



Turn Back Page 8 for View of Newly Designed Locomotive and Boxcar

#### M·StL Colors Now Red and White

# 50s Flash

#### The Minneapolis & St Louis in the Schroeder era

NOW, HOW ABOUT the new design:

Fire engine red and white is the color combination. The paint compa lieve that their products will last eight to 10 years before fading.

The 'M·StL' is six feet, 10 inches tall. You might call them 'Mikan' No other railroad has such tall identifying letters.

Note that the ampersand is missing. That's because an '&' and an 'S' r one another, and the substitution of a fattened dot is intended to impr

White stripes across the boxcar originally were on the door, but main problems caused Landmesser and Kurak to recommend otherwise.



An Electro-Motive Diesel, Freshly Painted in M. StL Red and White

## M·StL Colors Now Red and White

The story started last November, a few days after A. W. Schroeder became an M·StL'er.

He was strolling through the Cedar Lake yards. Schroeder noted an engine painted yellow and green, as other with a covering of flamingo, still another coated in black.

Also in view were three system boxcars, painted in three different colors . . . yellow, green and brown.

RESULT: SCHROEDER asked the Public Relations Department to find one color combination.

"We want a combination that offers the maximum amount of safety," Schroeder pointed out "and a combination that is distinctive. A boxcar can be truly a traveling billboard if it is tastefully designed."

At the outset, it was agreed that fire engine red and white were desirable col-

ors. Providing, of course, that the red would not easily chalk.

A rough sketch of a boxcar was prepared by Mrs. Marcella Adams, wife of the

advertising manager of King Midas Feeds, one of our shippers.

NEXT, PROFESSIONAL designer Norm Hamilton, who, incidentally lives on the hill overlooking Cedar Lake, turned out finished art work on both a boxcar and an EMD locomotive.

The Executive Committee approved the designs and the baton then was handed to W. W. Landmesser, mechanical superintendent. On his team were J. O. Converse, mechanical engineer, and a four man painting crew composed of veteran Charley Kurak, Frank Bialy, Roy Wierstad and William Kane.

From Marshalltown came a boxcar fresh off the repair track. Engine 411 came

in for the paint brush, too.

Both were inspected by the Board of Directors May 9, and the engine carried the directors on their inspection tour of the railroad.

NOW, HOW ABOUT the new design:

Fire engine red and white is the color combination. The paint companies be-

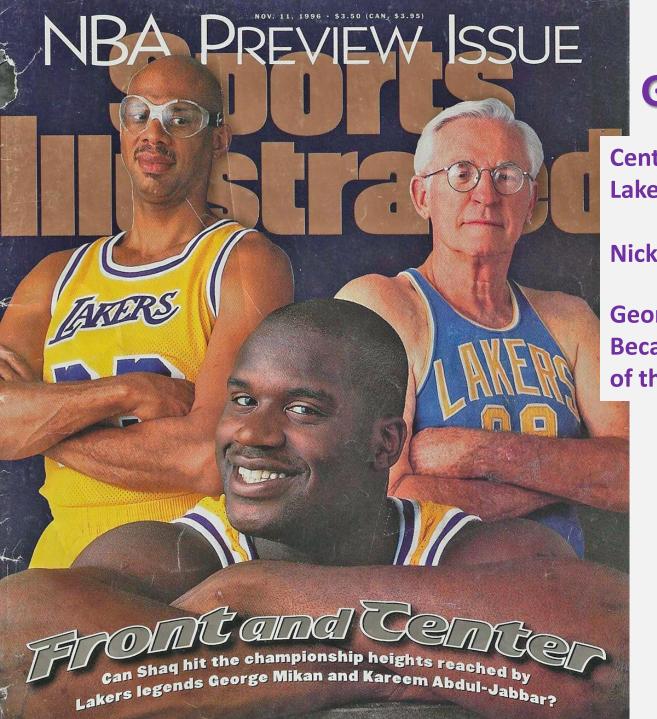
The 'M·StL' is six feet, 10 inches tall. You might call them 'Mikan' letters.

No other railroad has such tall identifying letters.

Note that the ampersand is missing. That's because an '&' and an 'S' resemble one another, and the substitution of a fattened dot is intended to improve the appearance.

White stripes across the boxcar originally were on the door, but maintenance

problems caused Landmesser and Kurak to recommend otherwise.



