

THE MILWAUKEE RAPID TRANSIT and SPEEDRAIL CO.

"TRANSPORTATION FOR GOOD"

General Offices
234 WEST EVERETT STREET
MILWAUKEE 3, WISCONSIN

September 2, 1950

TO: MEMBERS, GUESTS, AND FRIENDS OF N.M.R.A., GREETINGS:

We most cordially welcome you to Milwaukee, the city of good food, good drink, and good transportation. We could wish you nothing better than that your visit with us will make you want to come again.

This phase of your visit is devoted to a ride on Speedrail over a portion of its route. Speedrail represents one of the last of the remaining electric railways. Speedrail also represents one of the first attempts to prove the values of electric power and the flanged steel wheel in economical, high speed, mass transportation.

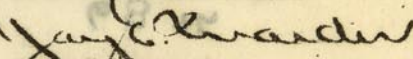
The rails over which you ride are part of what is left of a once vast network of electric interurban railways reaching out from Milwaukee northerly to Port Washington and Sheboygan; westerly to Oconomowoc and Watertown; southwesterly to Burlington and East Troy; and southerly to Racine and Kenosha. (The probability of excess moisture on the rails prevented the tracks from extending easterly.) By a grim and dismal process of thought too familiar around the country to those of us who love and believe in rail transportation, this once splendid transportation system fell upon evil days, and on September 1, 1949 was perilously close to breathing its last.

By some miracle best known and understood by those powers which regulate all things, a new ownership and management came to this line--and on September 2, 1949, occurred the birth of a new life to the cause of rails. Much has been accomplished since that time to prove the assertion that rails are not gone with the Dodo. But so much remains to be done. Time, effort and inspiration are necessary. Time takes care of itself, but effort and inspiration are provided by those loyal members of our organization through whose efforts, and through whose efforts alone, the accomplishments to date have been made possible.

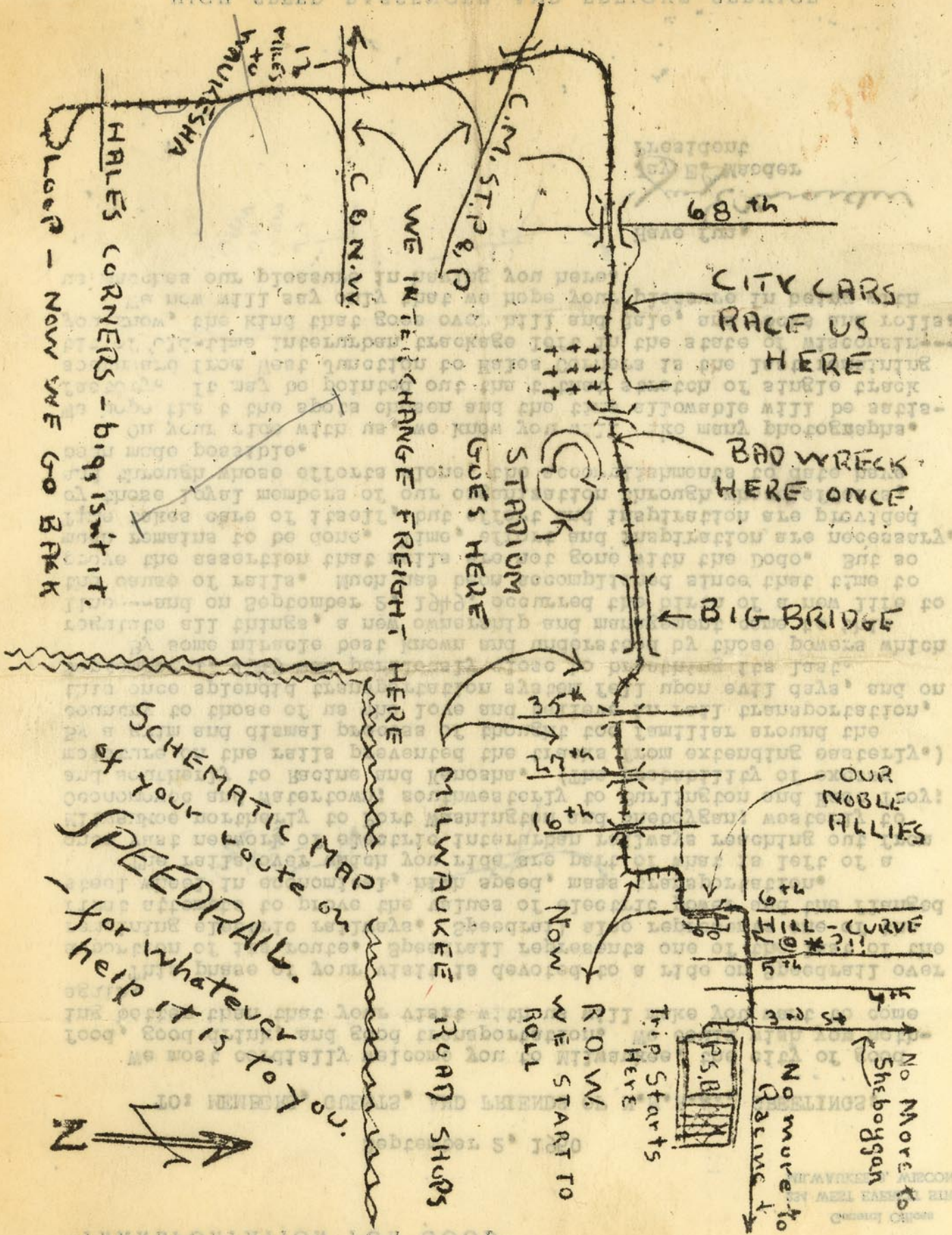
On your ride with us, we know you will take many photographs. We hope that the spots chosen and the time allowable will be satisfactory. It may be pointed out that that stretch of single track southward from West Junction to Hales Corners is the last remaining bit of old-time interurban trackage left in the state of Wisconsin--you know, the kind that goes over hill and dale, and rocks and rolls.

We now will say only that we hope your pleasure in being with us matches our pleasure in having you here.

Have fun,


Jay E. Maeder
President

HIGH SPEED PASSENGER AND FREIGHT SERVICE



SCHEMATIC MAP
 of your route on
SPEEDRAIL.
 for whatever
 help it is to you.

...BANKRUPTCY FOR GOOD.

THE MILWAUKEE RAILROAD AND SUBURBAN CO.