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# Northliner

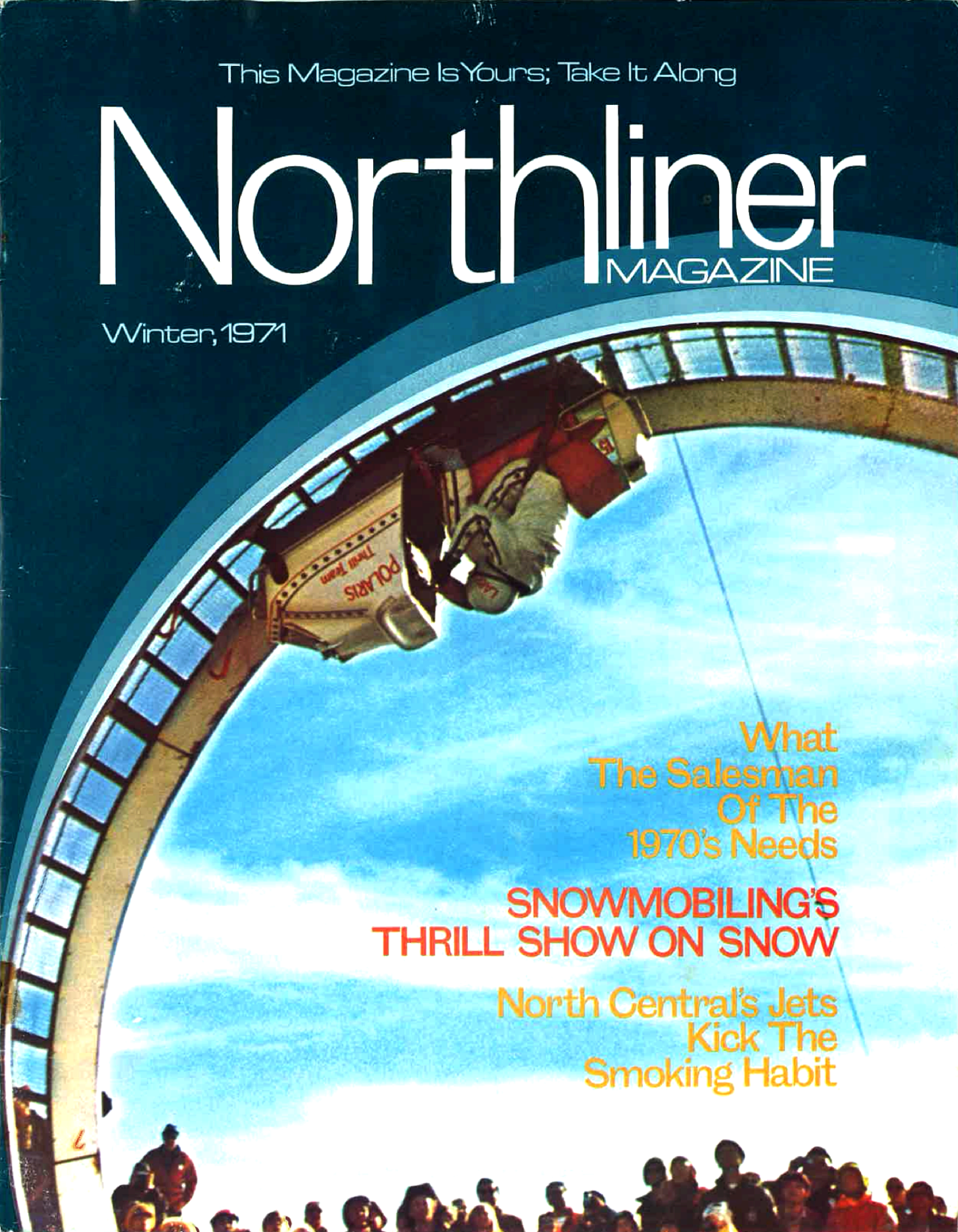
MAGAZINE

Winter, 1971

What  
The Salesman  
Of The  
1970's Needs

SNOWMOBILING'S  
THRILL SHOW ON SNOW

North Central's Jets  
Kick The  
Smoking Habit





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# Northliner

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**COVER PHOTO:**  
Looping the loop is one of the Polaris Thrill Team drivers in a specially reinforced snowmobile.