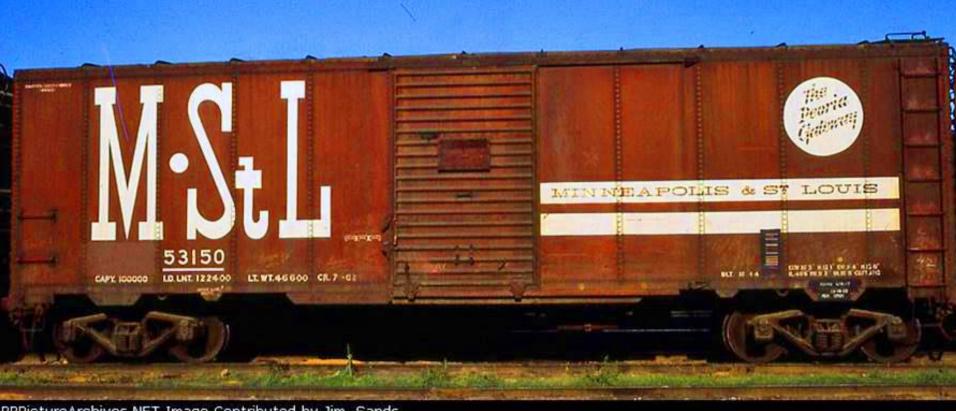
#### **George Mikan**

Center for the Minneapolis Lakers in the 50s.

Nicknamed "Mr. Basketball"

George was 6'10" tall
Because of his domination
of the lane was widen to 12'

# The Mikan scheme



RRPictureArchives.NET Image Contributed by Jim Sands

53000-53998 500 cars even #s Blt. 1944 GATC retired 1984

M&StL 1956 Annual report



BOX CARS undergoing heavy repair at Marshalltown, Iowa shops were painted in fire-engine red and gleaming white. Scotchlite discs were placed on the cars to prevent accidents at highway crossings.

The railroad adopted new colors—red and white—in May and the freshly painted box cars and locomotives immediately earned acclaim from shippers, the industry and the public-at-large.

Not only was there advertising benefit, but the changeover brought the number of paints in inventory from 54 down to 12. Company equipment formerly was painted in shades of yellow, green and brown.

The company abbreviation was made easier to read by eliminating the ampersand and substituting a fattened dot. The box car letters—six ft., 11 in. high—are the tallest in the industry.

Painting of locomotives in the fire-engine red and white was half completed by the end of the year, and the new colors were applied to cabooses as they required painting.

In addition, 30 insulated compartmentizers ordered in June will be delivered in the box car design. The two Budd RDC-4 cars, arriving in February, 1957, are to have bright red name plates and the baggage cars they pull will have similar letters.

Experiments, conducted to test the paints' durability, indicate a life span beyond the colors formerly used.

