



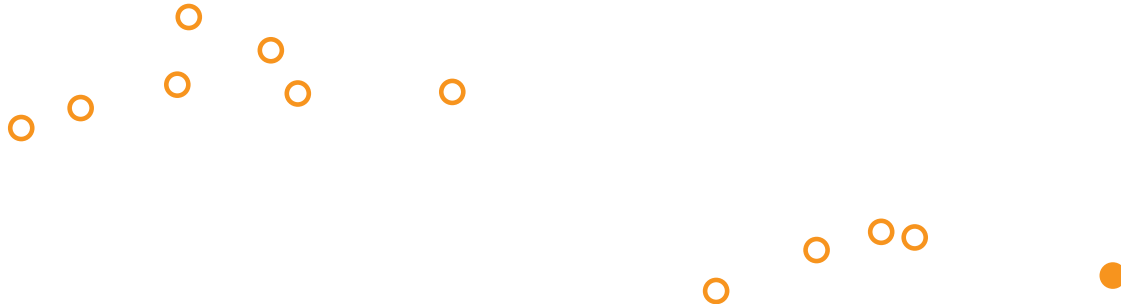
Western Logistics upgrades Regional Service to Northern Ontario



*Jim Decker and Paul Sziraky
at Brampton terminal*

For over a year now, Western Logistics has operated weekly schedules into Northern Ontario to test the water. "Now we're getting ready to ramp up to twice-weekly or more to better serve our clients in the office furniture industry," said Jim Decker, Eastern Division Manager. "We're assigning new air-ride equipment fitted with power-gates, and are committed to providing our legendary damage-free service on a consistent and reliable basis. We think there will be good acceptance of our scheduled service upgrade."

This new regional development will be proto-typical of our future regional runs, where a driver/developer not only performs with excellence, but can also provide information on service, rates, routes and methods to both new and existing clients. Paul Sziraky, a long-term Western Logistics employee, will quarterback its introduction. According to Paul, "The advantage I have is that I know all physical aspects of furniture transportation, and I also understand the big picture of how Western Logistics can help my customers in so many ways." The enhanced service begins formally on December 1.



Did you know?

That the secret of Western Logistics' success is keeping quality employees for the long term? Minimal turnover, and a policy of promoting from within, keeps morale high even during periods of constant growth and change.

Quality personnel enable us to develop our new services in an unstressed and "organic" manner, with the result that there are very few hiccups, even in new service areas. Our new customers soon respect our cleanliness, competence, new equipment, and reliability. And we know they assess us on the basis of the people who drive our trucks. A good customer once told us: "When your driver climbs out of his cab, it's as though he brought the whole Company with him." We like that thought.



Jim and Paul plan sequence for new Northern Ontario load

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