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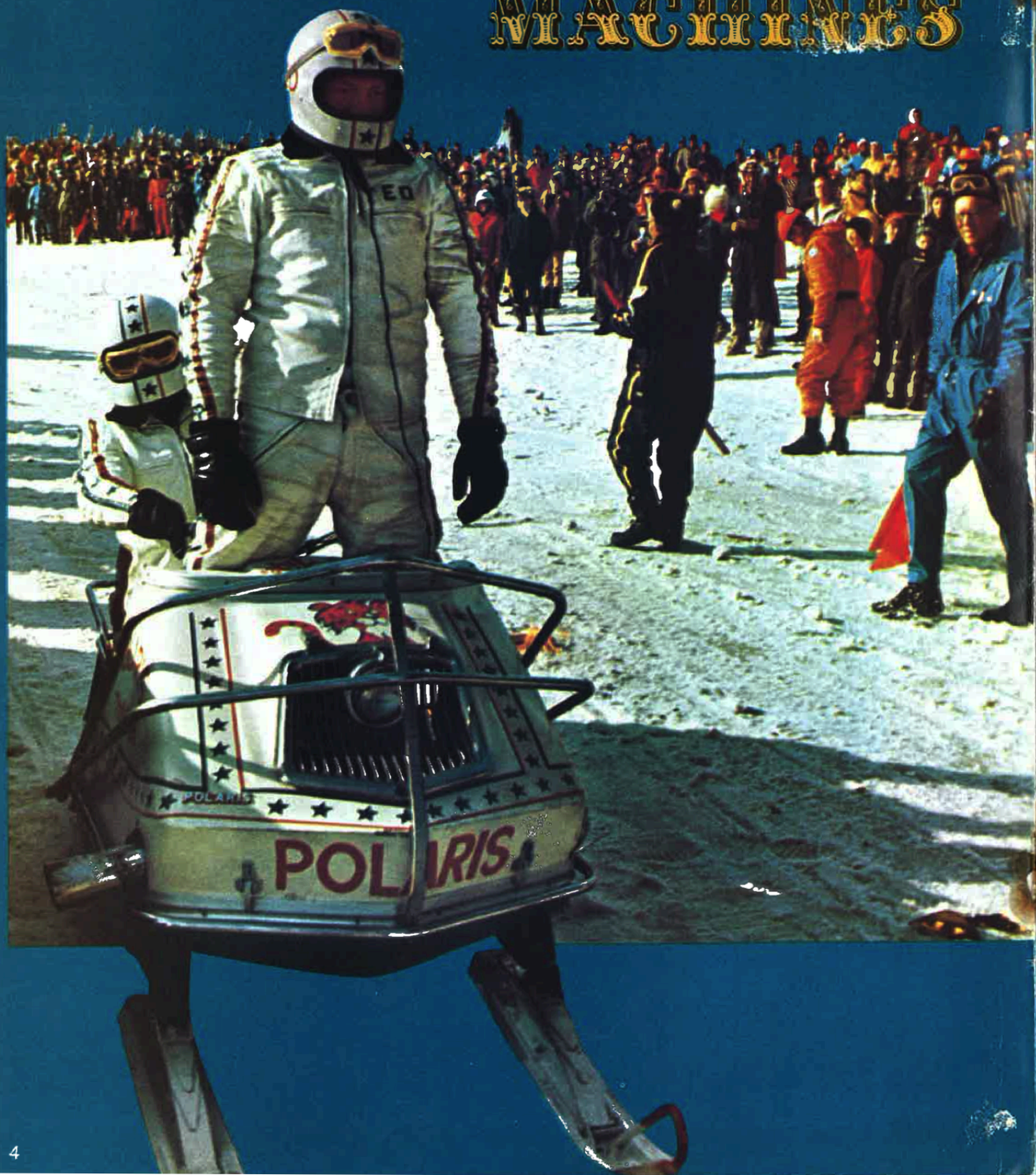
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# THOSE MAGNIFICENT MEN IN THEIR SNOW MACHINES



A white-suited snowmobiler touches a match to the gas-soaked shack, and flames immediately explode, licking 30 feet in the air.

Ted Otto leans forward on his snowmobile and tells his driver, "Lets go."

The snowmobile roars forward, picking up speed toward the flaming pyre. The crowd catches its breath, knowing it's all part of the act, but. . .

Otto's helmeted head juts in front of the driving snowmobile like a battering ram, and at 40 miles per hour slams into the fiery furnace. A second later he smashes into sight through the other side, shedding flaming splinters, and hears the rising, almost hysterical applause from the crowd.

The Polaris Thrill Team has laid them in the aisles again.

It's grown quickly, this death-defying show-on-snow. Two years ago the thrill



team had to talk its way into performing at snowmobile races. Now it's in demand from Oregon to New York, from Canada to Iowa.

To snowmobiling's dedicated fans, the Thrill Team is the Blue Angels of the tundra. They appear to do things with a snowmobile no one in his right mind would do—and all in the interests of promoting snowmobile safety.

"The whole idea," says team captain Otto, "is to demonstrate that the snowmo-

Finale of the act is the distance jump, in which a snowmobile leaps off a ramp and clears several cars.



Equipped with special roll bars, a snowmobile does several slow-speed rolls as part of the thrill show. The rolls are done at moderate speeds because of lack of control on high-speed rolls. Safety first is always the thrill team's motto.