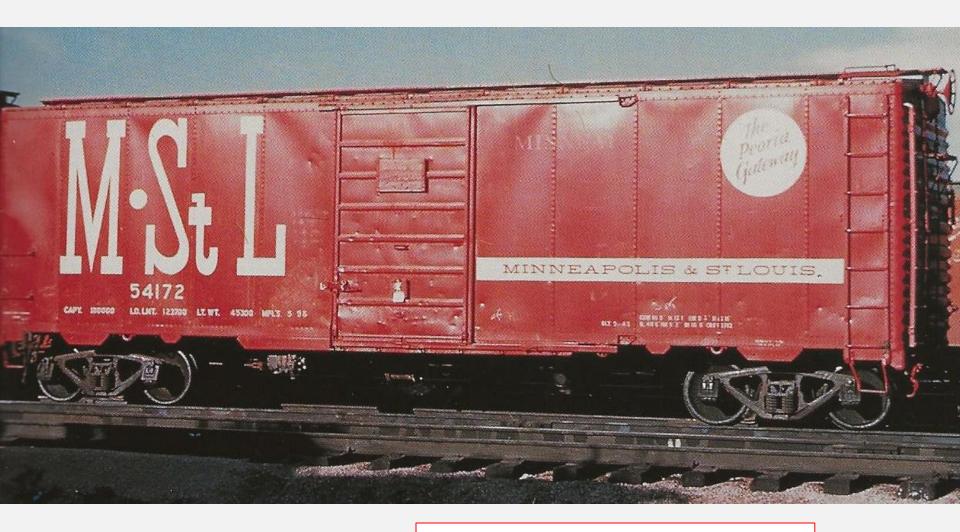


**Bob's photos - Peoria 10-57** 



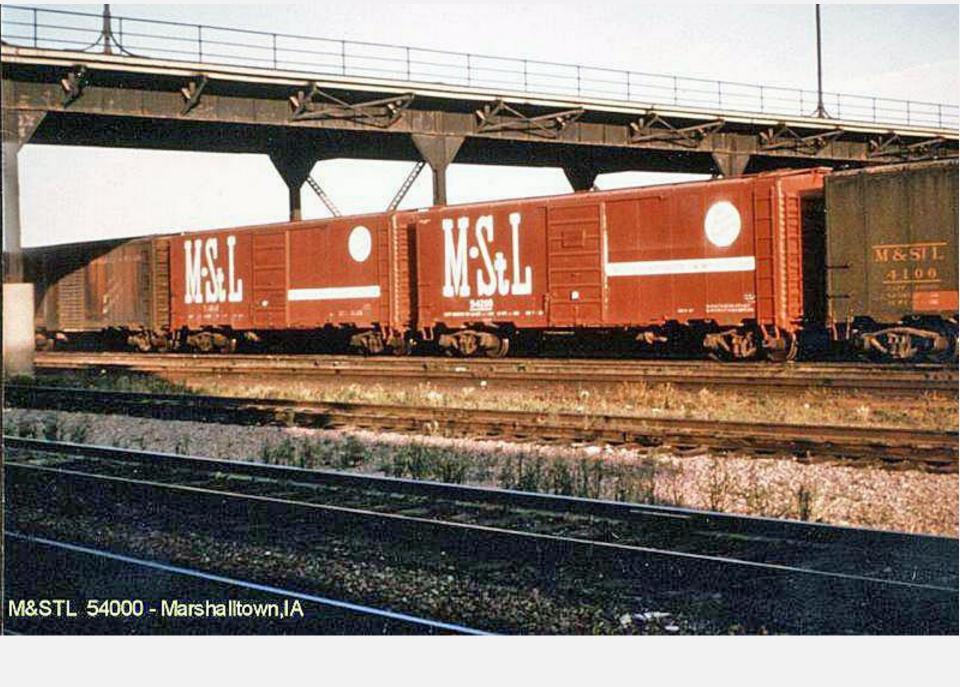
54000-54998 500 cars Blt. 1945 GATC retired 1984

**Vancouver collection** 



**Lou Schmitz Council Bluffs Ia 4-59** 

**Gene Green's CNW color guide** 

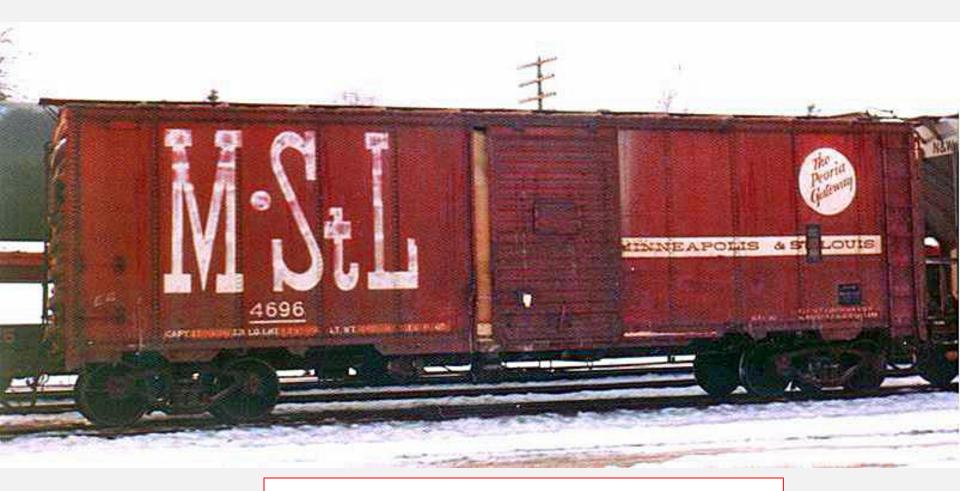




56000-57198 596 cars Blt. 1947 GATC retired 1984







4000-5398 700 cars Blt. 1952 GATC retired 1984



2000-2058 30 cars blt. 1957 PCF retired1988



**Company photo** 



**Soph Marty Indianapolis In 8-57** 





# 2500-5202 2 cars blt. 1958 P-S retired 1988

Renumbered 2900-2902 assigned to PRR Weirton W Va

Joe Colias Alameda Calif 1960



NAILABLE STEEL FLOORING have been installed in two M·StL Damage Free box cars to handle tin plate for the Weriton (W. Va.) Steel Company. W. N. Larson, car foreman at the Minneapolis Cedar Lake yard, shows off the belt rails. The internal reinforced Stran product has channel flooring eight inches wide by three-fourths of an inch deep. The flooring will handle a 25-ton lift truck with 85 per cent of the weight on the front two wheels.

