Railroad. It's the "Sahli Award" from Pennsylvania Municipal Authorities Association, given in recognition of Mr. Kuhn's 20 years of work in civic affairs, participating actively in local government and in local and county school board affairs. He is currently chairman of his local school district building committee and a director of the Fayette County Board of Education.

Annual dinner... for retired Central people in Cleveland area is sponsored jointly by New York Central and the Association of Railroad Union Representatives there. This time around the evening included entertainment featuring "Gene and Marie's Revue." Gene is Eugene M. Loizzi, Yard Conductor at Central's Rockport Yard at Cleveland, who, with his wife, also runs a dancewear supply store. Group presented program of nine dance numbers for the occasion.

Bevy of Central Beauties... all clad alike in bright red dresses, checked aprons and railroader caps, helped Passenger Sales and Advertising departments in promoting Chek-It plan by which commuters in New York area may buy their monthly tickets by mail and avoid long lines in stations. Descriptive folders and application forms were handed out for two days by the girls, working in teams of two at each gate in Grand Central Terminal as commuters boarded trains. Complimentary comments on girls and their costumes were followed by influx of 1,000 new applications for Chek-It accounts.

First row, from left: Marion Dearing (Real Estate), Mary Ann Cramer (Personnel), Mary Ann Rooney (Employe Relations), Barbara Cahill (Public Relations), Katherine Hickey (Marketing), Patricia Kuhn (Law). Back row: Sheila Durr (Mail & Express), Janice Flynn, Joan Maffe, Lorraine Smith (all Law department).

Distinguished visitor... greeted by Central employees when he toured the railroad's facilities in Detroit was Michigan's new Governor, George W. Romney (wearing railroader's cap). The recently inaugurated Governor found his tour of NYC facilities helpful in evaluating railroad contribution to Michigan economy.

New York Central Headlight

May-June, 1963
Rest assured...Central's All-Room Sleepercoaches now serve more cities more often

New York Central's All-Room Sleepercoach fleet serves overnight travellers to or from most principal cities in addition to service on the 20th Century and New England States between Chicago, New York, Boston. Included are the following cities where Sleepercoach service is available: Rochester, Buffalo, Erie, Cleveland, Columbus, Springfield, (O); Dayton, Cincinnati, Detroit.

Check these convenience and economy features:

- Pay only low coach fare plus modest flat room charge ($7.00 single, $12.60 double)
- Relax in privacy and comfort
- Enjoy Dining and Lounge car service
- Save with Central's Family Fare Plan
- All-weather schedules
- Single or double rooms
- Washstand and toilet in every room
- Special infant accommodations
- Connecting service to the West
- Reduced fares for round trips

Some typical economy Sleepercoach fares (include one-way coach fare and single room charge)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Fare</th>
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<tr>
<td>Cleveland—New York</td>
<td>$33.96</td>
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<tr>
<td>New York—Chicago</td>
<td>$49.16</td>
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<tr>
<td>Boston—Chicago</td>
<td>$4.85</td>
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<tr>
<td>Cincinnati—New York</td>
<td>$41.83</td>
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<td>New York—Detroit</td>
<td>$39.54</td>
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<tr>
<td>New York—Buffalo</td>
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</tbody>
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Next time you plan a trip, be sure to ask your New York Central ticket agent or your travel agent for full details on Sleepercoach service available locally.