"I lowered my head and heard 'Crunch... Crunch... Crunch!'"



bile is safe under adverse conditions if you're careful enough."

Some adverse conditions. Besides plowing through flames, Otto's team takes snowmobiles around the inside track of a 20-foot-high vertical "loop," pinned against it by six G's of centrifugal force; jumps their machines over a long row of parked cars; leaps from ramp to ramp in precision drill only inches apart.

As with any thrill-type demonstration, the question immediately arises: Is it really risky, or is it all show biz?

Otto explains it this way: "None of us wants to get hurt. In fact, I don't even let the team members race their snowmobiles because it's too dangerous. Nevertheless, in spite of the fact we're entertaining, the element of risk is there in all stunts."

In the "fiery building" stunt, for example, all Otto does is lower his head and wait till he hears two "crunches"—one going in and one going out. "The thing to avoid," he says, "is breathing between crunches. Also, don't get impatient and look up to see when you're going to hit the building."

The most dangerous stunt? Probably the loop-the-loop, says Otto. If the snowmobile moves too slowly at the peak, rider and machine drop straight downward, machine on top.

Otto at 35 is no stranger to show

Continued to page 10



# QUIP STREAM

## Tonto Twisters

An epidemic of Lone-Ranger-and-Tonto gags is sweeping the country. **NORTHLINER MAGAZINE** will pay \$5 for each Tonto Twister used in the magazine. In case of identical Twisters, the earliest postmark will be accepted. No entries can be returned or acknowledged. Here are some samples:

**Lone Ranger:** Tonto, is Joe wearing his hat?

**Tonto:** No, Kemo Sabe, Joe Kapp.

**Lone Ranger:** Tonto, does Robert have a green Chevy?

**Tonto:** No, Kemo Sabe, Robert Redford.

**Lone Ranger:** Tonto, is John a good leader?

**Tonto:** Yes, Kemo Sabe, Johnny Unitas.

Send Tonto Twister submissions to: Puzzle Editor, **NORTHLINER MAGAZINE**, 1999 Shepard Road, St. Paul, Minn. 55116

**Boss:** "You spelled 'pneumatic' wrong. It's not n-e-w-m-a-t-i-c."

**Secretary:** "I know, but the 'K' on my typewriter sticks."

**Unverified rumor:** Detroit has no air pollution problem because auto manufacturers pump all the polluted air into the tires on new cars and ship them out of town.

## Quiz Time



A-ONE  
A-TWO  
A-THREE

1.

A father picked some apples from his orchard and brought the juicy fruit home to share with his family.

He gave his wife one-half of the apples and one-half apple. He gave his daughter one-half of the apples he had left and one-half apple. To his son he gave one-half of the apples he had left and one-half apple. He took one-half of what was left and one-half apple, and the batch had then been completely divided among the family members.

Exactly how many apples had the father brought from his orchard?

2.

TAKE YOUR SEATS, CLASS!



The following is a seven-point silly quiz. If you come up with three correct answers, you're pretty normal. But if more than five of your guesses are right, you've got an awfully punny sense of humor:

1. Who started the world's first economy run?
2. Who started the 40-hour week?
3. If two is company and three is a crowd, what are four and five?
4. What is the greatest single feat of strength in the world?
5. What nut is like a sneeze?
6. Who makes potato chips in a monastery?
7. Where does a ghost park his car?

Answers on page 16

# THERE'S A SOUND HERE FOR EVERYONE GO AHEAD, TAKE YOUR PICK!



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15 DAY MONEY BACK GUARANTEE ON ANY ITEM ON THIS PAGE

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Continued from page 7

biz or thrill shows. In 1965 he was North American motorcycle hill climbing champion. He spent several years as a circus aerialist, and followed that with a stint as a television announcer in Spokane, Washington. Three years ago he went with Polaris as director of advertising and promotion, but couldn't leave his background in the background.

"It was tough talking management into the thrill team at first," he says, "but now they're enthusiastic."

What sort of men make up the thrill team? Team members say they have to pass the "Otto test." "You hold one hand open, the other closed, and ask 'which one has the rock?'"

Team members have varied backgrounds; some were racers, others just snowmobile enthusiasts.

While no one has ever been seriously injured during one of the thrill shows, there have been some close calls. During one fire crash all went well, recounts Otto. "I lowered my head, heard crunch . . . crunch . . . crunch. I was turning around to ask what the third 'crunch' was when I realized I wasn't on the snowmobile anymore." The machine had gone through the fire with no problem, but then sideswiped a misplaced jump ramp. Otto suffered a hairline shoulder fracture and lost his boots on impact, but he finished emceeing the act, standing barefooted in the snow, before going to the hospital.