M&StL exPRESS April 1960



**Robin's Rail model** 

Decals Gary Roe wabashrr@swbell.net



26 DF box cars equipped with the latest damage free devices, went into service in 1959.



2600-2618 10 cars converted 1959 from 55000 -55018 blt. 1937 GATC retired 1977

**Soph Marty Mason City** 



**Lloyd keyser collection** 





**Merrill Price collection** 



DAMAGE FREE equipped box cars, something new on the M·StL, have received warm approval. One enthusiastic shipper is Glenn Engle (above) of Win-Power at Newton, Iowa.





2700-2706 4 cars blt. 1959 P-S retired 1982

J Gruber collection Zanesville Ohio 7-68





**Kadee model** 



70400-70599 100 cars Odd #s Blt. 1957 P-S retired 1993

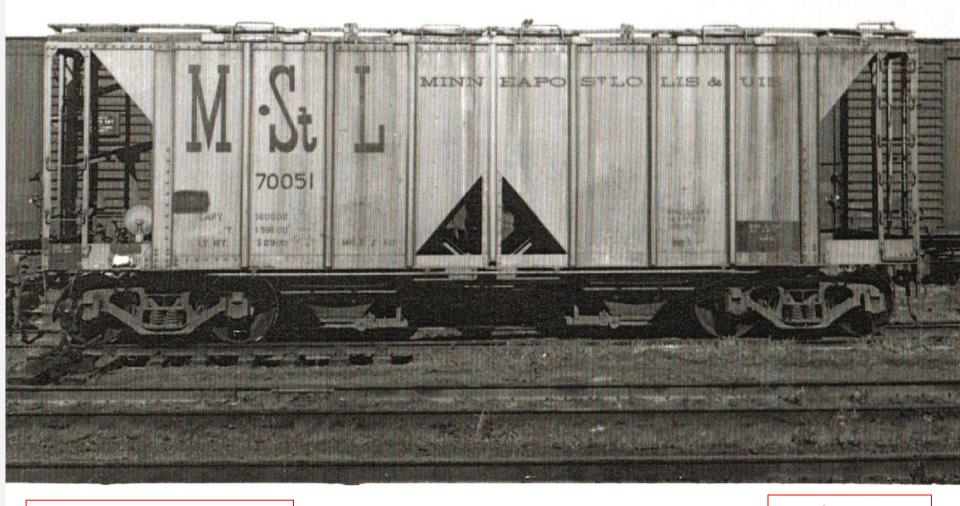








**Atlas model** 



**Refurbished March 1960** 

MAR

66

**Decals Gary Roe** 

70051-70069 10 cars
Blt by GATC 1940 retired 1984





71001-71039 20 cars Blt. 1958 P-S retired 1993



John Luckfield



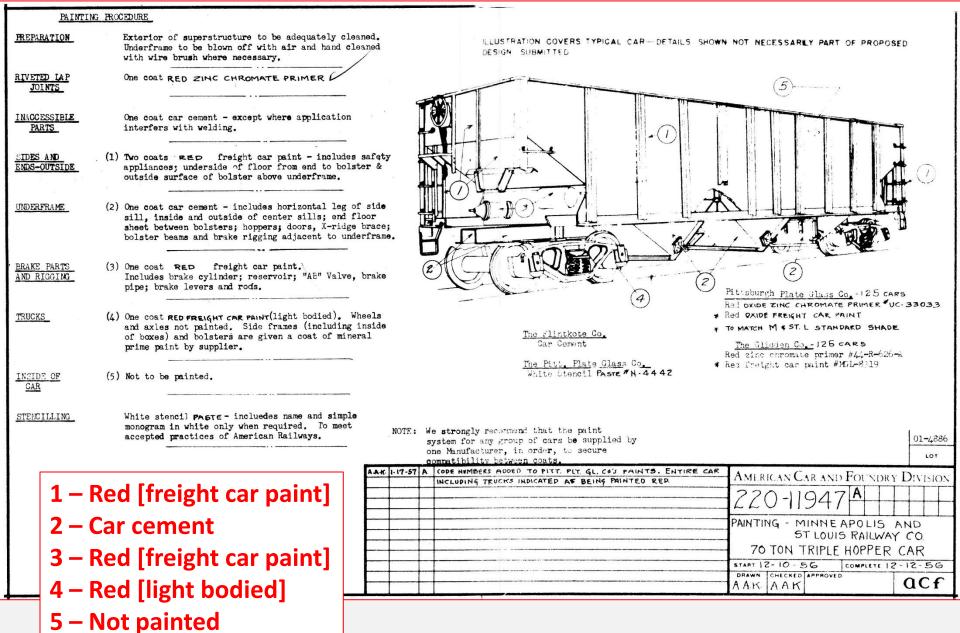
**AHM/Con Cor model** 

Decals Gary Roe wabashrr@swbell.net

New covered hoppers en route to Iowa cement plants CAPY 140000 DLMT 161500 T WT 48500 NEW 5-57 Several of 250 new coal hoppers ready for loading at Illinois mines M&StL 1957 Annual report



