

Denver Employee Draws Streamlined Monogram

By George Clizbe

● Folks, we want you to meet Miss M. Laura Bramkamp, of the Purchasing Department, creator of the streamlined "Rio Grande" monogram.

This emblem now appears on our locomotives, freight and passenger cars, stationery—in fact, streamlined lettering is likely to greet you under any circumstances where the words "Rio Grande" are used. The monogram was sufficiently attractive to warrant its adoption as standard."

The monogram was not originally designed for such general use. It had its inception in connection with our Exposition Flyer trains. A number of the 1000 series coaches had been remodeled and redecorated and were about ready for transcontinental service. The last item to be considered was head rest covers. They had to be secured quickly to be available by the time they were needed. The shield emblem previously used was not in harmony with the general interior design. A discussion followed as to the proper insignia—a few pencil lines, and "presto," the Rio Grande monogram was created.

Miss Bramkamp is modest about her part in bringing the "Rio Grande" up to date. She says "Necessity is the mother of invention," and that the necessity in this case concerned only an order for head rest covers. However, she did admit, on questioning, "It is thrilling to know that



Miss M. Laura Bramkamp