Another potential accident was turned into a crowd-pleaser by quick-

thinking team members. Two machines were racing side by side toward the jump ramp during the precision drill routine, only inches apart. A malfunctioning speed indicator caused them to jump at too low a speed. As a result the back end of each snowmobile caught the edge of the landing ramp and machines and rider somersaulted simultaneously. Both riders plowed into the soft snow head over heels, uninjured. Thinking quickly, they leapt to their feet, still in unison, and took bows. The crowd went wild.

Otto is bombarded with requests from would-be daredevils who want to run their machines through the loop-the-loop or the fire act. He turns them all down cold. "Our object is to show people what a safe machine a snowmobile is, if you know what you are doing. It looks easy, but our acts have been worked out tediously through long hours of experiment and practice on snow fields near Roseau."

Easy or not, it's dollars-to-snowballs hundreds of thousands of people will stop breathing for a few moments this winter when Otto's "snowmobile circus" comes to town. ☺

THIS SPACE CONTRIBUTED BY THE PUBLISHER

## A MESSAGE FOR DADDIES

Get yourself a good, thorough examination once a year. Once a year, let your doctor really look you over. It'll take a little time, and a little patience. And maybe he'll poke around a little more than you'd really like. And so he should.

The whole idea is to keep you healthy. If nothing's wrong (and more than likely, there isn't) hooray! Come back next year. But if anything's suspicious, then you've gained the most important thing of all: time.

We can save 1 out of 2 persons when cancer is caught in time, caught early. That's a good thing to know. All Daddies should know how to take care of themselves so that they can have the fun of taking care of their kids. Don't be afraid. It's what you don't know that can hurt you.

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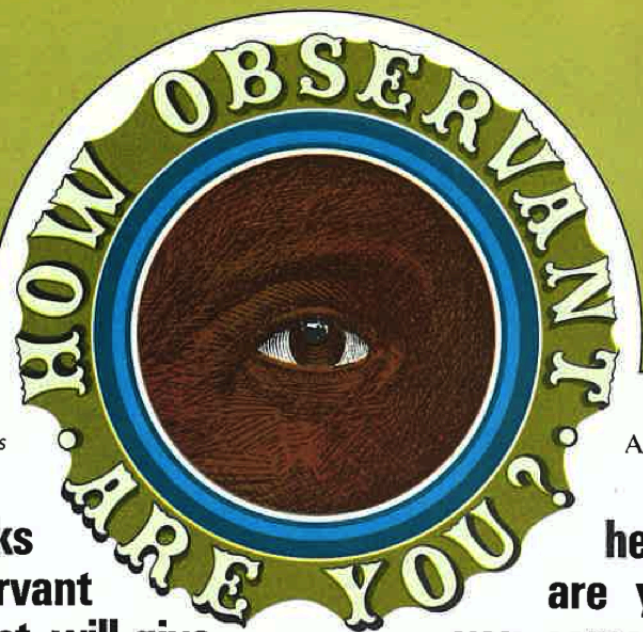
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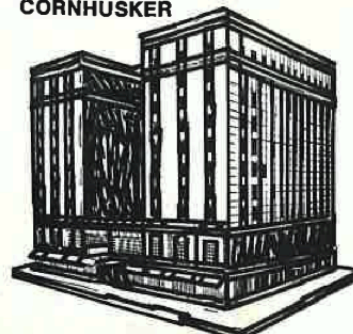
By Dr. Irwin Ross

Answers on page 16

Everyone thinks but how observant he's observant, are you, really? This simple test will give you some idea. It asks questions about common things you've seen many times --but without observing them closely.

1. What other group of four words besides "In God We Trust" appears on most U.S. coins?
2. Does Lincoln wear a tie on the penny?
3. What seven-letter word other than "America" appears on all U.S. coins (less than a dollar) issued after 1883?
4. Does it say "post" or "postal" on the cards you mail?
5. Which letters do not appear on your phone dial?
6. Which two groups of three letters on a typewriter are arranged in alphabetical order?
7. Of the 13 bars in the American flag, which are in the majority —the red or the white?
8. An ordinary fork has how many prongs?
9. A policeman wears his badge on which side?
10. The Statue of Liberty holds what in her left hand?
11. How many keys on a full piano?
12. How many spade pips (suit markings) on the Ace of Spades?
13. Which king in a standard pack of cards usually has no mustache?
14. How many jacks in a standard pack of cards show only their profiles?
15. A fresh book of matches usually contains how many matches?
16. An inch on an ordinary ruler is usually divided into how many equal parts?
17. If you're a man, do you know how many buttons are on the sleeve of your jacket?
18. Do you move both jaws while chewing?
19. When water goes down the drain, in any place above the Equator, does it normally swirl clockwise or counterclockwise?
20. Don't look now, but how many joints on your fingers; on your thumb?

