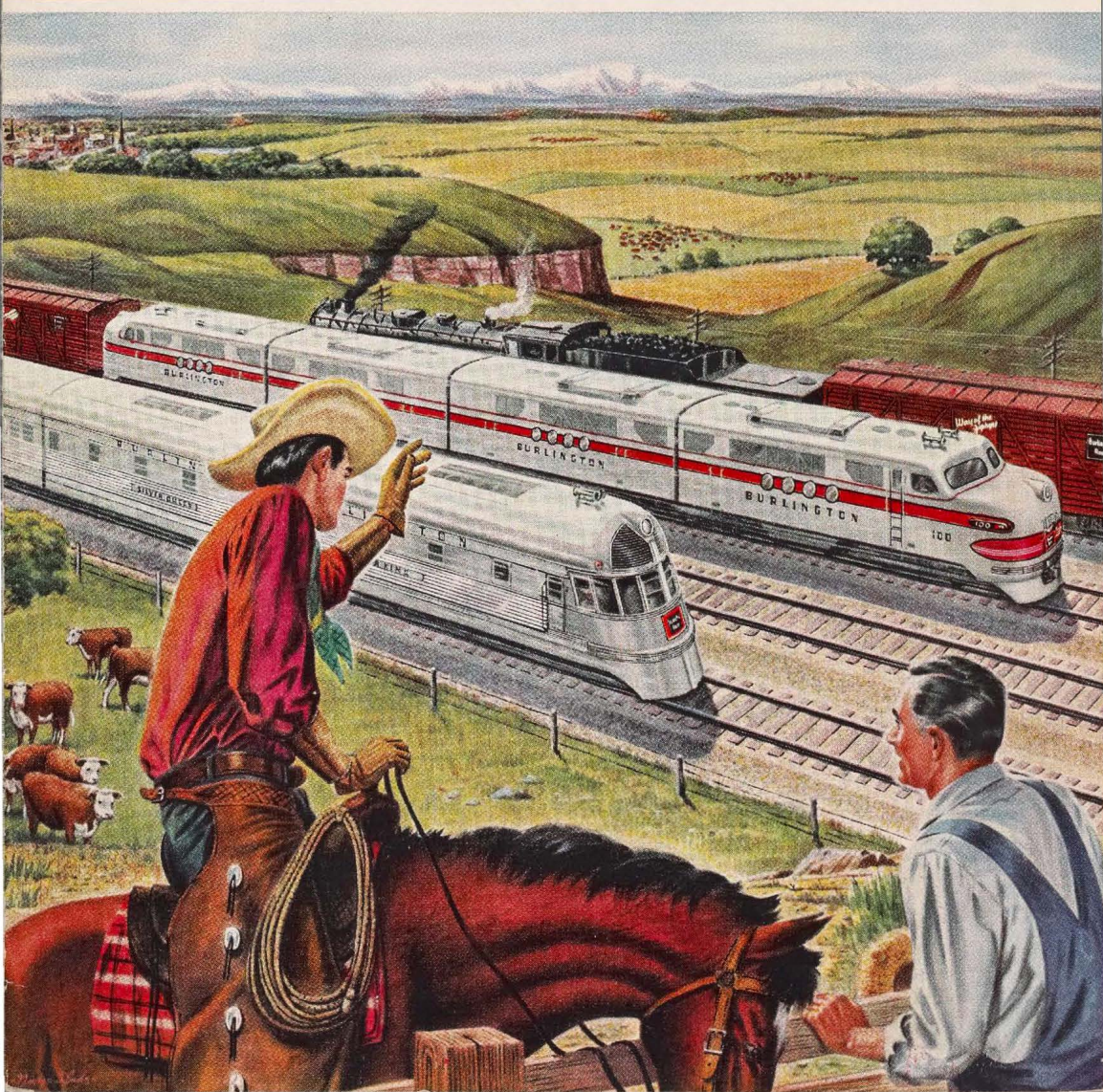


# Luncheon

Burlington  
Route



## *Zephyr Luncheon Selections—à la Carte*

- Green or Ripe Olives, 25  
Cup of Soup, 20; Tureen, 30  
Filet of Fresh Fish Saute, Maitre D' Hotel, 75  
Baked Individual Chicken Pie, Burlington, 90  
Grilled Hamburger Steak, Mushroom Sauce, 85  
Spanish Omelette, 75  
Omelette with Preserves, 60  
*Bread and Butter Served with Entree*  
Seasons Vegetables, 20  
Potatoes: Whipped, 20  
Chicken Salad, Mayonnaise, 65  
Lettuce or Tomato Salad, 25  
Sandwiches: Lettuce and Tomato,  
Chicken Salad, 35      Fried Egg, with Tomato, 25  
Chicken Sandwich, 45  
Bread and Butter, 10      Dry or Buttered Toast, 15  
Fruit Cobbler, Au Natural, 25  
Ice Cream with Wafers, 25  
Chilled Grapefruit, 20  
Stewed Prunes and Cream, 25  
Chocolate or Tea, pot, 25  
Coffee, pot, 25  
Individual Bottle Milk, 15

*It will be a pleasure to serve any dish not listed that you may wish, if it is available.*

*Service outside of Dining Car 25c extra for each adult person served.*

*The Sale of Alcoholic Beverages, Wine and Beer will be suspended during periods when Passengers are waiting for Meal Service.*

*The Service of All Alcoholic Beverages including Wine and Beer on legal days of sale will be discontinued at 10:00 P. M.*

All prices listed are our Ceiling Prices or below. By are our highest prices from February 1st, 1943, to for your inspection at Office of S

•

Waiters are not permitted to take Verbal Orders

or

Milk

Office of Price Administration Regulation our ceilings  
April 10th, 1943. Records of these prices are available  
Dept. of Dining Car Service, Chicago.

# “What does it cost to ship a Ton a Mile?”

FOR moving one ton one mile by rail, the average charge — and note that word “average”—is less than one cent.

O.K., you may say, that ought to make freight rates simple. Why not “sell a ticket” for moving freight, just like selling a passenger ticket? Take the number of tons, the number of miles, the average charge, and figure it out?

We wish it could be that easy. But here is the problem.

Some freight is cheap, heavy, little subject to loss and damage. Some is valuable, light and bulky, difficult, risky and expensive to handle. Such differences in the character of freight call for differences in rate making. No one would suppose that charges should be the same on a ton of coal as on a ton of diamonds.

To charge even as little as one cent per mile for hauling a ton of some of the heavy, low-priced commodities would mean, in many cases, making rates so much higher than they are now that such commodities could not move over the long distances we have in this country and be sold at a profit in distant markets.

