



OH I WISH I WAS AN...

“What’s under that tarp?” That’s the question Landstar BCO Victor Clark heard asked over and over again while hauling a certain heavy load 420 miles across the country. Clark pulled the 27-foot-long mystery load on a step deck trailer from Morton Grove, Illinois to Columbia, Missouri. Leslie Schreoder’s Landstar agency arranged to put this big meal on wheels – one of six Oscar Mayer wiener mobiles used by the food company to promote and advertise Oscar Mayer products. The classic hot dog on a bun design was created in 1936 by Oscar Mayer’s nephew, Carl G. Mayer.