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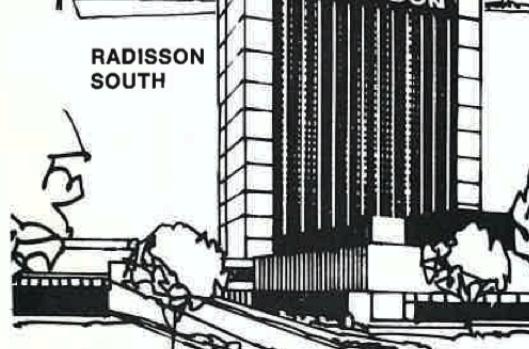
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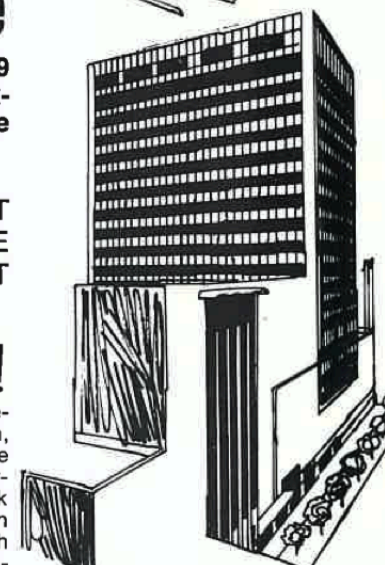
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"It's called a burner can and it's about the size of two two-pound coffee cans, end to end."



# North Central Jets Kick the Smoking Habit

Most of North Central's Douglas DC-9 fan jets have kicked the smoking habit, and before long the whole fleet will be smokeless. It's all part of North Central's retrofit engine program designed to eliminate virtually all visible smoke by

North Central DC-9 shows difference between engine with old burner can, left, and newly retrofitted engine on right.

March, 1972, well ahead of a deadline set by state law.

North Central will be one of the first of 20 airlines scheduled to complete the "smokeless program."

Although airplanes are estimated to contribute only about one per cent of the country's air pollution, the inky cloud of unburned carbon particles left behind by most jets has been a frequent target of antipollutionists.

As a result, all U.S. airlines agreed a year ago to eliminate the visible exhaust from their engines by December of 1972 as a first step in getting rid of jet-engine-caused air pollution. Later the Minnesota Pollution Control Agency set a July, 1972, time limit for smoke-free flying.

The culprit causing the smoky backwash is a device that probably looked pretty efficient to the non-pollution-minded aero engineer who designed it many years ago.

It's called a burner can and it's about the size of two two-pound coffee cans, end to end. Nine of them are used in each of the two Pratt & Whitney JT8D engines that power the DC-9.

The burner can is where the actual burning of jet fuel takes place. Because of the extremely high temperatures involved, it has to be cooled. Until now, the burner can was cooled simply by injecting extra fuel, more than the burner could burn. The excess fuel absorbed and carried off the heat. It was then ejected, partially burned, forming the black cloud that everyone has agreed must go.

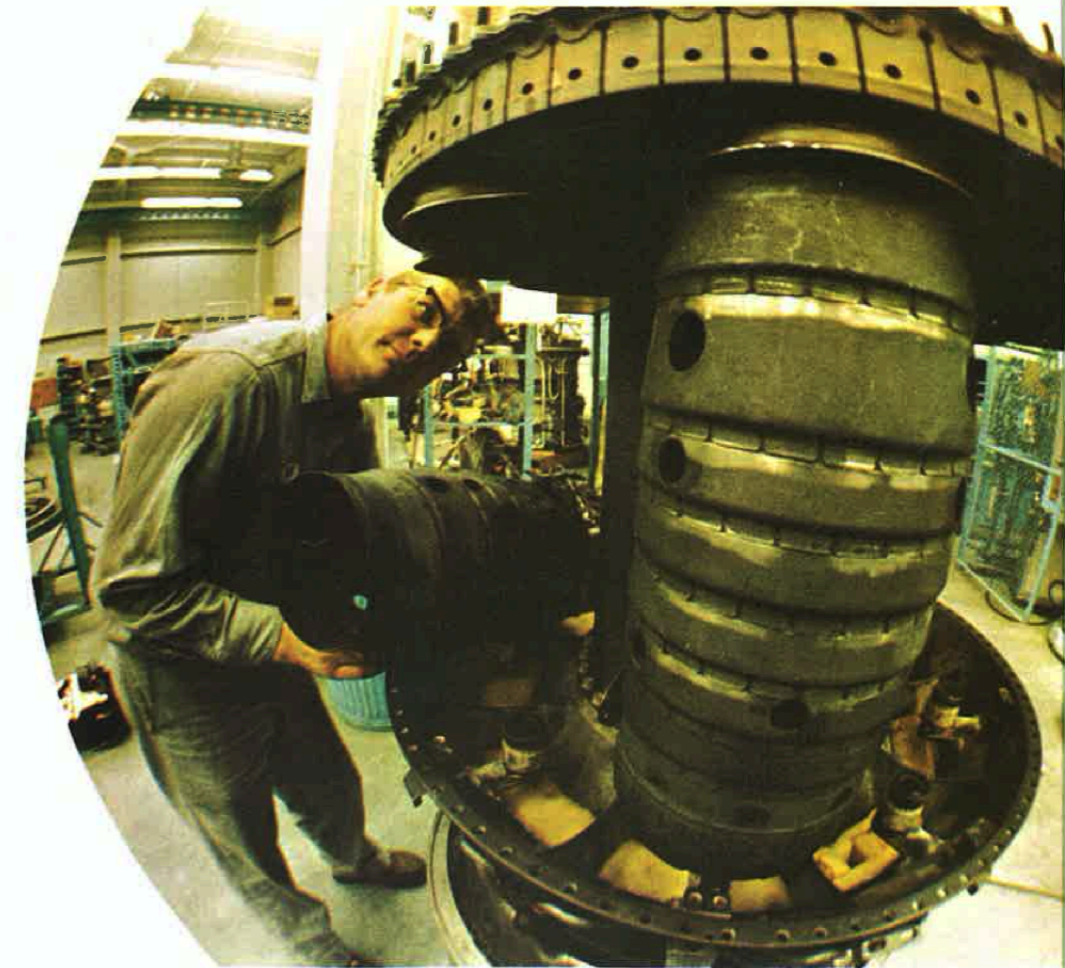
The carbon particles that compose the smoke are only one-tenth the size of face powder, and researchers say there is no evidence the smoke is harmful, or even settles back to earth. The other, invisible emissions of jet engines are admittedly pollutants, and scientists are working to reduce or eliminate them, too.

