Download this page for a neon 400 sign
Chicago & North Western
400 Sign
By Dan Vandermause

Modelers Corner in Issue 3, 2018, of *North Western Lines*, features the 400 sign in Milwaukee.

Presented here are postcards and advertising used to promote the 400.
Prince Street
Freight House St
Paul Minnesota

1948 Green Bay
Road, Milwaukee;
Greatest Travel Thrill Yet!
the New
Bi-Level ‘400’s’
CHICAGO-GREEN BAY-
UPPER MICHIGAN
CHICAGO AND NORTH WESTERN
NORTH WESTERN RAILWAY
Post cards showing the 400 sign in Chicago and Milwaukee
THIS NEW "SPECTACULAR" USES A RARE GAS—XENON

A SUNBURST of brilliant colors resembling a skyrocket in a nighttime sky, has brought a new note to outdoor color-light advertising. Recently completed atop the Chicago & North Western's Chicago passenger station is this 3,000-sq. ft. "spectacular" which features—apparently for the first time anywhere—the use of "flash line" lamps filled with the rare atmospheric gas xenon.

TO FIRE the "flashline lamps" a 10,000-volt charge must be built up in a condenser. This requires about eight seconds, during which the sign's regular neon tubing spells out an intermediate message as shown above (right). Then the streamer of red light "takes off" from the C&NW herald; ducks behind the UP shield; "bursts" with a momentary white flash from a large floodlamp; and finally . . .

FLASHES brilliant colors from the radiating xenon lamp tubes. In all there are 90 distinct steps to the display. Faces of all component parts are made of fused glass porcelain. The General Outdoor Advertising Company reports construction consumed 6,280 man-hours. Current consumption? All the C&NW will say is that "in each month's operation, it could light 1,000 homes for a like term."
The origin 400 with steam.
Buffet Lounge Car

Dining Car
A TYPICAL COACH ON THE "400" OF THE CHICAGO AND NORTH WESTERN LINE

THE TRAIN BETWEEN CHICAGO AND ST. PAUL-MINNEAPOLIS THAT SET THE PACE FOR THE WORLD

ONE THOUSAND DOLLARS IN PRIZES FOR THE "400" BEST STORY CONTEST
Series of post cards showing the new 400 train
Coach

Dining Car

Route of the “400” Streamliners
Observation Lounge Car

400 FLAMBEAU, CHICAGO, OSHKOSH WI. & IRONWOOD MI., JUNE 21 1935

400 observation car in Chicago before 1948.
Chicago & North Western Drum Heads