On the other hand, rates on more valuable articles can be much higher than the average without making any appreciable difference in the price at which they are sold.

So, to make it possible for all sorts of freight to be moved to market, and at the same time meet the necessary costs to the railroad of doing the job, there came to be these differences in freight rates—with the result that shippers, railroads and the public benefit from the amazingly wide distribution and use of all sorts of commodities all over America.

## **“Prices” tailored to the public interest**

Rate-making seems complex. But that’s because commerce is complex. Rates, or transportation prices, must be made for the movement of tens of thousands of different articles over various routes between tens of thousands

of places, all over the country, and under all sorts of conditions. If those prices, as a whole, are too low, the railroads won’t be able to meet the costs of doing business. But if transportation is priced too high, the traffic doesn’t move—and that is not good for either railroads or shippers.

And so it is that over the years the railroads have worked on a basis of “what is best for our customers is best for us.” It is to the interest of every railroad to build up the area it serves. It wants to encourage the growth of industries. It wants to encourage agriculture. It wants to encourage mining, lumbering, every other type of business. Rates are figured out for just that purpose—to meet the needs of commerce—and are revised to respond to changes in those needs as they come about.

## **Where the I.C.C. comes in**

Many years ago, the Interstate Commerce Commission was established to prevent undue discrimination in railroad rates as between shippers and communities, and to see that rates are “just and reasonable.”

All railroad rates are open covenants openly arrived at after discussion between the railroads and shippers. All rates are published, are filed with the I.C.C., and are open to anyone to see.

*But in any case*, a shipper who isn’t satisfied has the right to ask that the I.C.C. step in and investigate. And more than 250 volumes of I.C.C. reports show how active the Commission has been in this respect.

This principle in tailoring transportation prices to the public interest has stood the test of time—and no man who has made a sincere and expert study of the problem has found a better system for all concerned.

## **ASSOCIATION OF AMERICAN RAILROADS**

*All United for Victory*