The new burner can is air-cooled by tiny holes that flow cooling air through the chamber. Pratt & Whitney worked out the new burner can after trying some 500 different designs, and flight testing 200 of them.

The actual changeover to the new burner can is a simple matter, once the JT8D engines are in the shop for their 2,500-hour inspection. The biggest problem, for North Central as well as for other carriers, is getting the engines into the shop. With planes flying full schedules, it is too disrupting to pull a plane out of service just to change engines. Fortunately, the timing of the agreement worked to North Central's advantage, as most of its 37 JT8D engines (two on each of 15 DC-9s plus seven spares) were scheduled for shop work within the year.

As of January 1, 1971, 75 per cent of the North Central engines had been

The old burner can, foreground, looks almost identical to the new burner can the workman is installing in a stripped-down jet engine.



refitted with the new low-smoke configuration.

By March of 1972, all North Central's fan jets will have joined the "unhooked generation" and kicked the smoking habit.



**QUIP STREAM Answers**

1. 15 apples
  1. Columbus. He got a thousand miles to a galleon.
  2. Robinson Crusoe. All his work was done by Friday.
2.
  3. Nine.
  4. Wheeling, West Virginia.
  5. A cashew.
  6. Chip monks.
  7. In a mirage.

**HOW OBSERVANT ARE YOU?  
Answers**

1. United States of America
2. Yes, a bow tie
3. Liberty
4. Postal
5. Q & Z
6. FGH, JKL
7. Seven reds, six whites
8. Four
9. Left
10. A book
11. Eighty-eight
12. Three
13. King of Hearts
14. Two
15. Twenty
16. Sixteen
17. (Count 'em)
18. Only the lower
19. Counterclockwise
20. Two on thumb, three on others



*"I HATE HAVING TO TELL HIM IT'S THE RACK AGAIN."*

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Relax surrounded by the same exceptional North Central service on your way home, too.

So whether you ski the slopes of Colorado once a year or every other week, extend your holiday beyond Denver... let it last till you're home. Don't let the fun end

in Colorado! Jet nonstop daily between Denver and the Twin Cities. **And remember, getting a group together saves money...** ten or more save twenty percent or more on round-trip fares, depending on how many ski-swingers get together. Just call your travel agent or North Central... where nobody flies second class!

It used to be that a top salesman was a guy who could sell a refrigerator to an Eskimo.

But it won't be long before every Eskimo will have a refrigerator, and maybe an air conditioner, too. Then the really top salesman will be the guy who can sell the Eskimo his second refrigerator.

In selling, the toughest job is, and always has been, translating product need into a sale. In the '70s, this toughest job will get tougher.

Like the salesman's Eskimo, the whole buying public has come in from the cold, obsoleting sales techniques we were so comfortable with only a few short years ago. The '70s is

the decade of the Professional Consumer. The "average American" used to be a buy-hungry, product glutton whom Madison Avenue ad men pushed around with their pencil points. But now he's heard it all and bought it all, at least twice.

Today, he sits on his rider-model lawn mower (second power model), surveys his patio gas barbecue, several sets of lawn chairs and third portable TV, and rolls across his velvet-priced lawn toward his driveway and the three family cars (he'll own 14 cars in his lifetime).

Put your foot in his door. Trick him. Dazzle him. Think about "your" money in his pocket. Snow him with product details. If it were still the '60s, you might sell him. In the '70s you won't have a chance.