66501-66999 250 cars
Blt. 1957 ACF retired 1992





Lionel outfit No. 2501W came out in the 1958 catalog. It consisted of the 2348 GP-9, 6464-525 M&StL boxcar, 6802 flat w/U.S. Steel girders, 6560 crane car and 6119 work caboose. The set had Super O track, no transformer and retailed for \$49.95. That same year, they came out with the No. 56 M&StL Mining Loco for \$12.95. The locomotive also appeared in the 1959 catalog. Ken Vandevoort

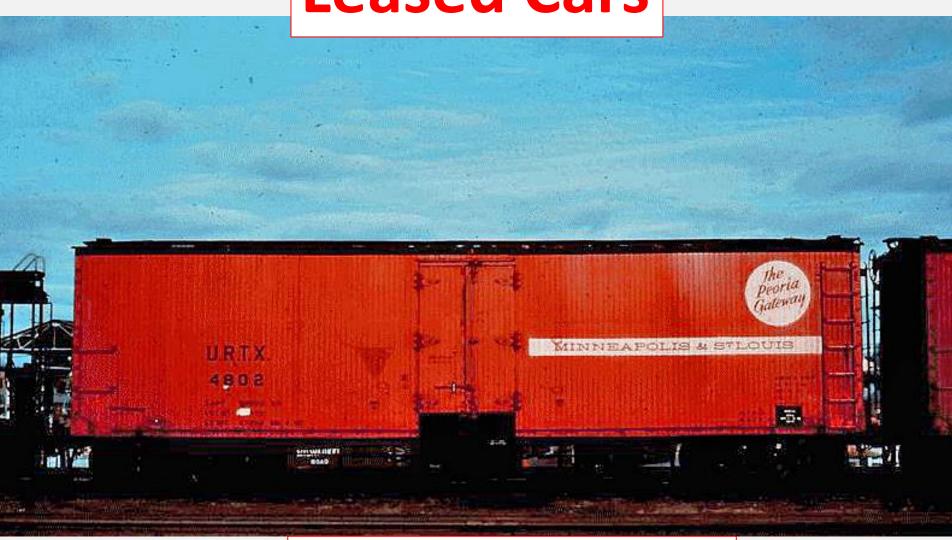




**Roundhouse model** 

Decals Gary Roe wabashrr@swbell.net





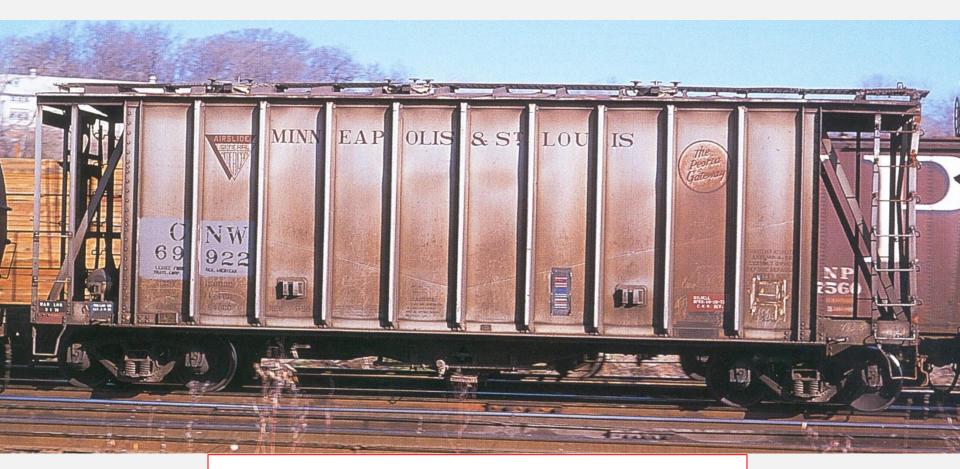
**URTX 4800-4899 74 cars** 

Blt 1931 rebuilt and leased in 1955





GACX 42005-42021 17 cars 2-54 RPCyc 20 pg 87



GACX 43292-43316 25 cars 1958



**Con-Cor Model** 

Decals Gary Roe wabashrr@swbell.net

## THE END