The traditional notion that he will keep up with the Joneses won't do it; in fact, the opposite is more true today. The Professional Consumer buys to reward himself not so much with products that make him similar,

but with products that make him different, make him unique.



By Larry Wilson

## Selling in the SEVENTIES

Just what kind of salesman will succeed, faced with this new challenge? Answer: the unique be-himself Counselor Salesman.

Sales managers used to take a successful salesman, feed all his techniques into a computer, get a print-out, and tell their sales staff, "Ralph is a success. Here's what makes Ralph a success. Be like Ralph."

I doubt if that ever really worked, because Ralph is Ralph, and nobody can be like Ralph.

Because the Counselor Salesman is unique instead of cast from a certain mold, I can't give you a profile of the "typical" salesman of the '70s. But I can tell you now the three questions the successful salesman of the future will be constantly asking himself.

They aren't magic buttons, they aren't the big picture, and they won't

make anybody a different person. But they will give a salesman the creative, problem-solving vision necessary for success. If I had to give someone quick advice because he had to make a sale today or lose his job, I'd tell him to ask himself these questions: How do I see me? How do I see him? How do I see us?

### How do I see me?

Dressed for battle, most salesmen see themselves approaching the moment of confrontation. They gird themselves for it, which is the worst thing they could do.

It's easy to see why they do, though. After all, the salesman has everything to lose—sale, money, contact and his self-esteem. The prospect has nothing to lose.

If anything cuts down on the number of calls a salesman makes, it's telling himself, "If I don't make this call, I can't get turned down." It's an understandable fear because nobody likes to be rejected. Unhappily, it's a fear that also creates a self-fulfilling prophecy of reduced sales.

The salesman sees himself facing a prospect ready to say no, a person on whose decision hangs his prestige, his success. To protect himself, the salesman draws up a self-image of a man going to war. Arming himself to the teeth with technical product knowledge, and mentally armored against every rebuff and refusal, he maps out a sales approach that is more like a battle strategy.

When he walks in on the prospect, the prospect takes one look, sees a man in armor, and puts on his own armor. The battle is on.

But people like to buy; what they don't like is being "sold." The salesman who accepts this and comes on the scene with an honest effort to help the prospect buy, not sell him something in spite of his needs, will make more sales.

More important, it's easier to do the job if the salesman sees himself as someone who is helping, not forcing. That's how a Counselor Salesman sees himself. He doesn't say, "He'll buy, all right! Or else I'll use Sales Battle-Ax No. 7 on him." He feels secure, unafraid, when he walks into a prospect's office or home, because he says, "I'm going to find out what this man needs, help him with his problems, and help him figure things out."

### How do I see him?

Who is the prospect? If the salesman sees him as part of a faceless, general sales market, a *them* instead of a *him*, he won't solve the prospect's individual problems.

The Counselor Salesman knows that the process of becoming a successful salesman involves learning to know when the other guy has a problem, and then knowing how to correct it. Because his prospect is a real person, not just a market statistic, he asks questions and *listens* to the answers. The real pro really cares, too, and he knows a well-defined problem is a problem already half-solved.

I had first-hand experience some time ago that taught me the importance of properly seeing the other person. My wife became ill and the doc-

tor recommended a full-time person to help her with the house and six children. After going over the budget, we decided we could squeeze out \$200 a month, and my wife ran an ad:

"Mother of six needs help. Light housekeeping and babysitting. \$200 a month, room and board."

After one week, and only one reply, my wife challenged me: "Okay, Mr. Supersalesman, let's see you sell someone on taking over this house and your six kids."

My wife also decided the job required someone young enough to keep up with our 3-year-old, and since this gal was going to be around all the time, it would be nice to have someone intelligent to talk with.

Here's the ad that ran one week and received 65 responses:

"Are you missing the opportunity of a college education because you've run out of money? If so, invest one year by living in our large home, helping to care for our six children, plus light housekeeping. \$200 a month, room and board."

Over 50 of the girls who applied had more than a year of college, had run out of money, and were looking for a way to earn money to finish.

The point is simple. The first ad talked about our problem; the second ad talked about their problem. The first ad saw housekeepers as *them*; the second ad saw housekeepers as unique human beings with problems.

### How do I see us?

Maybe this question looks redundant to you. We've talked about "me" and "him," and that's "us," you might say. But anyone who has ever played

(Cont.)

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on a winning team knows that individuals working together add up to more than the sum of the team members. Behavioral scientists call this synergism.

In selling, it's no longer just a question of how many shoes you get out of the factory, but how many new, mutually beneficial relationships you establish. Selling is something you do with people, not to them. It has to be good for both; anything short of that is exploitation. The Professional Consumer is gaining an increasingly good ear for harmony, and tunes out the salesman singing a solo.

This kind of relationship is described by Dr. Wendell Johnson, famous semanticist and psychologist, who had been working with an Indian tribe. When it finally came time for him to leave, an old Indian woman wanted to thank this man who had helped her so much.

She said, "I like me best when I'm

with you"—a true synergism.

It has to be genuine, this feeling of mutual benefit. Ralph Waldo Emerson said, "What you are speaks so loudly that I cannot hear what you say."

Without the three questions working constantly for the Counselor Salesman, the tuned-in Professional Consumer is apt to leave the salesman out in the cold.

He must adjust to the 1970s. Or become the Willie Loman of 1980.

Larry Wilson is president of the Wilson Learning Corporation, a firm which has trained over 40,000 salesmen and sales managers in "Counselor Selling" and is presently expanding into various fields of interpersonal relationships. He gives over one hundred speeches outside the company each year. Wilson started his career as an insurance salesman, selling over \$15 million life insurance in six years before he was thirty.

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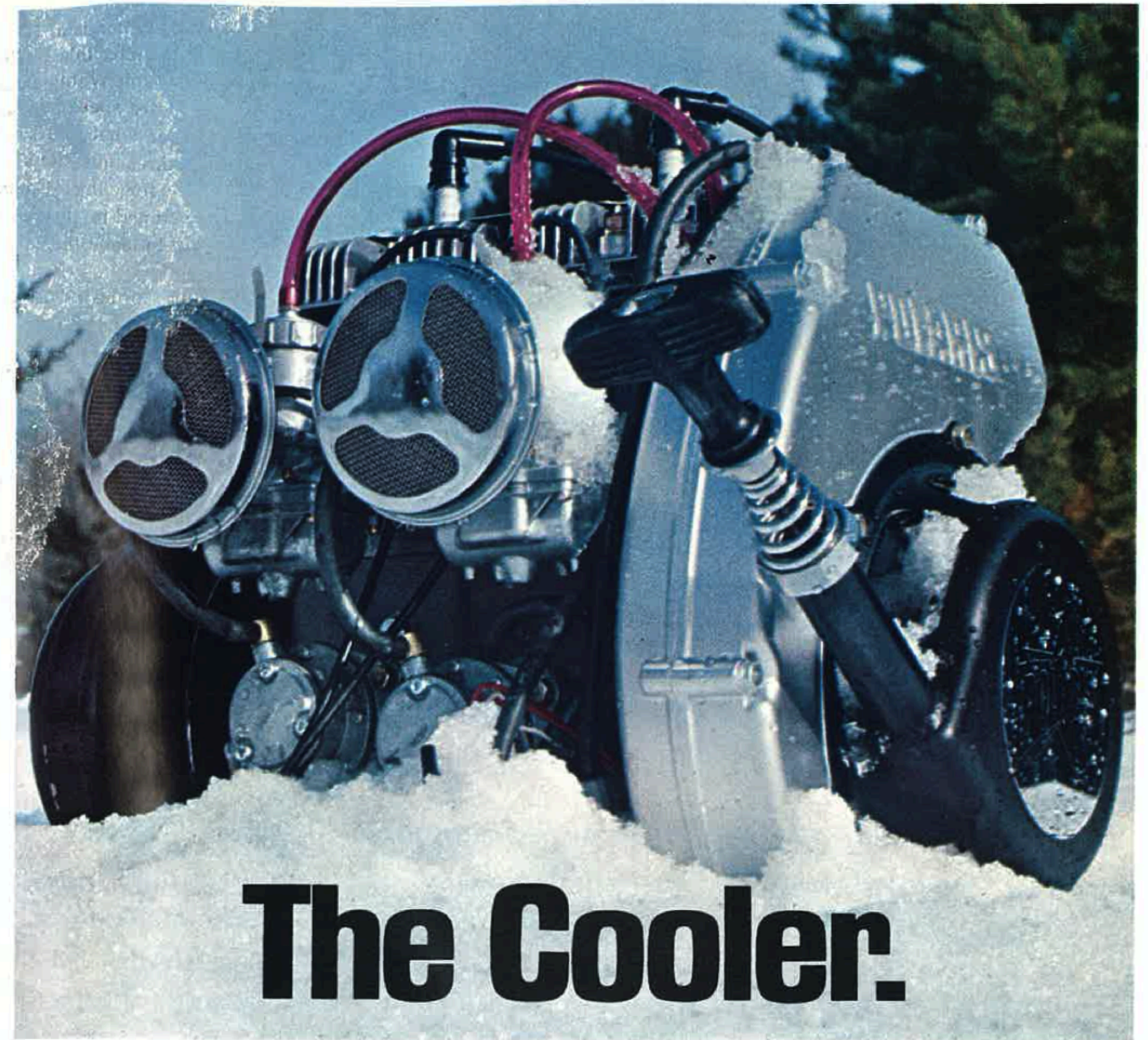


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